

CHECK BREAKDOWN: YETI**TREND CHECKS****AWARENESS: POSITIVE**

Awareness of Yeti has increased through our time series and stands at an all-time high. Customer opinion remains high and positive.

CONSUMER PERCEPTION: POSITIVE | BETTER

Consumers do not view Yeti as a fad. The proportion who see the products as a fad has declined and stands at series lows.

FUTURE PURCHASES/INTENTIONS: POSITIVE

Intentions to buy at some point in the future are strong among those who already own at least one Yeti product.

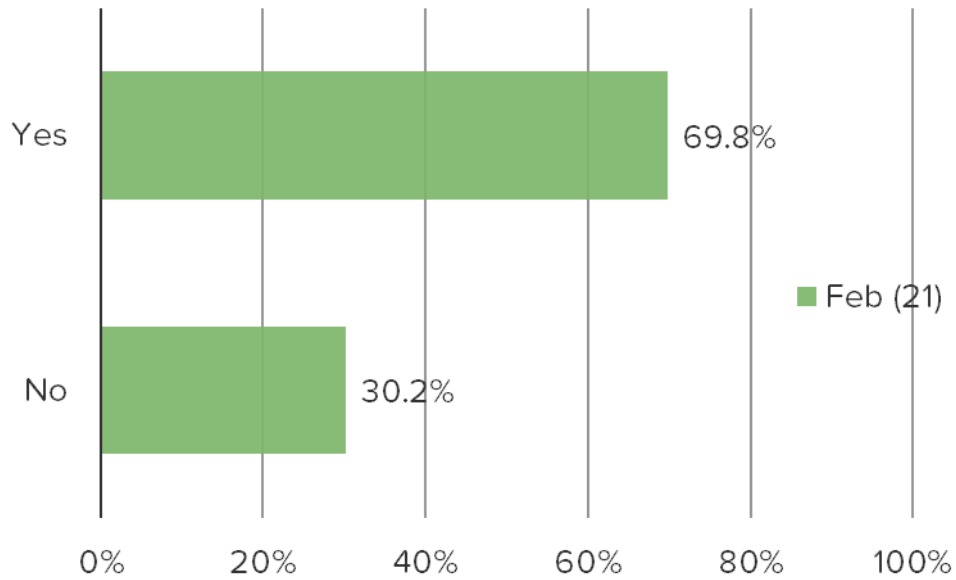
YETI

YETI

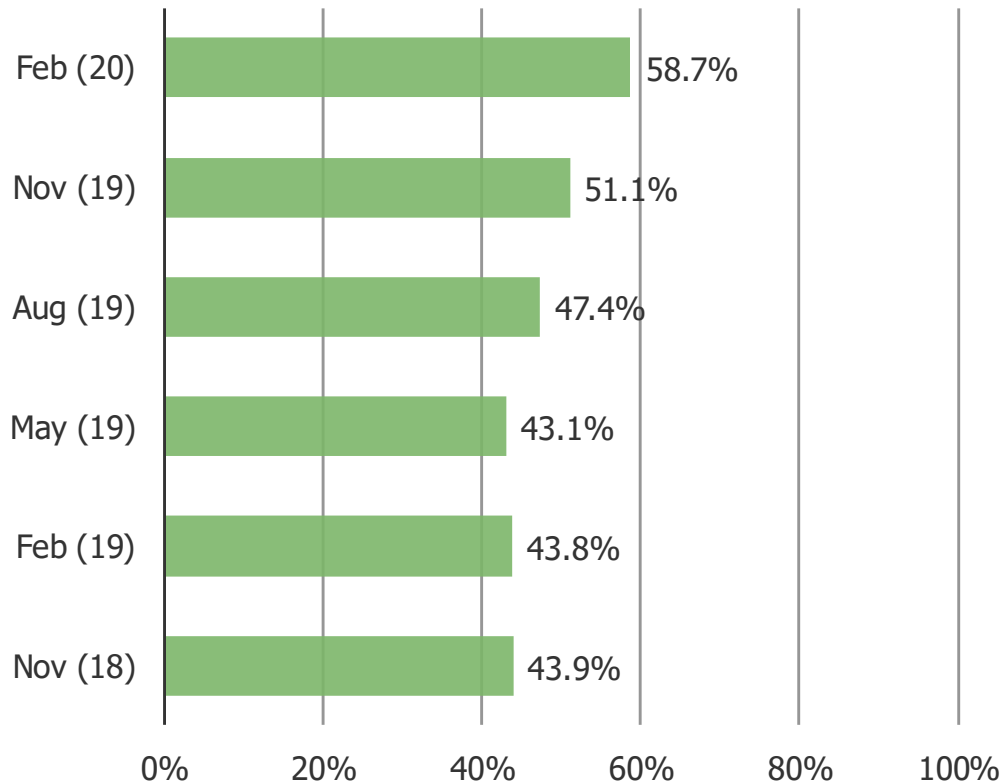
YETI

DO YOU KNOW WHAT THE YETI BRAND IS?

Posed to all respondents.



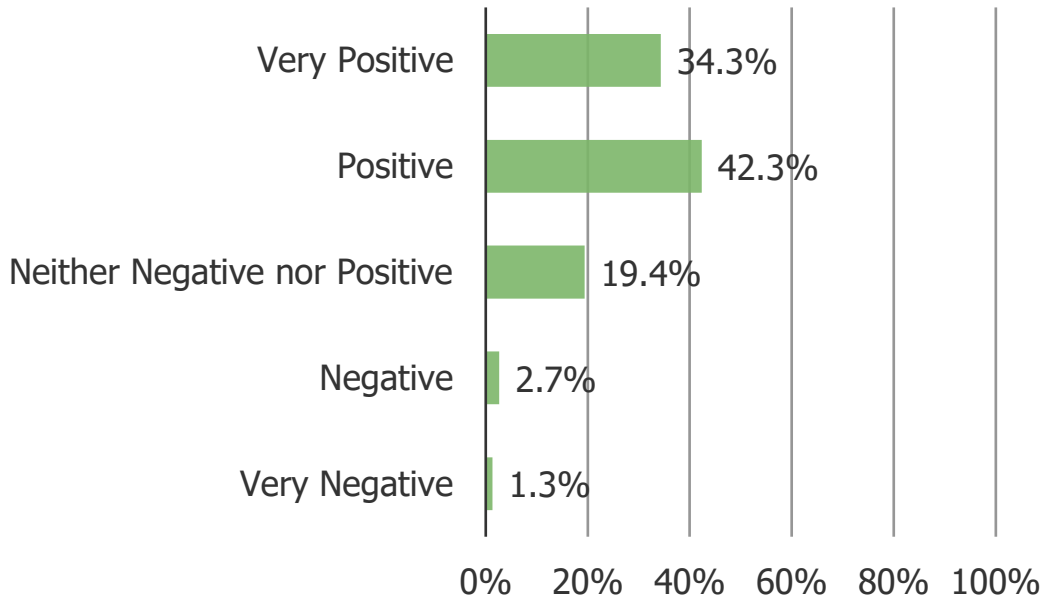
Historical Readings.



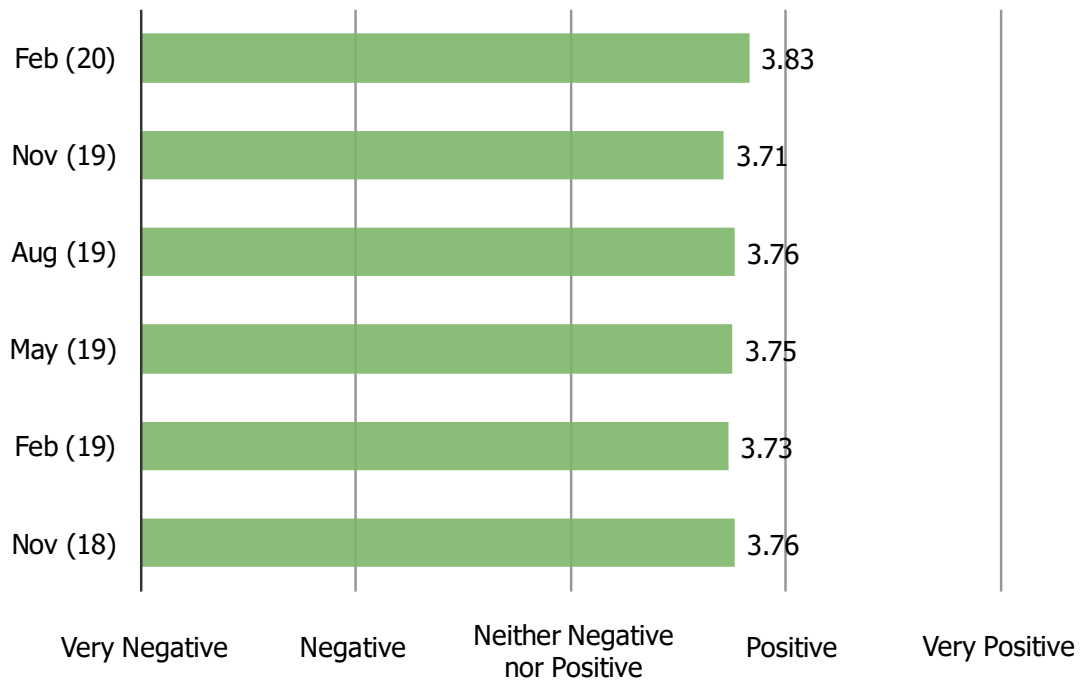
YETI

WHAT IS YOUR OPINION OF YETI BRAND?

Posed to all respondents who are aware of the Yeti brand



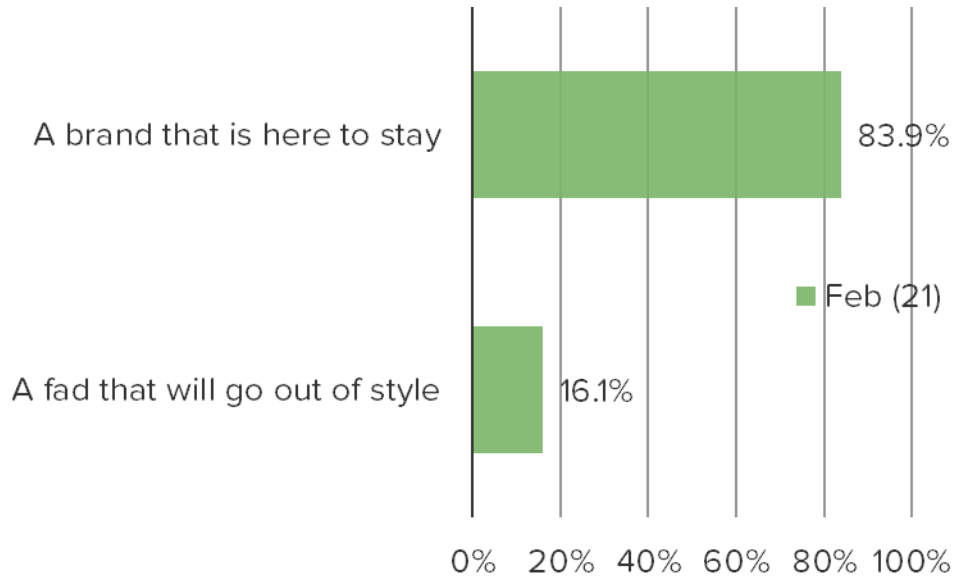
Historical Readings.



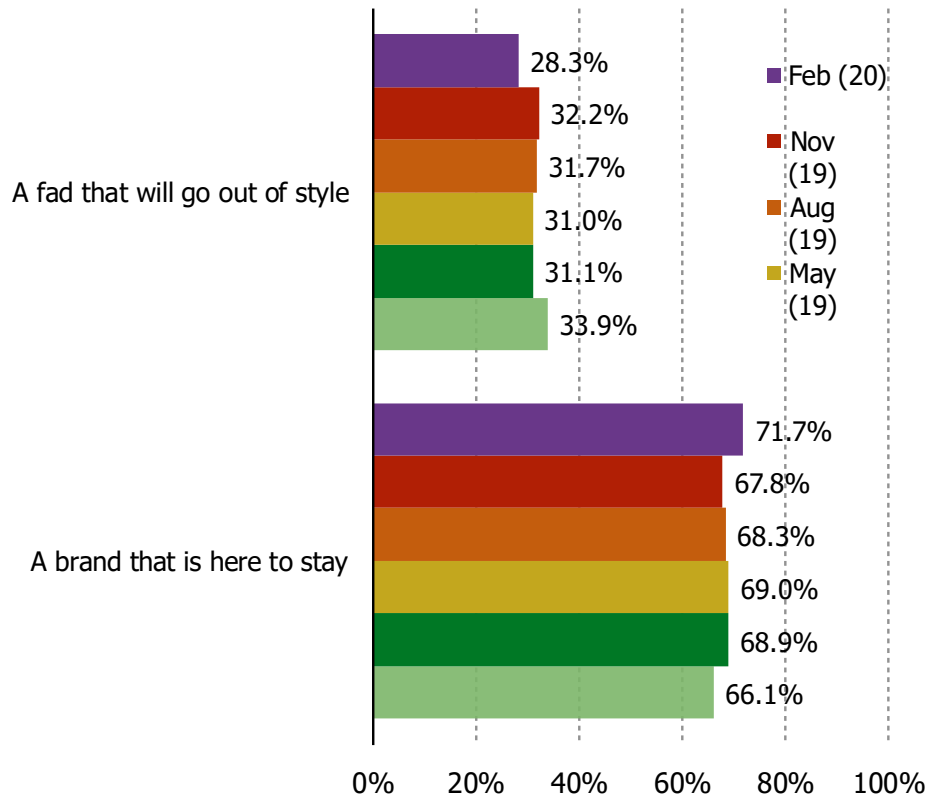
YETI

WHICH OF THE FOLLOWING DO YOU THINK BEST FITS YETI?

Posed to respondents who are aware of what Yeti is.



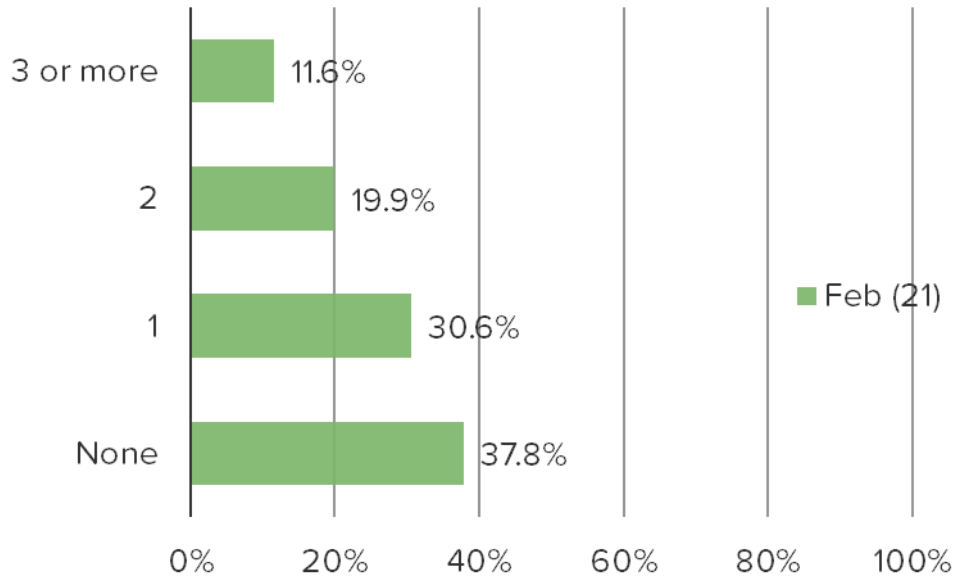
Historical Readings.



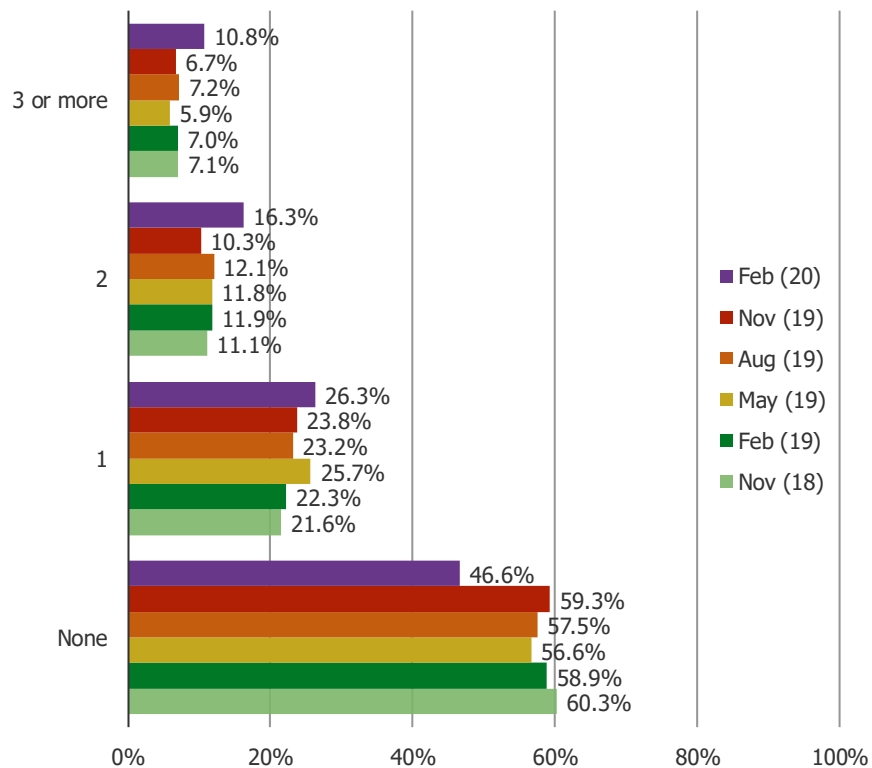
YETI

DO YOU OWN ANY YETI ITEMS?

Posed to respondents who are aware of what Yeti is.



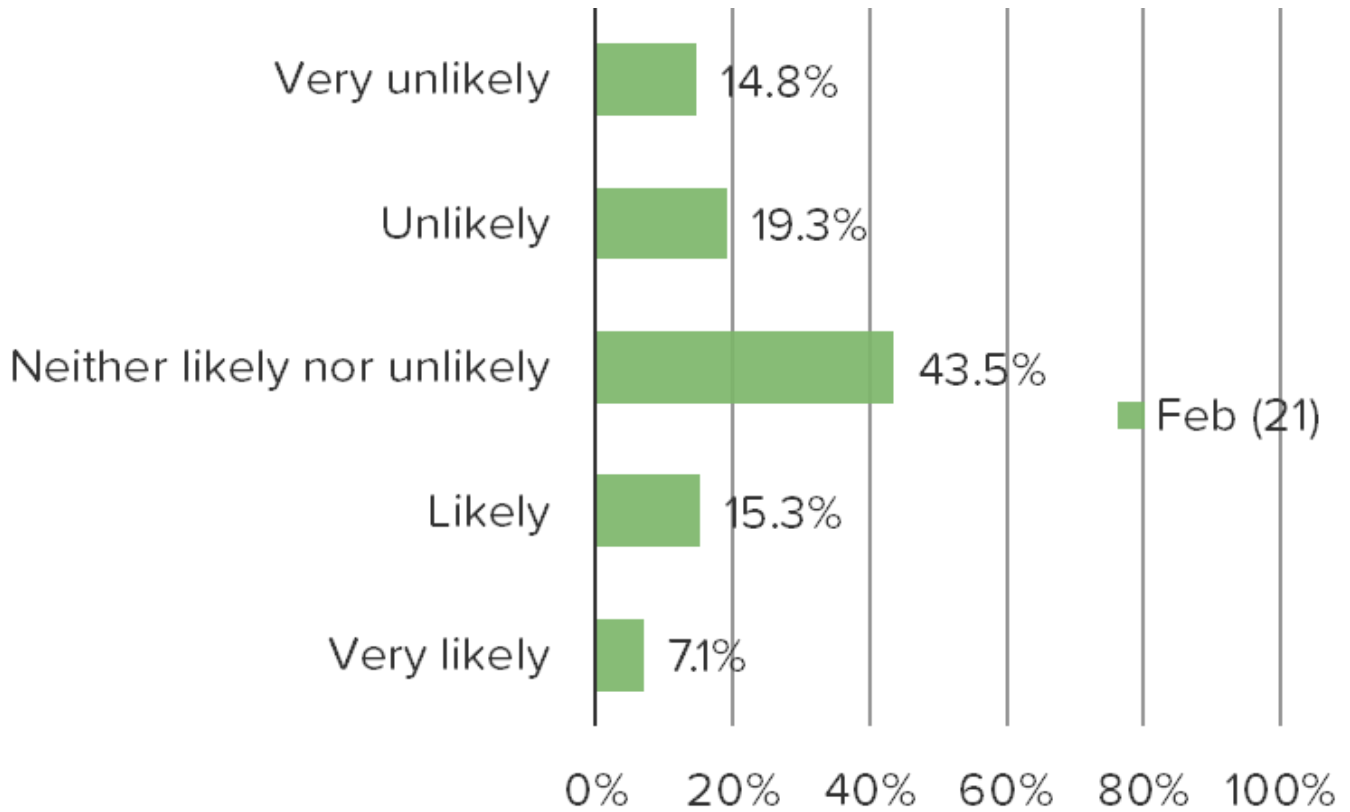
Historical Readings.



YETI

HOW LIKELY ARE YOU TO BUY YETI PRODUCTS IN 2021?

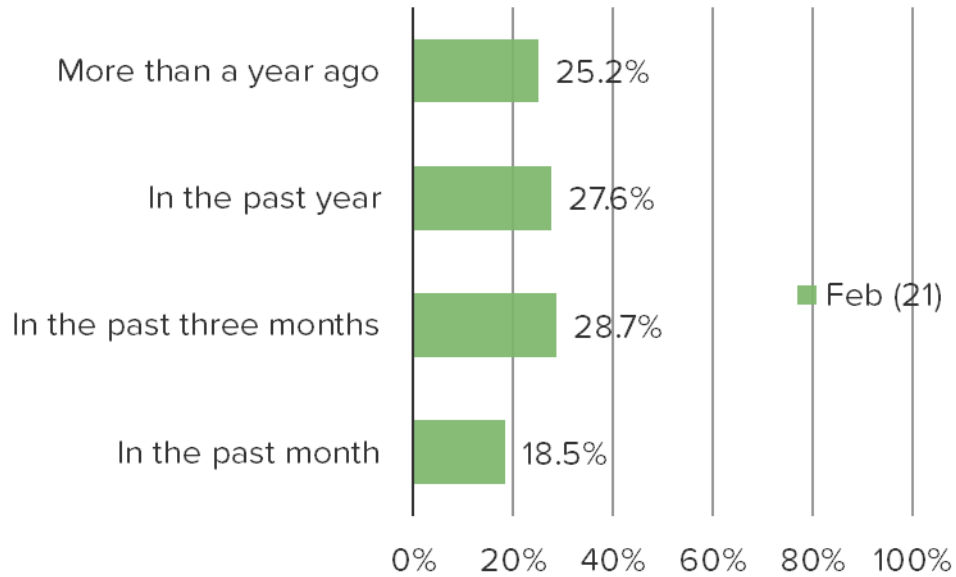
Posed to all respondents who do not own a Yeti product.



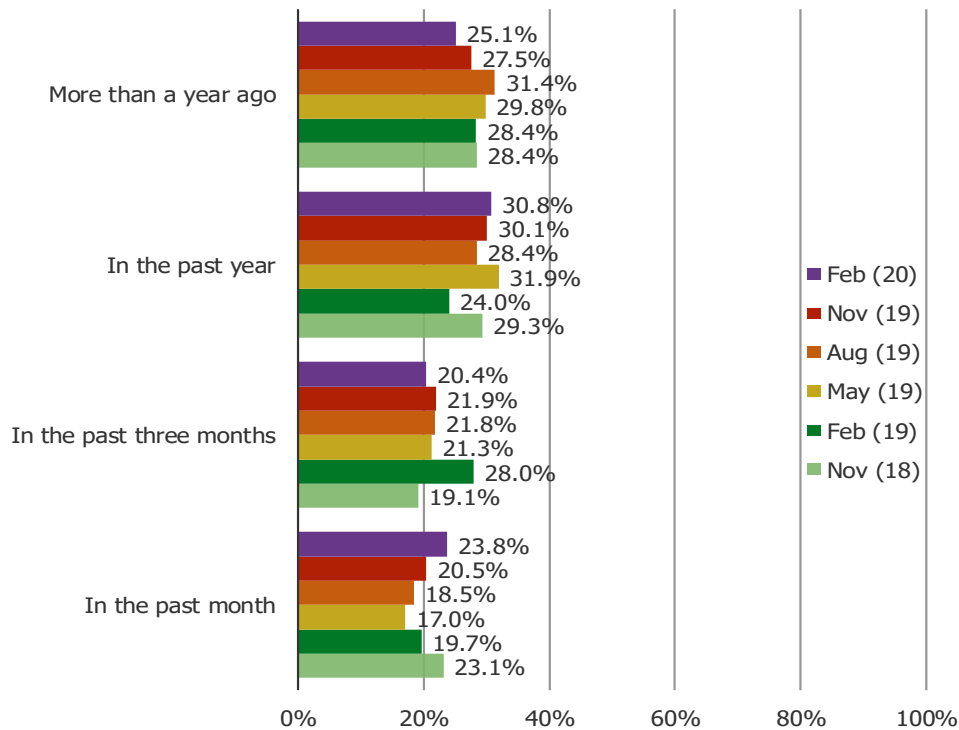
YETI

WHEN DID YOU MAKE YOUR MOST RECENT YETI PRODUCT PURCHASE?

Posed to respondents who own one or more Yeti products.



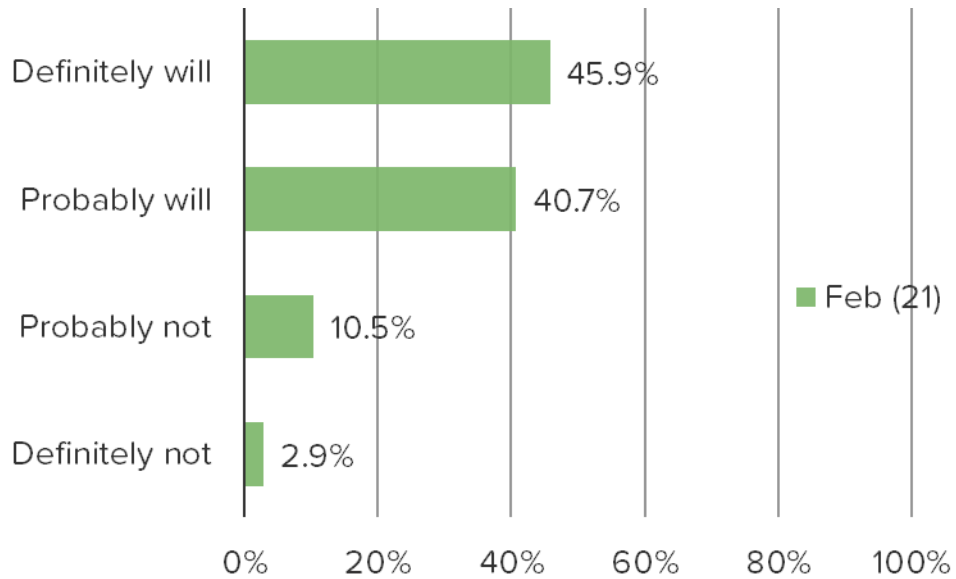
Historical Readings.



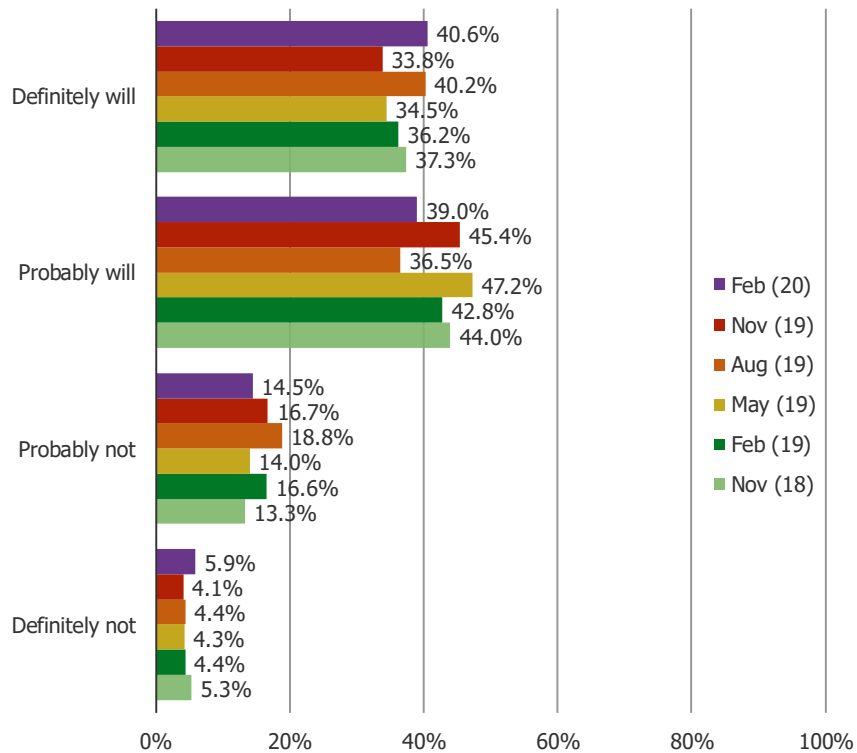
YETI

WILL YOU BUY YETI PRODUCTS AGAIN IN THE FUTURE?

Posed to respondents who own one or more Yeti products.



Historical Readings.

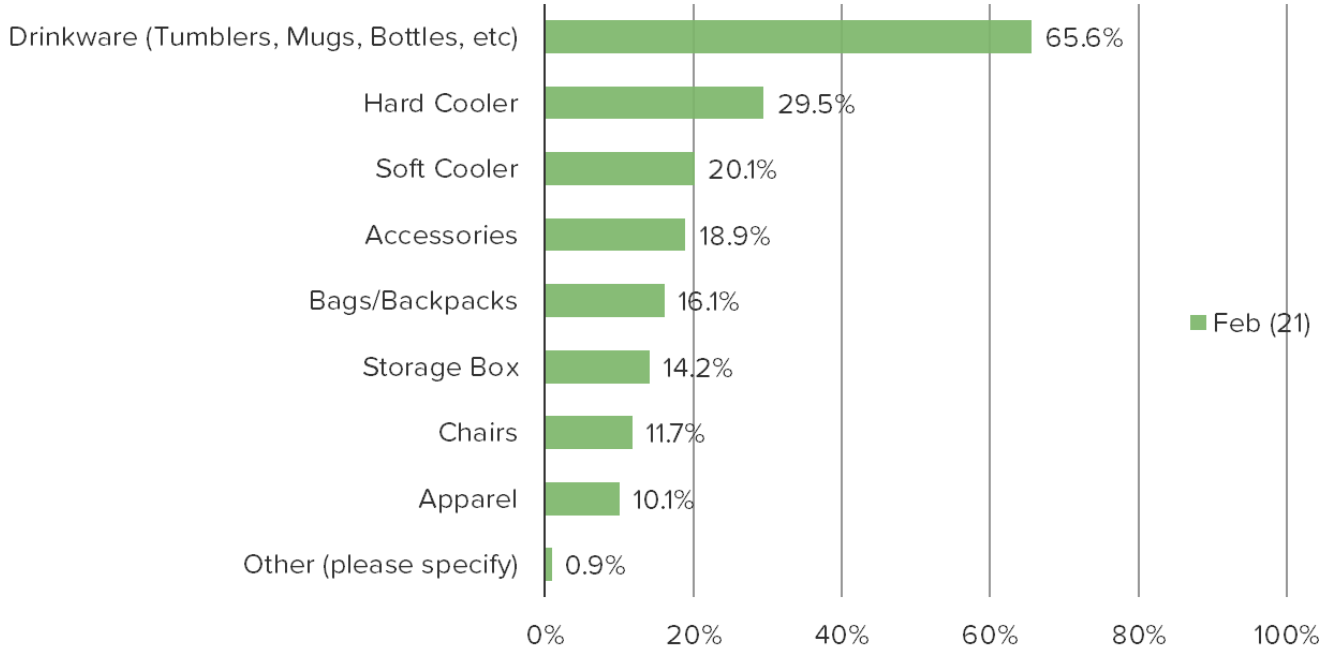


YETI

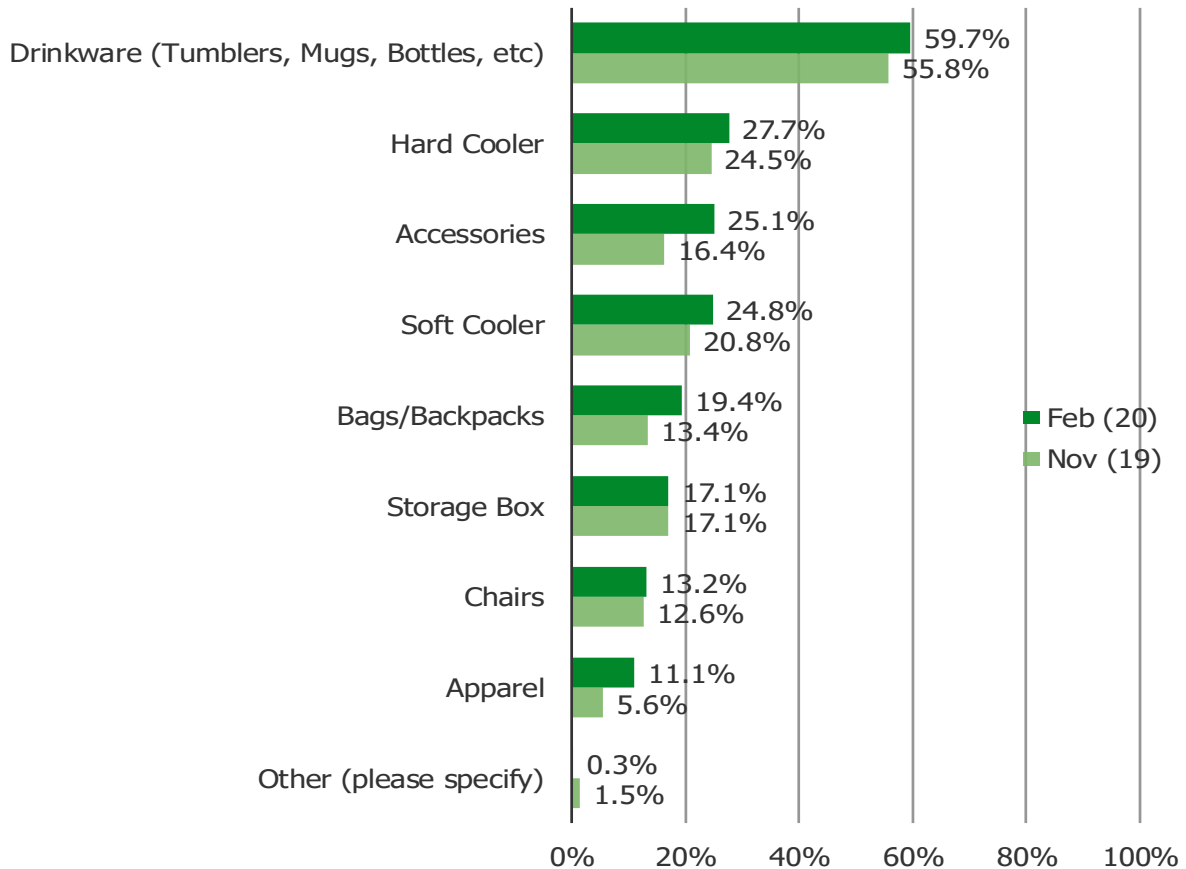
YETI PRODUCT ANALYSIS

WHAT TYPES OF PRODUCTS DO YOU OWN FROM YETI? (SELECT ALL THAT APPLY)

Posed to respondents who own one or more Yeti products.



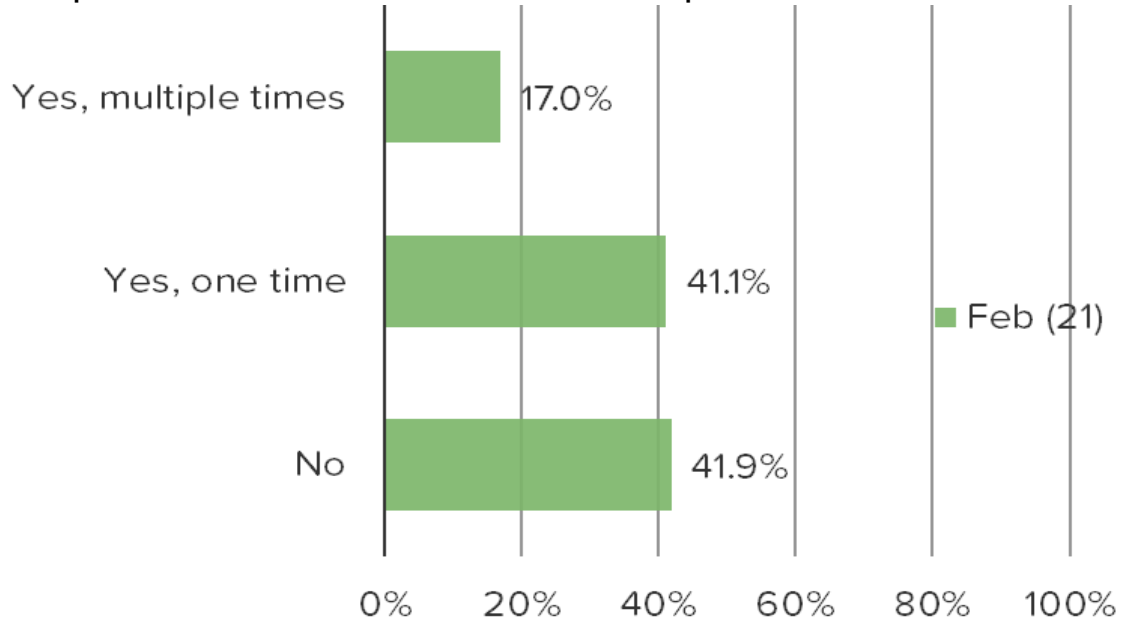
Historical Readings.



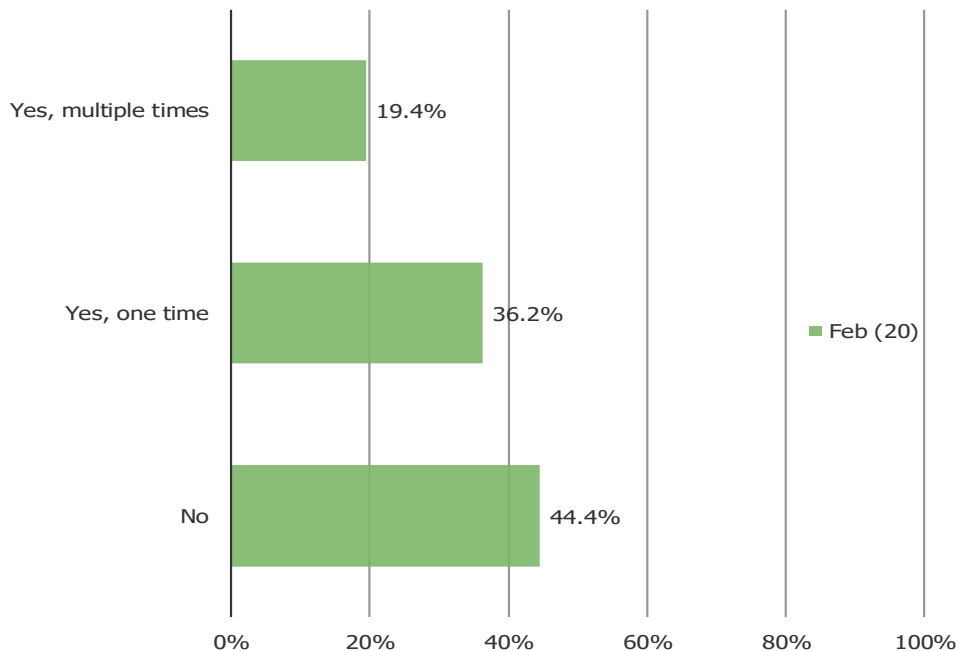
YETI

DID YOU BUY ONE OR MORE YETI PRODUCTS AS A GIFT FOR SOMEONE DURING THE MOST RECENT HOLIDAY SEASON?

Posed to respondents who own one or more Yeti products.



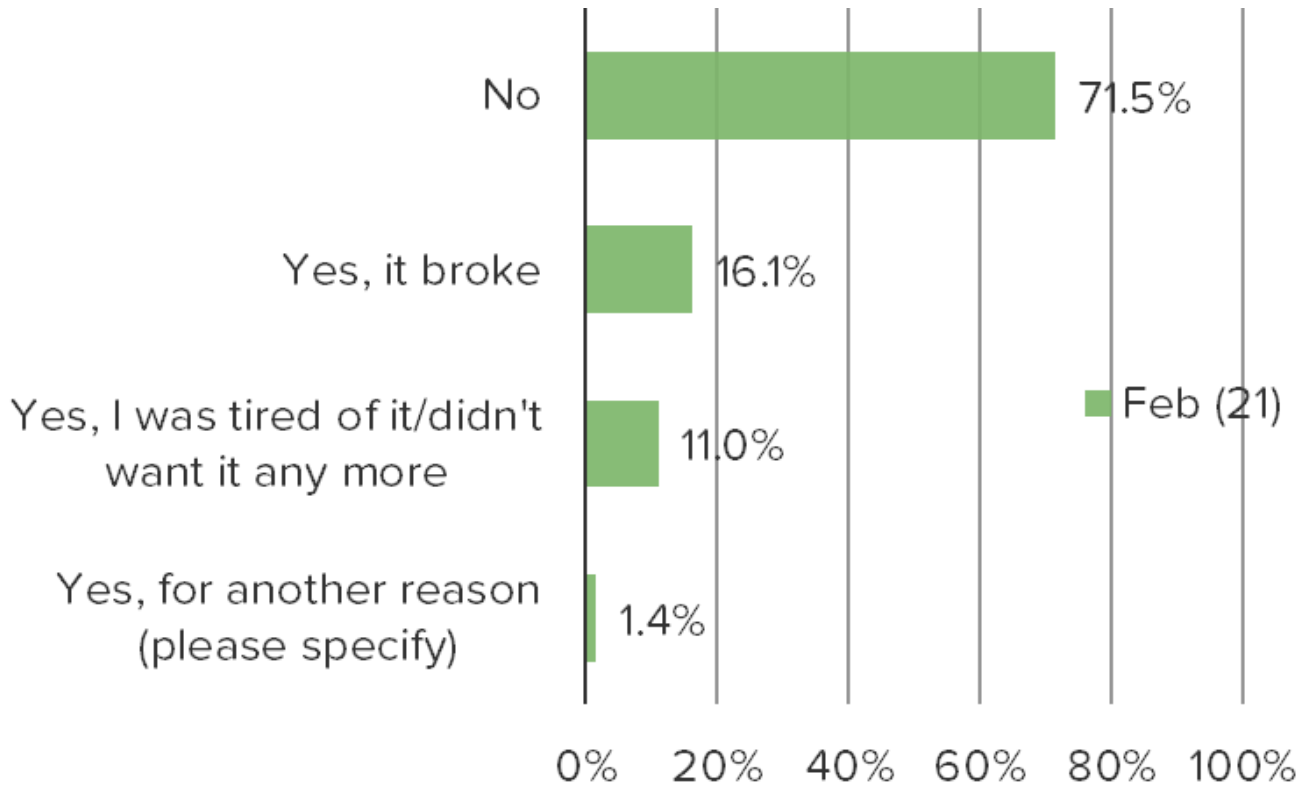
Historical Readings (From February 2020).



YETI

HAVE YOU EVER GOTTEN RID OF A YETI PRODUCT?

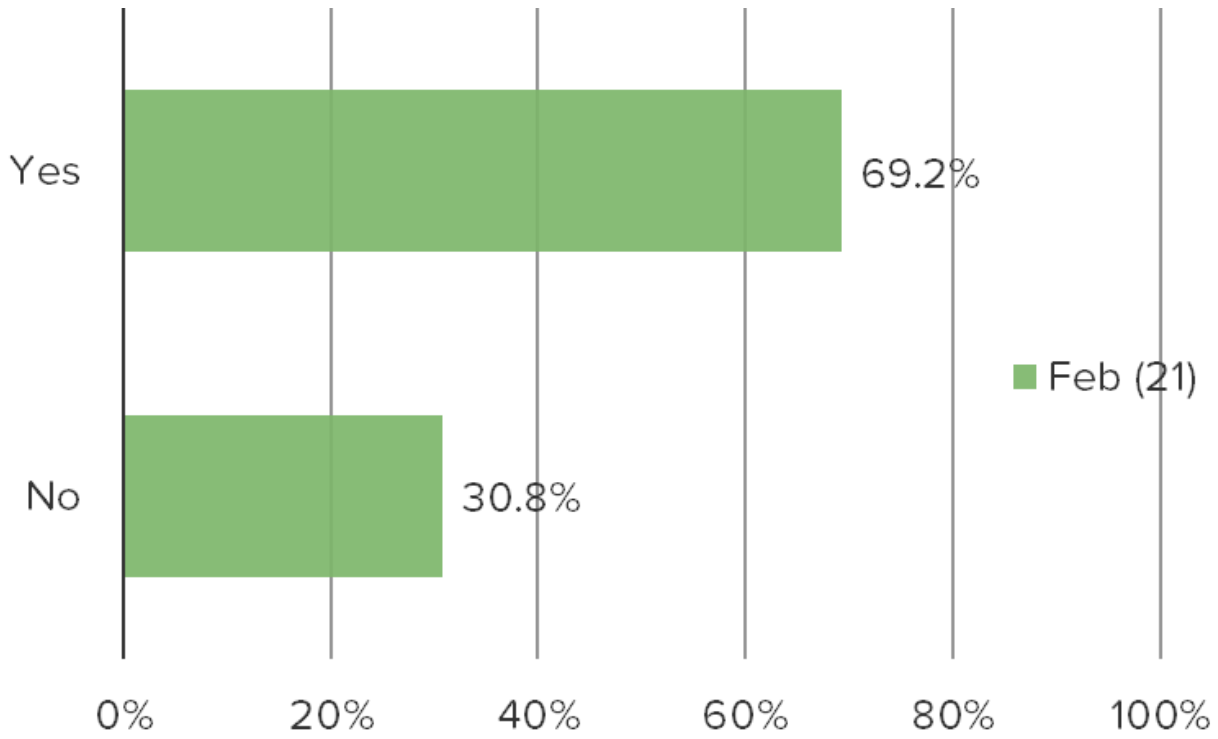
Posed to all respondents who have at least one Yeti product.



YETI

DID YOU PURCHASE A YETI PRODUCT IN 2020?

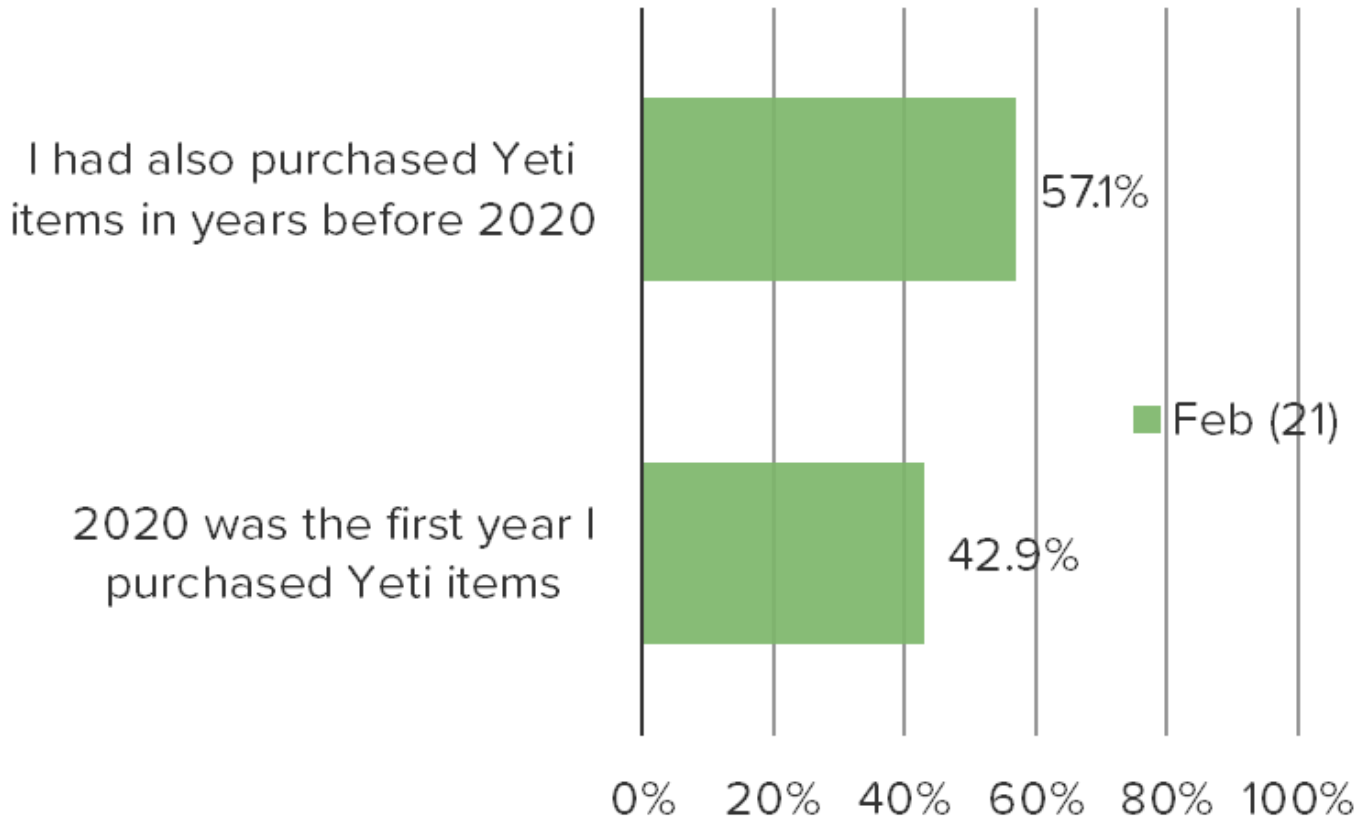
Posed to respondents who own one or more Yeti products.



YETI

WAS 2020 THE FIRST YEAR YOU PURCHASED SOMETHING FROM YETI, OR DID YOU PURCHASE SOMETHING IN PRIOR YEAR(S)?

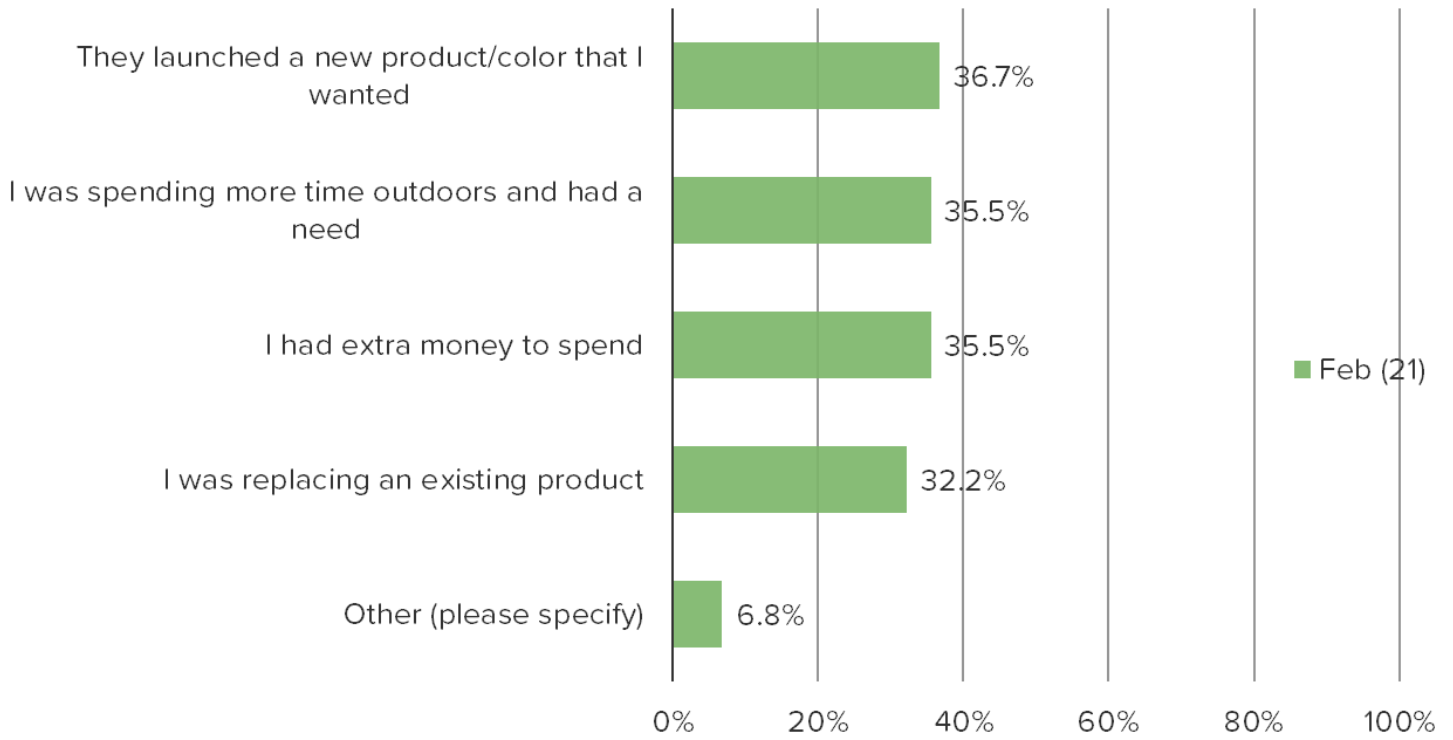
Posed to all respondents who purchased a Yeti product in 2020.



YETI

WHY DID YOU PURCHASE A YETI PRODUCT IN 2020? (SELECT ALL THAT APPLY)

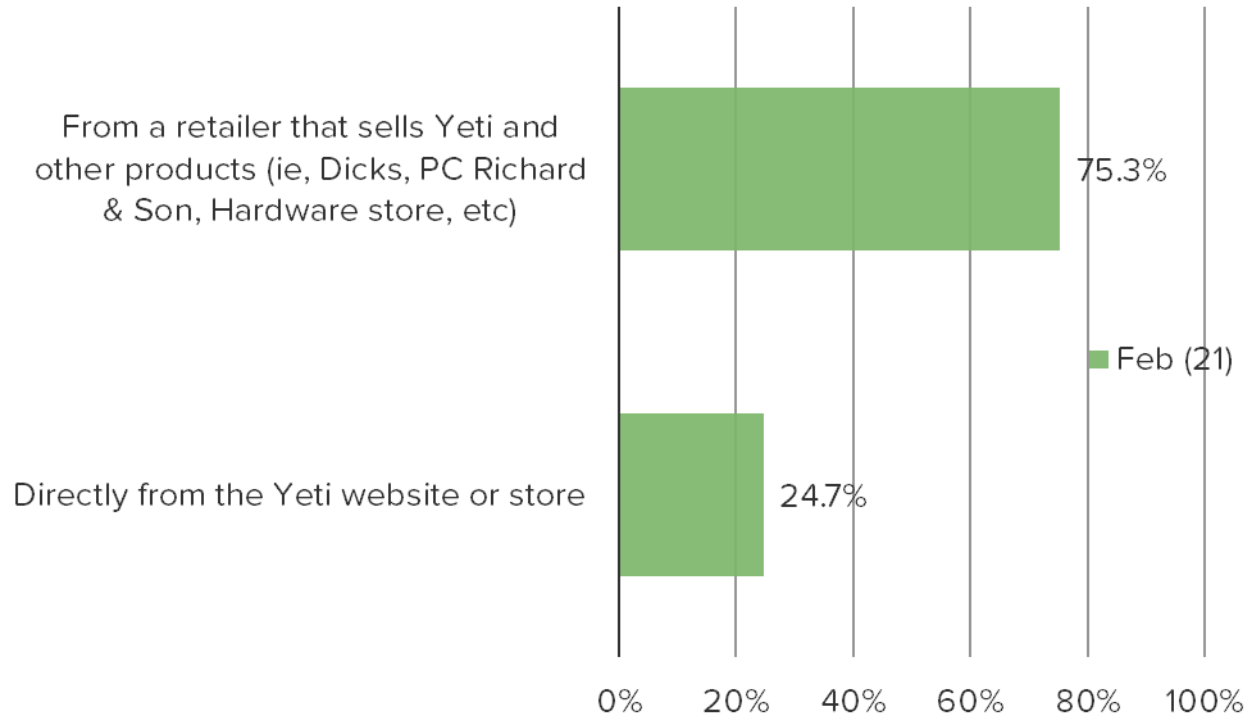
Posed to all respondents who purchased a Yeti product in 2020.



YETI

WHERE DID YOU MAKE YOUR MOST RECENT YETI PRODUCT PURCHASE?

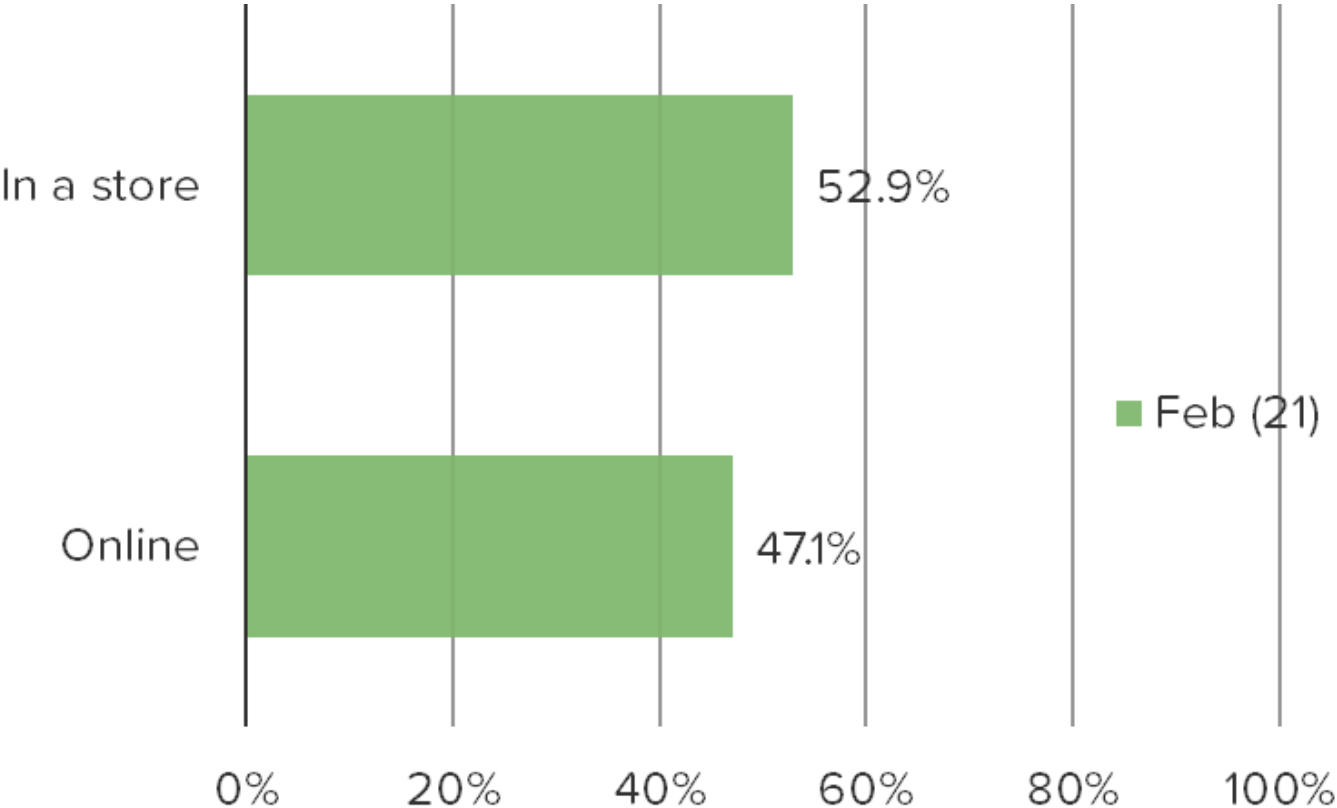
Posed to respondents who own one or more Yeti products.



YETI

DID YOU MAKE YOUR MOST RECENT YETI PURCHASE ONLINE OR IN A STORE?

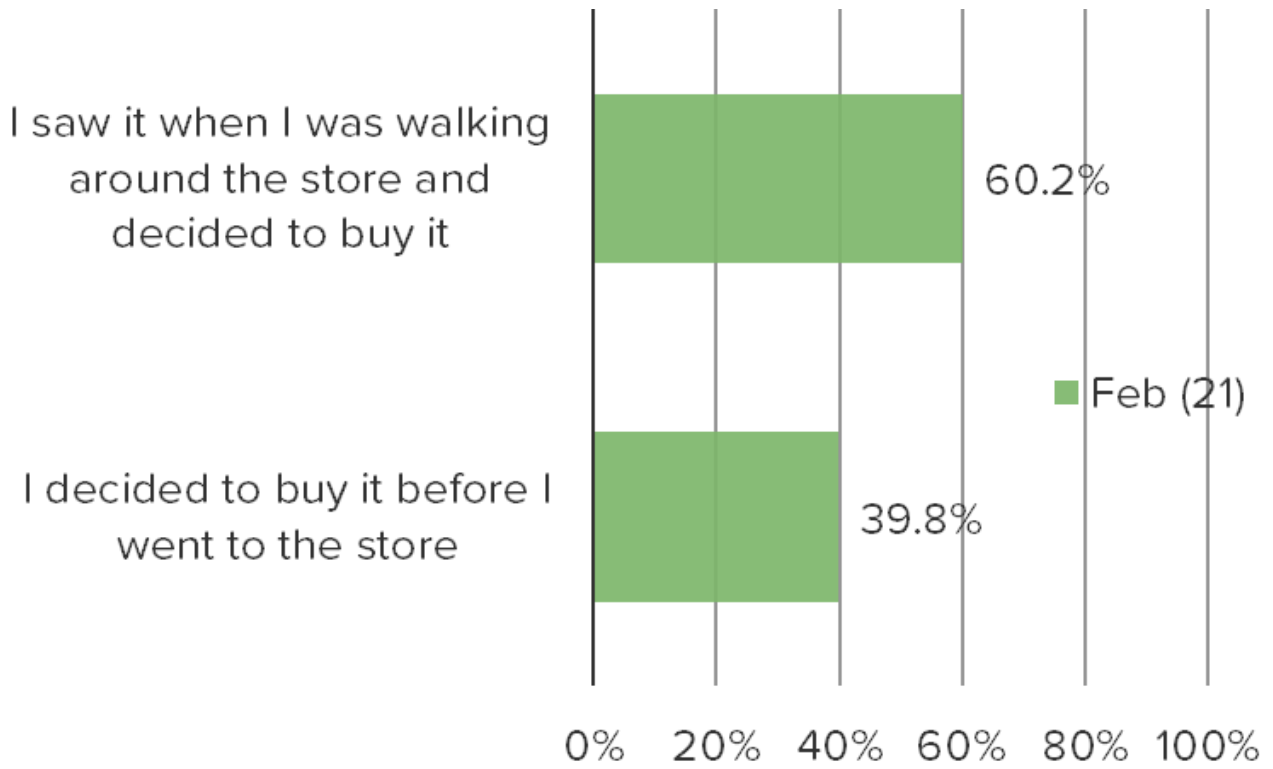
Posed to respondents who own one or more Yeti products.



YETI

WHEN DID YOU DECIDE TO BUY THE YETI PRODUCT YOU BOUGHT?

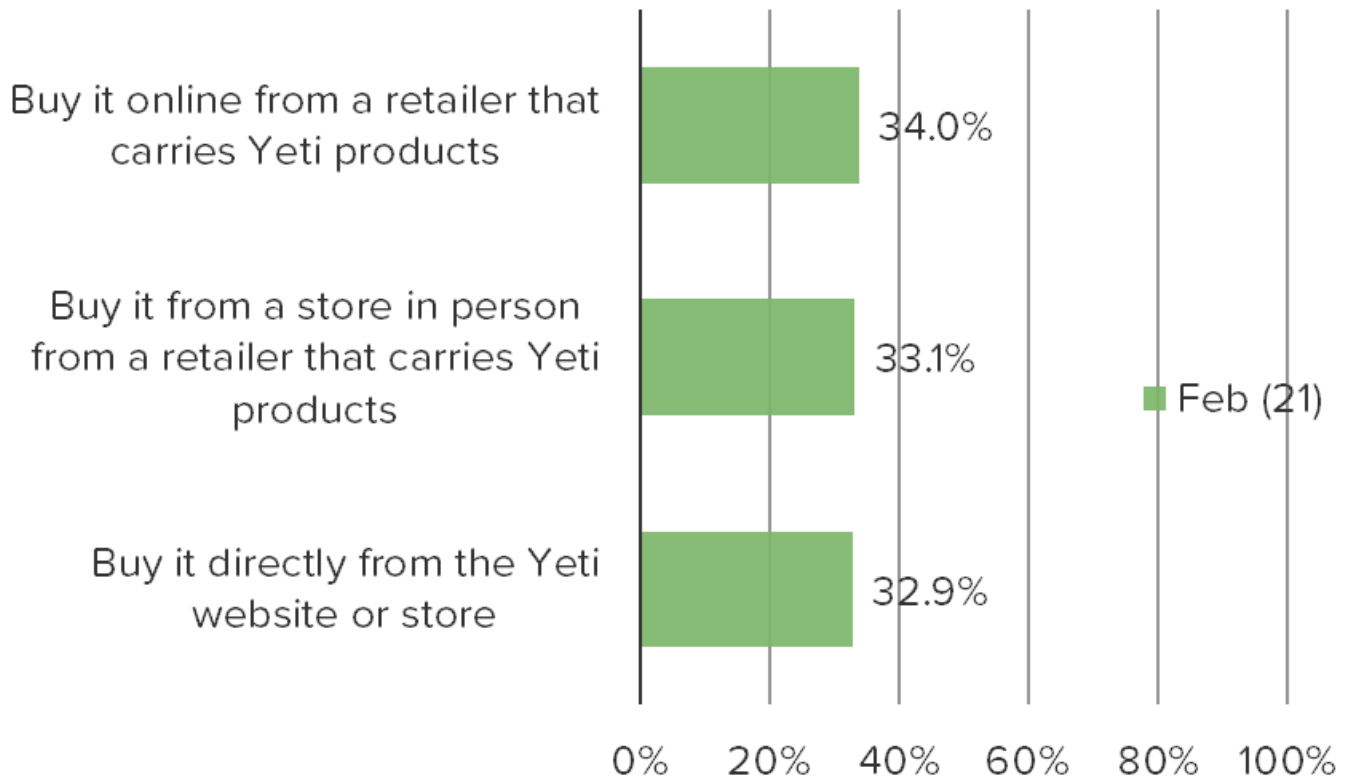
Posed to respondents who bought a Yeti product in a store.



YETI

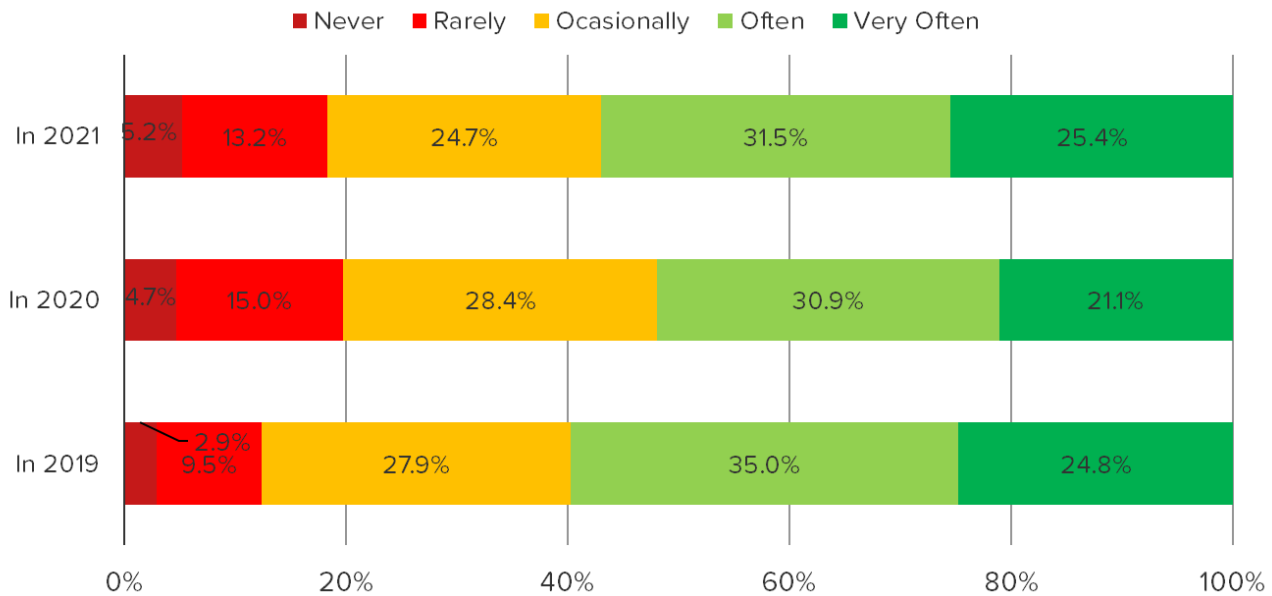
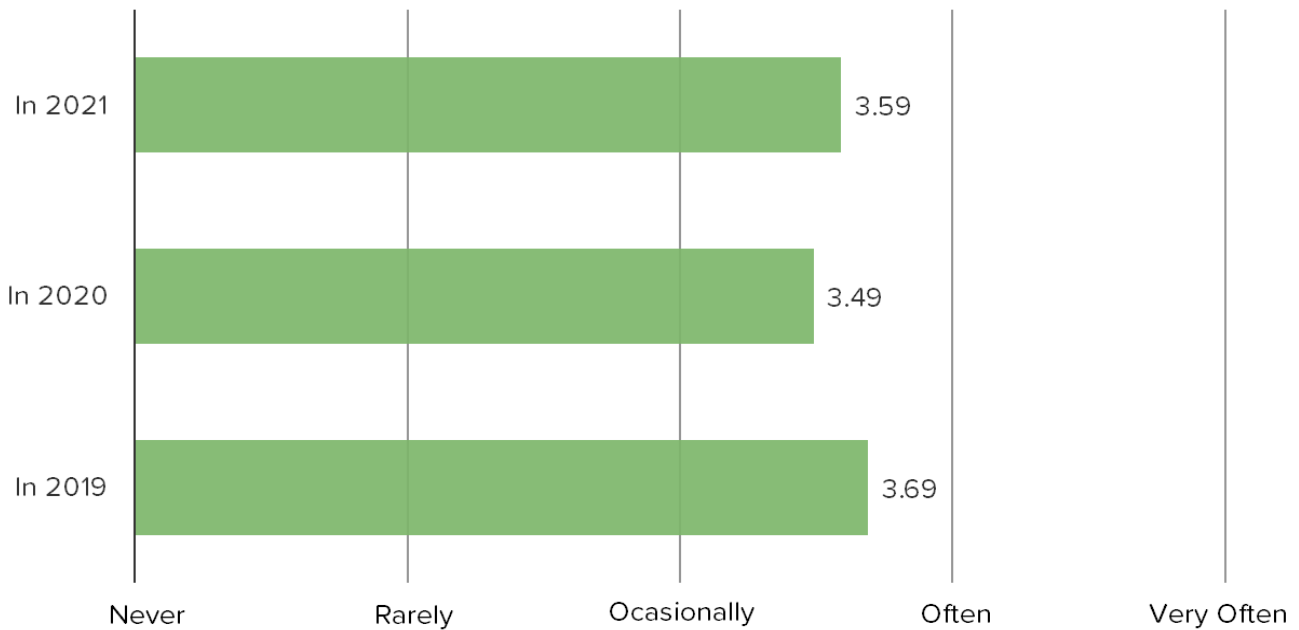
IF YOU NEEDED OR WANTED TO BUY A YETI PRODUCT TODAY, WOULD YOU BE MORE LIKELY TO...

Posed to respondents who own one or more Yeti products.



HOW OFTEN DID YOU / WILL YOU SPEND DOING OUTDOOR ACTIVITIES...

Posed to respondents who own one or more Yeti products.



YETI

TO THE BEST OF YOUR KNOWLEDGE, HOW MANY YETI PRODUCTS DID YOU / WILL YOU BUY...

Posed to respondents who own one or more Yeti products.

