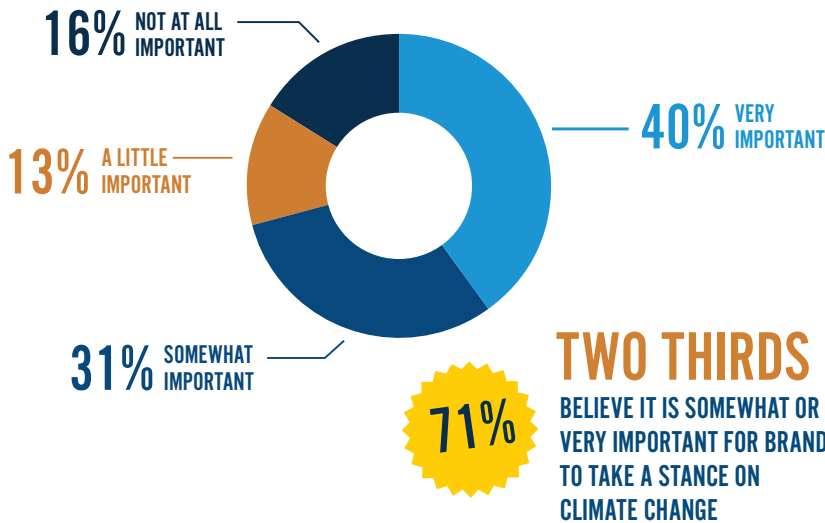


INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

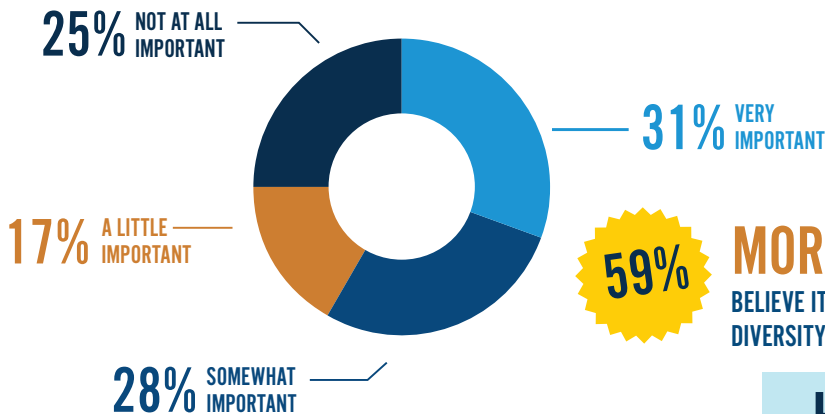
NOVEMBER 2022

BASED ON AN ONLINE SURVEY TO SIA'S CONSUMER PANEL.
1,192 TOTAL RESPONSES IN NOVEMBER 2022.

HOW IMPORTANT IS IT TO YOU THAT SNOW SPORT BRANDS TAKE A STANCE ON **CLIMATE CHANGE**?



HOW IMPORTANT IS IT TO YOU THAT SNOW SPORT BRANDS TAKE A STANCE ON **DIVERSITY AND EQUITY**?



TOP ANSWER

HOW CAN BRANDS TAKE A STANCE ON DIVERSITY AND INCLUSION?

- GREATER DIVERSITY IN MARKETING MATERIALS
- DIVERSE STAFF AND BOARDS
- PROGRAMS TO REACH OUT TO AND MAKE SNOWSPORTS MORE ACCESSIBLE TO COMMUNITIES OF COLOR



TOP TRUSTED BRANDS TO BE TAKING MEANINGFUL ACTION TOWARDS CLIMATE CHANGE

1. PATAGONIA 61%
2. THE NORTH FACE 22%
3. ARC'TERYX 15%
4. BURTON 15%
5. COLUMBIA 13%
6. BLACK DIAMOND 9%
7. SALOMON 7%
8. SMITH 7%
9. ROSSIGNOL 6%
10. BCA 6%

HOW CUSTOMERS WANT TO SEE SNOW SPORT BRANDS TAKE A STANCE ON CLIMATE CHANGE



"Donating profit, using recycled materials."

"Climate friendly materials, recycling of old gear."

