

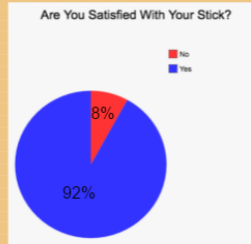
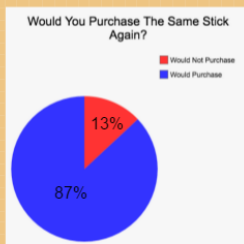
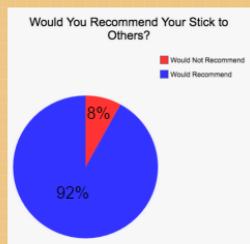
# What Do Lacrosse Players Think of Their Current Stick?



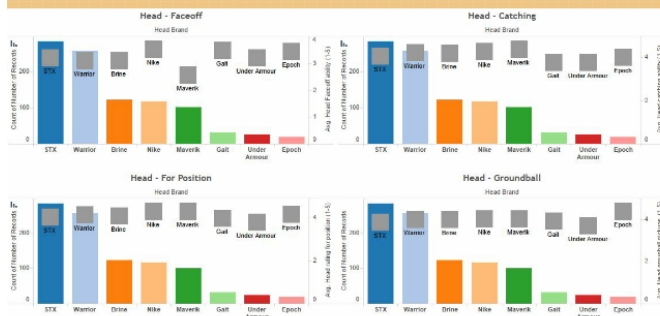
Ranks #1 in 5 of the 8 Major Categories:



Placed in the Top 3 In All 8 Major Categories



Overall, Players Were Generally Very Satisfied With Their Sticks



Of those surveyed:

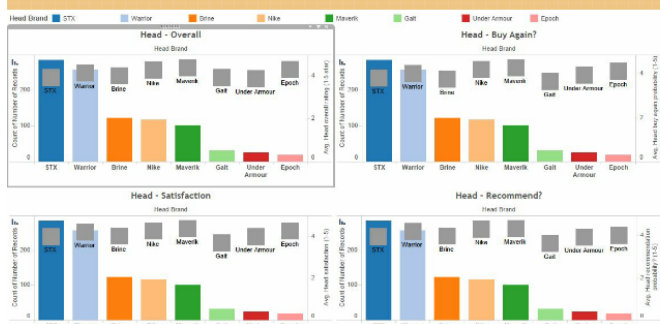
27.89% of players use



25.25% of players use



STX & Warrior are the most common sticks, but not necessarily the most quality sticks



Maverik sticks rank #1 in:

- 1) Overall performance
- 2) Likelihood to buy again
- 3) Satisfaction rating
- 4) Likelihood to recommend to another player
- 5) Ability to catch the ball

## Key Takeaways

After analyzing our data, we have defined 3 main takeaways:



### Retail Stores

Retail stores must carry STX & Warrior because these sticks sell the most. They should also carry Maverik & Nike sticks and recommend those to players



### Consumers

Players new to the game or looking to buy a new stick should look into these top stick brands due to their high satisfaction ratings



### Brands

These brands should continue to focus on replicating the attributes that make their products so successful.

