



**KEY TAKEAWAYS:**

**THE BROADER POPULATION DOES NOT SEE A STRONG NEED FOR HAVING A VIDEO CAMERA OR PHOTO CAMERA THAT IS SEPARATE FROM THEIR SMARTPHONE. GENERALLY SPEAKING, CONSUMERS SAY THEY RARELY NEED ACTION CAMERAS OR DRONES.**

**1/3 OF THOSE WHO OWN AND REGULARLY OR OCCASIONALLY USE A GOPRO EXPECT TO GET A NEW GOPRO CAMERA IN THE NEXT YEAR.**

**8.7% OF THOSE WHO OWN AND REGULARLY OR OCCASIONALLY USE A GOPRO ARE CURRENTLY SUBSCRIBED TO GOPRO PLUS.**

**14.9% OF THOSE WHO OWN AND REGULARLY OR OCCASIONALLY USE A GOPRO, BUT AREN'T GOPRO PLUS SUBSCRIBERS, SAID THEY PROBABLY OR DEFINITELY WOULD SIGN UP FOR GOPRO PLUS IN THE NEXT YEAR.**

**GOPRO USERS SHOW A STRONG PREFERENCE FOR BUYING A GOPRO UPFRONT AND OWNING IT AS OPPOSED TO HYPOTHETICALLY BEING ABLE TO PAY A MONTHLY FEE TO RENT A GOPRO THAT THEY CAN EVENTUALLY UPGRADE.**

**6.3% OF NON-GOPRO OWNERS SAID THEY PROBABLY OR DEFINITELY WILL GET ONE IN THE NEXT YEAR. OF THOSE WHO WILL PROBABLY GET ONE, 59.3% SAID THEY PROBABLY OR DEFINITELY WOULD SIGN UP FOR GOPRO PLUS.**

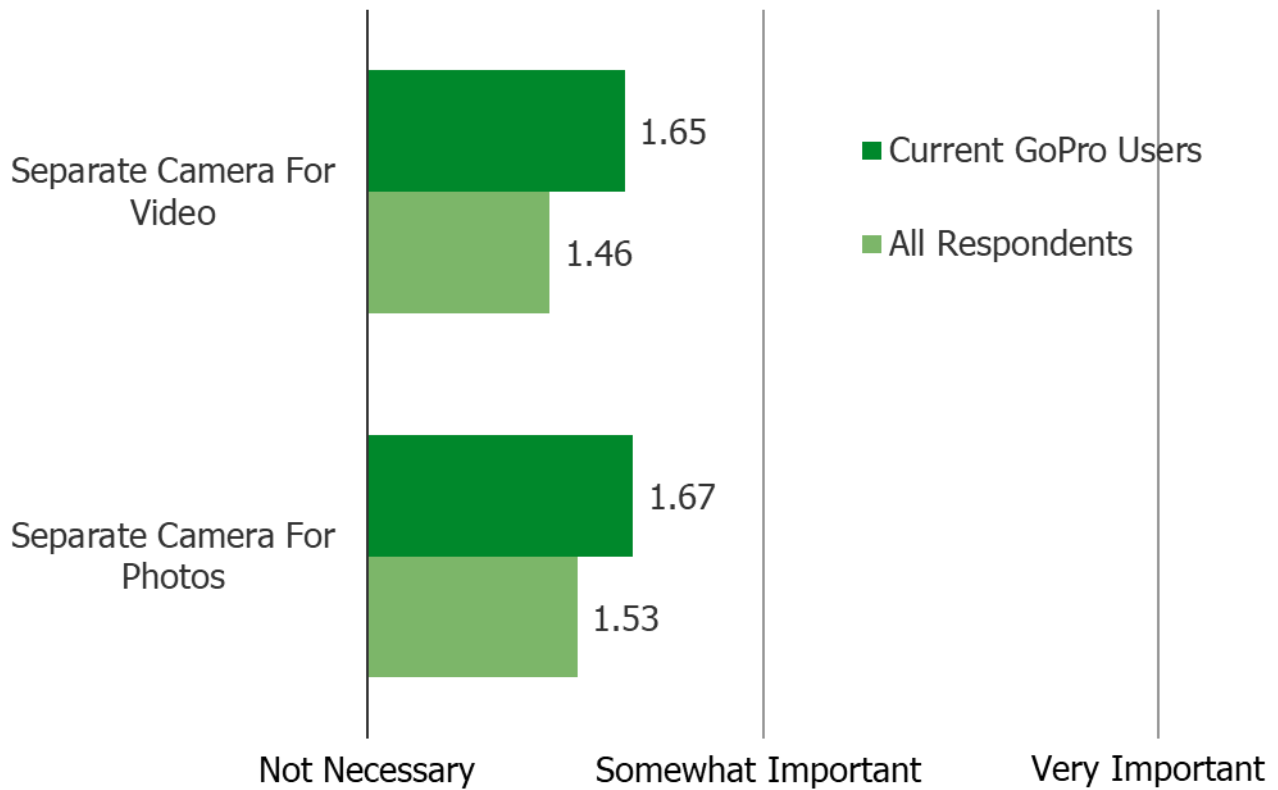
GoPro

## MARKET SIZING

GoPro

HOW IMPORTANT DO YOU THINK IT IS TO HAVE THE FOLLOWING IN ADDITION TO THE CAMERA ON YOUR SMARTPHONE?

Posed to all respondents and to respondents who currently use GoPro camera(s).

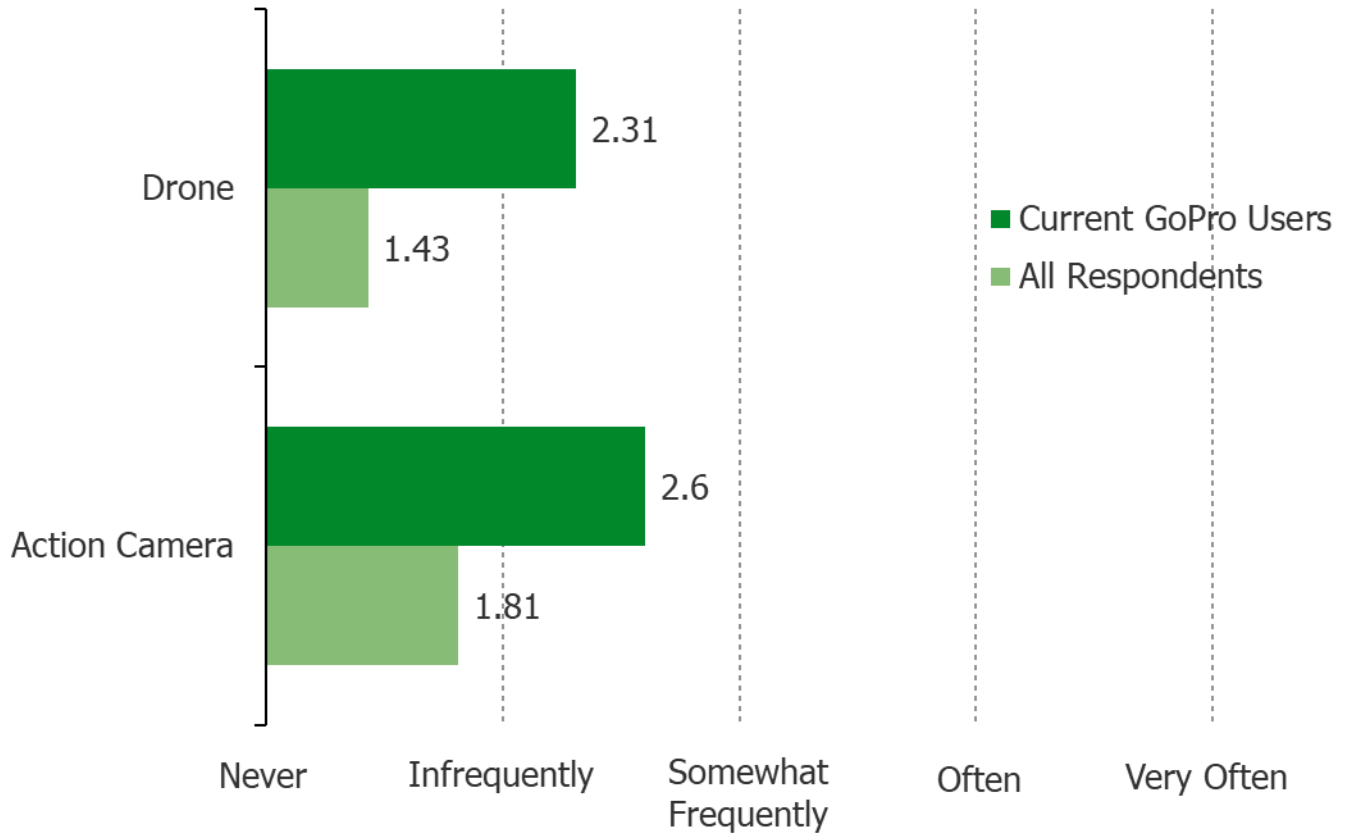


\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

DO YOU EVER HAVE A NEED FOR THE FOLLOWING TYPES OF PRODUCTS?

Posed to all respondents and to respondents who currently use GoPro camera(s).

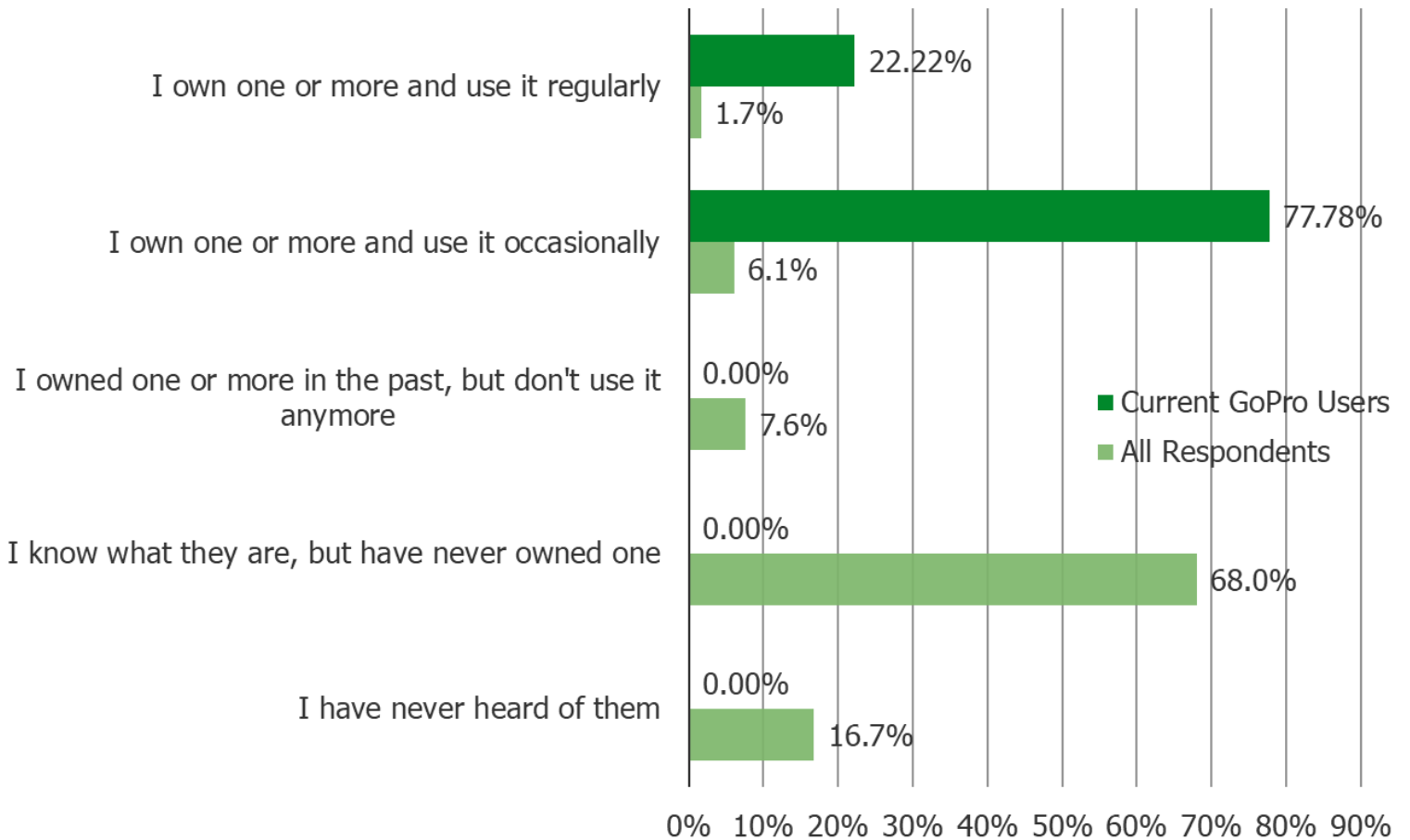


\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH GOPRO CAMERAS?

Posed to all respondents and to respondents who currently use GoPro camera(s).



\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

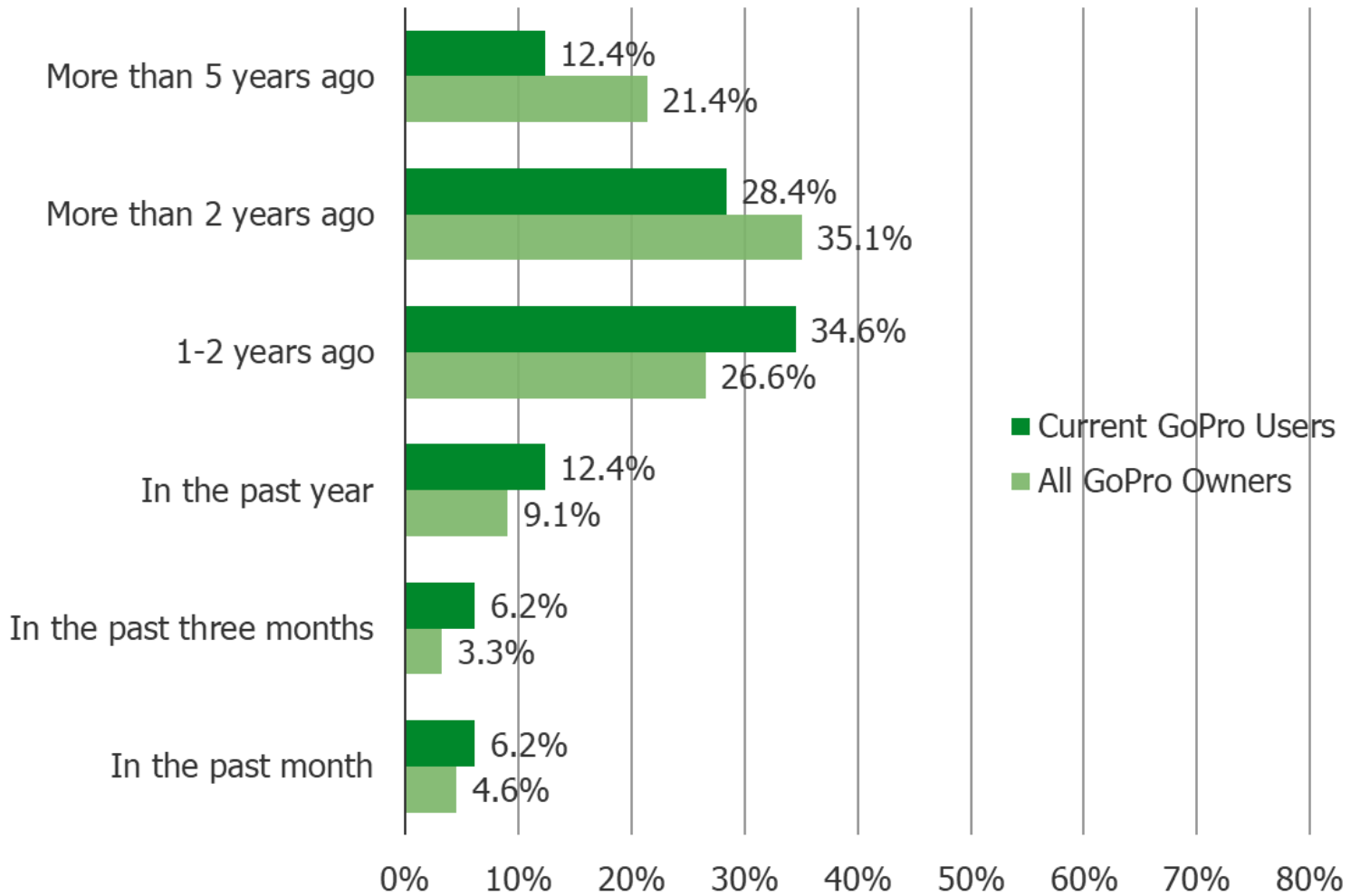
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## GOPRO CUSTOMERS

GoPro

WHEN DID YOU MOST RECENTLY BUY A GOPRO CAMERA?

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s).

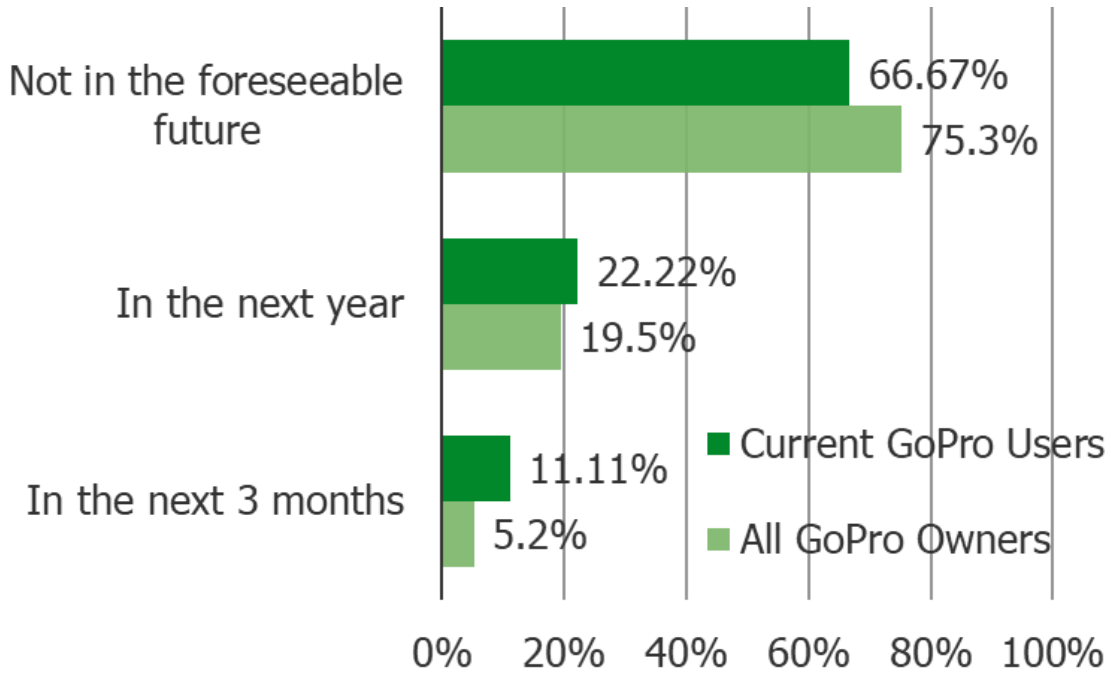


\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

WHEN WOULD YOU EXPECT TO GET ANOTHER GOPRO CAMERA?

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s).



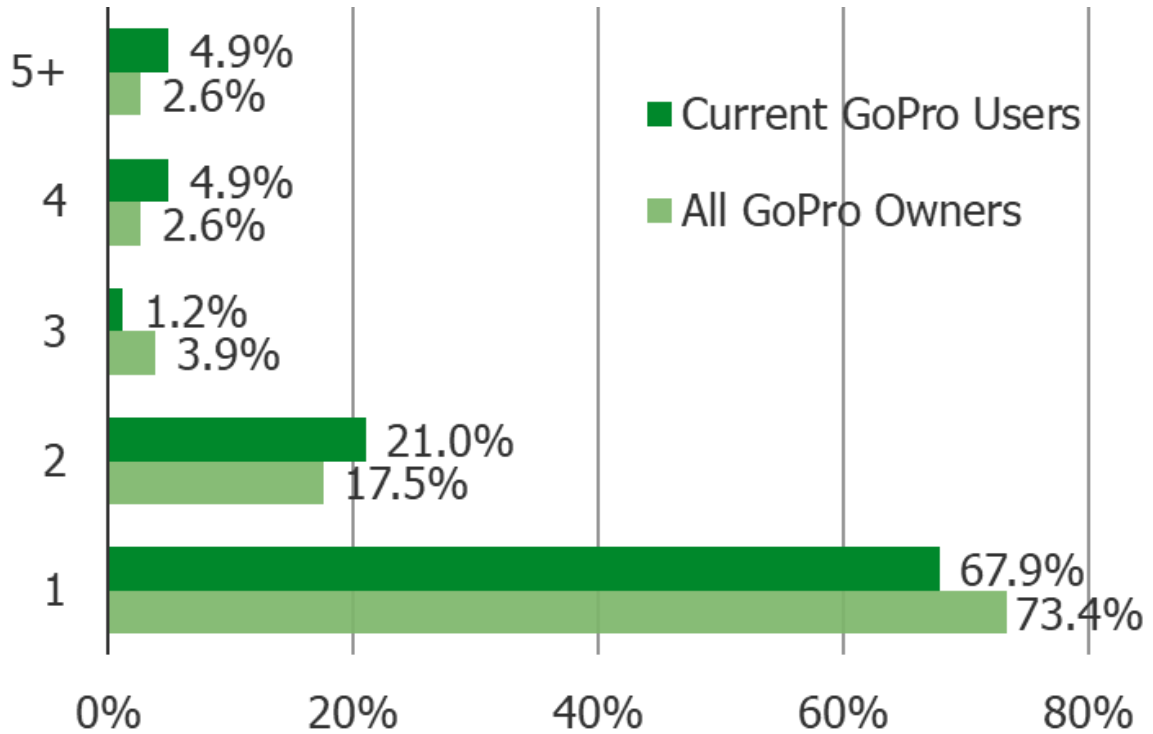
\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.



GoPro

HOW MANY GOPRO CAMERAS DO YOU OWN?

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s).

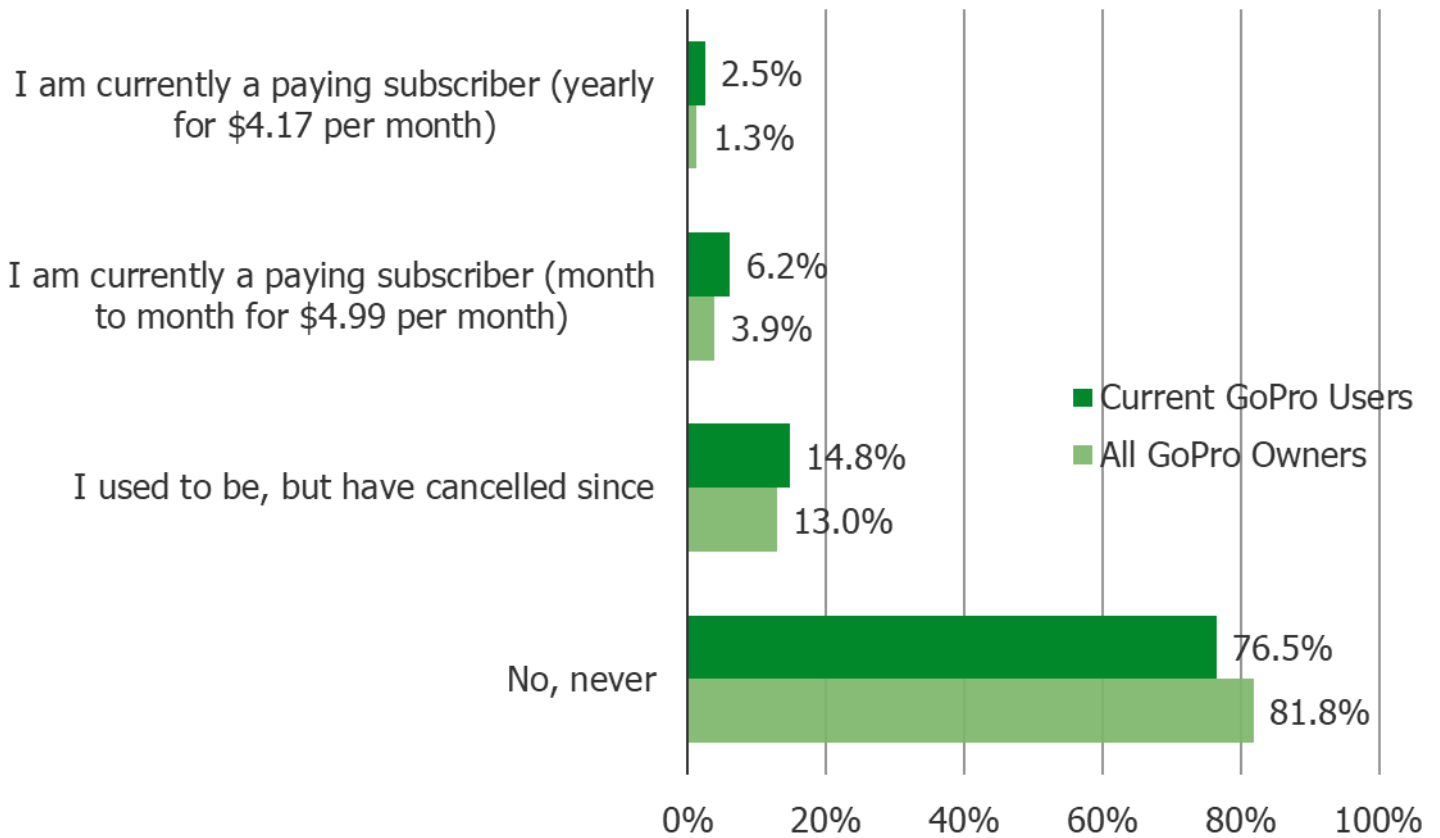


\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

ARE YOU CURRENTLY A SUBSCRIBER TO GOPRO PLUS?

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s).

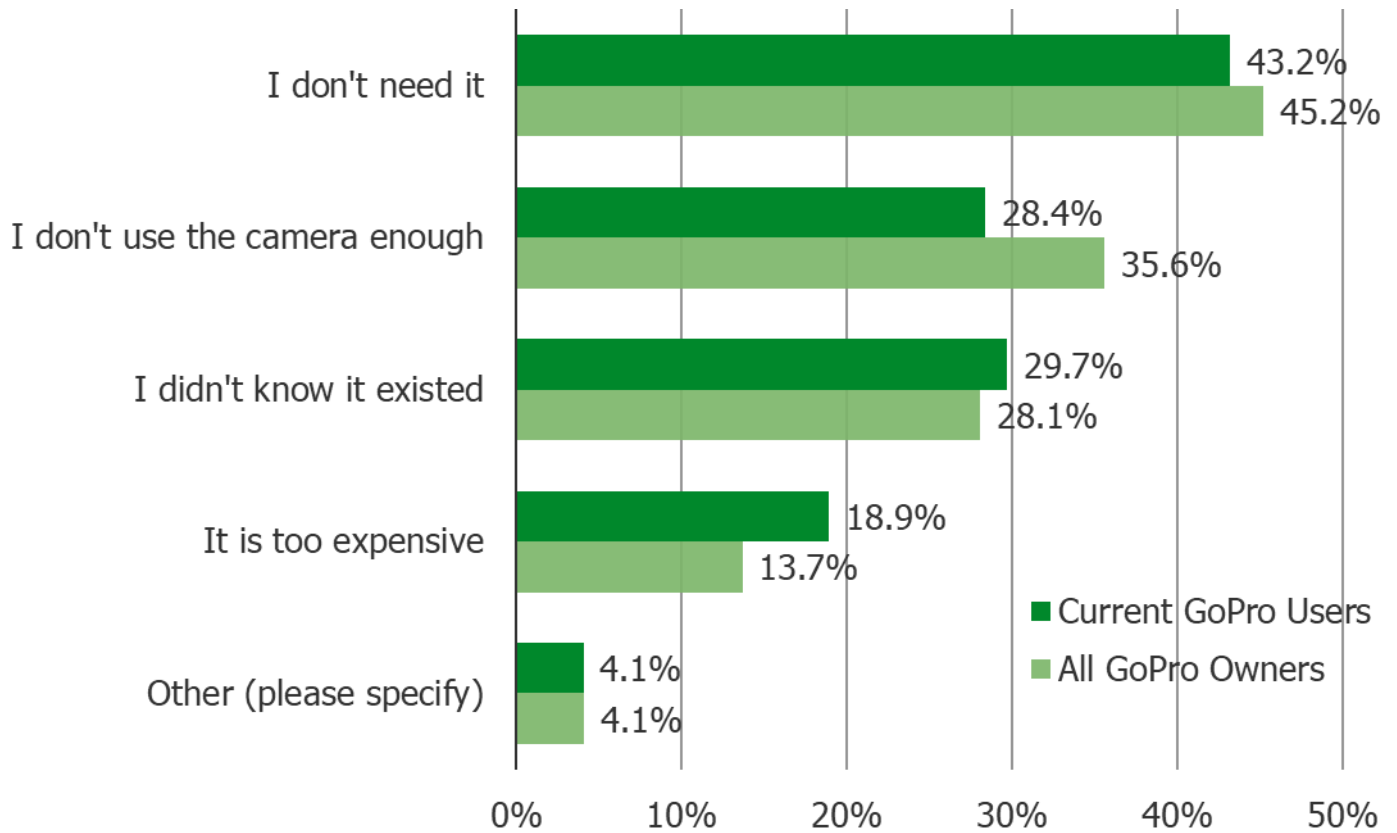


\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

WHY ARE YOU NOT A SUBSCRIBER TO GOPRO PLUS? (SELECT ALL THAT APPLY)

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s) – **who are not currently subscribed to GoPro Plus.**

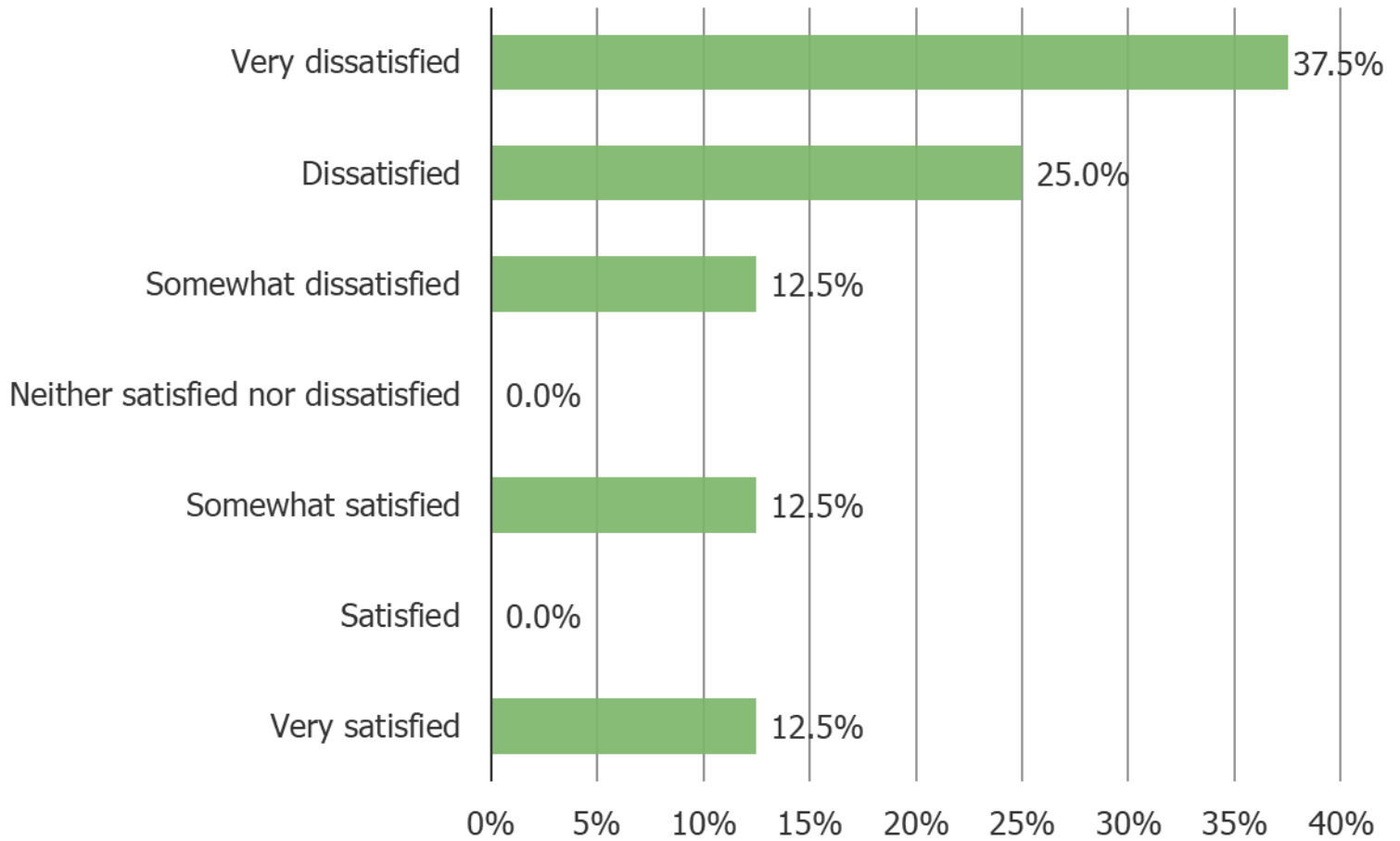


\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

HOW SATISFIED ARE YOU WITH THE GOPRO PLUS SUBSCRIPTION?

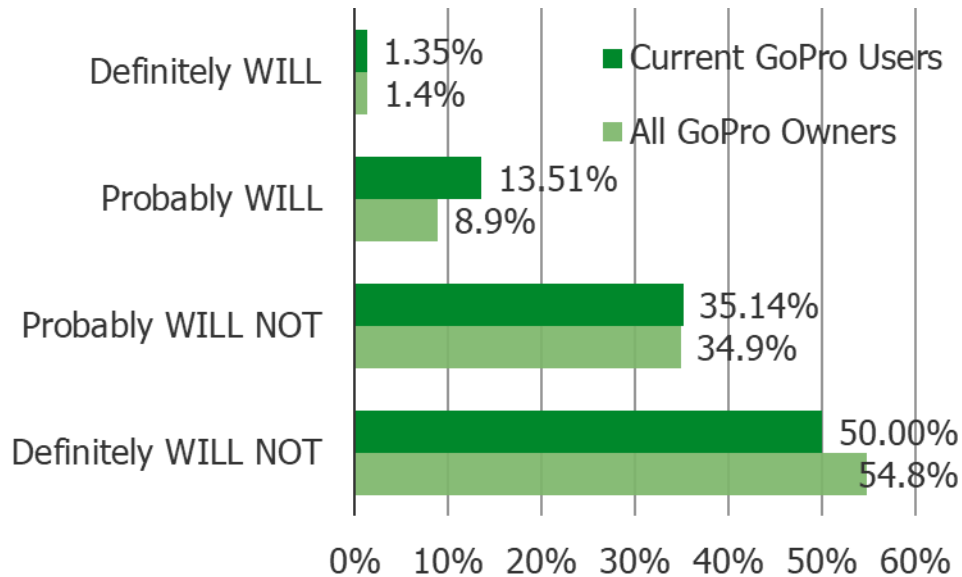
Posed to GoPro Plus Subscribers (n=8)



GoPro

HOW LIKELY ARE YOU TO SIGN UP FOR THE GOPRO PLUS SUBSCRIPTION IN THE NEXT YEAR?

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s).



\*We explained to respondents:

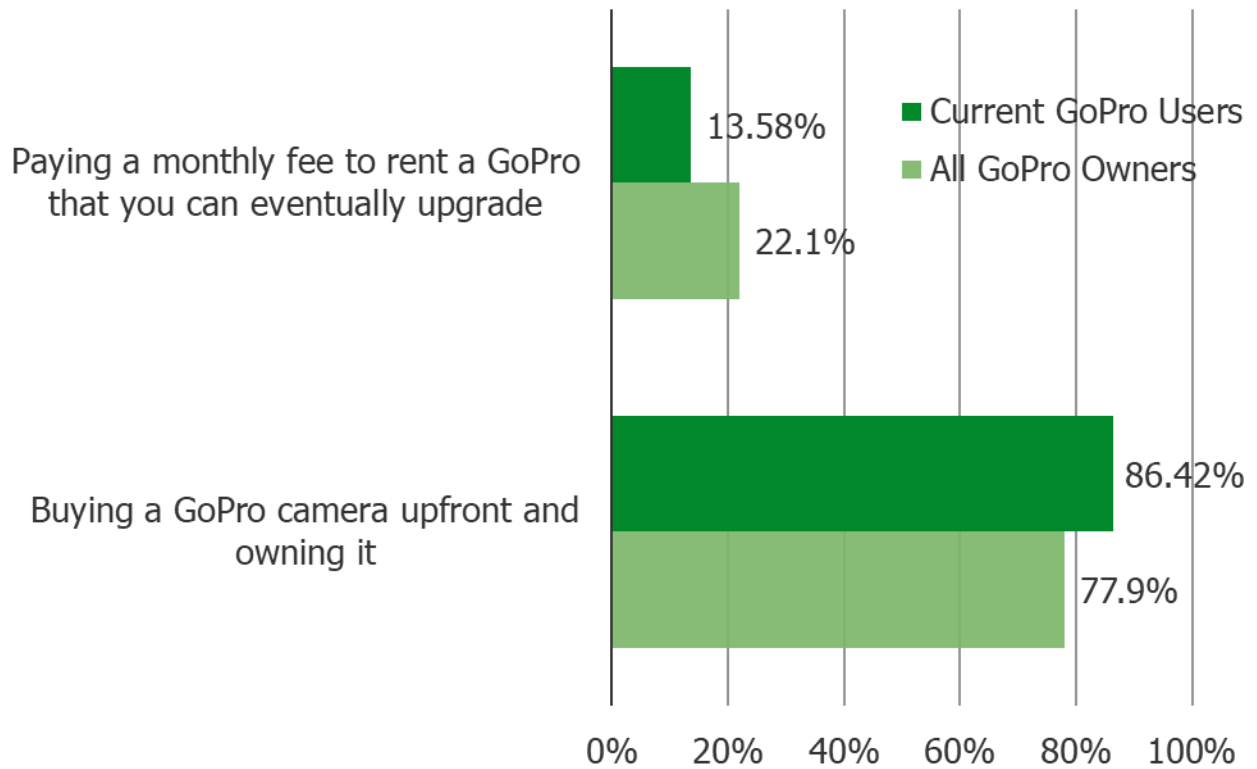
Price is \$4.99 per month or \$4.17 per month if you pay for a year up front and features include a) unlimited cloud storage b) replace broken GoPros c) 50% off mounts and accessories.

\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

GoPro

WHICH OF THE FOLLOWING WOULD BE PREFERABLE TO YOU?

Posed to all GoPro camera owners and to respondents who currently use GoPro camera(s).



\*Current GoPro users are respondents who say they own a GoPro and currently use it regularly or occasionally.

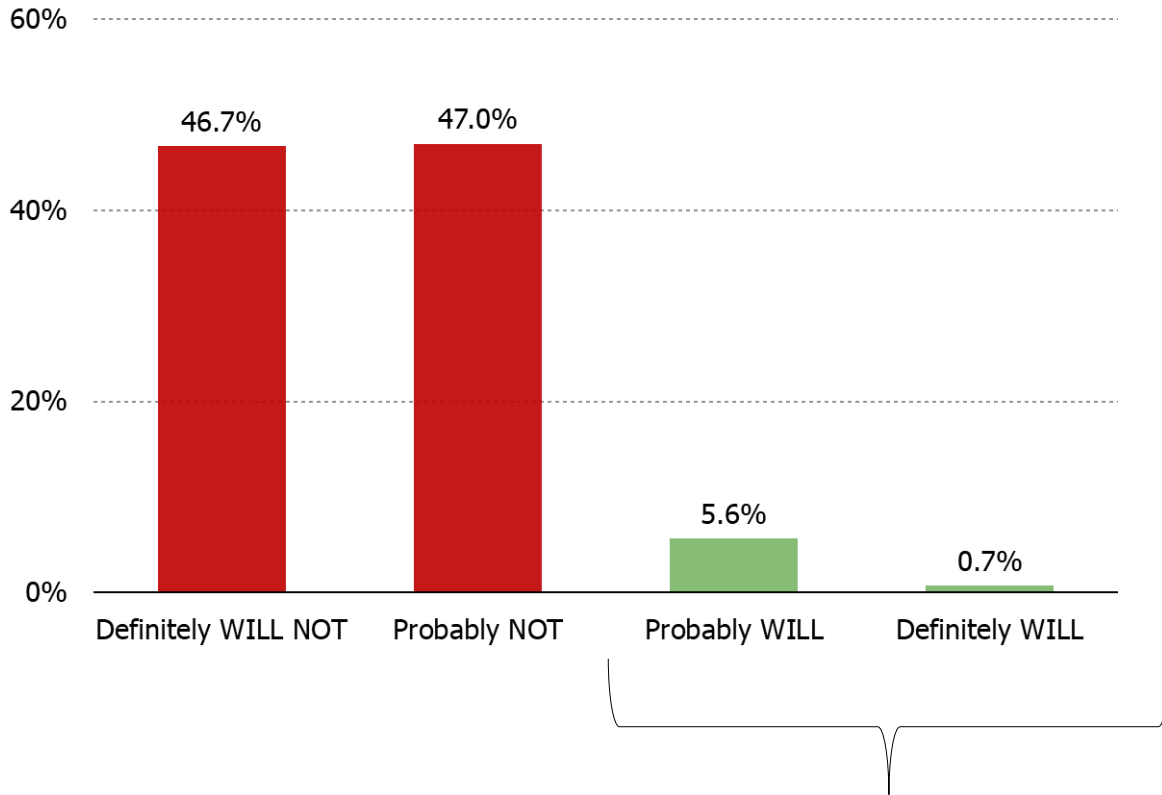
GoPro

## NON GOPRO OWNERS

GoPro

HOW LIKELY ARE YOU TO BUY A GOPRO CAMERA IN THE NEXT YEAR?

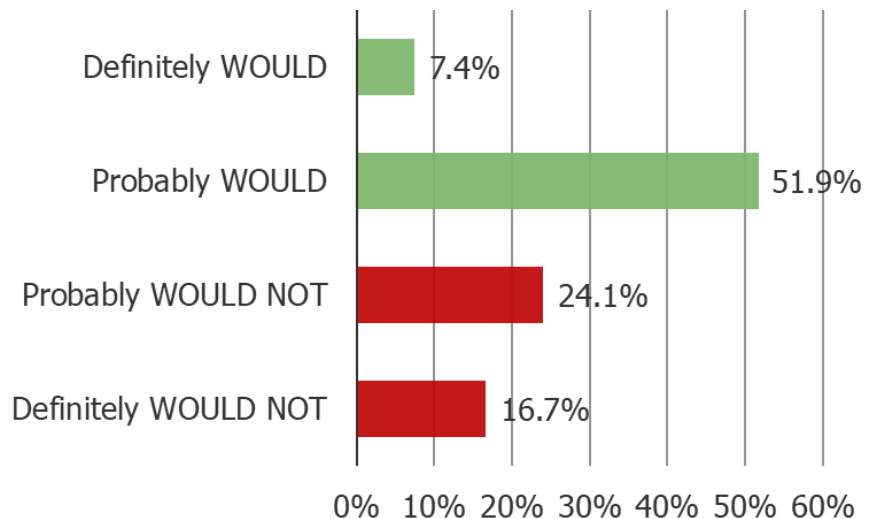
Posed to respondents who have never owned a GoPro



If you buy a GoPro, how likely would you to be to sign up for GoPro Plus?

\*We explained to respondents:

Price is \$4.99 per month or \$4.17 per month if you pay for a year up front and features include a) unlimited cloud storage b) replace broken GoPros c) 50% off mounts and accessories.

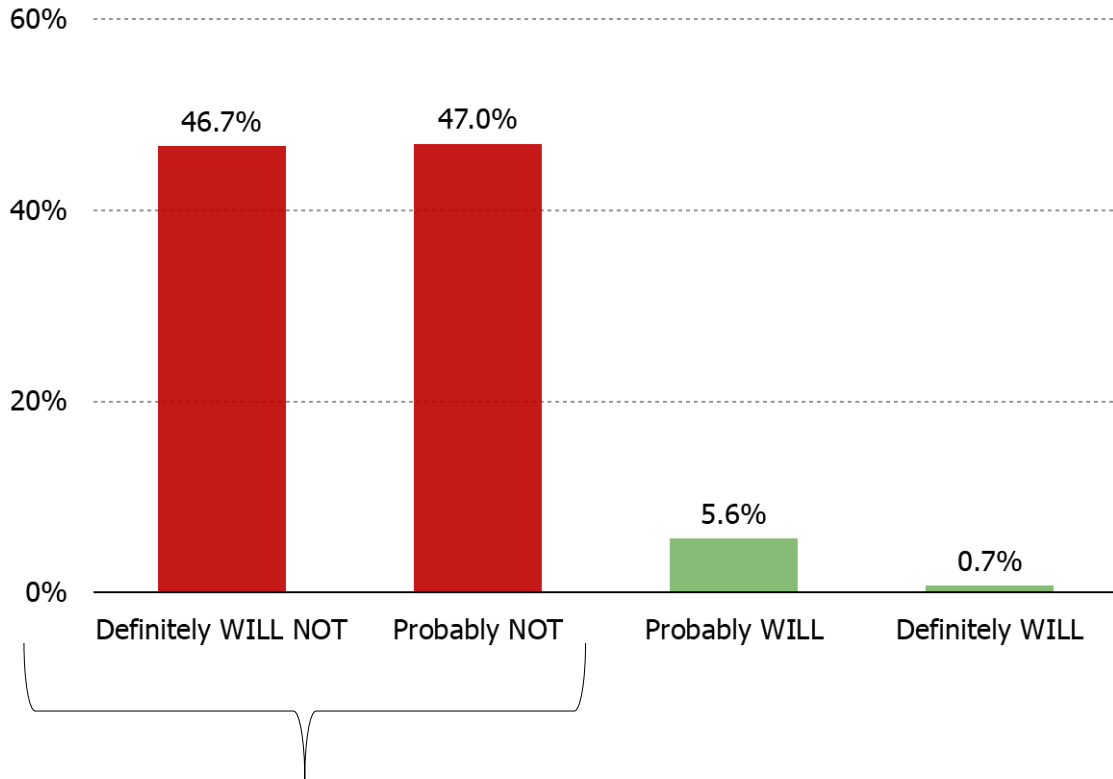




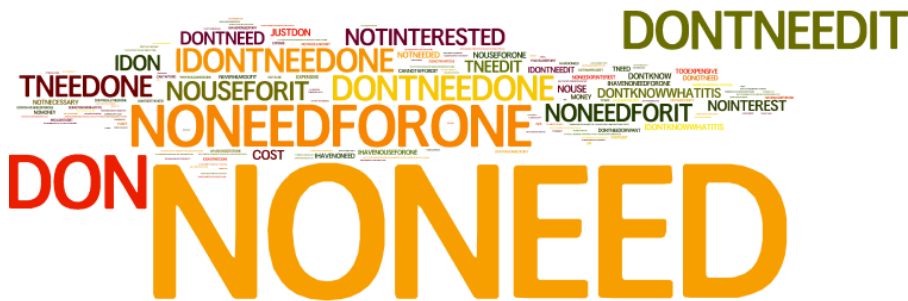
GoPro

HOW LIKELY ARE YOU TO BUY A GOPRO CAMERA IN THE NEXT YEAR?

Posed to respondents who have never owned a GoPro



Why are you unlikely to get a GoPro camera in the next year?



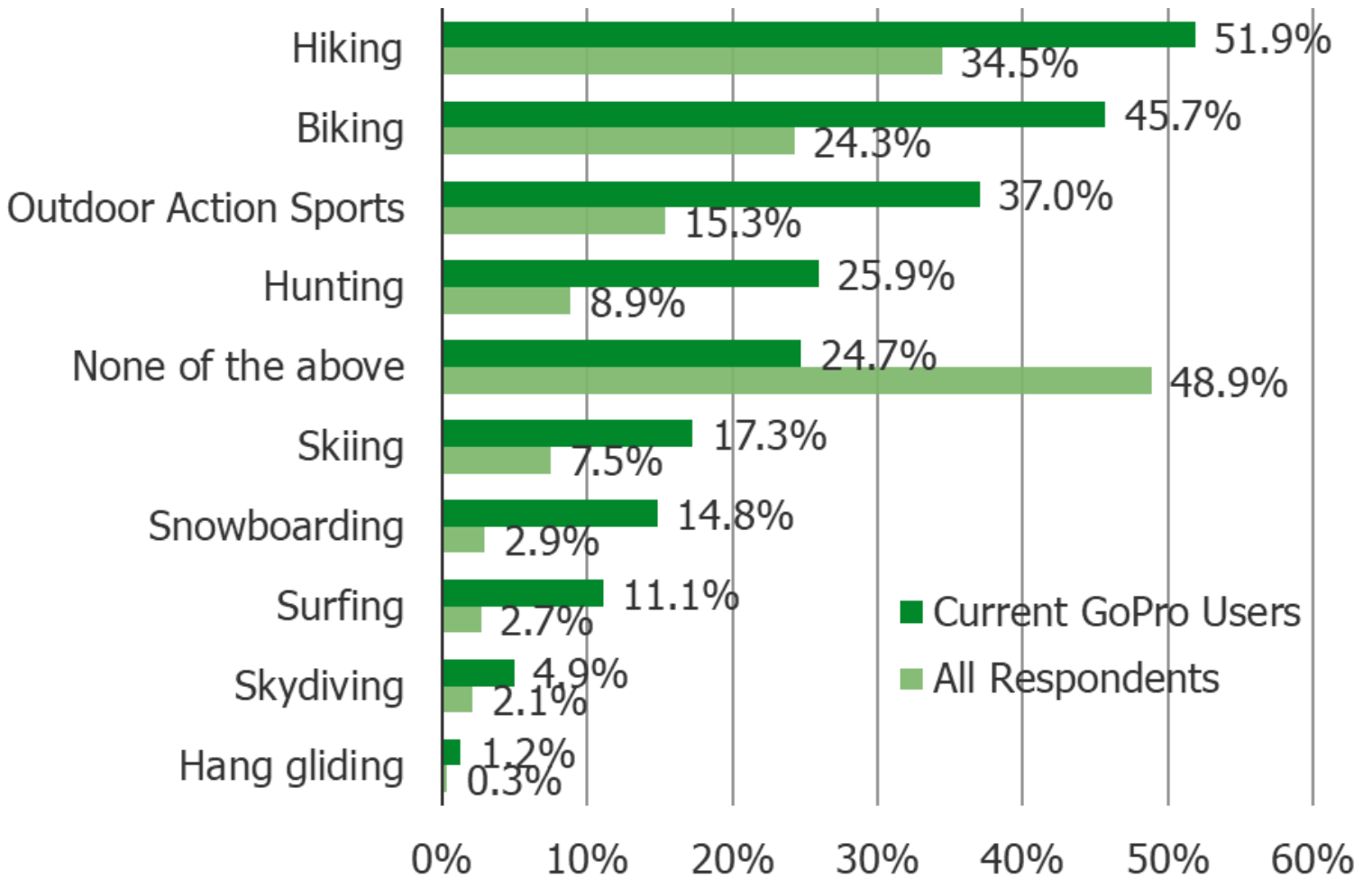
GoPro

## GOPRO DEMOGRAPHICS AND CHARACTERISTICS

GoPro

DO YOU REGULARLY OR OCCASIONALLY PARTICIPATE IN THE FOLLOWING? (SELECT ALL THAT APPLY)

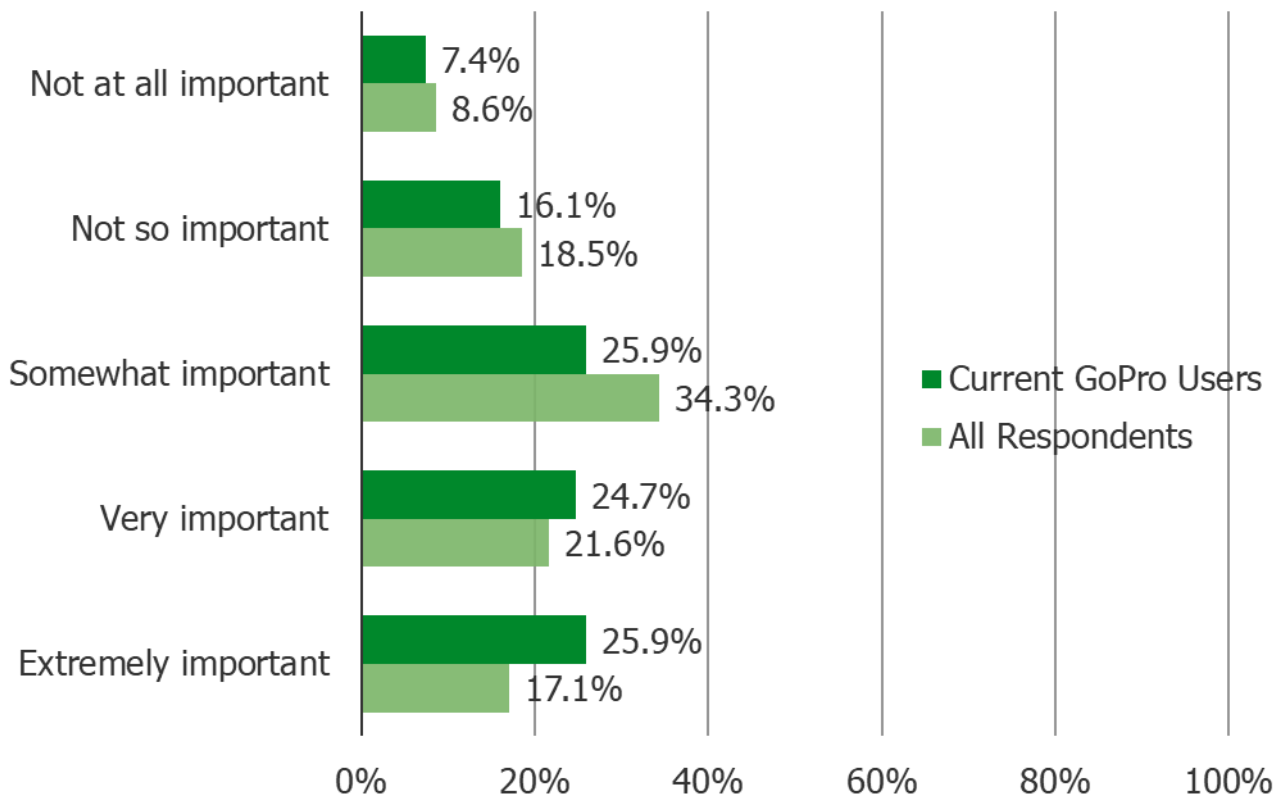
Posed to all respondents and to respondents who currently use GoPro camera(s).



GoPro

HOW IMPORTANT IS TAKING PHOTOS/VIDEOS TO YOU IN YOUR DAILY LIFE?

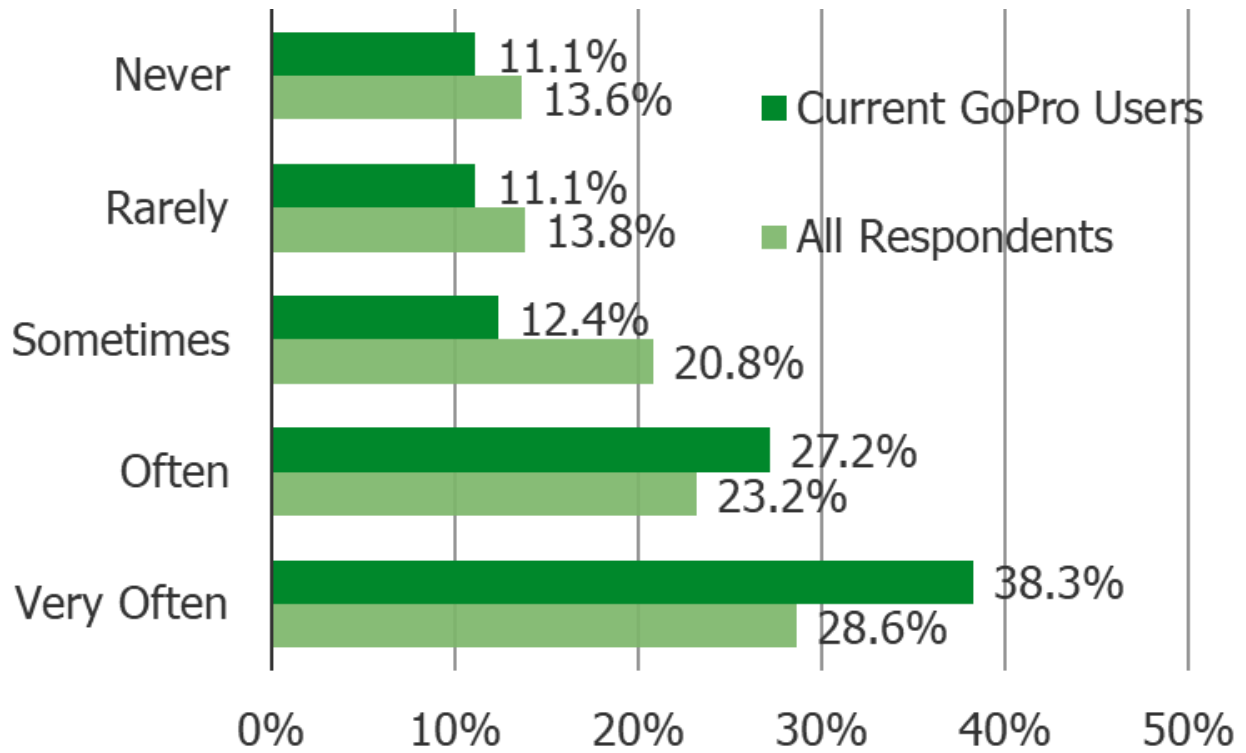
Posed to all respondents and to respondents who currently use GoPro camera(s).



GoPro

HOW OFTEN DO YOU USE SOCIAL MEDIA APPS?

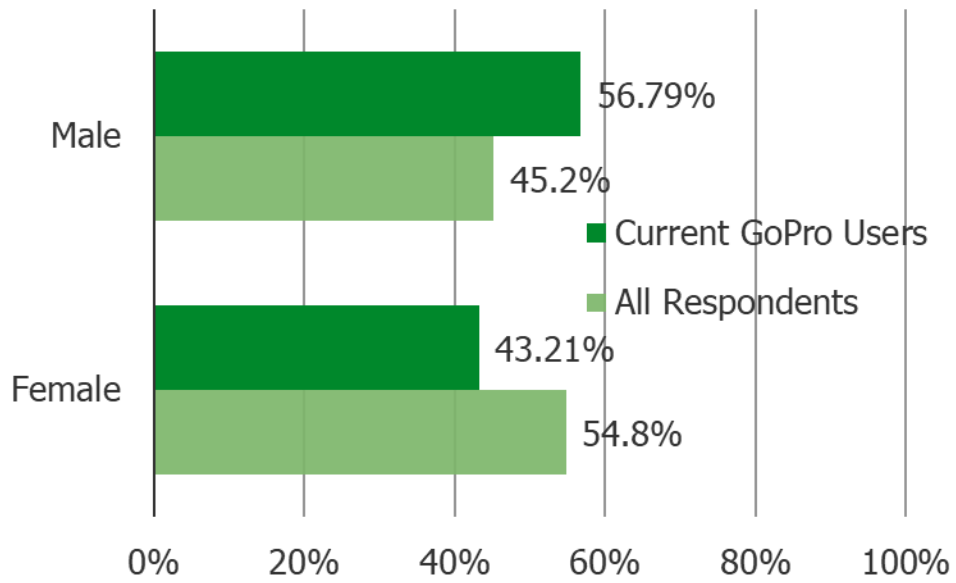
Posed to all respondents and to respondents who currently use GoPro camera(s).



GoPro

WHAT IS YOUR GENDER?

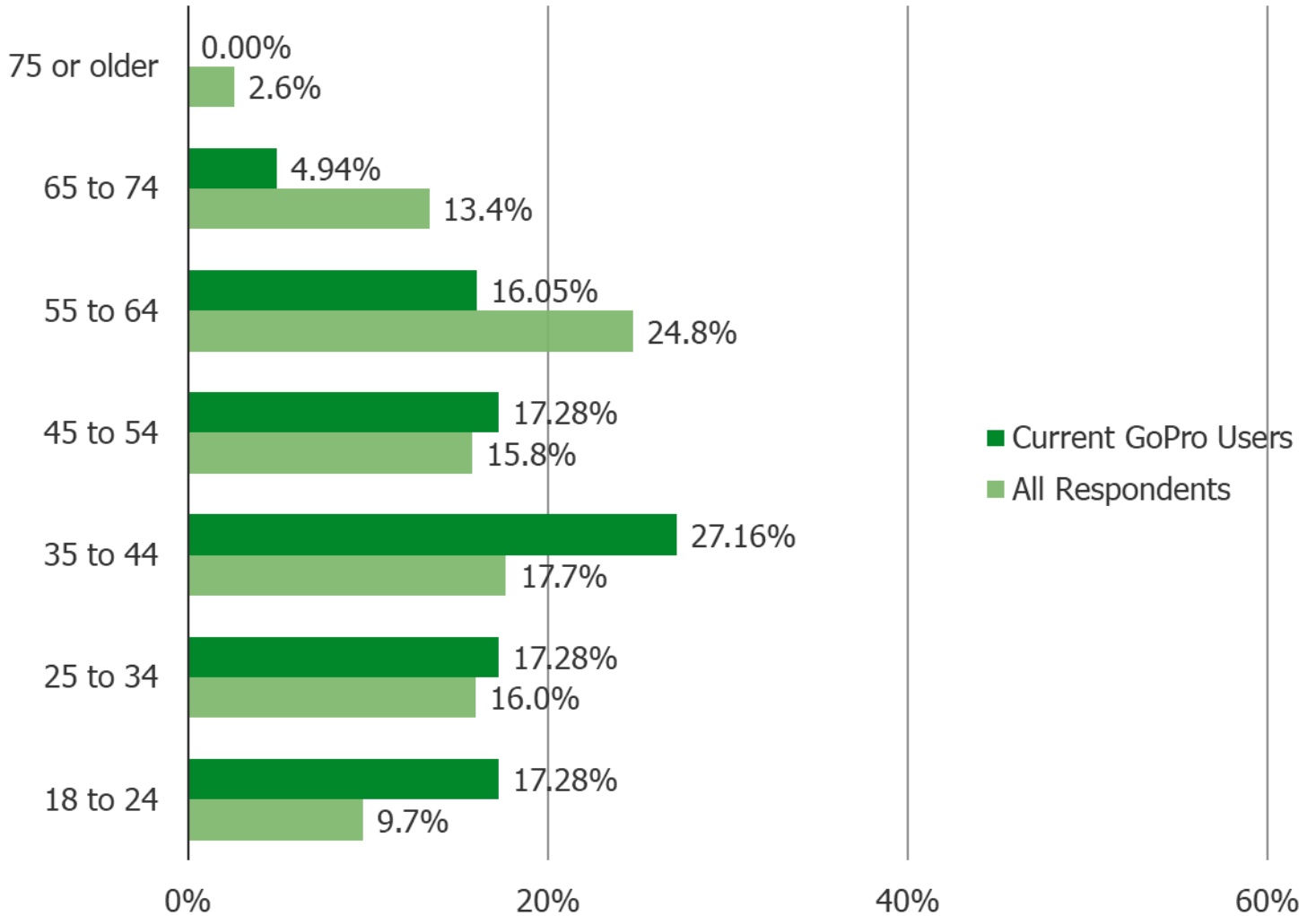
Posed to all respondents and to respondents who currently use GoPro camera(s).



GoPro

WHAT IS YOUR AGE?

Posed to all respondents and to respondents who currently use GoPro camera(s).



GoPro

WHAT IS YOUR INCOME?

Posed to all respondents and to respondents who currently use GoPro camera(s).

