SGB WEEKLY
ISSUE 1422
JUNE 2, 2014
The Weekly Digital Magazine for the Sporting Goods Industry

Brand Strength Topline Report 2014

Compiled and presented by
The SportsOneSource Consumer Research Group
to gauge the strength of sporting goods brands in
the overall U.S. market.

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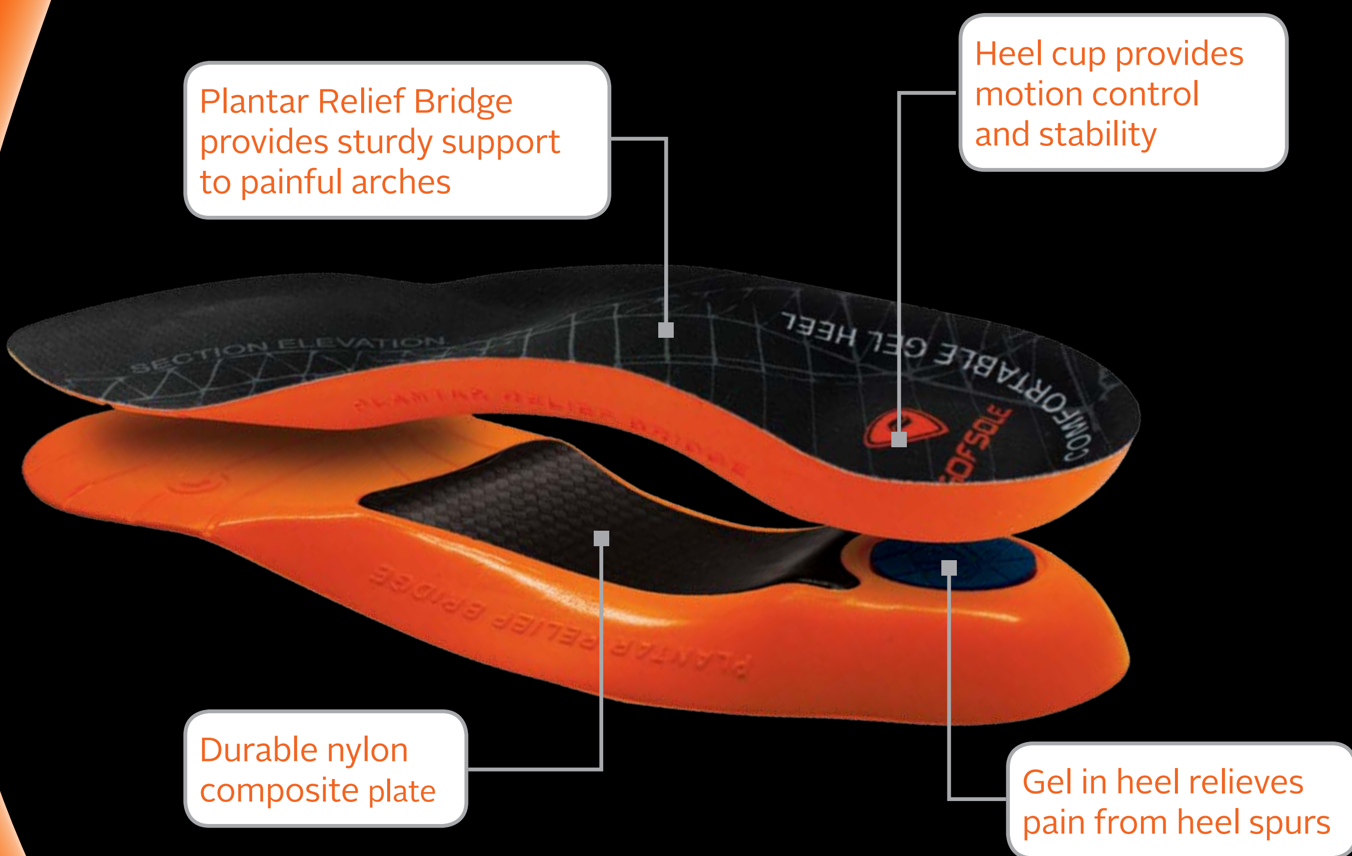

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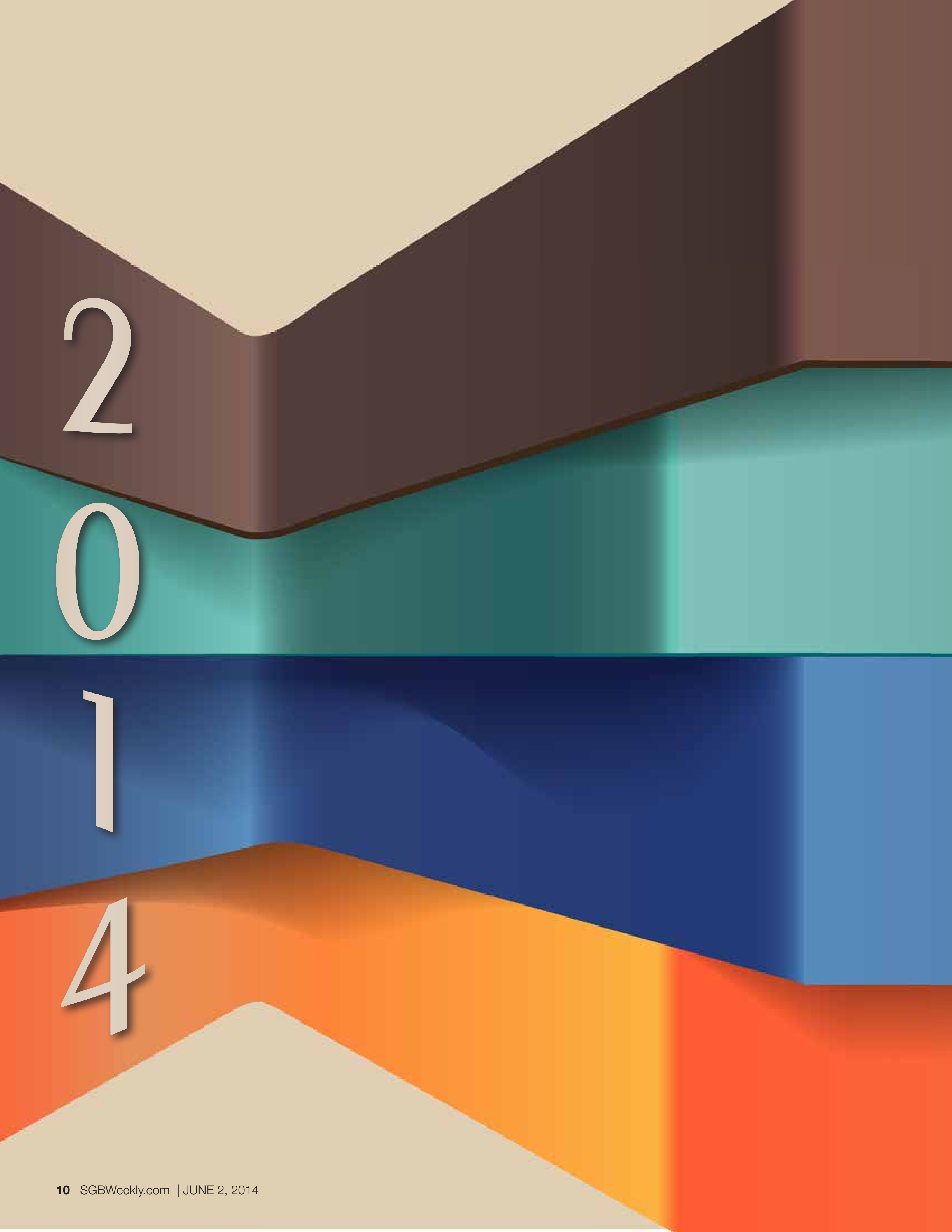
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Brand Strength Topline Report

Consumers in 2014 continue their post-recessionary behavior by placing the greatest importance on quality of product when purchasing footwear, apparel, and equipment to support their active lifestyle. Quality of product continues to be the highest rated factor influencing consumer's purchase of all three categories. Consumers have a strong preference to pay more for quality and receive the benefit of its longer use.

Consumers rely on their own personal experience with brands, placing greater importance in 2014 on their knowledge and trust of certain brands than they did in 2011. Fewer consumers are influenced by price, which continues to drop in importance over time, and is surpassed in influence by innovation/technology in 2014. Consumers want product that enhances their activities, allows them to perform better, and gives them an edge over the competition or their own personal best. In the current environment where social media apps such as Strava continue to play an increased role in the way in which an active consumer participates in sporting activities, the return to the brands is an increased trust factor from the consumer and the subsequent benefits that go along with it.

Nearly half of all active consumers believe a brand's environmental initiatives are important in 2014, which is a substantial rise from 2011. Consumers place a high expectation on the brands that they trust to also be focused on minimizing their environmental impact.

These observations are highlighted in this year's Brand Strength Report, which summarizes the bi-annual consumer survey conducted by The SportsOneSource Group to measure consumer awareness, attitude, and intent to purchase active lifestyle product from specific brands. The Brand Strength Report was expanded in 2014 to include sports and outdoor equipment and consumers were also asked to offer their feedback on an expanded brand list.

The following is a sampling from the complete Brand Strength Report.

For details on how to order the full Brand Strength Report, contact Bethany Cooner, Director of Market Research, The SportsOneSource Group, 303.997.7302 or email BSR@SportsOneSource.com.

BrandStrengthReport.com

Brand Strength Index

The centerpiece of the Brand Strength Report is the Brand Strength Index, (BSI), a rating system developed more than seven years ago by The SportsOneSource Group to more effectively measure and assess the overall consumer perception of a specific brand. Each brand measured was tested across four main criteria and those criteria individually weighted to reflect their importance in the overall indexing formula.

Key factors influencing the BSI included awareness both unaided and aided. In an effort to measure a brand's mindshare for the consumer, the survey respondents were first asked open-ended questions to name five footwear, apparel or equipment brands in the sports or outdoor category. Respondents were then provided a list of 108 brands and asked about awareness levels for each brand. Respondents were then asked if they had purchased these brands and to answer questions about their experiences.

The next factor used to formulate the BSI was a respondent's likelihood to purchase a specific brand again in the future. For each brand that a respondent mentioned having purchased in the last year, the respondent was asked on a scale of 1 to 5 –with 1 representing "Definitely Would Not" and 5 representing "Definitely Would" –how likely he or she would be to purchase that brand again in the future. Brands earned points for positive responses while points were subtracted for negative responses.

The attribute with the greatest importance in the BSI formula is a consumer's uncompromising commitment to a brand. Respondents were first asked if they would leave a specific retailer if a particular brand were not carried by that retailer. The respondents answering "yes" were then asked (unaided) which brands were so important to them that they would leave a retail location if that brand were not available.

The above criteria were then combined using The SportsOneSource Group's proprietary formula to generate a single BSI for each qualifying brand.

In 2014, the study's methodological approach to gathering awareness and purchase was revised to accommodate a broader brand list. As a result, brands cannot be compared directly to their 2011 BSI scores, awareness or purchase data. However, recurring brands can be compared to past year Brand Strength Reports based on their relative position to each other.

BRAND STRENGTH INDEX - OVERALL TOP 50 BRANDS*

Brand	Index	Brand	Index
Nike	775	REI	486
Adidas	687	Oakley	486
Reebok/RBK	620	Danskin	481
Under Armour	607	Crocs	476
New Balance	599	Lululemon	475
Puma	580	Russell Athletic	474
The North Face	567	Patagonia	471
Columbia	549	Saucony	468
Converse	545	Birkenstock	467
Asics	537	Keds	466
Skechers	536	Billabong	463
Champion	535	K-Swiss	463
Coleman	519	Roxy	461
Jordan	517	Fila	457
Timberland	514	Clif Bar	456
Speedo	512	Sperry Top-Sider	455
L.L. Bean	510	Timex	453
Vans	506	Burton	452
Merrell	495	Quiksilver	451
Dickies	493	Mizuno	451
Carhartt	491	Powerbar	448
Brooks	490	Smartwool	447
Ugg	488	Toms	446
Ray-Ban	487	Keen	446
Swiss Army	487	Garmin	444

** Index out of 1,000*

The Nike brand in 2014 once again ranks first in BSI ratings by a wide margin. With a score of 775, (out of 1,000), Nike is again nearly 100 points higher than the second highest scoring brand, Adidas. Nike's dominant position continues to reflect overwhelming consumer brand awareness, both aided (95 percent) and unaided (85 percent). With nearly 100 percent awareness among active consumers, Nike's reign is unlikely to waiver in the near future.

Adidas' BSI score of 687 is 88 points lower than Nike. With aided awareness at 89 percent, Adidas has some catching up to do to achieve similar mindshare of the active consumer.

Reebok ranks third on the BSI behind Nike and Adidas. Under Armour took the number four position and New Balance rounded out the top five brands in 2014.

Columbia moved up into the Top 10 position in 2014, decreasing their gap with The North Face. Converse retained its Top 10 position, and Asics moved up to join the Top 10 strongest brands among active consumers.

Added to the list in 2014 are specific equipment brands that scored high in brand awareness recently as well as private label retail brands that are included for the first time in this expanded report.

Notable additions to the Top 50 on the BSI list in 2014 include at number 13 Coleman; L.L. Bean at number 17; Ray-Ban at number 24; and Swiss Army at number 25. Dickies and Carhartt, two brands that are ubiquitous in the workwear market, were measured for their appeal as active lifestyle brands. Both companies landed in the Top 25 with Dickies coming in at number 20 and Carhartt at number 21.

In addition to Coleman, Ray-Ban and Swiss Army, other non-softline brands to make the Top 50 include Oakley, Clif Bar, Timex, Powerbar and Garmin.

Brand Awareness

In the Brand Awareness section of the study, respondents were asked about their recognition of brand names on two levels - unaided and aided. First, respondents were asked an open-ended question to identify sports and outdoor brands, including footwear, apparel and equipment that came to mind to determine the unaided level of awareness. The respondents were later asked to select from a randomized list of 108 brands to determine their recognition of each brand. The tables below show total awareness, which combines both lines of questions.

Respondents that mentioned a specific brand in the unaided awareness section of the survey automatically selected those specific brands during the aided portion of the survey.

Not surprisingly, Nike leads in overall Brand Awareness, followed by Adidas, Reebok, Puma and New Balance. The top five brands in overall awareness have not changed since 2011, though Puma and New Balance have switched positions.

For female active consumers, New Balance shares the number five spot in Brand Awareness with Skechers, with both registering Brand Awareness at 79 percent.

Based on a preliminary review of the Brand Awareness data, female consumers are far more aware of the brands in the active lifestyle market than men. The variance for an individual brand is four to 12 percentage points higher for females than for men for the Top 12 brands. For Crocs the Brand Awareness is 20 percentage points higher for females.

Only four brands - Oakley, Russell, Coleman and Jordan - made the male Top 25 in Brand Awareness that were not included in the female Top 25 chart.

BRAND AWARENESS - OVERALL TOP 50 BRANDS

MOST RECOGNIZED BRAND NAMES

Brand	Percentage	Brand	Percentage
Nike	95%	Jordan	48%
Adidas	89%	Coleman	48%
Reebok/RBK	81%	Danskin	46%
Puma	78%	Timex	45%
New Balance	74%	Jansport	44%
Converse	71%	Russell Athletic	41%
Skechers	71%	Stride Rite	40%
Under Armour	67%	Garmin	38%
Timberland	63%	Birkenstock	38%
L.L. Bean	63%	Quiksilver	36%
Champion	62%	Toms	36%
The North Face	62%	Carhartt	36%
Speedo	61%	Powerbar	36%
Crocs	57%	REI	35%
K-Swiss	56%	Airwalk	35%
Columbia	56%	Clif Bar	34%
Ray-Ban	56%	Ocean Pacific (OP)	34%
Dickies	55%	Billabong	34%
Swiss Army	55%	Igloo	34%
Keds	54%	Avia	34%
Asics	51%	Saucony	34%
Vans	51%	Hurley	33%
Fila	51%	Body Glove	31%
Ugg	51%	Wolverine	30%
Oakley	48%	DC Shoes	29%

BRAND AWARENESS - BY GENDER

MALE		FEMALE	
Brand	Percentage	Brand	Percentage
Nike	93%	Nike	97%
Adidas	87%	Adidas	91%
Reebok/RBK	76%	Reebok/RBK	85%
Puma	74%	Puma	83%
New Balance	68%	Skechers	79%
Under Armour	64%	New Balance	79%
Converse	64%	Converse	76%
Skechers	61%	Under Armour	70%
Timberland	60%	L.L. Bean	69%
L.L. Bean	57%	Champion	67%
Champion	56%	The North Face	67%
The North Face	56%	Speedo	66%
Speedo	54%	Crocs	66%
K-Swiss	54%	Timberland	66%
Ray-Ban	53%	Keds	65%
Swiss Army	53%	Ugg	64%
Dickies	52%	Danskin	61%
Columbia	51%	Columbia	60%
Asics	49%	Vans	59%
Fila	48%	K-Swiss	58%
Oakley	47%	Ray-Ban	58%
Russell Athletic	47%	Dickies	58%
Coleman	47%	Swiss Army	57%
Crocs	47%	Asics	54%
Jordan	45%	Fila	54%

Note: The Full Report, Core Report, Young Consumer Report, Outdoor BSR and Sportsman's BSR, (all versions of the Brand Strength Report), provide Brand Awareness levels by specific demographic segments. For details contact Bethany Cooner, Director of Market Research, The SportsOneSource Group, 303.997.7302 or email BSR@SportsOneSource.com.

Brand Purchasing

Nike dominates as the top purchased brand in the past year of all surveyed brands. Almost half of all active lifestyle consumer respondents purchased Nike in the past year, a full 24 points higher than second-highest brand, Adidas. Under Armour jumped from tenth position in 2011 to third in 2014. The North Face also rises landing in the Top 10 in 2014. Female active consumers rank Skechers in their top five brands purchased in the past year and 15 percent of females purchased The North Face in the past year.

Only Nike and Under Armour share the same purchase percentage for both male and female respondents in the Top 10 purchased brands. Female respondents were twice as likely as males to have purchased Skechers in the past year. Other Top 25 brands that were more likely to be purchased by females in the past year include The North Face, Vans and Converse. Toms, Keds, Roxy, REI and Ugg were rated in the Top 25 by females but not by males.

Another key metric recorded in the 2014 Brand Strength Report was conversion rate, or the percentage of respondents that said they were aware of the brand and purchased the brand in the past year.

Driving awareness through strong messaging using advertising and promotion is key, but converting those newly aware consumers into purchasers is the catch to long-term success.

Under Armour continues to have an extremely high conversion rate as noted in the Brand Strength Report in 2011. Thirty-three percent of those aware of Under Armour purchased the brand in the past year. With awareness rising to levels that has put Under Armour in the Top 10 for the active consumer in 2014, coupled with a continuing strong conversion rate, the brand has exponentially increased its overall strength as forecasted in the 2011 Brand Strength Report.

BRAND PURCHASING - OVERALL TOP 50 BRANDS

Brand	Percentage	Brand	Percentage
Nike	49%	Toms	5%
Adidas	25%	Crocs	5%
Under Armour	22%	REI	5%
New Balance	20%	Russell Athletic	5%
Skechers	14%	Oakley	4%
Reebok/RBK	14%	Keds	4%
The North Face	13%	Swiss Army	4%
Champion	13%	Speedo	4%
Converse	12%	Sperry Top-Sider	4%
Puma	12%	Garmin	4%
Columbia	12%	Roxy	4%
Asics	9%	Saucony	4%
L.L. Bean	9%	K-Swiss	4%
Vans	9%	Timex	4%
Timberland	8%	DC Shoes	4%
Clif Bar	8%	Hurley	4%
Jordan	7%	Quiksilver	4%
Danskin	6%	Jansport	4%
Coleman	6%	Merrell	4%
Ugg	6%	Lululemon	3%
Dickies	6%	Starter	3%
Carhartt	6%	Life is good	3%
Ray-Ban	6%	Igloo	3%
Fila	6%	Avia	3%
Powerbar	6%	Billabong	3%

BRAND PURCHASING - BY GENDER

MALE		FEMALE	
Brand	Percentage	Brand	Percentage
Nike	49%	Nike	49%
Adidas	28%	Adidas	22%
Under Armour	22%	Under Armour	22%
New Balance	20%	New Balance	19%
Reebok/RBK	16%	Skechers	18%
Puma	13%	The North Face	15%
Champion	13%	Converse	14%
Columbia	12%	Champion	13%
Timberland	11%	Reebok/RBK	12%
The North Face	11%	Columbia	11%
Converse	10%	Puma	11%
Skechers	9%	Danskin	11%
L.L. Bean	9%	Vans	10%
Asics	9%	Asics	10%
Jordan	9%	Ugg	9%
Clif Bar	8%	L.L. Bean	9%
Coleman	8%	Clif Bar	8%
Dickies	8%	Toms	7%
Powerbar	7%	Crocs	6%
Vans	7%	Jordan	6%
Carhartt	7%	Timberland	6%
Ray-Ban	7%	Keds	6%
Russell Athletic	7%	Roxy	5%
Fila	7%	Carhartt	5%
Oakley	6%	REI	5%

Influences On Footwear Purchases

Brand Strength Report survey respondents were asked to rate a list of footwear purchase factors on a scale of 1-to-10 to identify how each factor influenced their footwear purchase. Some of the most influential factors from the survey are as follows:

» *"Product Quality"* rated as the most influential factor with an average of 8.9; driven by 92 percent of respondents rating it as at least somewhat important. This rating mirrors the active consumer's mindset in 2011 because consumers prefer to pay more for a product of higher quality with the perceived benefit of both value and longer use.

» *"Value for the Price"* was again rated as the second most influential factor with an average rating of 8.5.

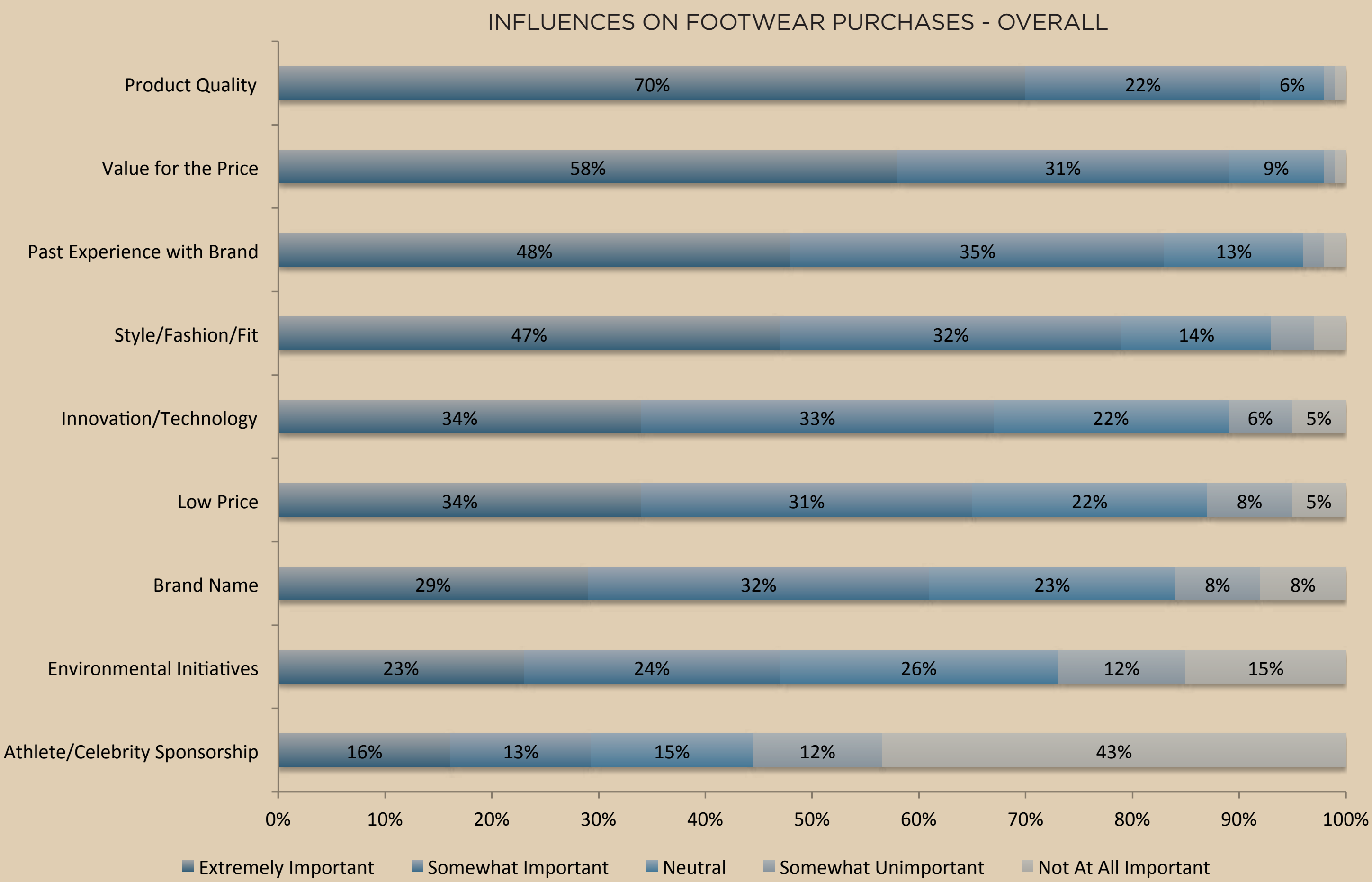
» *"Past Experience with Brand"* moves up to third most influential position, with an average rating of 8.1 and almost half of all active consumers citing it extremely important. This shows the importance consumer's place on their own knowledge and commitment to specific brands and their preference to spend more money less frequently for higher quality products from trusted brands.

» Supporting this trend is that *"Low Price"* drops again in 2014 ranking sixth in importance to consumers with just 65 percent citing it somewhat important in 2014 compared to 68 percent in 2011 and 71 percent in 2010.

» *"Innovation/Technology"* surpassed *"Low Price"* in 2014. Active consumers want to take advantage of advancements in footwear and the perceived benefit of improved personal performance outweighs the cost savings.

» The 2014 study also shows an increase in the influence of *"Environmental Initiatives"* with nearly half of all active consumers rating it at least somewhat important and earning an average of 6.0. By comparison, in 2011 only 38 percent of active consumers rated *"Environmental Initiatives"* as at least somewhat important, earning an average of 5.5.

» In 2011, just 19 percent of active consumers rated *"Athlete/Celebrity Sponsorship"* as at least somewhat important earning an average of 3.6. In 2014, *"Athlete/Celebrity Sponsorship"* is rated at least somewhat important by 29 percent of active consumers earning an average of 4.3. As brands focus on fewer but more visible and credible endorsers to promote their products, will this factor of influence on footwear purchase continue to grow?



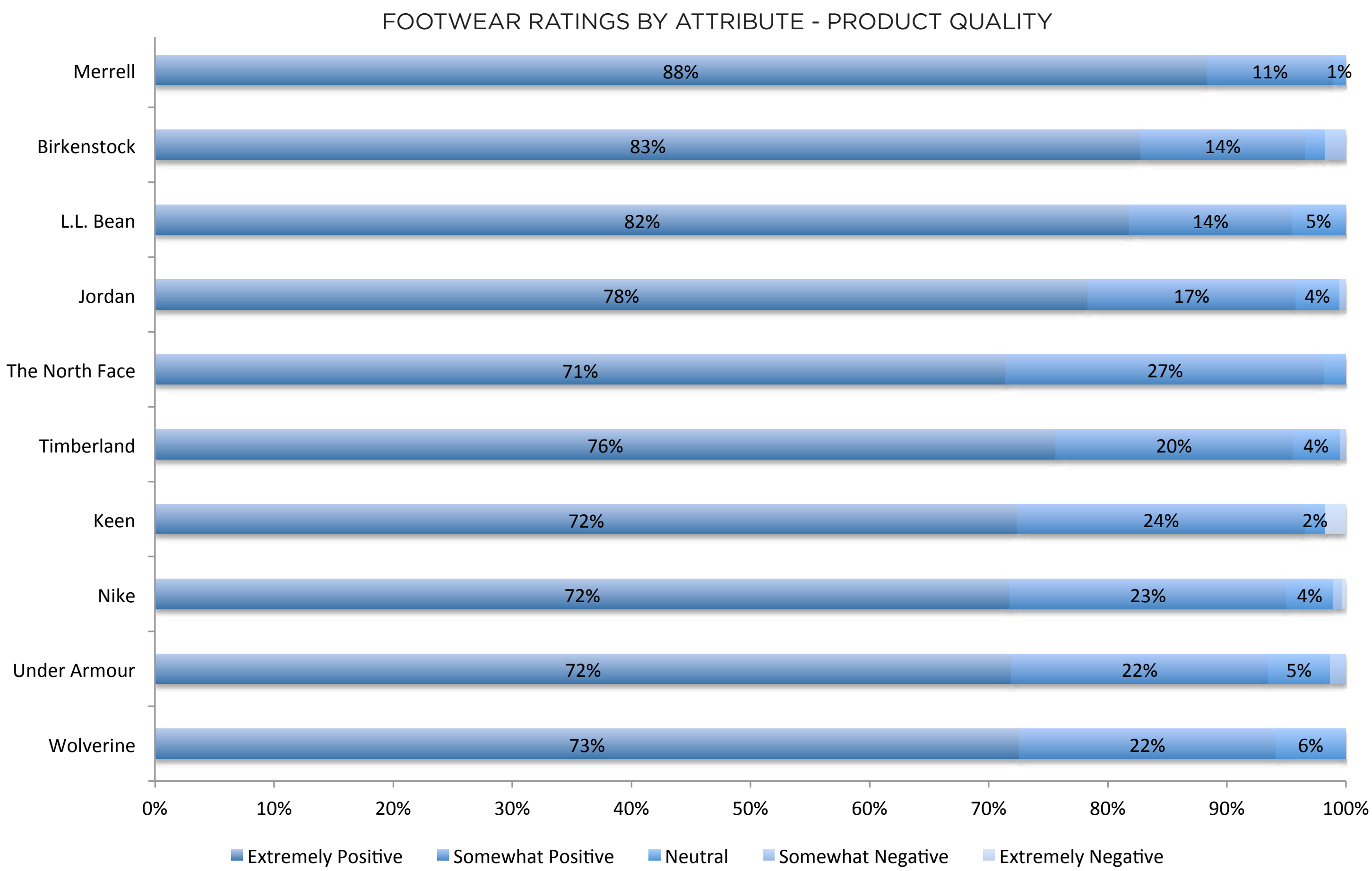
Footwear Ratings By Attribute

For each brand of footwear that the Brand Strength Report survey respondents said they purchased in the past year, they were asked to rate each brand on six attributes on a scale of 1-to-10. Categories included: *"Value for the Price"*, *"Product Quality"*, *"Style/Fashion/Fit"*, *"Past Experience with Brand"*, *"Innovative Technology"* and *"Environmental Initiatives"*. To qualify for each of these ratings, the brands had to receive a minimum number of responses.

The Footwear Ratings By Attribute – Product Quality graph shows the Top 10 rated brands for *"Product Quality"*. The Brand Strength Report Full Report and Core Report include the Top 20 brands for each attribute in addition to the Top 10 rated brands for *"Product Quality"*.

Merrell, Jordan, The North Face, Timberland, Keen, Nike, and Under Armour, all return in 2014 in the Top 10 footwear brands rated by *"Product Quality"*. Birkenstock, L.L. Bean and Wolverine join the list for 2014.

Merrell ranks highest in 2014 for *"Product Quality"* among footwear brands, with an average ranking of 9.5. A full 88 percent of active consumers who purchased Merrell footwear in the past year rated the brand's footwear extremely positive for *"Product Quality"*.



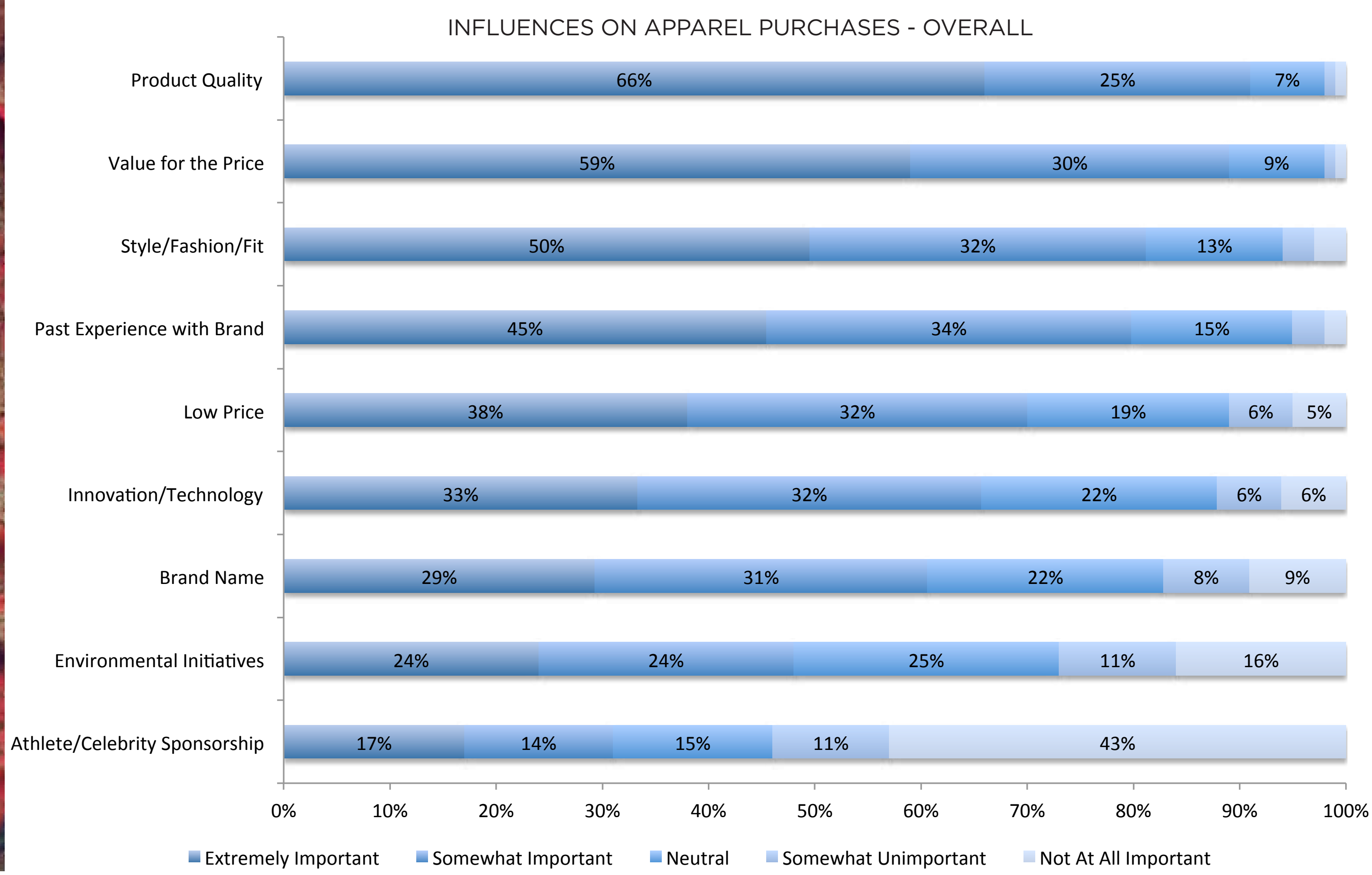
Influences On Apparel Purchases

Because purchase decisions vary when deciding on footwear, apparel or equipment, the questions about purchasing were asked separately for each category. For the 2014 Brand Strength Report, respondents were asked to rate the same list of factors using a scale of 1-to-10 on the influence of each factor when purchasing apparel.

» The responses for footwear and apparel are fairly similar, with *"Product Quality"* ranking as the most influential for both. While *"Product Quality"* continues to rank as the highest influence on active consumer's apparel purchases in 2014, the overall mean score declined from 8.9 in 2011 to 8.7 in 2014. Sixty-six percent of active consumers rate the attribute extremely important compared to 70 percent in 2011.

» *"Environmental Initiatives"* shows an increase in apparel influence as it does in footwear compared to 2011. With 48 percent of active consumers rating it at least somewhat important. *"Environmental Initiatives"* earns an average ranking of 6.0 in 2014, compared to 5.5 in 2011.

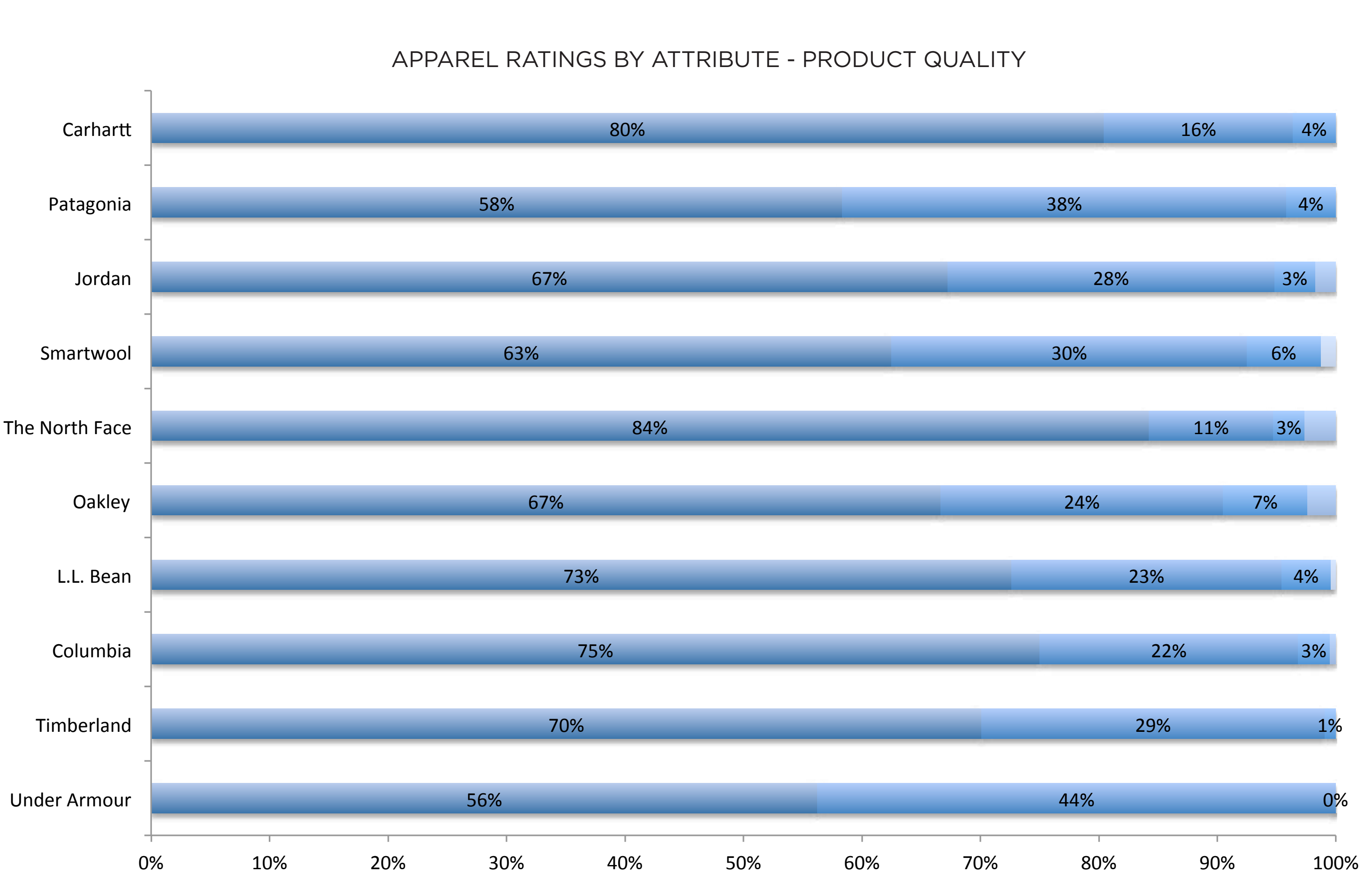
» *"Athlete/Celebrity Sponsorship"* continues to rank last for influence on apparel purchases, but earns an average ranking of 4.4 in 2014, compared to 3.6 in 2011. Thirty-one percent of active consumers rate *"Athlete/Celebrity Sponsorship"* at least somewhat important in 2014, compared to 21 percent in 2011.



Apparel Ratings By Attribute

Jordan, The North Face, Columbia, Timberland, and Under Armour return in 2014 as Top 10 apparel brands rated by *"Product Quality"*. Carhartt, Patagonia, Smartwool, Oakley, and L.L. Bean join the Top 10 apparel brands for 2014.

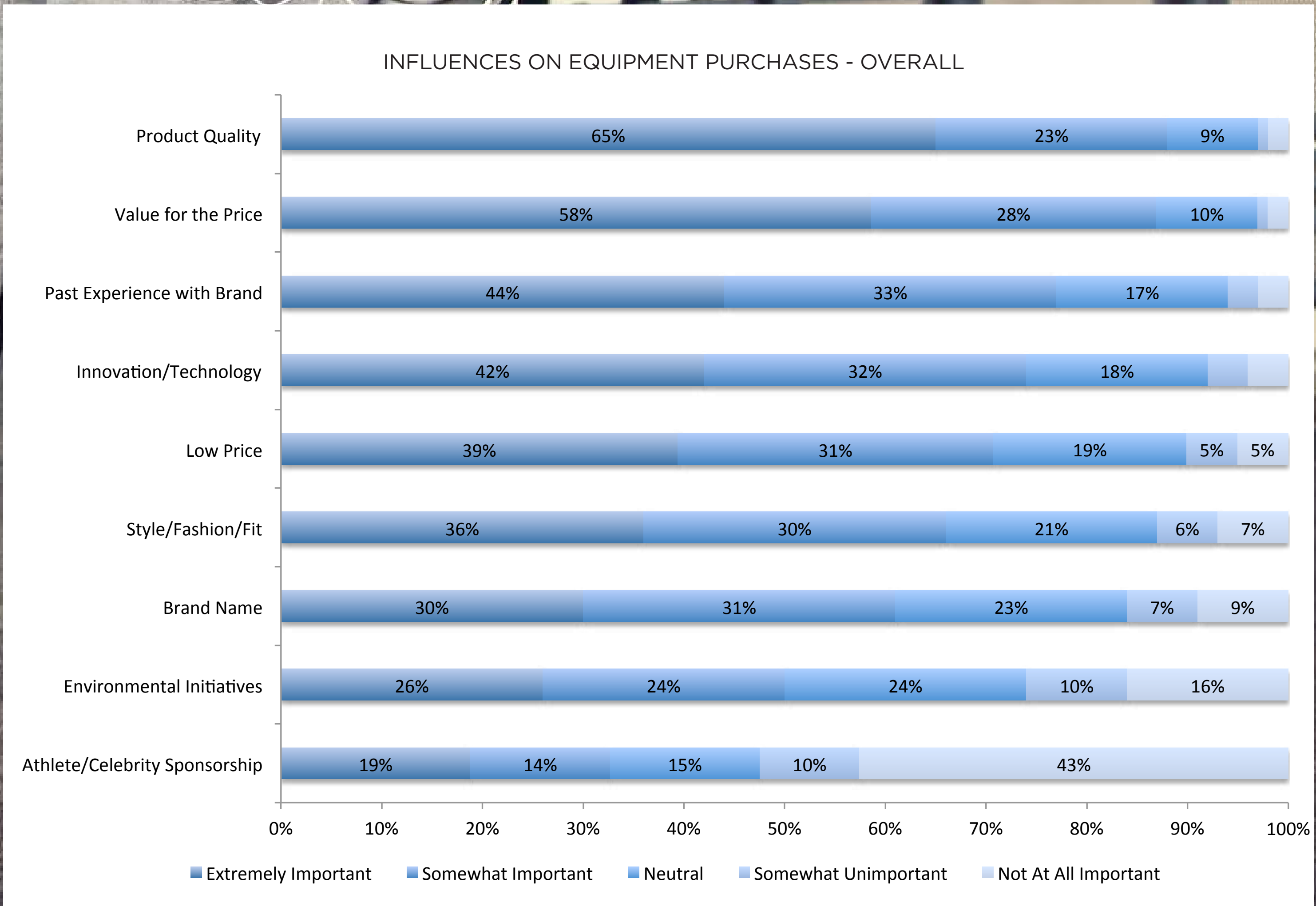
Carhartt is the highest rated brand in 2014 with 80 percent of respondents rating the brand's apparel extremely positive for *"Product Quality"*.

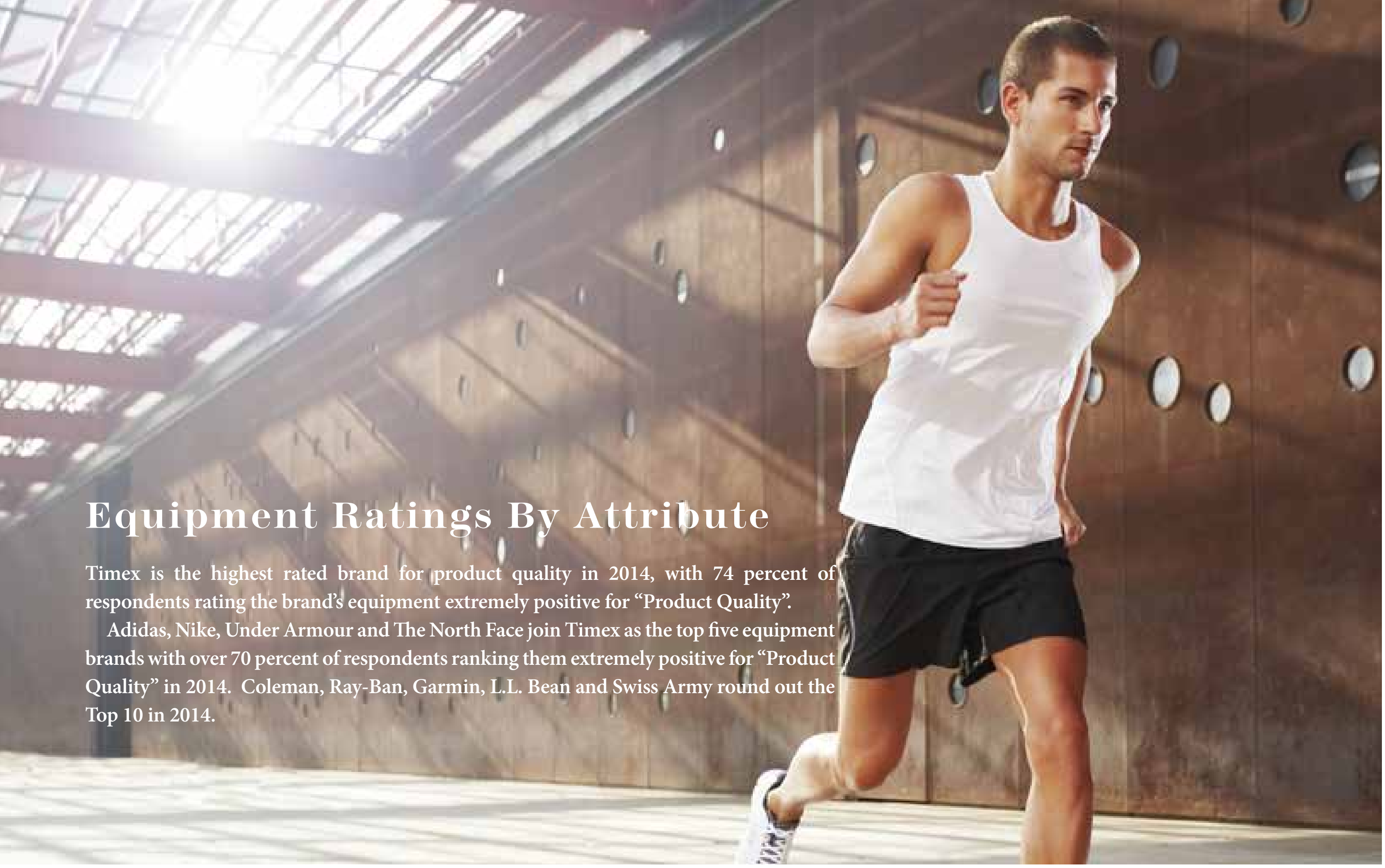


Influences On Equipment Purchases

New in 2014, the survey asked respondents to rank the same list of factors on a scale of 1-to-10 on the influence of each factor when purchasing equipment. Similar to footwear and apparel, *"Product Quality"* and *"Value For The Price"* are the highest ranking factors influencing purchase of equipment.

"Innovation/Technology" ranks fourth on equipment purchase among active consumers, earning an average of 7.6, with over 4-in-10 rating it extremely important. *"Past Experience With Brand"* ranks third, highlighting the importance trust in a brand is on high dollar product.



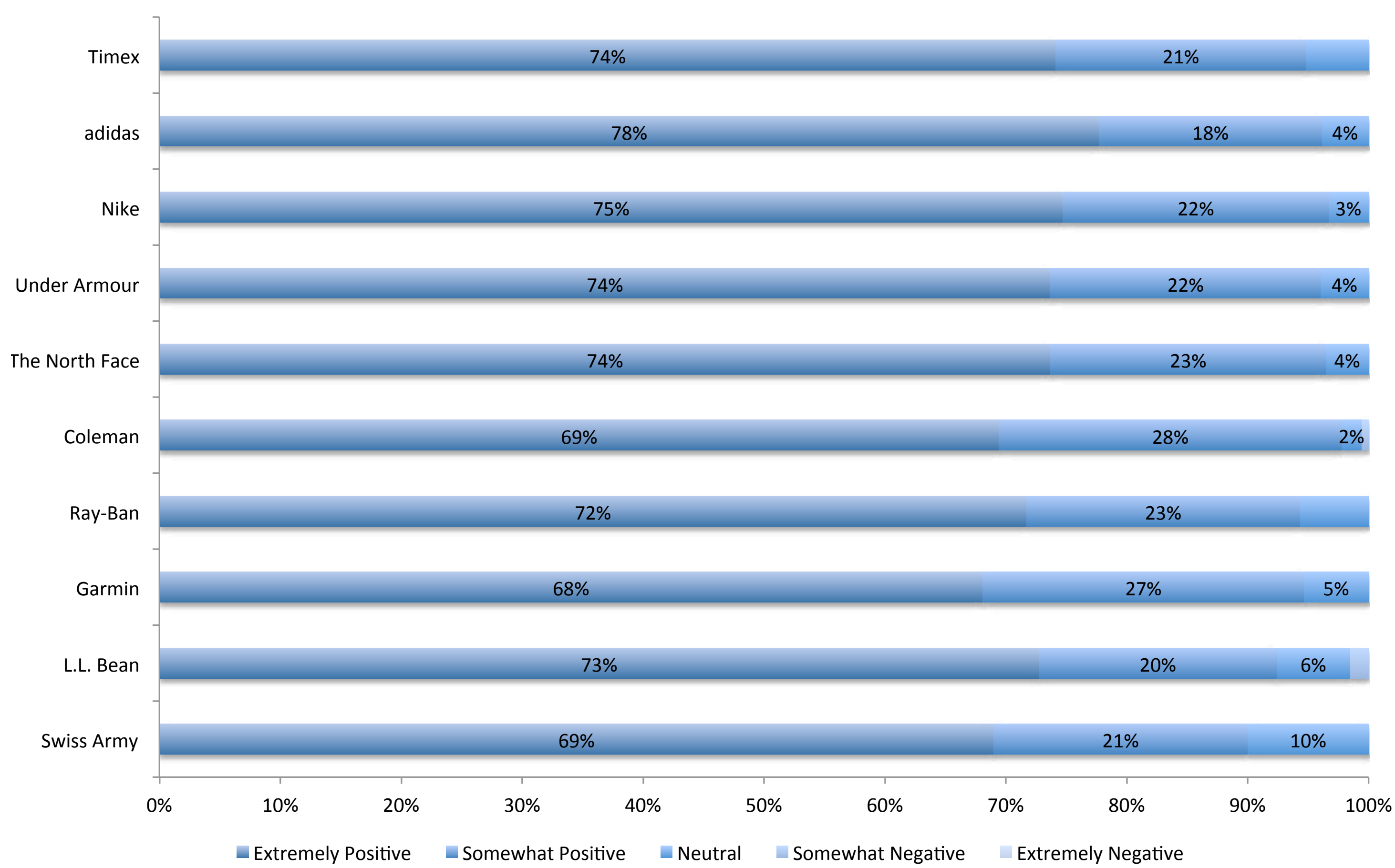


Equipment Ratings By Attribute

Timex is the highest rated brand for product quality in 2014, with 74 percent of respondents rating the brand's equipment extremely positive for "Product Quality".

Adidas, Nike, Under Armour and The North Face join Timex as the top five equipment brands with over 70 percent of respondents ranking them extremely positive for "Product Quality" in 2014. Coleman, Ray-Ban, Garmin, L.L. Bean and Swiss Army round out the Top 10 in 2014.

EQUIPMENT RATINGS BY ATTRIBUTE - PRODUCT QUALITY

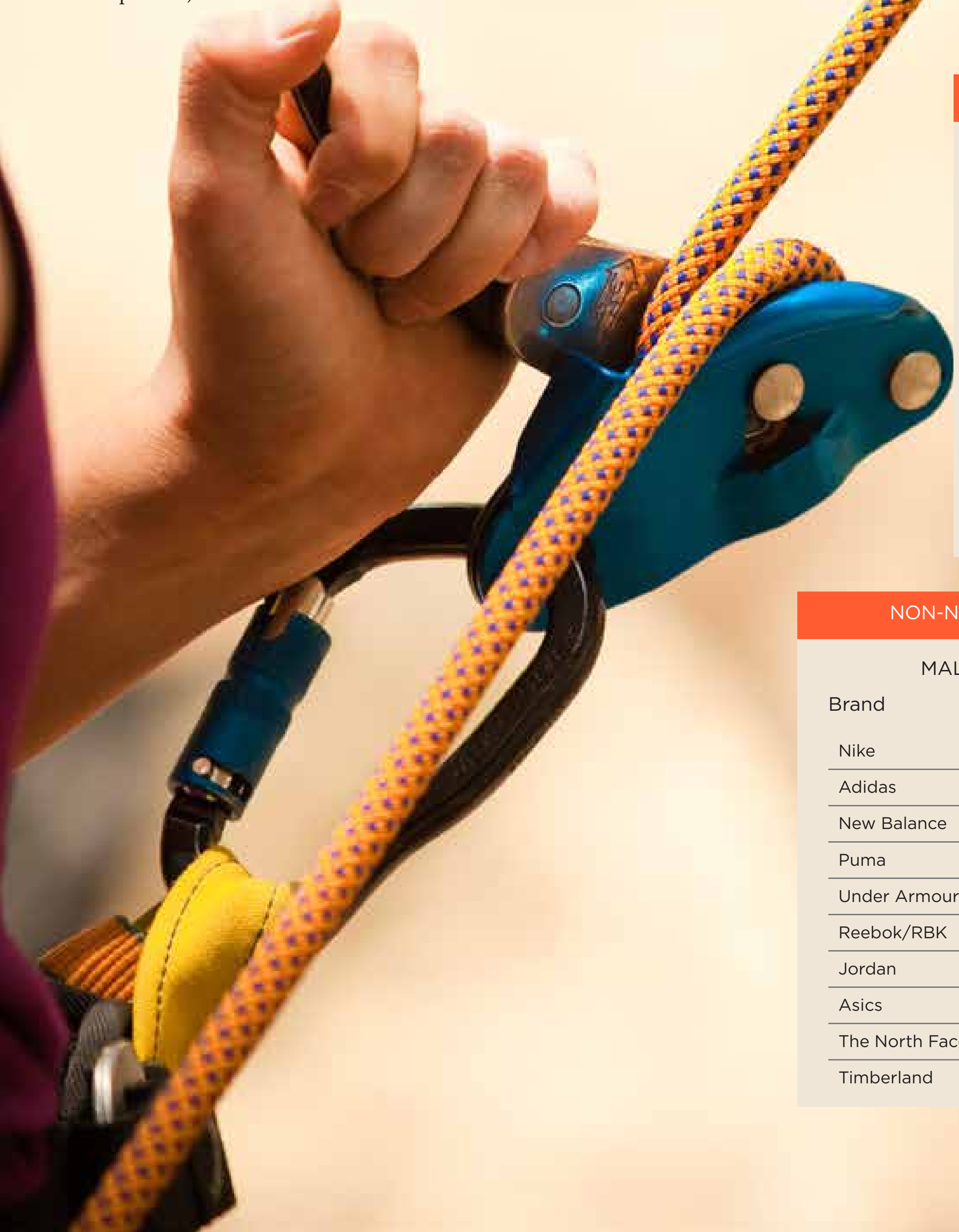


Non-Negotiable Brands

For the final and most heavily weighted component of the BSI, respondents were first asked if there were specific brands, which would cause them to shop somewhere else, if those brands were unavailable. The respondents who answered 'Yes' were directed to a follow-up question asking which brands would prompt that response. Those brands were determined to be "non-negotiable brands" in the eyes of that consumer. If a consumer leaves a store because that store doesn't carry the brand they want, the Brand Strength Report shows that as a leading indicator of brand value.

Nike was the most non-negotiable brand with 20 percent of active consumers citing it. Adidas moves up from fourth position in 2011 to second position in 2014, supplanting New Balance and leap-frogging Reebok. Under Armour and Puma also rise substantially ranking in the Top 10 in 2014.

Puma ranks in the top five non-negotiable brands among male active consumers, while Skechers ranks in the top five for female active consumers; however, Skechers has fallen from second position among females in 2011 (at the height of impact of the Shape-Ups product) to fifth in 2014.



NON-NEGOTIABLE BRANDS - OVERALL

Brand	Percentage
Nike	20%
Adidas	6%
New Balance	4%
Under Armour	3%
Skechers	2%
Reebok/RBK	2%
Puma	2%
Jordan	2%
The North Face	2%
Vans	2%

NON-NEGOTIABLE BRANDS - BY GENDER

MALE		FEMALE	
Brand	Percentage	Brand	Percentage
Nike	20%	Nike	20%
Adidas	7%	Adidas	5%
New Balance	4%	Under Armour	4%
Puma	2%	New Balance	4%
Under Armour	2%	Skechers	4%
Reebok/RBK	2%	Reebok/RBK	2%
Jordan	2%	Vans	2%
Asics	1%	The North Face	2%
The North Face	1%	Jordan	2%
Timberland	1%	Converse	2%

Methodology

The Brand Strength Report, compiled and presented by The SportsOneSource Group consumer research team, was designed to gauge the strength of sporting goods brands in the overall U.S. market. Respondents were asked a variety of questions relating to brand perception and individual products pertaining to their sporting goods' purchases in the twelve months preceding the study, which took place in March and April 2014.

The 2014 Brand Strength Report focuses primarily on Footwear, Apparel and Equipment brands across various segments of the sporting goods market, including Outdoors and Sportsman's categories.

To qualify for the Brand Strength Report, each respondent must have purchased athletic footwear or apparel in the past year. A total of 4,201 responses were received, providing detailed information on awareness levels, purchasing trends and brand allegiance to more than 300 Athletic, Outdoor and Sportsman's brands.

The Brand Strength Report includes the responses from consumer's age 13 and older, all of who were surveyed through a third-party Internet panel provider. The SportsOneSource Group made every effort to control the demographics to best represent the U.S. population; however, as is the case with all Internet-based surveys, the demographics and psychographics tend to skew toward older more affluent households.

The results of the survey can be projected to the U.S. population with a margin of error of +/- 1.34 percent. ■

KEY DEMOGRAPHICS

Gender

Male	50%
Female	50%
Mean Age	39.6

Age

13-17	10%
18-34	37%
35-54	33%
55 and Older	20%

Race

Non-Hispanic White	73%
African-American	10%
Hispanic	9%
Asian	6%
American Indian	1%
Other	1%

Marital Status

Married	64%
Single	25%
Separated/Divorced	8%
Widowed/Widower	2%
Prefer Not to Answer	1%

Employment Status

Full-time	52%
Part-time	11%
Self Employed	6%
Unemployed	5%
Retired	13%
Student	4%
Homemaker	9%
Prefer Not to Answer	1%

Household Income

Less than $40K	21%
$40 - $60K	19%
$60 - $80K	19%
$80 - $100K	14%
$100 - $149K	17%
$150K+	7%
Prefer Not to Answer	4%

U.S. Region

Northeast	21%
Midwest	24%
South	32%
West	23%

FORMULATING THE BRAND STRENGTH INDEX

Survey respondents were asked a series of questions to determine the strength of each brand. The factors that were used to build the index are listed in order of importance:

1. **Non-Negotiable Brands**
2. **Likelihood To Repurchase (on a scale of 1-to-5 with 1 meaning would not and 5 meaning definitely would)**
3. **Unaided Awareness**
4. **Aided Awareness**

To qualify for the BSI, a brand had to be purchased by a minimum number of respondents so that each answer did not over-represent the perceptions of the total population.

CALENDAR

For full year calendar go to sportsonesource.com/eventsa

JUNE

11-12 Altanta Shoe Market
Atlanta, GA

17-19 Licensing International Expo
Las Vegas, NV

26-28 Sports, Inc. Summer Team Dealer Show
Nashville, TN

JULY

8-11 NBS Summer Market
Austin, TX

10-13 European Outdoor Trade Fair
Friedrichshafen, Germany

15-17 ASI Chicago
Chicago, IL

18-20 A.D.A. Spring Show
Reno, Nevada

AUGUST

6-9 Outdoor Retailer Summer Market
Salt Lake City, UT

14-16 Sports Inc. Outdoor Show
Nashville, TN

24 Tennis Industry Association
The Tennis Show
New York, NY

SEPTEMBER

3-8 NBS Fall Semi - Annual Market
Fort Worth, Texas

4-6 Imprinted Sportswear Show (ISS)
Orlando, FL

10-12 Interbike International Trade Expo
Las Vegas, NV

16-17 SFIA Industry Leaders Summit
Chicago, IL

OCTOBER

7-9 OIA Rendezvous
Asheville, North Carolina

NOVEMBER

3-5 NBS Fall Athletic Market
Ft. Worth, TX

15-16 A.D.A. Fall Show
Palm Springs, California

23-25 Sports, Inc. Fall Team Dealer Show
Las Vegas, NV

TRADE ASSOCIATIONS | BUYING GROUPS

Athletic Dealers of America
1395 Highland Avenue
Melbourne, FL 32935
t 321.254.0091
f 321.242.7419
athleticdealersofamerica.com

National Shooting Sports Foundation
Flintlock Ridge Office Center
11 Mile Hill Road
Newtown, CT 06470
t 203.426.1320
f. 203.426.1087
nssf.org

National Sporting Goods Association
1601 Feehanville Drive / Suite 300
Mount Prospect, IL 60056
t 847.296.6742
f 847.391.9827
nsga.org

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
f 817.788.8542
nbs.com

Outdoor Industry Association
4909 Pearl East Circle / Suite 300
Boulder, CO 80301
t 303.444.3353
f 303.444.3284
outdoorindustry.org

Sports & Fitness Industry Association
8505 Fenton St., Suite 211
Silver Spring, MD 20910
t 301.495.6321
f 301.495.6322
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
f 703.821.8276
snowsports.org

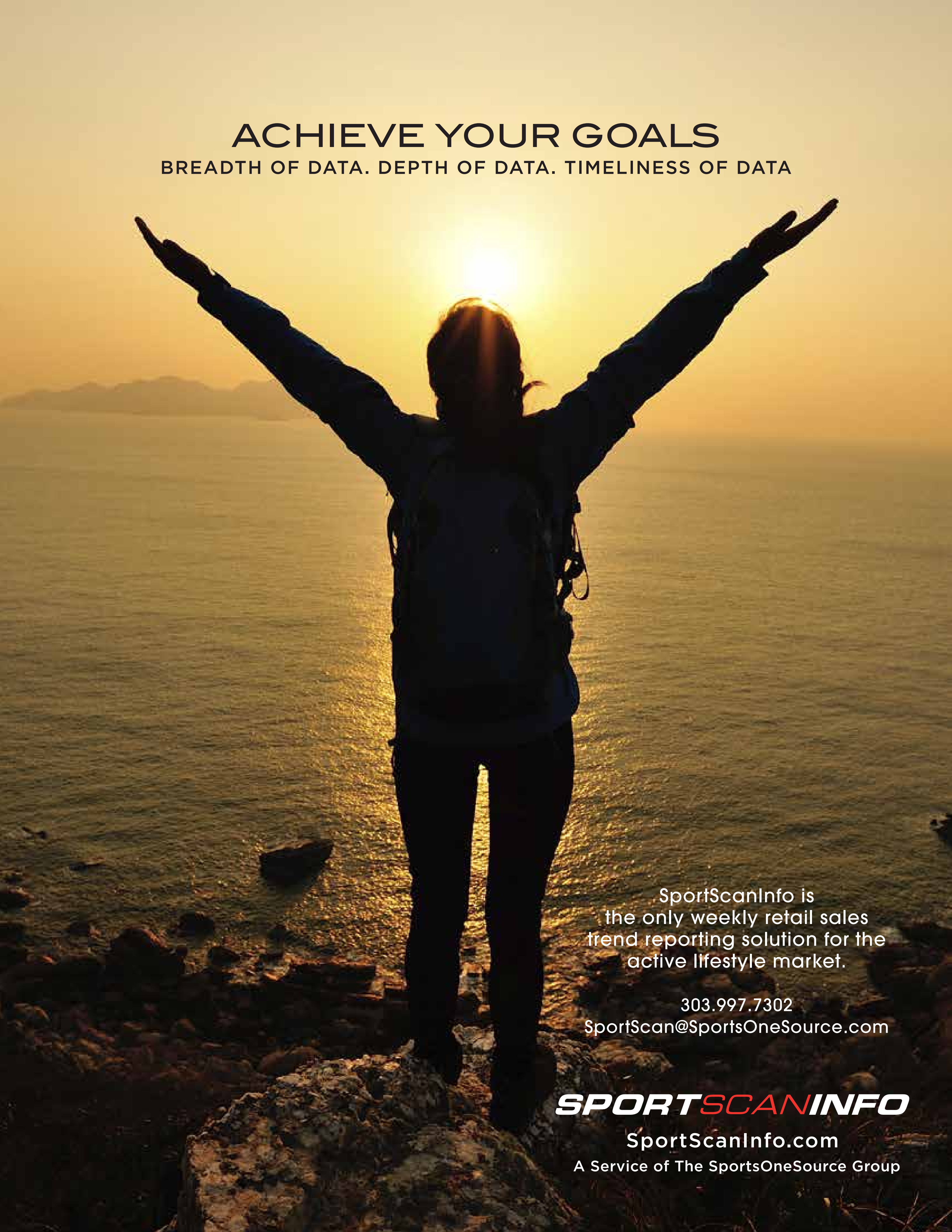
Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
f 406.538.2801
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive / Suite 110
Victor, NY 14564
t 585.742.1010
f 585.742.2645
sportsspecialistsltd.com

Team Athletic Goods
629 Cepi Drive
Chesterfield, MO 63005
t 636.530.3710
f 636.530.3711
tag1.com

Tennis Industry Association
1 Corpus Christi Place, Suite 117
Hilton Head Island, SC 29928
t. 843.686.3036
f. 843.686.3078
tennisIndustry.org

Worldwide
8211 South 194th
Kent, WA 98032
t 253.872.8746
f 253.872.7603
wdi-wdi.com


ACHIEVE YOUR GOALS
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