More than 3/4 of UW fans own at least 3 pieces of Husky gear.

40% wear Husky gear at least 1 day a week.
30% wear Husky gear at least 3 days a week.

FANS’ UNMET NEEDS
- Rain gear
- School supplies
- Socks
- Cold weather gear
- Phone cases

WHEN IT COMES TO PRODUCT...
- Fit and quality are most important.
- Look of merchandise or logo or colors
- Money saving offers
- Impulse purchases
- New or different items
- Year-round shoppers
- Impulse purchases

PURCHASE DRIVERS
- The #1 reason fans buy gear is to show support for UW.
- 72% to show support
- 48% look of merchandise
- 41% logo or colors

_PURCHASING DRIVERS_
- Impulse purchases: 65%
- Year-round shoppers: 60%
- New or different items: 41%
- Money saving offers: 22%
- Sideline gear: 15%

FAN PROFILE
- Age:
  - 21-35: 28%
  - 36-45: 20%
  - 46-55: 17%
  - 56-65: 20%
  - 66+: 15%
- Gender:
  - Female: 49%
  - Male: 51%

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- 41% logo or colors

PRODUCT
- 60% of fans feel brand is important
- Most preferred brands:
  - YETI
  - Columbia
  - Columbia
  - Adidas
  - Champion

ACTIVE ALUMNI DEMOGRAPHICS
- PUGET SOUND BREAKDOWN
  - King: 200,504
  - Snohomish: 38,650
  - Pierce: 26,541
  - Kitsap: 8,950
  - Thurston: 7,530
  - Skagit: 2,839
- Residence Percentages:
  - PUGET SOUND AREA: 59%
  - WASHINGTON: 8%
  - OTHER US STATES: 26%
  - OUTSIDE US: 4%

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