

INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

HOW HAVE YOU MADE ANY SNOWSPORTS GEAR PURCHASES THIS YEAR?

78%

72%

17%

4%



ORDERED ONLINE FOR HOME DELIVERY



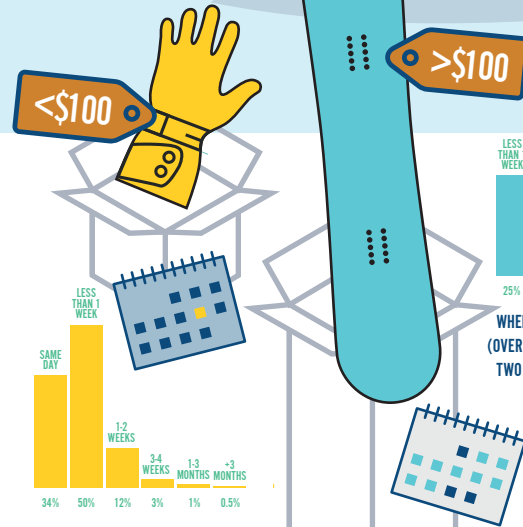
ORDERED ONLINE FOR IN-STORE PICKUP



PURCHASED IN A BRICK-AND-MORTAR STORE



ORDERED ONLINE FOR CURBSIDE PICKUP



WHEN MAKING LARGER PURCHASES (OVER \$100), MORE THAN HALF SPEND TWO WEEKS OR LESS RESEARCHING

WHEN MAKING SMALLER PURCHASES (UNDER \$100), ONE-THIRD WILL MAKE THE DECISION THE SAME DAY

SUPPLY CHAIN ISSUES

55%

OUT-OF-STOCK

55% REPORT ITEMS BEING OUT-OF-STOCK AS AN ISSUE ENCOUNTERED WHILE SHOPPING FOR SNOWSPORTS GEAR THIS SEASON

SPECIALTY SHOP

SPECIALTY RETAIL (LOCAL SHOP)

MOST PREFERRED

FOR PURCHASING SNOWSPORTS GEAR



PERSONAL RECOMMENDATIONS FROM FRIENDS AND FAMILY ARE MOST IMPORTANT WHEN RESEARCHING

WHEN LOOKING AT REVIEWS, QUALITY IS MORE IMPORTANT THAN QUANTITY

17%

★★★★★

92%

17.0% HAVE LEFT A REVIEW THIS SEASON AND THOSE REVIEWS WERE OVERWHELMING POSITIVE (92.4%). THEY WERE MOST OFTEN LEFT ON A MANUFACTURER OR RETAILER'S WEBSITE.

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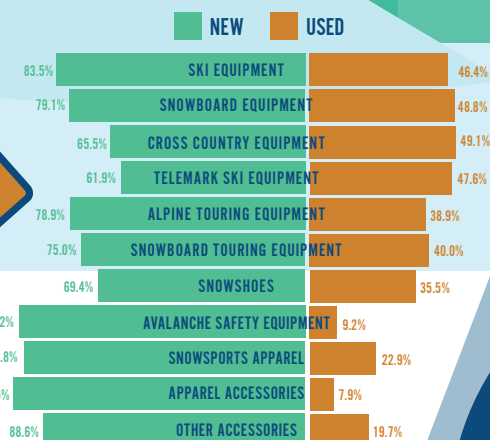
DID YOU BUY

NEW

OR

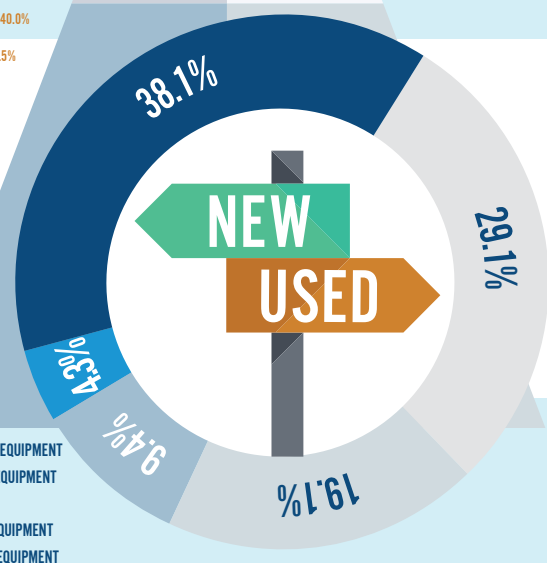
THIS YEAR?*

USED



*AMONG RESPONDENTS WHO BOUGHT SOMETHING IN EACH CATEGORY.

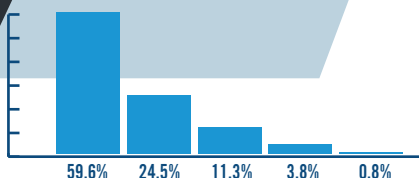
DO YOU PREFER NEW OR USED SNOWSPORT EQUIPMENT?



38.1% - STRONG PREFERENCE FOR NEW EQUIPMENT
29.1% - SLIGHT PREFERENCE FOR NEW EQUIPMENT
19.1% - NO PREFERENCE EITHER WAY
9.4% - SLIGHT PREFERENCE FOR USED EQUIPMENT
4.3% - STRONG PREFERENCE FOR USED EQUIPMENT

DO YOU PREFER NEW OR USED APPAREL?

59.6% - STRONG PREFERENCE FOR NEW APPAREL
24.5% - SLIGHT PREFERENCE FOR NEW APPAREL
11.3% - NO PREFERENCE EITHER WAY
3.8% - SLIGHT PREFERENCE FOR USED APPAREL
0.8% - STRONG PREFERENCE FOR USED APPAREL



SUMMER (MAY - AUG.)

38.2%

LATE-SEASON (MAR. - APR.)

39.2%

53.9%

PRE-SEASON (SEP. - OCT.)



?

25.8%

MID-SEASON (JAN. - FEB.)

EARLY-SEASON (NOV. - DEC.)

48.0%

NEW

USED

67.6%

66.3%

45.4%

39.9%

31.7%

13.4%

9.8%

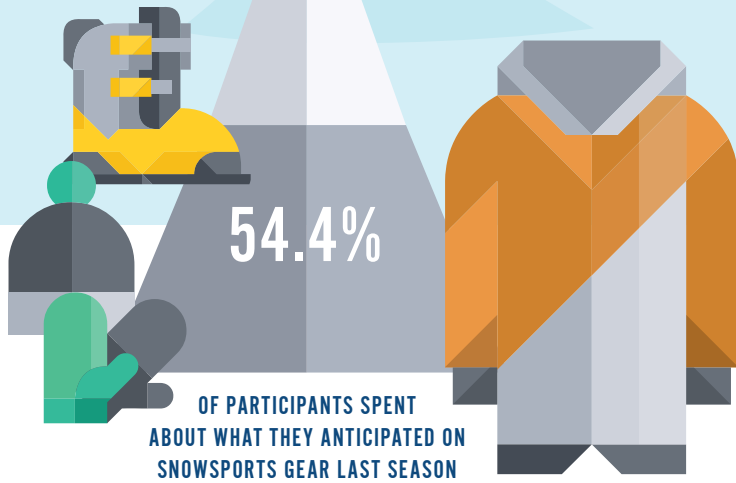
WHAT WERE YOUR REASONS FOR PURCHASING USED GEAR IN THE LAST YEAR?



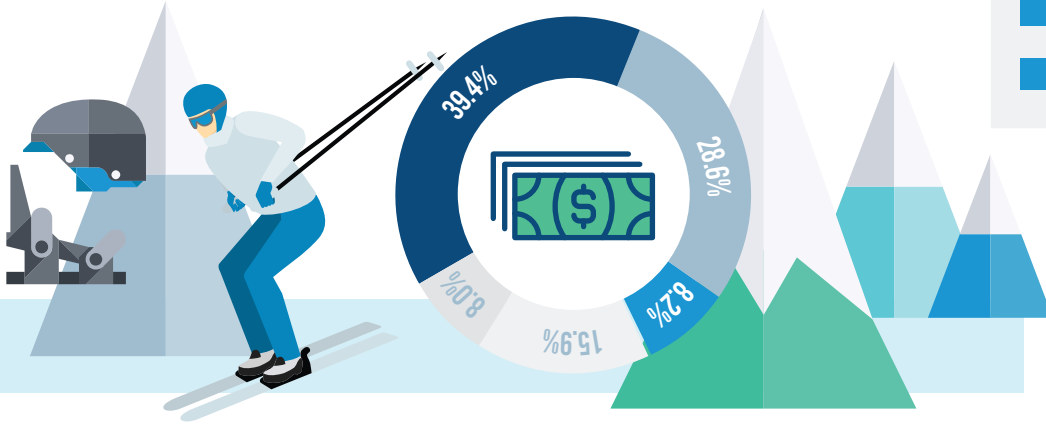
67.6% - I FOUND A DEAL (BECAUSE IT WAS USED) ON SOMETHING I WAS LOOKING FOR
66.3% - I CAN GET A HIGHER QUALITY PRODUCT AT A LOWER PRICE SINCE IT IS USED
45.4% - TAKING PART IN THE SPORT IS EXPENSIVE OVERALL. I NEED TO CUT COSTS SOMEWHERE.
39.9% - BUYING USED IS BETTER FOR THE ENVIRONMENT
31.7% - I AM BUYING FOR CHILDREN WHO WILL QUICKLY GROW OUT OF THE GEAR
13.4% - I AM NEW TO THE SPORT AND WANT TO KEEP COSTS DOWN AS I ACQUIRE ALL THE NECESSARY GEAR
9.8% - I DO NOT PARTICIPATE ENOUGH TO JUSTIFY NEW GEAR

CONSIDER THE LAST 12 MONTH PERIOD.
WHEN HAVE YOU BOUGHT USED GEAR?

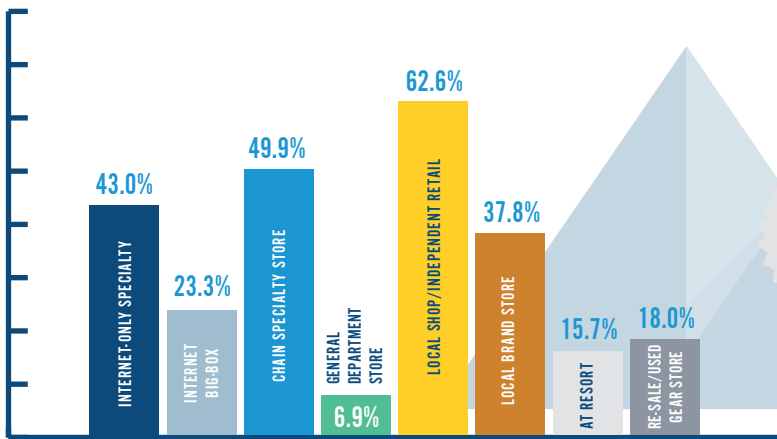
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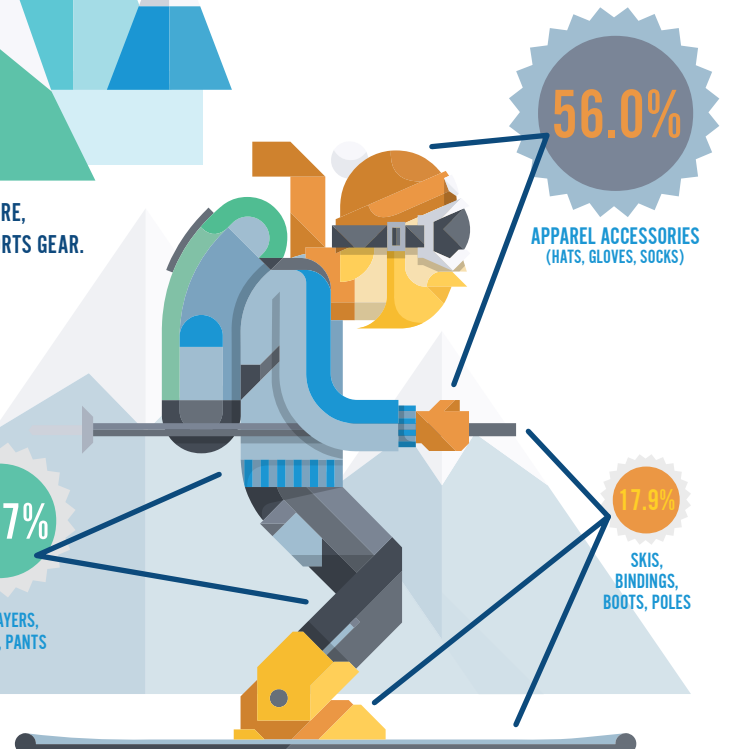
69.7% OF PARTICIPANTS **DO NOT** PLAN TO SHOP FOR SNOWSPORTS GEAR DURING BLACK FRIDAY TO CYBER MONDAY



THIS SEASON, 39.4% PLAN TO SPEND ABOUT THE SAME, 28.6% PLAN TO SPEND SOMEWHAT MORE, 8.2% PLAN A LOT MORE, 15.9% SOMEWHAT LESS, AND 8.0% PLAN TO SPEND A LOT LESS ON SNOWSPORTS GEAR.



WHERE ARE YOU MOST LIKELY TO SHOP OR HAVE ALREADY SHOPPED FOR SNOWSPORTS GEAR THIS HOLIDAY SEASON?



DURING THE HOLIDAYS, WHAT TYPES OF SNOWSPORTS GEAR DO YOU PLAN ON BUYING FOR OTHERS?



Snowsports
Industries
America

November through April, each month SIA members will receive an infographic with key highlights from a series of monthly surveys that are issued to our nationwide panel of thousands of active winter outdoor enthusiasts.

The full lineup of surveys include:

- November - Consumer Anticipation + Holiday Spending
- December - Snowsports Used Marketplace
- January - Snowsports Retail Consumer Behavior + Retail and Direct-to-Consumer for Snowsports
- February - Snowsports Consumer Rental and Service
- March - Snowsports Technology and Participation
- April - Diversity in the Snowsports Industry

In addition to the FREE infographic of survey highlights, SIA members can sign up for a subscription to receive a detailed monthly synopsis of all survey questions and responses - a total of six detailed consumer reports for a one-time fee of \$250

email research@snowsports.org to subscribe