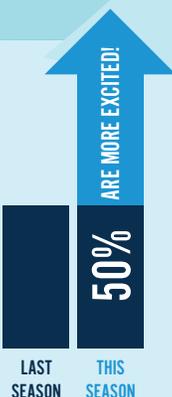


INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

## 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.



OTHER WINTER SPORTS BEYOND THEIR PRIMARY WINTER SPORT

**SNOWSHOEING AND CROSS COUNTRY** WERE THE MOST POPULAR **OTHER SPORTS** RESPONDENTS INDICATED THEY'D PARTICIPATE IN.



NEW WINTER SPORTS

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



## BRANDS

Q

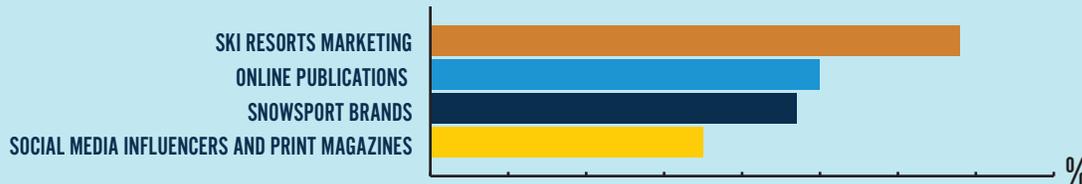
**WHAT IS YOUR FAVORITE SNOW SPORT BRAND?**

- |               |      |
|---------------|------|
| 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**



INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

## ECONOMY



### ONE-THIRD

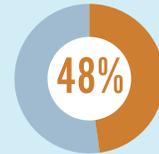
OF RESPONDENTS HAVE MODERATE OR EXTREME CONCERN OVER INFLATION



HAVE MODERATE OR EXTREME CONCERN OVER PERSONAL FINANCIAL SITUATION



HAVE MODERATE OR EXTREME CONCERN OVER PRODUCT AVAILABILITY

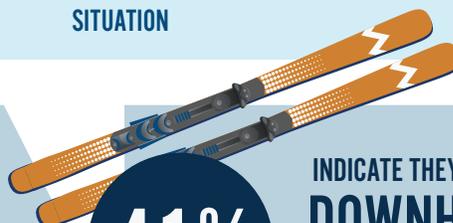


PLAN TO SPEND LESS THAN \$500 ON GEAR THIS COMING YEAR



### 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