

**CHOICES:** Private label brands are familiar to Active Americans and are an option for many.

# Brand Influences

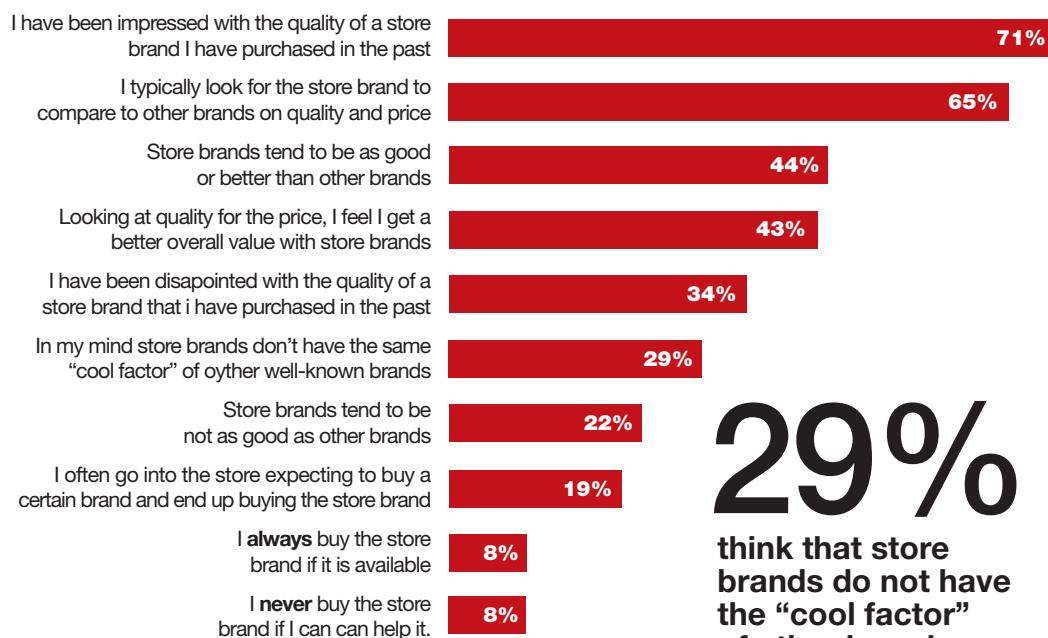


The vast majority (90 percent) of Active Americans indicate that they are aware of retailers selling store/private label brands. Among those individuals, almost three-quarters (71 percent) have been impressed with the quality of a store brand they have purchased in the past and almost two-thirds (65 percent) use the store brand as a comparison point with other brands. Only 29 percent think that the store brands do not have the “cool factor” of other brands. Very few Active Americans (8 percent)

indicate that they will “always” or “never” purchase the store brand.

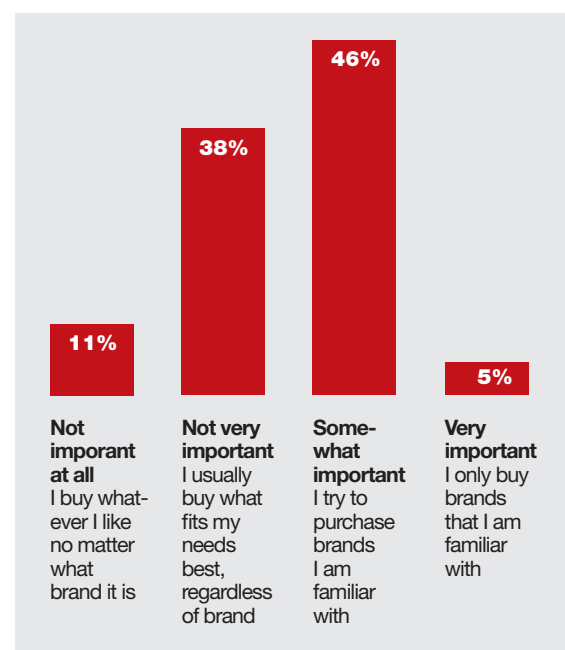
Results are taken from a survey of the Leisure Trends Group Most Active Americans Panel™ (MAAP™). A total of 1,731 panelists completed the survey in May, 2010. MAAP members are drawn from a database of over 2.8 million highly active sports and outdoor recreation enthusiasts. MAAP panelists are actively involved in over 72 sports and recreational activities. As a group they are affluent, engaged and purchase outdoor apparel and equipment at twice the rate of the general population.

## Private vs Store Brand Purchase Behavior



**29%**  
think that store brands do not have the “cool factor” of other brands.

## Brand Name Importance



## Factors Impacting Purchase

Importance when purchasing outdoor equipment or apparel	Quality	Product Features	Price	Style/Look	Brand Name
Most Important (Net 1/2)	88%	61%	37%	9%	7%
1 Most Important	61%	23%	12%	3%	2%
2	26%	38%	25%	6%	5%
3	8%	24%	35%	18%	15%
Least Importance (Net 4/5)	4%	15%	28%	74%	79%
4	3%	10%	17%	43%	27%
5 Least Important	1%	5%	11%	31%	51%



Trend Insight is a new feature in *Sports Insight* that includes consumer research and retail point-of-sale data from The Leisure Trends Group. Data in this issue's report are based off of Leisure Trends Group's LeisureTRAK® report. The LeisureTRAK report is developed from a quarterly poll of 1000 American adults ages 16 and over. The results are projectable to the U.S. population. With over 20 years of historical data, the LeisureTRAK report is the definitive source for information about Americans at play. For more information on Leisure Trends Group or its LeisureTRAK report contact Julia Day at 303-786-7900 ext. 107 or [jday@leisuretrends.com](mailto:jday@leisuretrends.com). For additional information on Trend Insight, contact Jeff Nott at 516-305-4711 or [jnott@formula4media.com](mailto:jnott@formula4media.com).