

## TREND INSIGHT

Research Tunes into Purchasing Decisions for a Clearer Shopping Picture

# Channel Preferences



**K**now your customers. That's the conclusion of a recent study on purchasing behavior and preferences conducted by Leisure Trends Group, the Boulder, CO, market research firm that specializes in retail sales tracking and consumer research for the sports, recreation and fitness industries.

When asked what type of store is their favorite for purchasing sports, recreational and fitness equipment, apparel and footwear, respondents were split in their preferences. Across all three product categories, sporting goods chains, mass merchandise/discount stores, department stores, specialty stores and online options all have significant followings. The interesting piece, according to Jim Kelley, managing director of analytical services at Leisure Trends, is who prefers which channel and why. "Knowing

who is coming into your store and what is driving them there is key to meeting their needs and ultimately getting them to buy," says Kelley. "Specialty stores have slightly older, more affluent customers with the purchasing power to spend a little more. They are attracted to the more technical, leading-edge products offered at specialty stores and have the money to buy them. Customers in this channel aren't expecting the lowest price, but they are looking for new, innovative product," Kelley explains.

The gender split also helps round out the shopping picture. "Women are more price sensitive than men, leading to their higher preference for mass and discount stores," says Kelley, "while men appreciate the variety and selection they find at sporting goods chains and the expert advice they receive at specialty." ●

## Age

Age	Dept. Store	Mass Merc./ Discount	Sporting Goods Store	Specialty Chain Store	Ind. Specialty Store	Catalog/ Mail Order	Online/ .com
16-24	18%	12%	17%	15%	12%	13%	16%
25-34	19%	27%	23%	19%	18%	16%	22%
35-44	26%	26%	30%	24%	24%	28%	24%
45-54	18%	18%	18%	25%	27%	29%	26%
55-64	11%	10%	8%	14%	13%	9%	8%
65-older	8%	7%	5%	3%	6%	6%	3%
Mean Age	41	41	39	41	43	42	39

## Income

Income	Dept. Store	Mass Merc./ Discount	Sporting Goods Store	Specialty Chain Store	Ind. Specialty Store	Catalog/ Mail Order	Online/ .com
Under \$20k	8%	7%	7%	4%	4%	5%	5%
\$20k-\$39,999	19%	21%	16%	12%	18%	12%	11%
\$40k-\$59,999	9%	14%	13%	13%	10%	9%	11%
\$60k-\$79,999	25%	23%	20%	23%	18%	27%	21%
\$80k-\$99,999	9%	10%	12%	11%	13%	11%	11%
\$100k-\$149,999	11%	8%	11%	13%	13%	14%	16%
\$150k-more	5%	8%	11%	12%	13%	12%	14%
Mean income	\$71,000	\$71,000	\$81,000	\$88,000	\$87,000	\$87,000	\$93,000

### Top Reasons Why Consumers Preferred A Given Retail Channel

- 1. Independent Specialty Stores**  
Knowledge and expertise of sales staff, desire to support a local store
- 2. Outdoor Specialty Chains**  
Variety and selection, store name
- 3. Sporting Goods Chains**  
Variety and selection, store name
- 4. Mass Merch. Discount Stores**  
Price
- 5. Department Stores**  
Variety and Selection
- 6. Online via Retailer's Website**  
Price, easy to find what I want
- 7. Online via Manufacturer's Web site**  
Price, easy to find what I want
- 8. Catalog/Mail Order**  
Variety and selection
- 9. Second Hand**  
Price



Trend Insight is a new feature in *Textile 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).