

KEY TAKEAWAYS:

CONSUMER AWARENESS OF YETI IS UP A BIT Q/Q AND Y/Y.

AMONG THOSE WHO OWN YETI PRODUCTS, SENTIMENT TOWARD THE BRAND IS VERY POSITIVE.

SENTIMENT TOWARD WHETHER YETI IS A FAD OR WILL STICK AROUND FOR A WHILE IS MOSTLY UNCHANGED SEQUENTIALLY.

YETI PRODUCT OWNERSHIP HAS TRENDED HIGHER OVER THE PAST THREE QUARTERS, BUT AN INCREASING PERCENTAGE GOT THEIR YETI MORE THAN A YEAR AGO.

THE VAST MAJORITY OF YETI OWNERS BELIEVE THEY WILL LIKELY GET ANOTHER YETI PRODUCT AGAIN IN THE FUTURE.

YOUNGER RESPONDENTS AND HIGHER INCOME RESPONDENTS ARE CONSIDERABLY MORE LIKELY TO OWN YETI PRODUCTS.

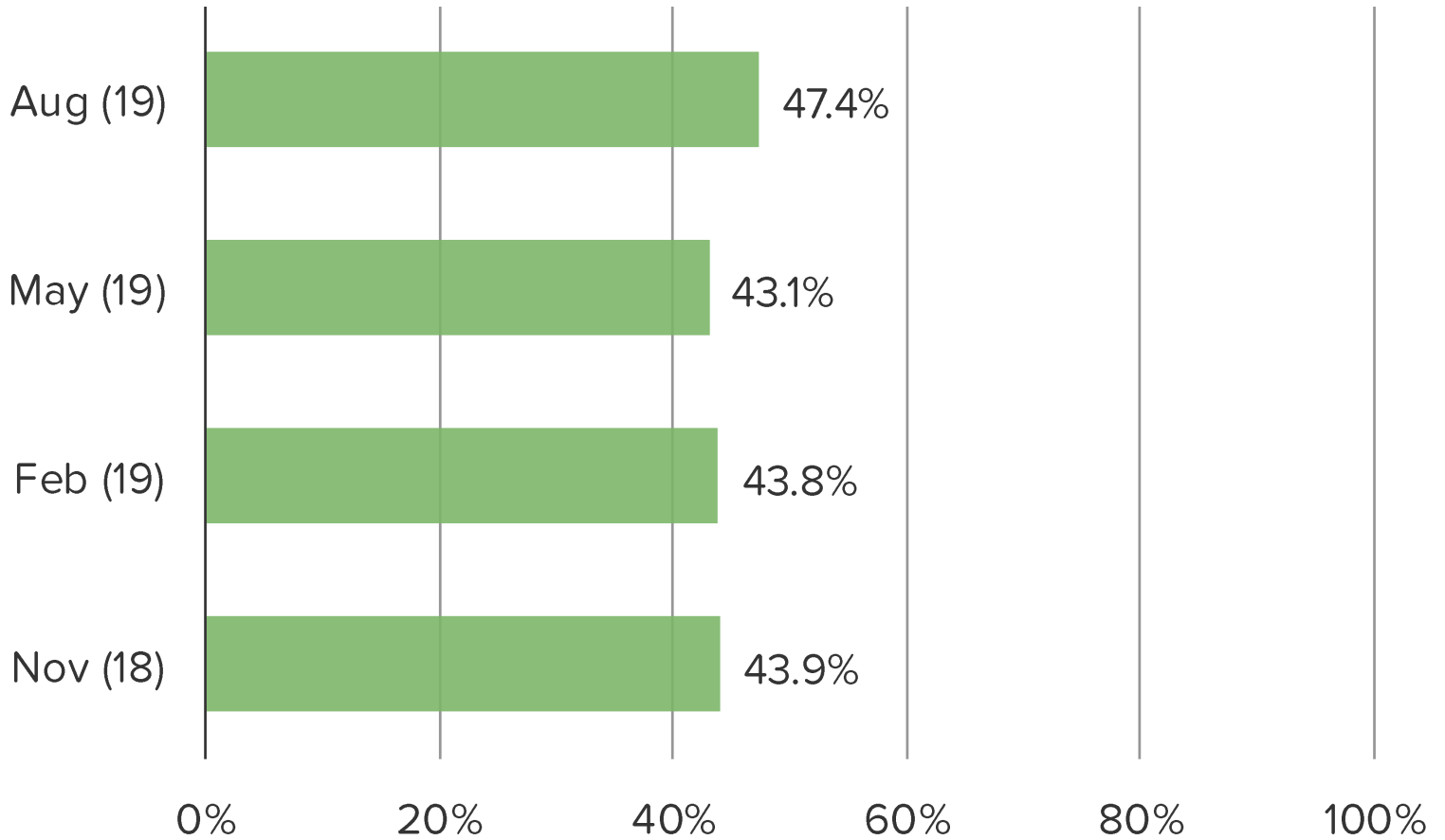
YETI

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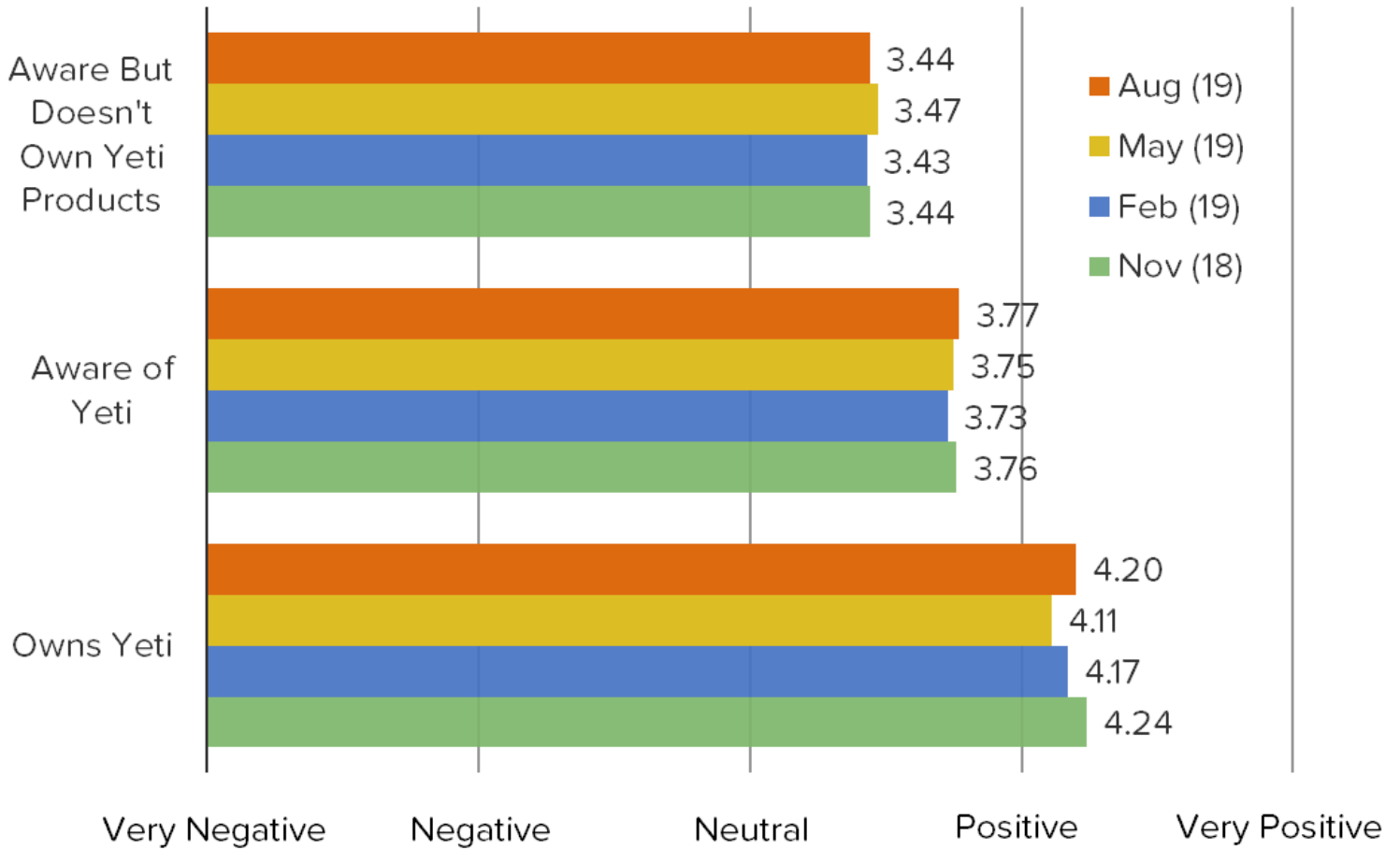
DO YOU KNOW WHAT THE YETI BRAND IS?

Posed to all respondents



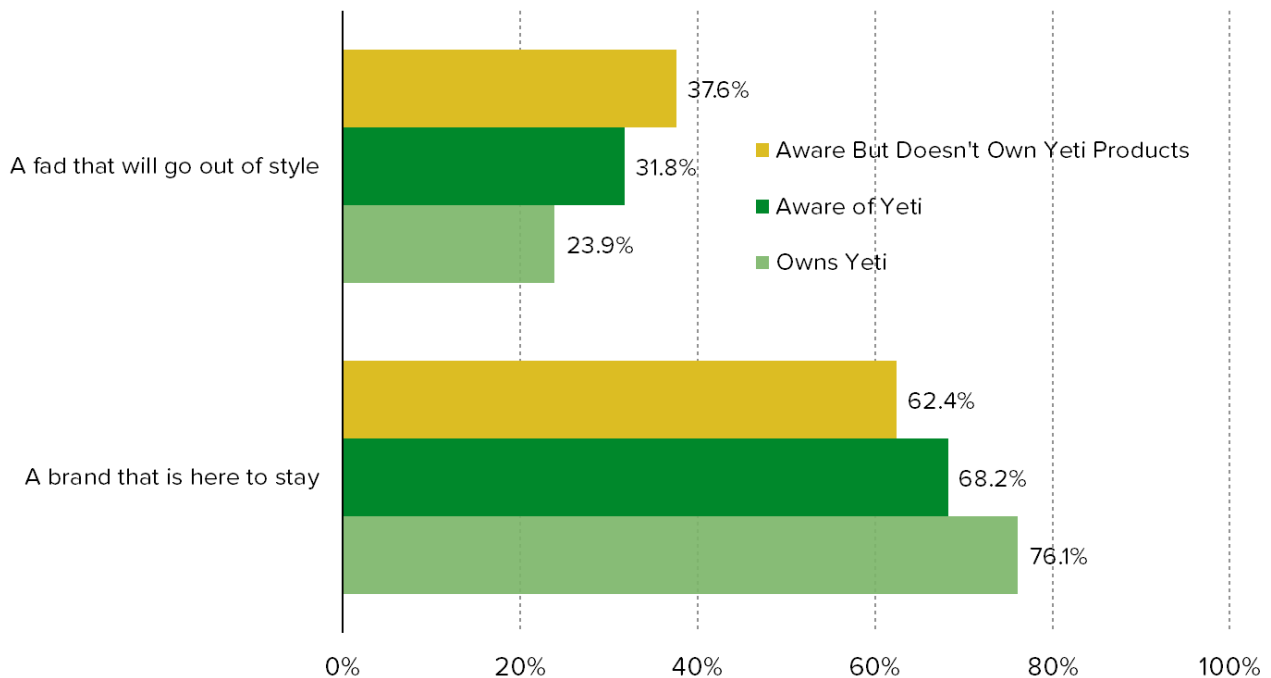
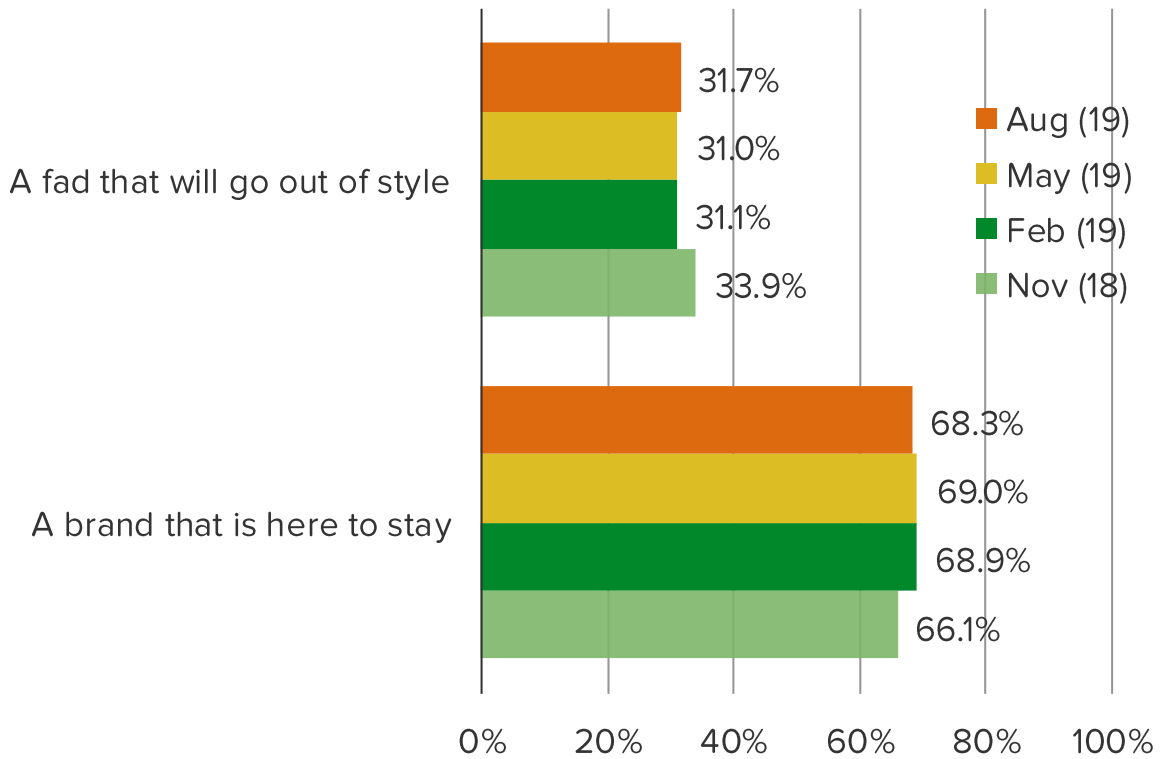
WHAT IS YOUR OPINION OF YETI BRAND?

Posed to all respondents



WHICH OF THE FOLLOWING DO YOU THINK BEST FITS YETI?

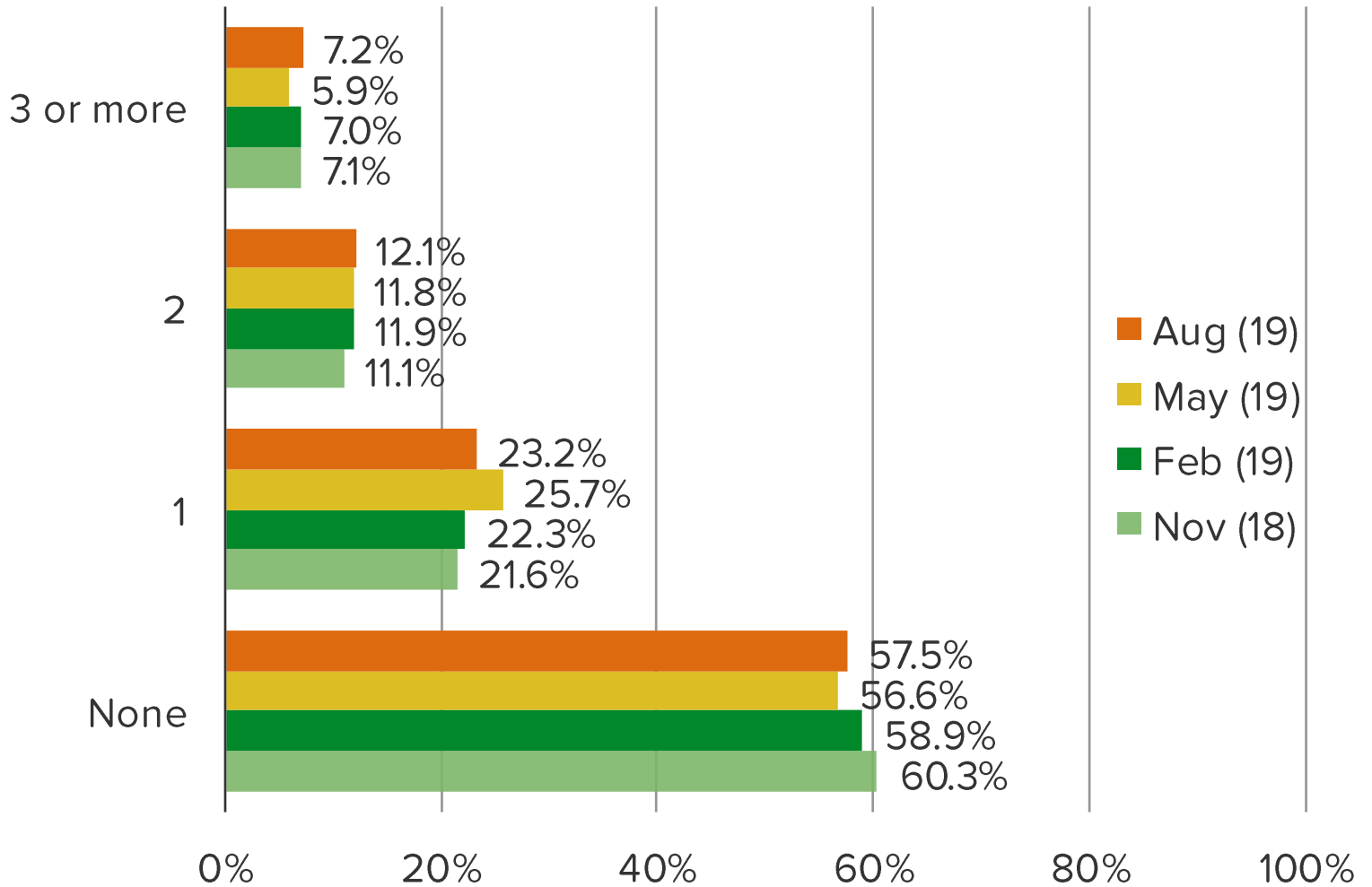
Posed to respondents who are aware of what Yeti is.



YETI

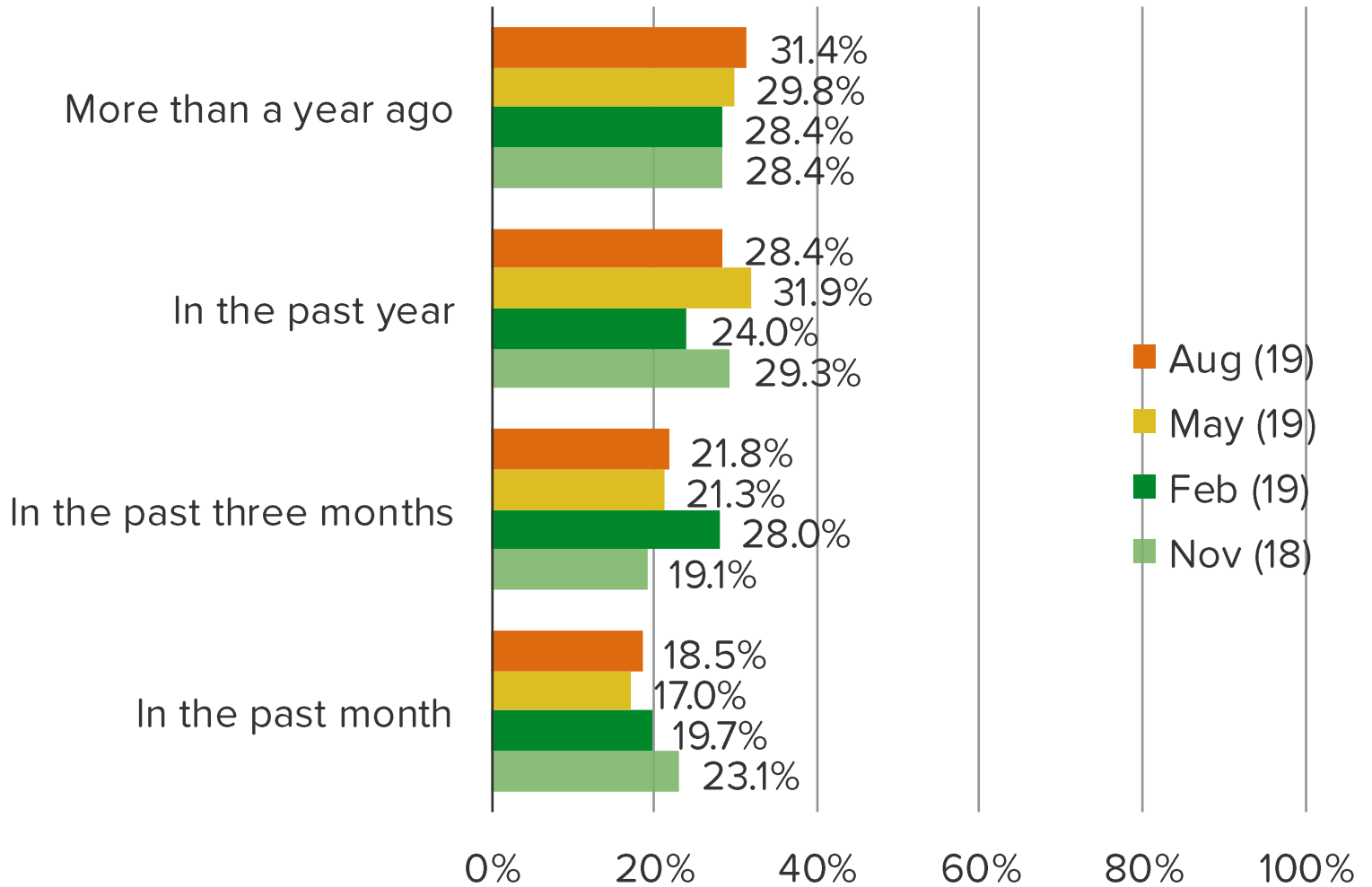
DO YOU OWN ANY YETI ITEMS?

Posed to respondents who are aware of what Yeti is.



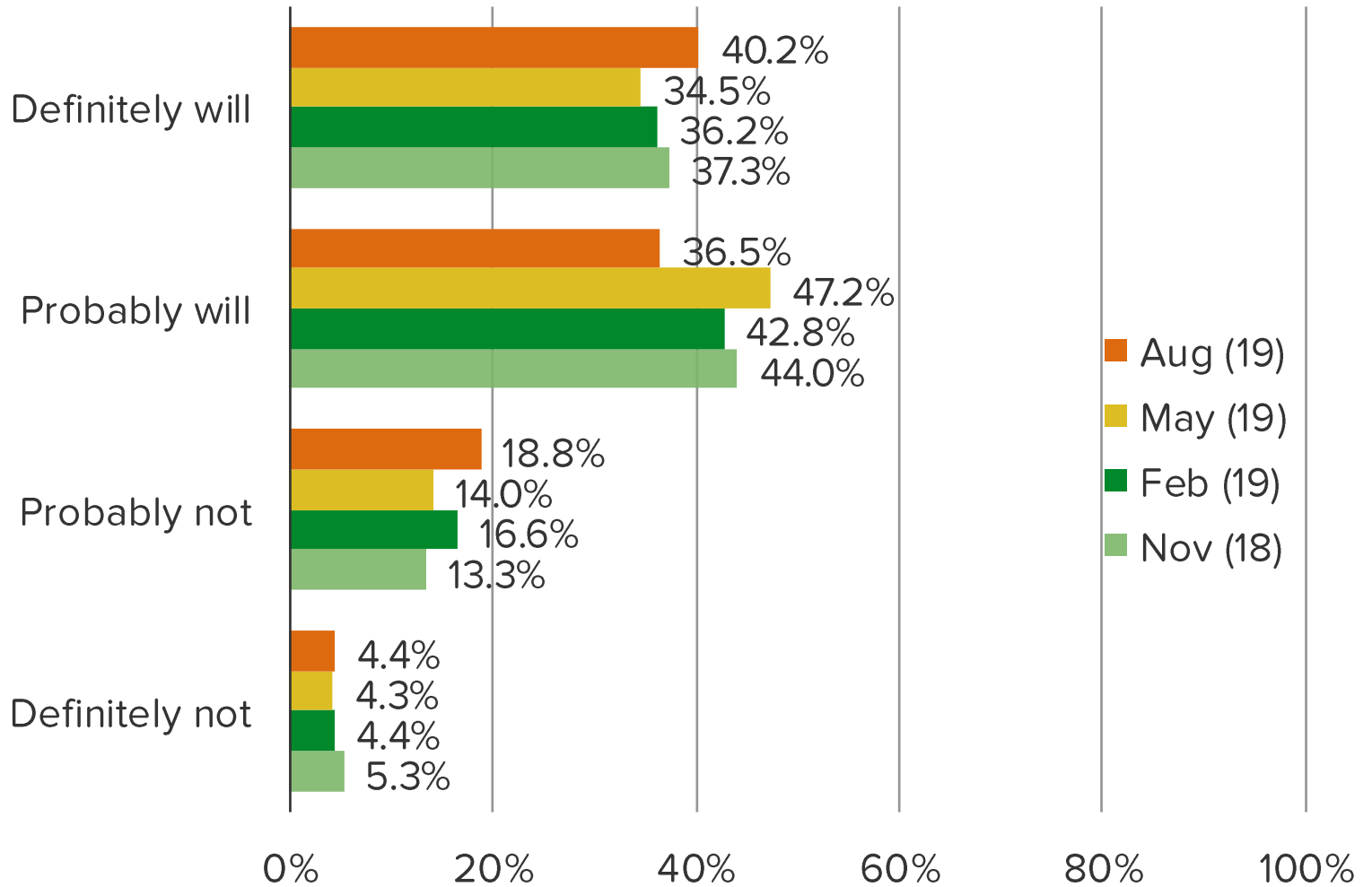
WHEN DID YOU MAKE YOUR MOST RECENT YETI PRODUCT PURCHASE?

Posed to respondents who own one or more Yeti products.



WILL YOU BUY YETI PRODUCTS AGAIN IN THE FUTURE?

Posed to respondents who own one or more Yeti products.



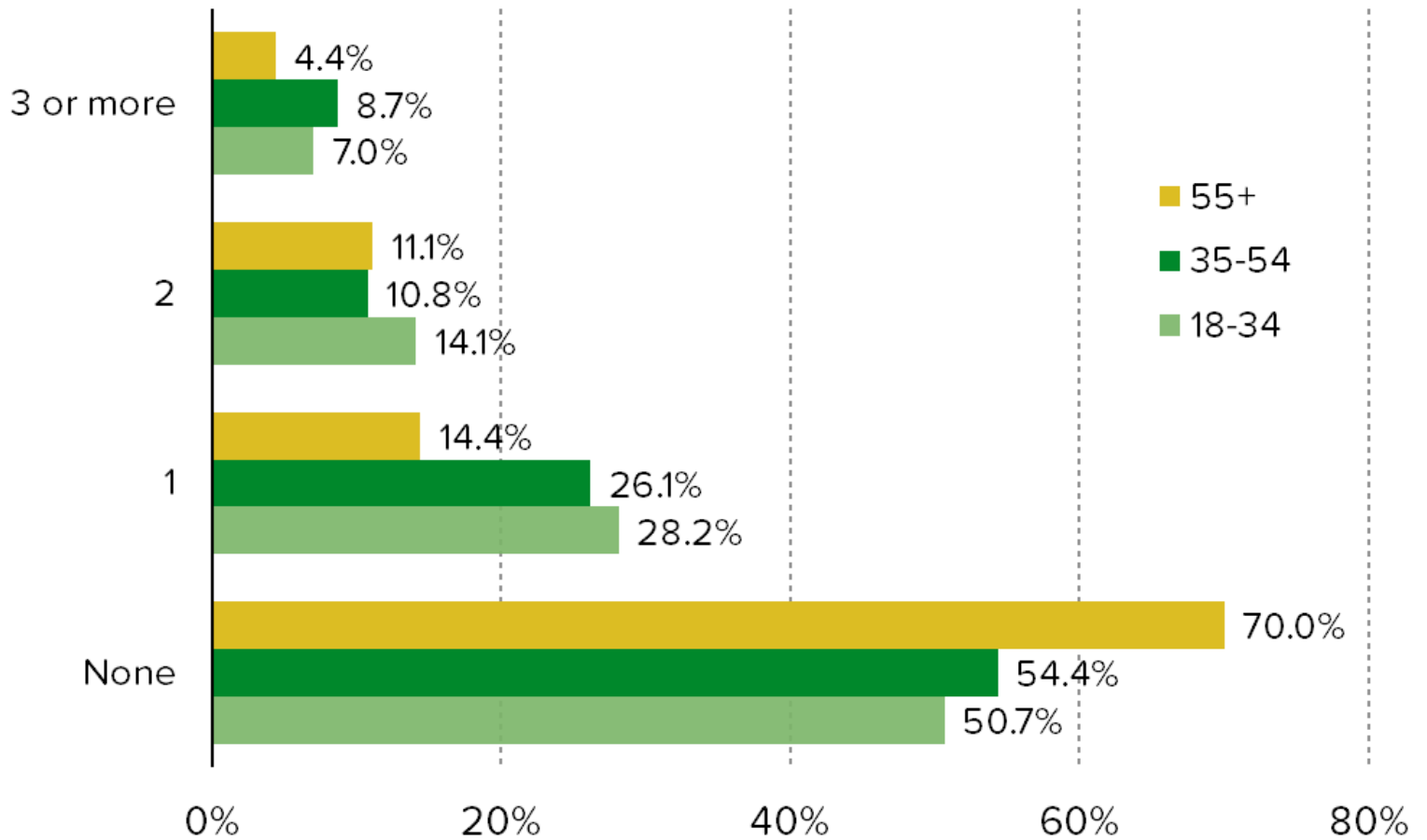
YETI

YETI DEMOGRAPHICS

YETI

PERCENTAGE OF THOSE WHO ARE AWARE OF YETI WHO OWN PRODUCTS, CUT BY AGE.

Posed to respondents who are aware of Yeti.



YETI

PERCENTAGE OF THOSE WHO ARE AWARE OF YETI WHO OWN PRODUCTS, CUT BY INCOME.

Posed to respondents who are aware of Yeti.

