

BESPOKE SURVEYS

## YETI VOLUME 3

1,250+ US Consumers, Balanced to Census

AUGUST 2022



## CHECK BREAKDOWN:

### TREND CHECKS

#### **AWARENESS AND SENTIMENT**

Awareness of the Yeti brand increased sequentially. Consumer opinion of the brand among those who are aware of it is positive and the vast majority think Yeti is a brand with staying power.

#### **OWNERSHIP AND REPURCHASE LIKELIHOOD**

The percentage of those who are aware of Yeti who own Yeti items has increased sequentially. However, of those who own Yeti items the percentage who made their most recent purchase in the past month has declined and while Yeti owners remain likely to buy Yeti products again in the future, repurchase likelihood/expectations have softened relative to prior volumes.

#### **PRODUCT MIX**

Relative to earlier in the year, product ownership mix and expected purchases have shifted toward drinkware.

#### **RETAILER VS. DIRECT**

An increasing percentage said they most recently bought a Yeti product from a retailer that sells Yeti and other products and an increasing percentage said they bought it in a store in person. Over the past couple waves, respondents have become less likely to say they would go directly to Yeti to buy a Yeti product if they needed/wanted one today.

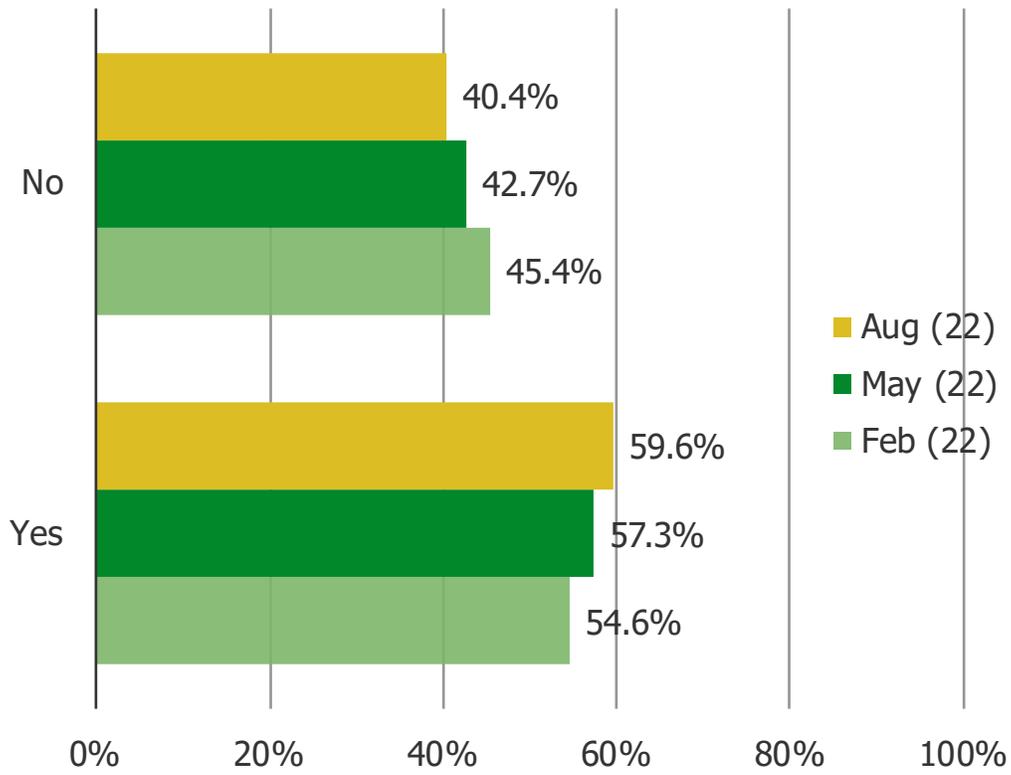
YETI

YETI

YETI

DO YOU KNOW WHAT THE YETI BRAND IS?

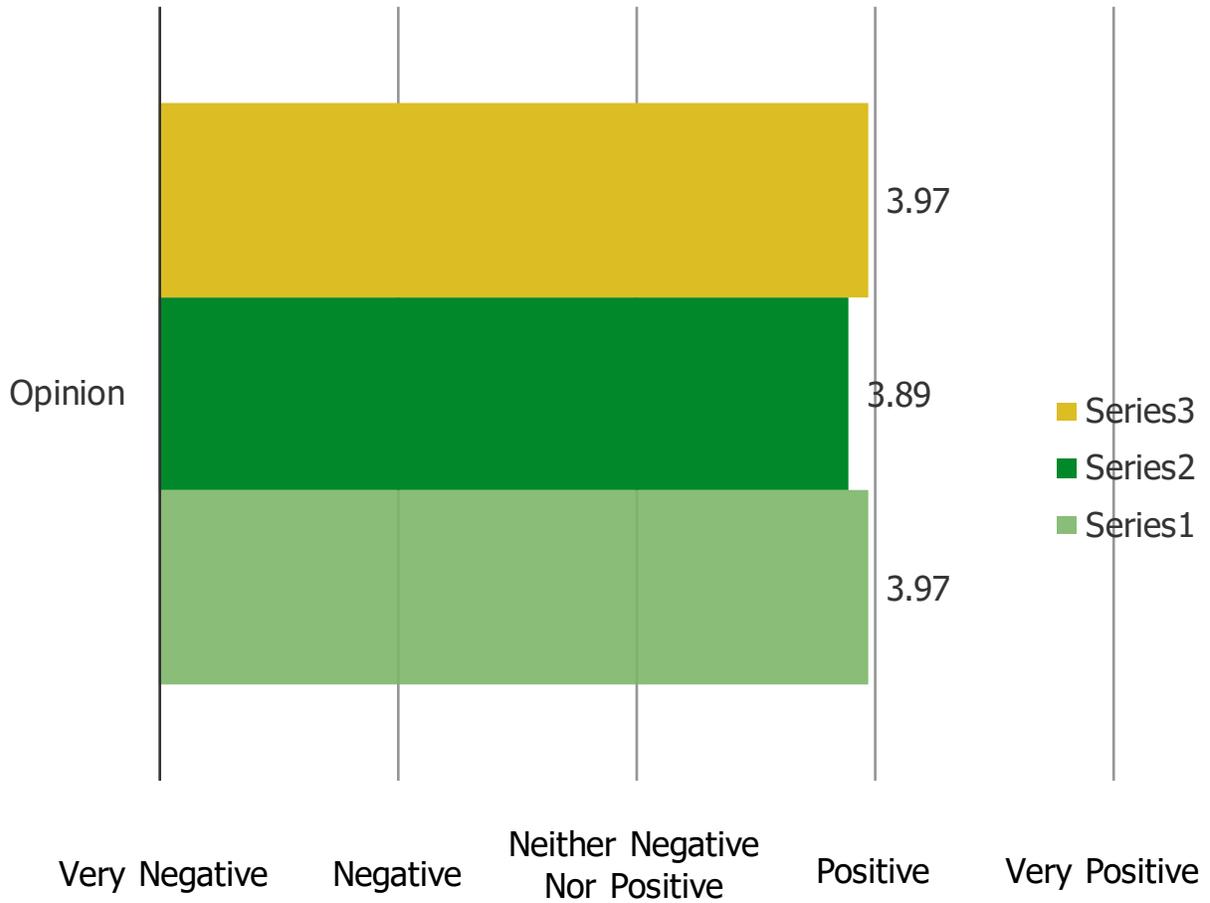
Posed to all respondents.



YETI

WHAT IS YOUR OPINION OF YETI BRAND?

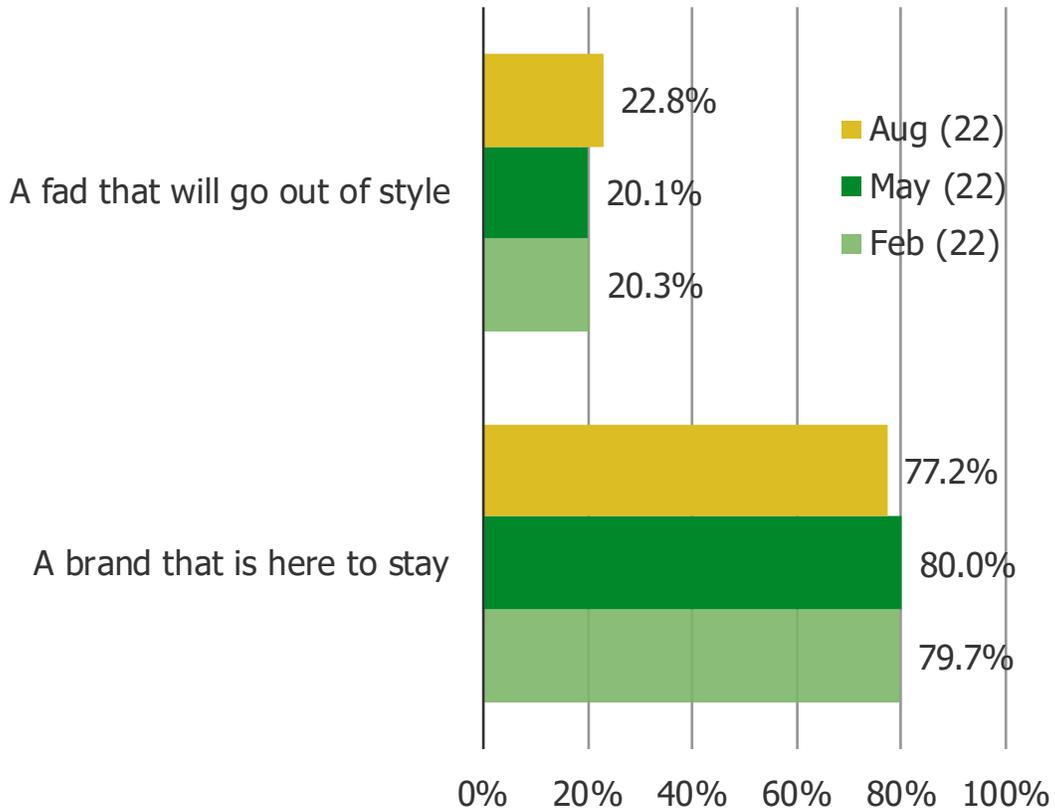
Posed to all respondents who are aware of the Yeti brand



YETI

WHICH OF THE FOLLOWING DO YOU THINK BEST FITS YETI?

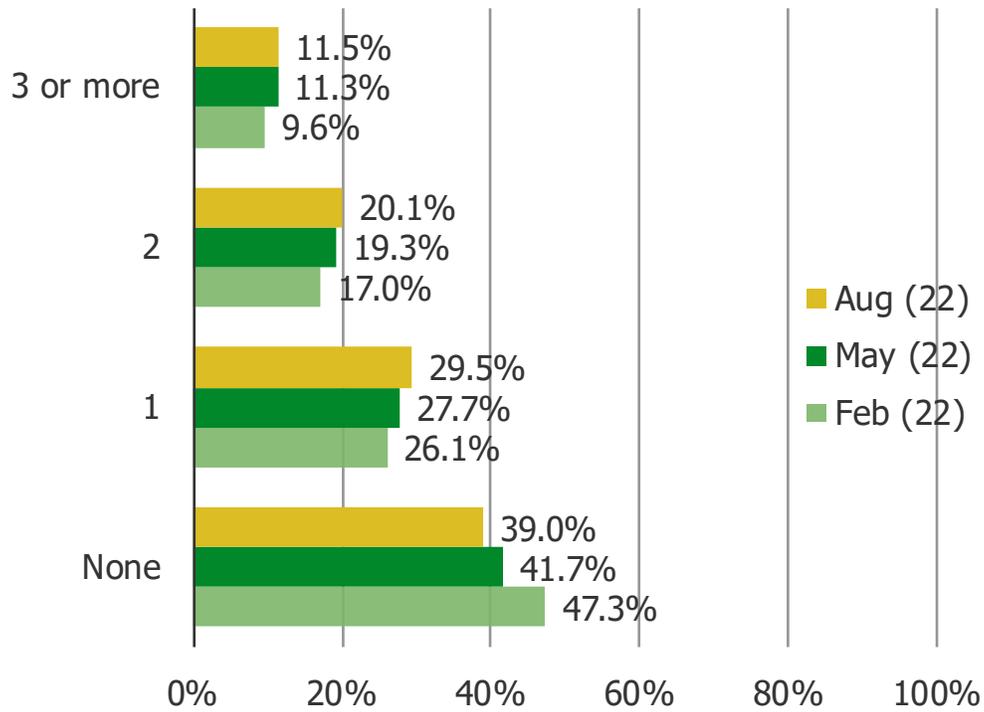
Posed to respondents who are aware of what Yeti is.



YETI

DO YOU OWN ANY YETI ITEMS?

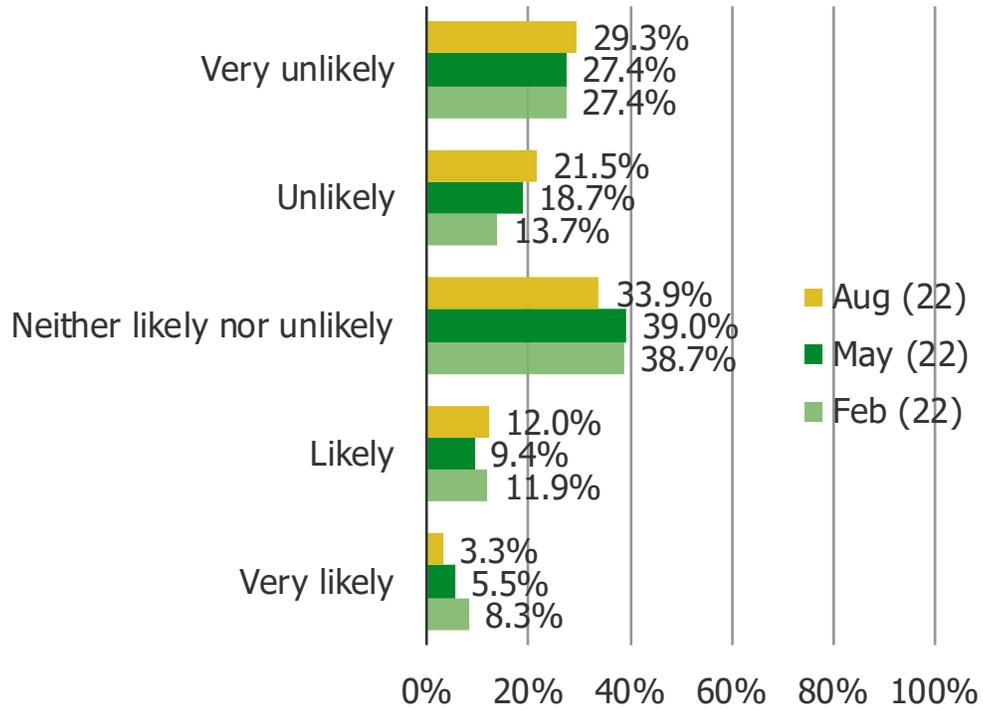
Posed to respondents who are aware of what Yeti is.



YETI

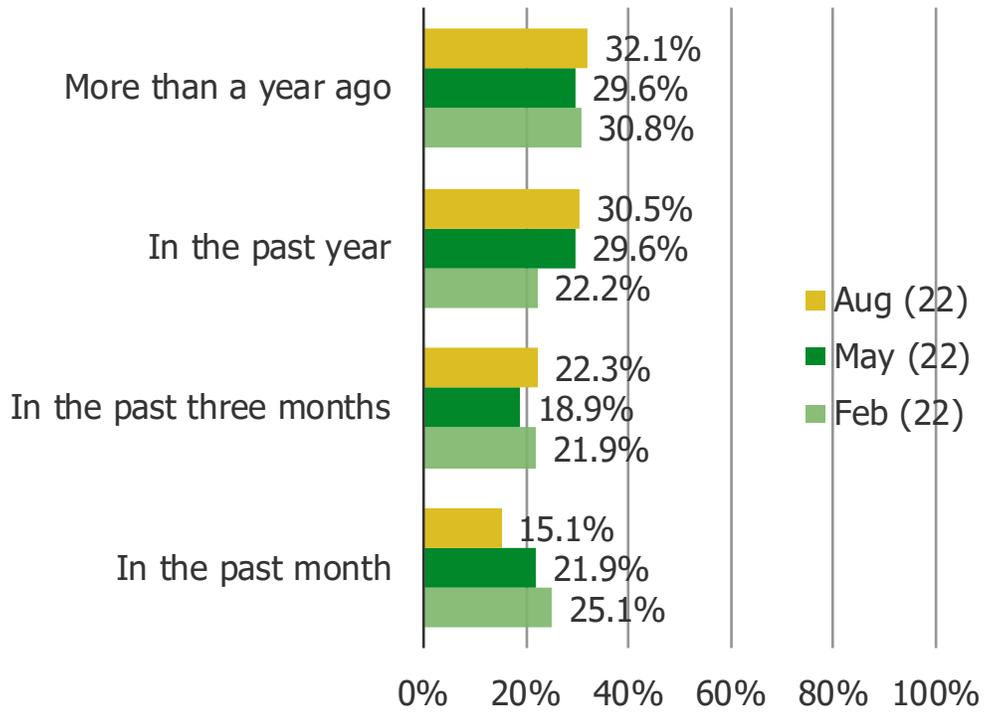
HOW LIKELY ARE YOU TO BUY YETI PRODUCTS IN 2022?

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



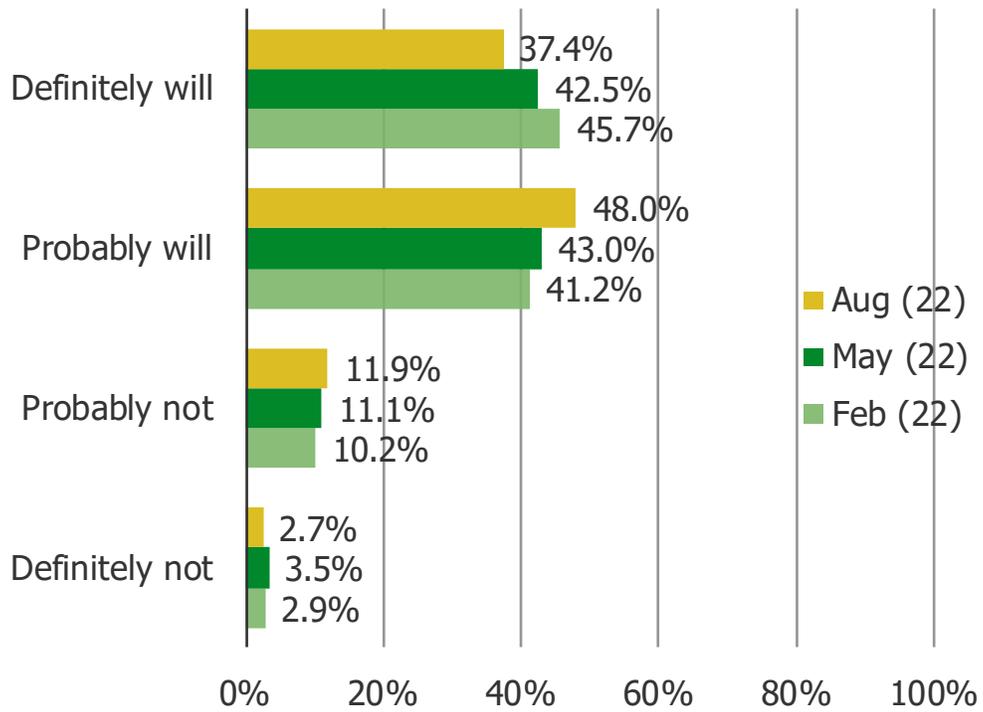
WHEN DID YOU MAKE YOUR MOST RECENT YETI PRODUCT PURCHASE?

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.

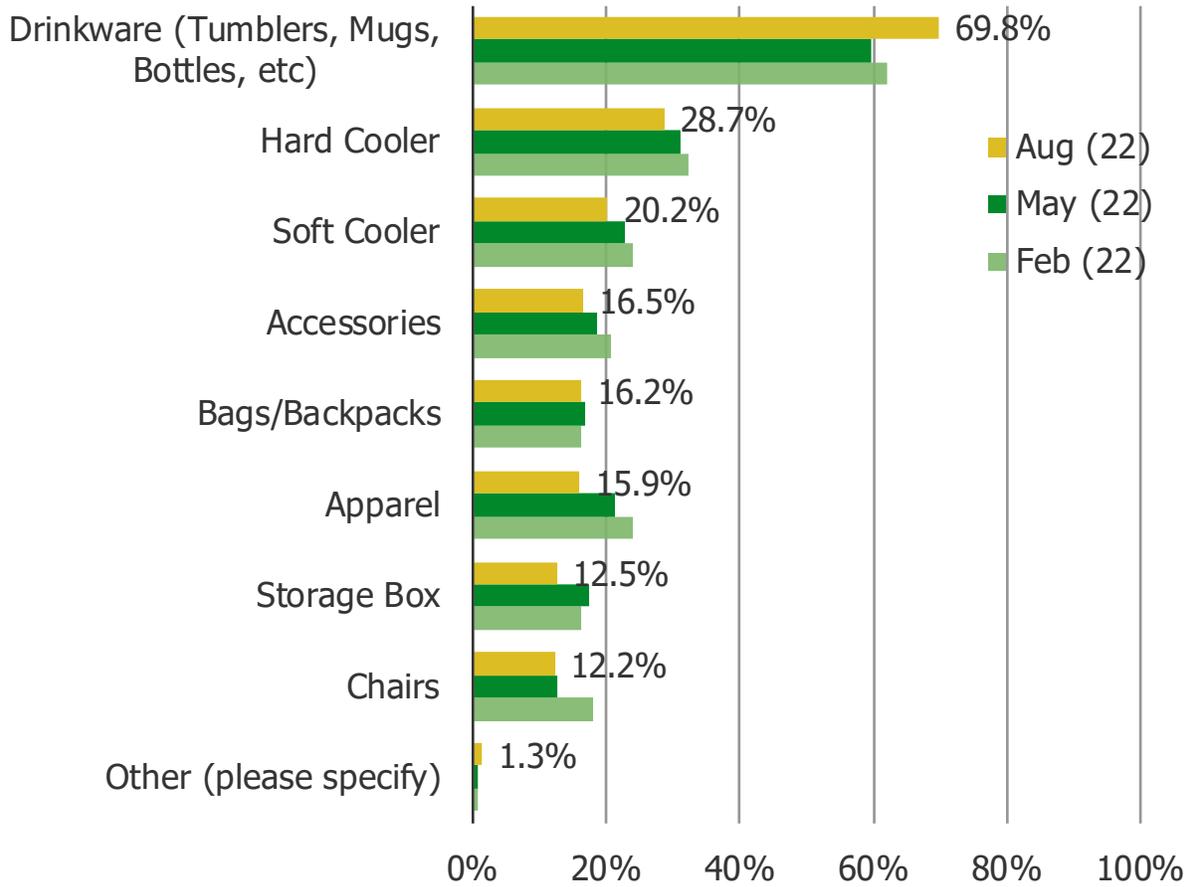


YETI

# YETI PRODUCT ANALYSIS

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

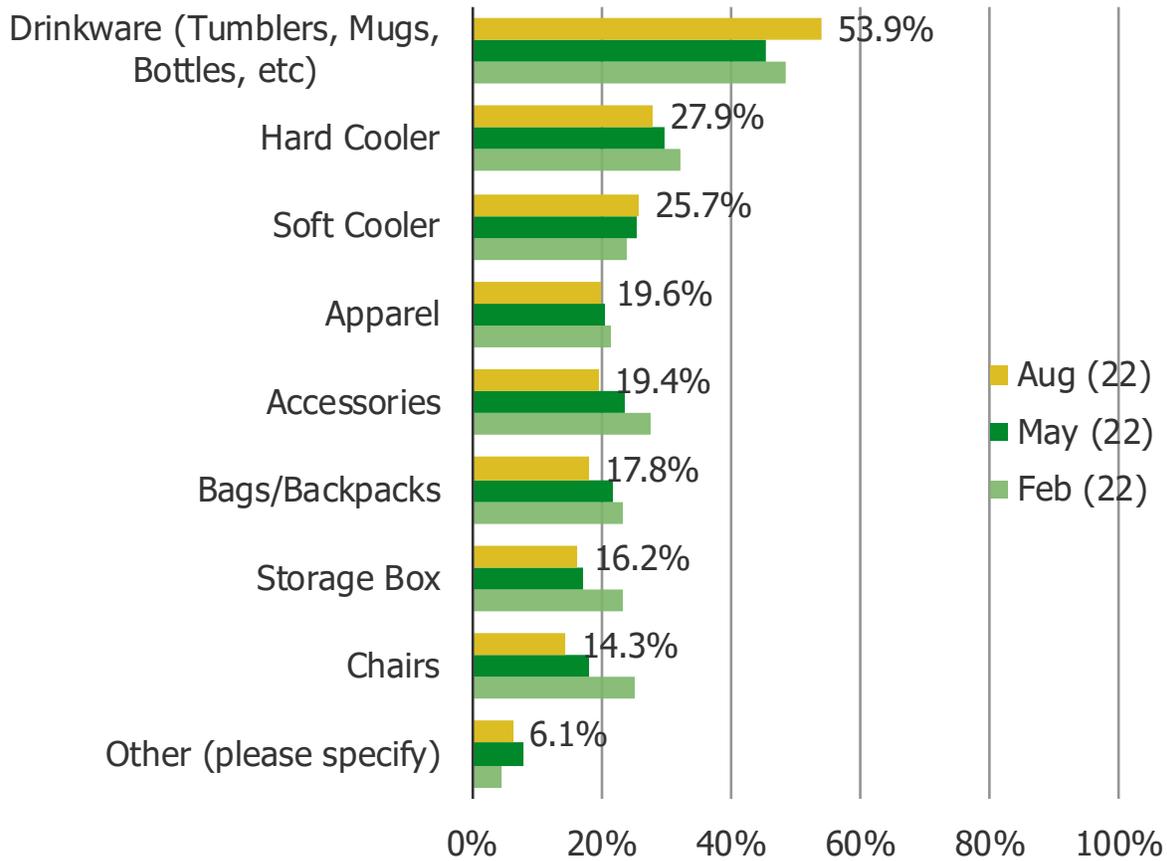
Posed to respondents who own one or more Yeti products.



YETI

DO YOU EXPECT TO BUY ANY OF THE FOLLOWING IN THE NEXT YEAR FROM YETI? (SELECT ALL THAT APPLY)

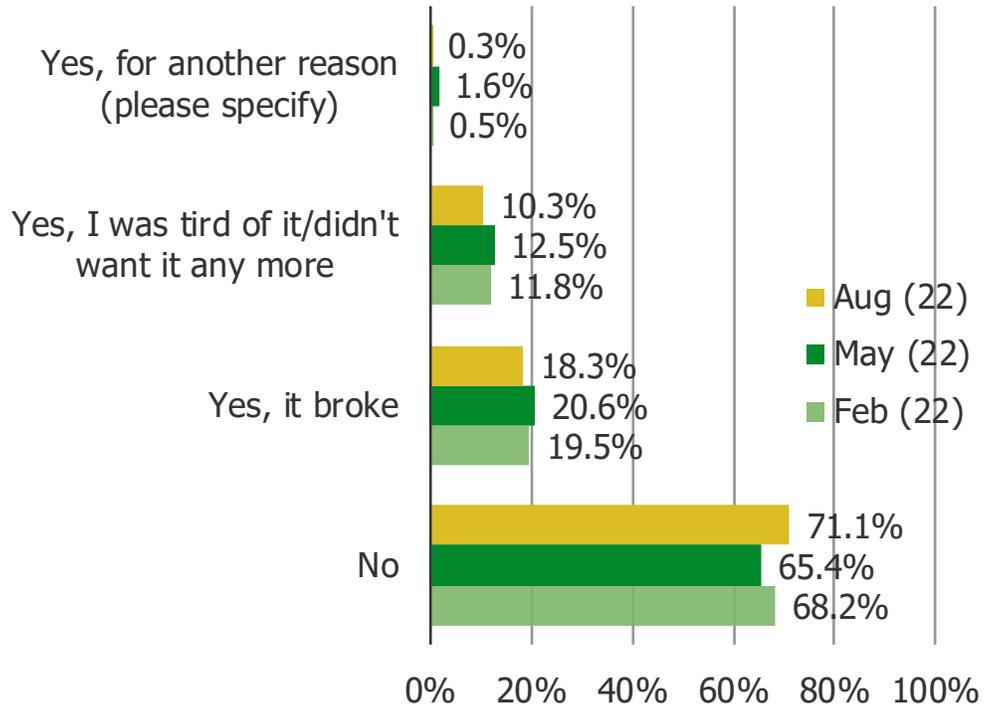
Posed to respondents who own one or more Yeti products.



YETI

HAVE YOU EVER GOTTEN RID OF A YETI PRODUCT?

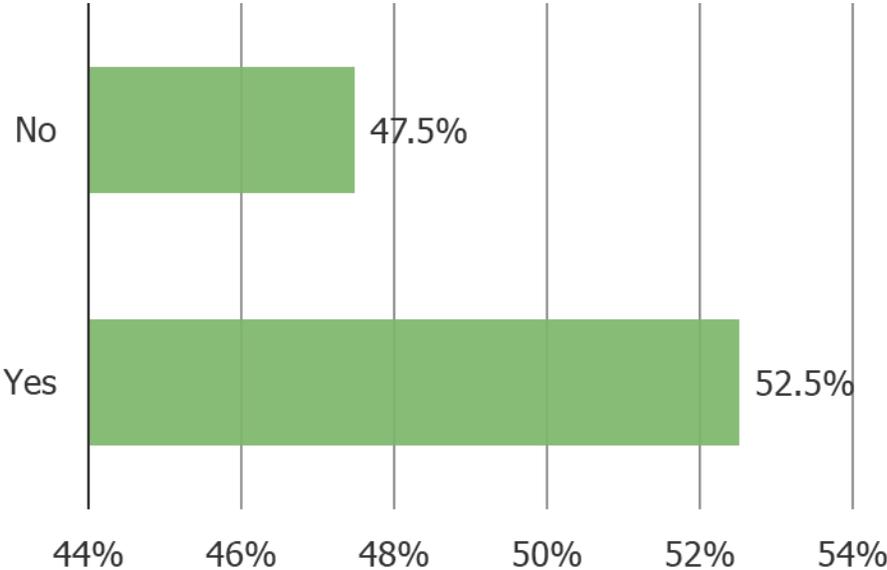
Posed to all respondents who have at least one Yeti product.



YETI

DID YOU PURCHASE A YETI PRODUCT IN 2022?

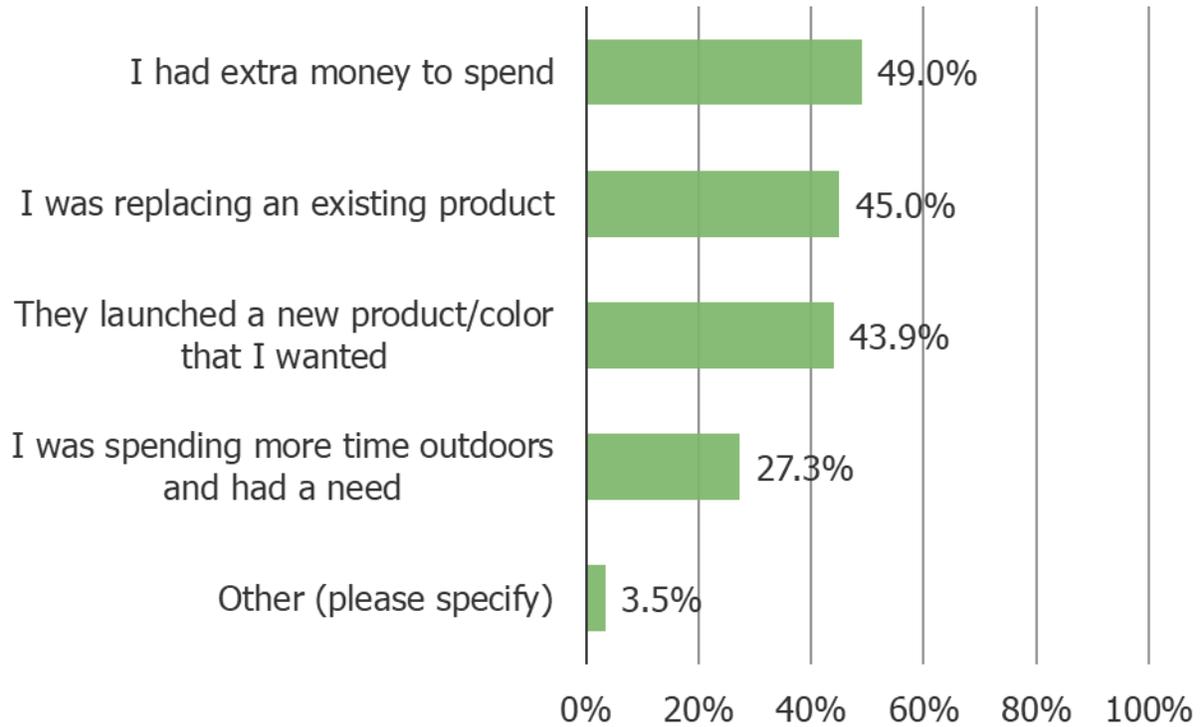
Posed to respondents who own one or more Yeti products.



YETI

WHY DID YOU PURCHASE A YETI PRODUCT IN 2022? (SELECT ALL THAT APPLY)

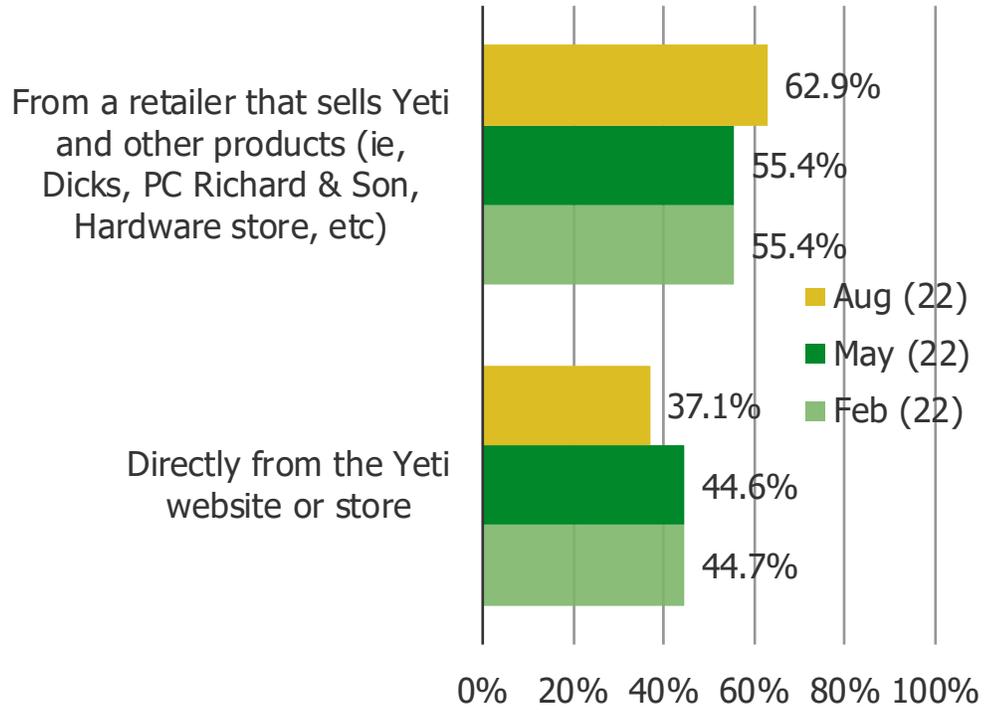
Posed to all respondents who purchased a Yeti product in 2021.



YETI

WHERE DID YOU MAKE YOUR MOST RECENT YETI PRODUCT PURCHASE?

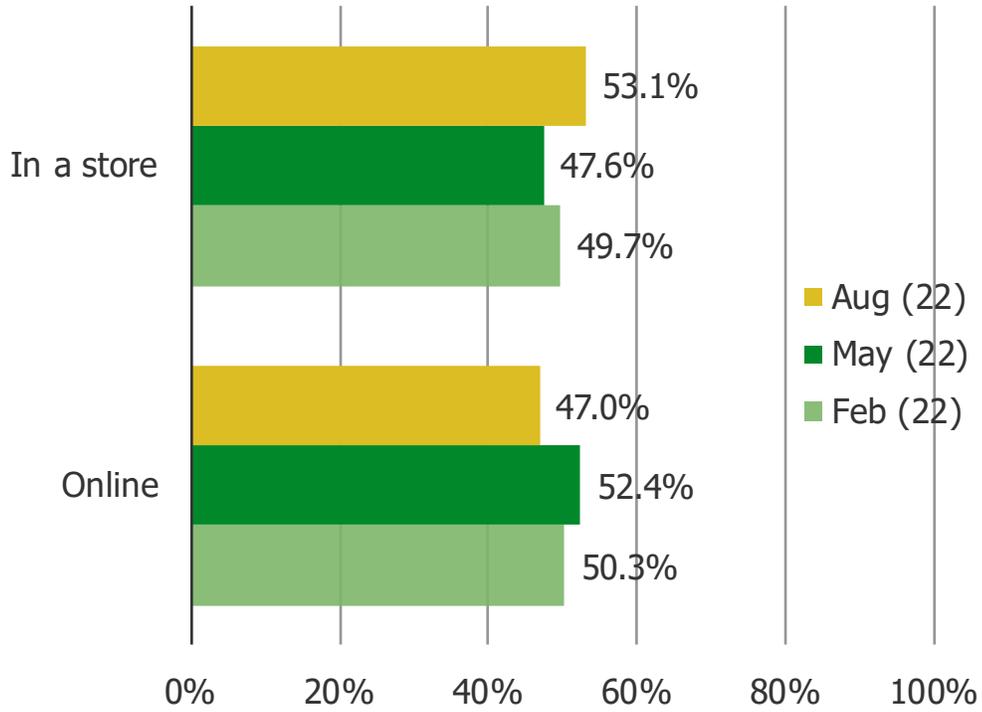
Posed to respondents who own one or more Yeti products.



YETI

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

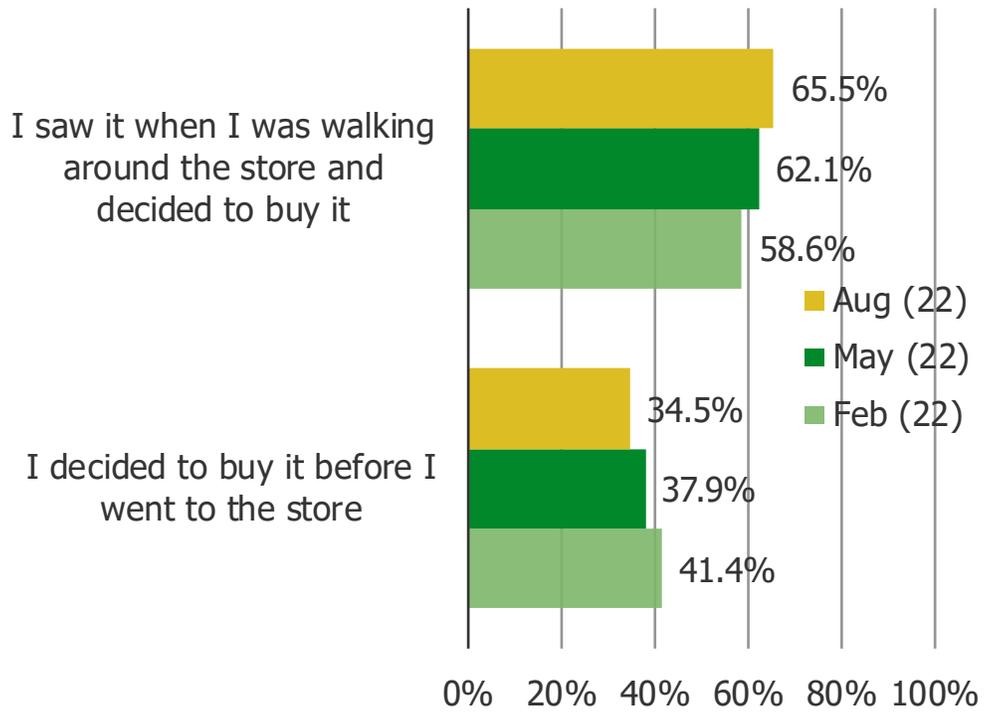
Posed to respondents who own one or more Yeti products.



YETI

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

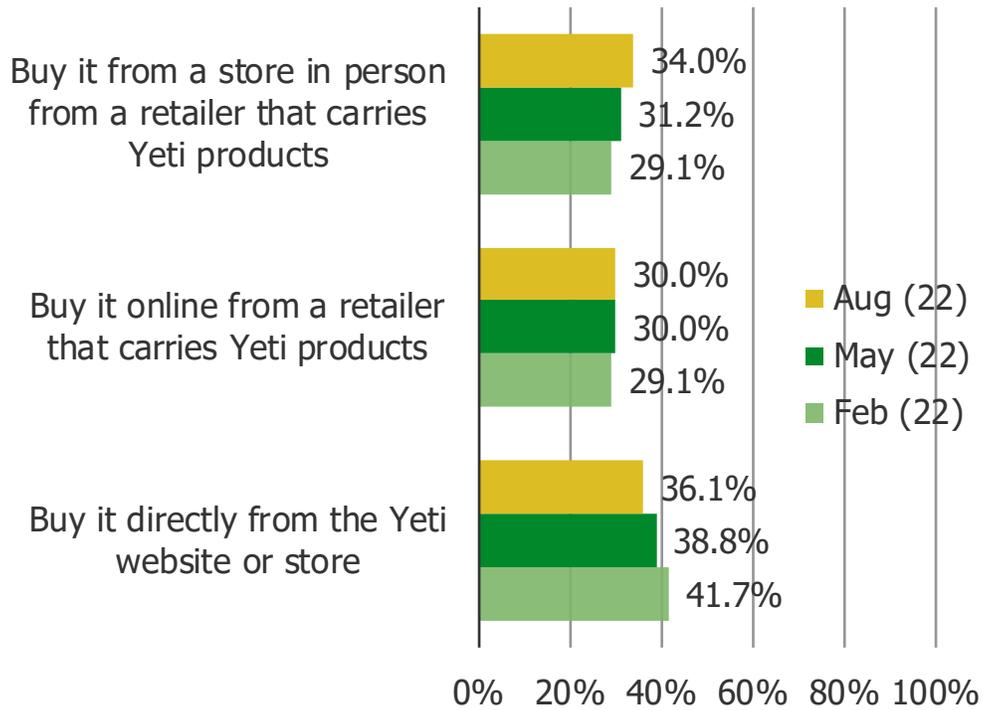
Posed to respondents who bought a Yeti product in a store.



YETI

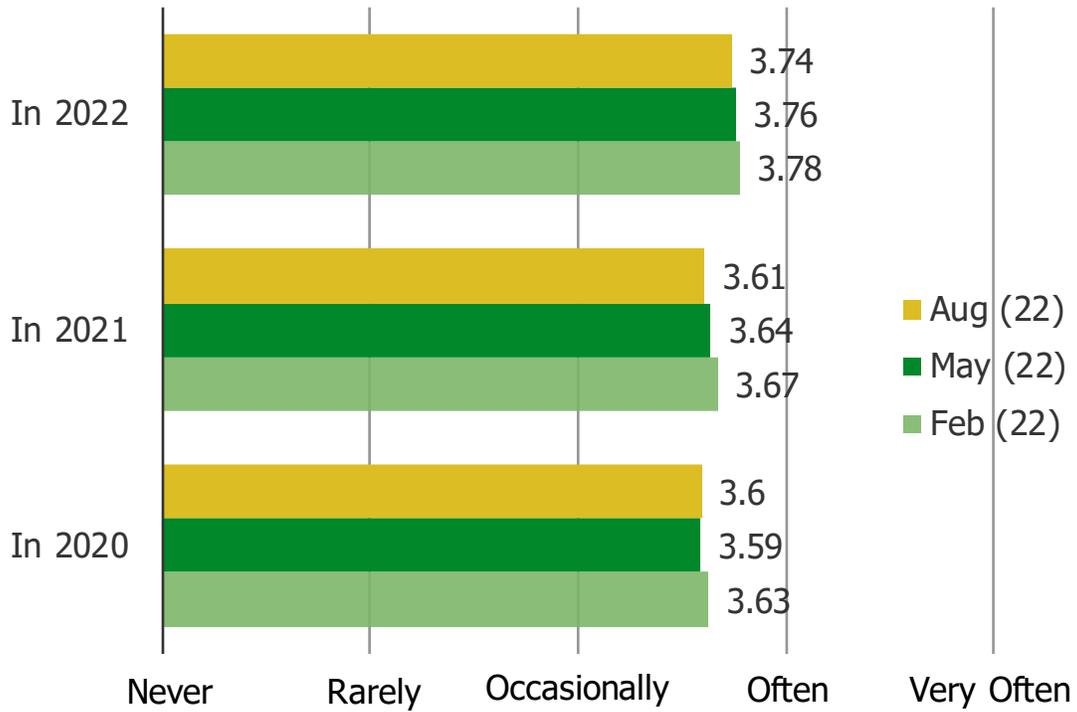
IF YOU NEEDED OR WANTED TO BUY A YETI PRODUCT TODAY, WOULD YOU BE MORE LIKELY TO...

Posed to respondents who own one or more Yeti products.



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

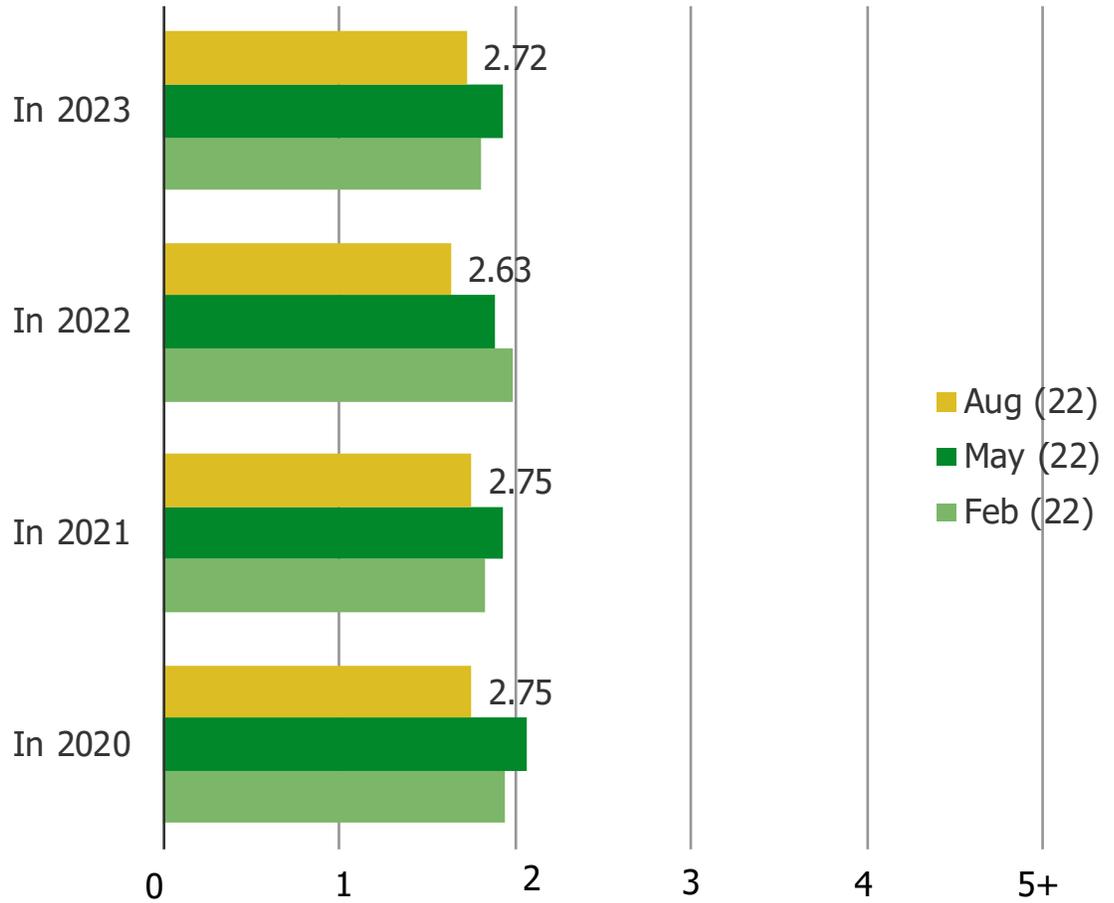
Posed to respondents who own one or more Yeti products.



YETI

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

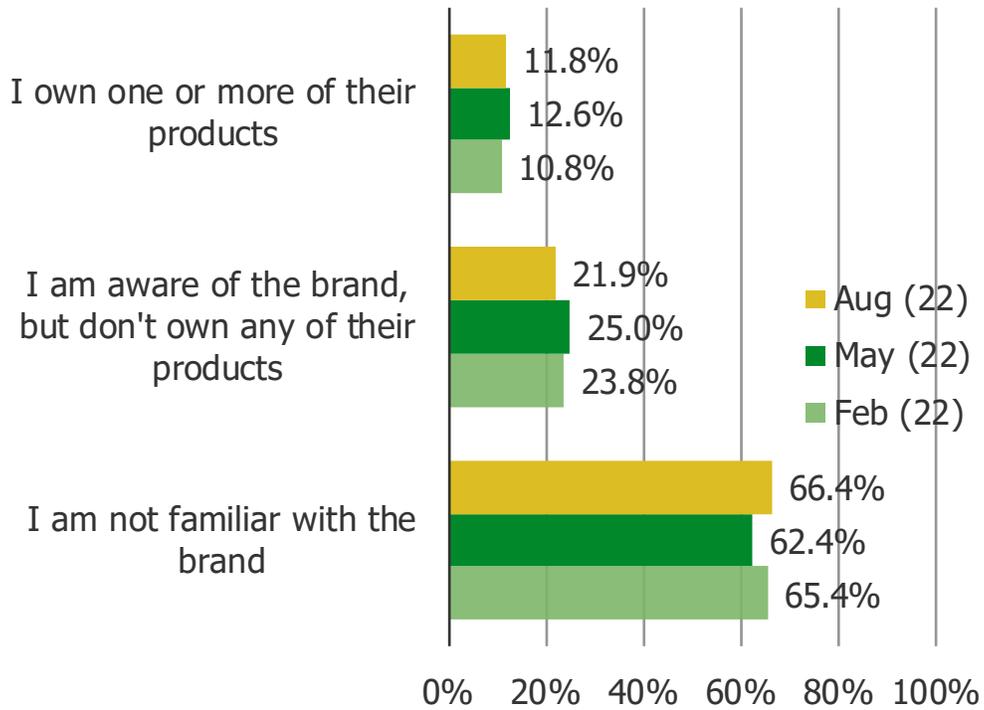
Posed to respondents who own one or more Yeti products.



YETI

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH RTIC OUTDOORS (PREMIUM COOLERS AND INSULATED DRINKWARE)?

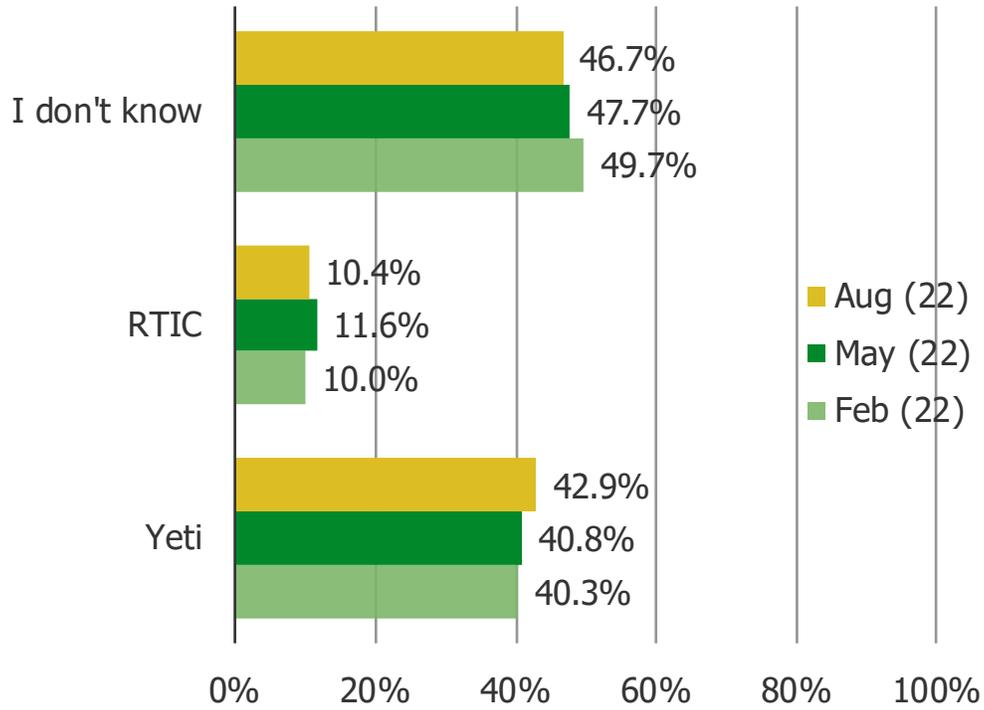
Posed to respondents who own one or more Yeti products.



YETI

IF YOU WERE BUYING A COOLER OR INSULATED DRINKWARE, WHICH WOULD YOU BE MORE LIKELY TO CHOOSE?

Posed to respondents who own one or more Yeti products.



YETI

TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT: "IT IS WORTH IT TO PAY A PREMIUM FOR YETI PRODUCTS."

Posed to respondents who own one or more Yeti products.

