



where
AMERICA
SHOPS

**a consumer's view of the
sporting goods retail market**

New for 2009!

Family Footwear Retailers

Department Stores

Discount Club/Mass Retailers

SOS RESEARCH

SOS RESEARCH PRESENTS "WHERE AMERICA SHOPS" STUDY

AWARENESS & STORE VISITS



Details consumer retailer awareness and is broken out by geography, age, household income and education.

Answers where consumers shop for sporting goods and store observations by geography, household income, gender and age.

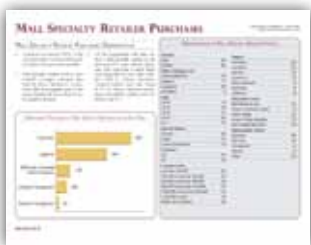
INFLUENCES



Why people shop at one store over another store and referenced by attributes, geography, household income, gender and age.

What influences consumers to purchase sporting goods? Detailed by attributes, geography, household income, gender and age.

PURCHASING HABITS



Dedicated to the purchasing patterns at three types of sporting goods retailers: full-line sporting goods, outdoor specialty and mall specialty.

PURCHASING HABITS



BY ATTRIBUTES

Retailers are rated on overall approval, store location, price and quality of products. Also examined on product availability, knowledgeable staff, customer service and likelihood to continue to visit.

BY CHANNEL

Retailers are divided into three groups: full-line sporting goods, outdoor specialty and mall specialty. Retailers are then broken out by ratings for overall approval, store location, price and quality of product.

RETAIL REPORTS



BASE REPORT

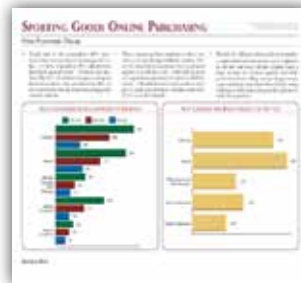
Retailer Report Cards examine what consumers think, items purchased over the last year and who is their key consumer. Each retailer in the study is analyzed.

FULL REPORT

The Retail Report Card is a 2-6 page highlight on each retailer. Profile consists of:

- Profile consists of:
- Key Consumer
- What Your Consumers Really Think
- Retailer vs. Competition
- Retailer vs. Comparison by region
- Loyalty Programs
- Consumer Internet Purchasing Habits

INTERNET SHOPPING



Demographics of Internet consumers, Internet retailer awareness and items purchased via the Internet. Also, featured is why and where consumers shop online and return policy feedback.

THE TEEN CONSUMER



A look at how teenage consumers make their purchase decisions and what influences them to visit certain retailers.

SOS RESEARCH

2009 “Where America Shops” Study Report Options

Sections	Full Report	Base Report	Summary Report	Top-Line Report	Young Consumer Report	Women's Report	Marketing Report	Internet Report
Demographics								
Demographics Pies	x	x	x	x	x	x		
Demographics Map	x	x	x	x	x	x		
Summary Observations								
Summary Analysis	x	x	x	x	x	x		
What They Buy/Where	x	x	x					
Retail Brand Awareness								
Summary Analysis	x	x	x	x	x	x		
Retail Brand Awareness, Overall and by Demographic	x	x	x					
Retail Store Visits								
Summary Analysis	x	x	x	x	x	x		
Store Visits, Overall and by Demographic	x	x	x					
Visit Influence								
Summary Analysis	x	x	x	x	x	x		
Visit Influence, Overall and by Demographic	x	x	x					
Purchase Habits								
Summary Analysis	x	x	x	x	x	x		
Purchase Habits	x	x	x					
Purchase Influence								
Summary Analysis	x	x	x	x	x	x		
Purchase Influence, Overall and by Demographic	x	x	x					
Marketing Influence								
Summary Analysis	x	x	x	x	x	x	x	
Purchase Influence, Overall and by Demographic	x	x	x				x	
Attribute Rankings								
Summary Analysis	x	x	x	x	x	x		
Top 20 by Attribute	x	x						
Top 12 by Attribute					x	x		
Rankings by Channel								
Summary Analysis	x	x			x	x		
Retailer Peer Group Rankings	x	x						
Retailer Details								
Summary Analysis	x	x						
Multi-Page Detail for All 24 Retailers	x							
Comparative Retailer Peer Group Ratings	x							
One-Page Summary for All 24 Retailers		x						
The Teen Consumer								
Summary Analysis	x	x	x	x				
Consumer Demographics	x	x						
Consumer Intent	x	x						
Internet								
Summary Analysis	x	x	x	x	x	x		x
Consumer Demographics	x	x	x		x	x		x
Consumer Internet Shopping Habits and Intent	x	x			x	x		x
Brand Direct to Consumer Analysis	x	x			x	x		x
Conclusions								
Closing Analysis	x	x	x		x	x		

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2009 “Where America Shops” Study Rate Card

FULL REPORT	\$15,000 The Full Report is detailed in over 250 pages
Base Report	\$10,000 The Base Report is detailed in over 190 pages
SUMMARY REPORT	\$5,000 The Summary Report is detailed in 60 pages
TOP-LINE REPORT	\$399 The Top-Line Report is detailed in 16 pages
YOUNG CONSUMER REPORT	\$1,500 The Young Consumer Report is detailed in 40 pages
WOMEN’S REPORT	\$1,500 The Women’s Report is detailed in 40 pages
MARKETING INFLUENCE REPORT	\$499 The Marketing Influence Report is detailed in 24 pages
INTERNET REPORT	\$299 The Internet Report is detailed in 12 pages

Retailer Reports

Specific Retailer Reports are available for purchase with the purchase of the Base Report or the Summary Report. **The Full Report includes all 24 Retailer Reports.**

	Base	Summary
Single Report	\$500	\$750
Five Reports	\$2,000	\$3,000
Ten Reports	\$3,000	\$4,500
All 20 Reports	\$5,000	\$7,500

Please contact Katie Bolick at kbolick@SportsOneSource.com to learn more about your SportsOneSource Network Member Discount Rate

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