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## *Special Report*

***All I WANT FOR...***

***ACTIVE AMERICANS HOLIDAY WISH LIST***

A poll of Most Active Americans  
Date: December 17, 2007

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### *I'm Dreaming of A Vacation!*

Active Americans just want to get away from it all this year. When asked what tops their holiday wish list this year when thinking about sports and recreation, 26% list a vacation or trip. When asked why this topped their list, common reasons express a sense of desperation and longing to be taken away from job and daily life stress. "I need to get away from it all" "I need a break from work" "I need time away from the city with my girlfriend where there is peace and beautiful scenery." Also popular items on their wish lists are new ski equipment (9%) or other sports related gear (5%) and products related to fishing (5%), camping (4%) or hiking (4%).

### *Across the Sea*

Active Americans have a wide variety of choices when asked 'If money were no object, where would you take your favorite person on vacation over the holidays?' Hawaii topped the list with 10%, followed by Australia (6%), New Zealand (5%) and Europe (5%). Apparently, when our stressed out panelists dream of leaving it all behind they would like to put some ocean between them and their cares.

Below, Most Active Americans weigh in on their holiday shopping plans in detail. Apparel and Footwear rise to the top of their list to purchase for others and themselves. Camping gear is especially desired for themselves.

<b>Purchase Plans &amp; Wish List for Holiday Season (Among total respondents)</b>	<b>Plan to Purchase for Someone Else</b>	<b>Plan to Purchase for Myself</b>	<b>On My Wish List</b>
Athletic/Fitness Footwear	26%	12%	16%
Outdoor Apparel	26%	24%	27%
Athletic/Fitness Apparel	25%	25%	25%
Outdoor Footwear	24%	13%	21%
Camping Equipment & Accessories	23%	21%	34%
Athletic Equipment	18%	19%	22%
Fishing Equipment & Accessories	12%	12%	11%
Electronic Devices/Instruments (GPS, Altimeters, Heart Rate Monitors)	12%	10%	26%
Hunting Equipment & Accessories	10%	8%	9%
Fitness Equipment	9%	7%	17%
Snowsports (Ski/Board Apparel	9%	14%	12%
Snowsports Accessories	9%	11%	10%
Snowsports (Ski/Board) Equipment	7%	11%	14%
Water Sports Equipment & Accessories	7%	7%	9%
Golf Equipment & Accessories	6%	8%	9%
Action Sports Equipment & Accessories (Surf/Skate)	3%	4%	5%
Tennis Equipment & Accessories	2%	2%	3%
Bowling Equipment & Accessories	2%	2%	3%
Volleyball Equipment & Accessories	1%	2%	2%
Personal Watercraft	1%	1%	7%
ATV	1%	1%	6%
Snowmobile	0%	0%	4%

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### ***No Footwear Under the Tree?***

If Active Americans don't find shoes or boots under the tree this year, they plan to go out and treat themselves after the holiday. When asked, 'What is the one item from your wish list that you will most likely buy for yourself after the holidays if you do not receive it as a gift?' 15% of respondents state some form of shoes or boots. GPS comes in second with 7%. People are pretty specific about the type of footwear they would like as well:

*"Warm winter hiking/snowshoing boots"*

*"Climbing shoes"*

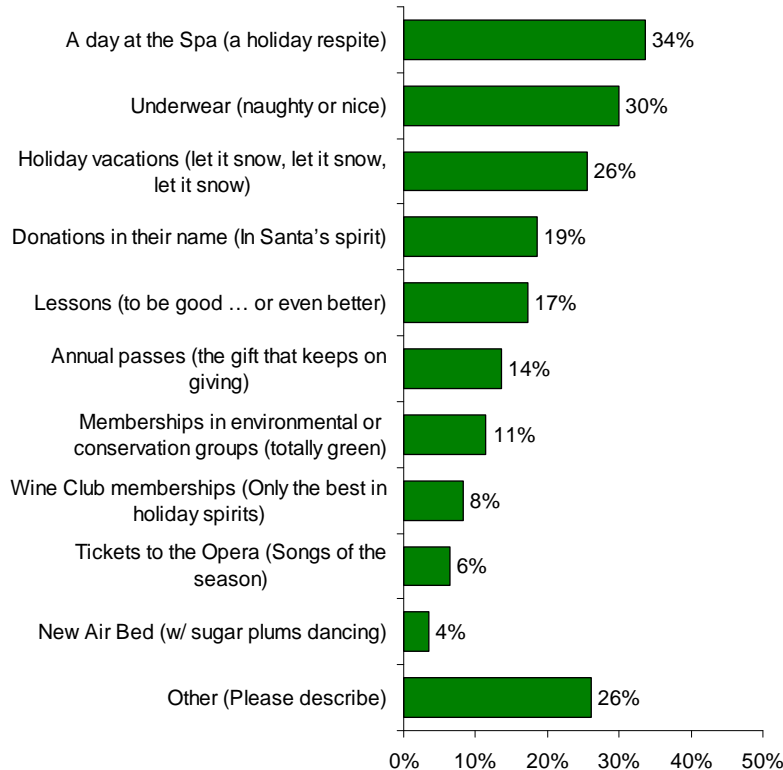
*"Merrell hiking shoes"*

*"Trail running shoes"*

### ***Spa Visits and Underwear Top Gifts This Season!***

Thirty-four percent of active Americans are considering a day at a spa as a gift for a loved one this year. Underwear for the naughty and nice is the next highest choice with 30% considering it for their near and dears. Both men (30%) and women (31%) are likely to be considering this gift that keeps on giving. Holiday vacations (26%), and charity donations (19%), are also top choices for givers this year.

**Gifts Considered**



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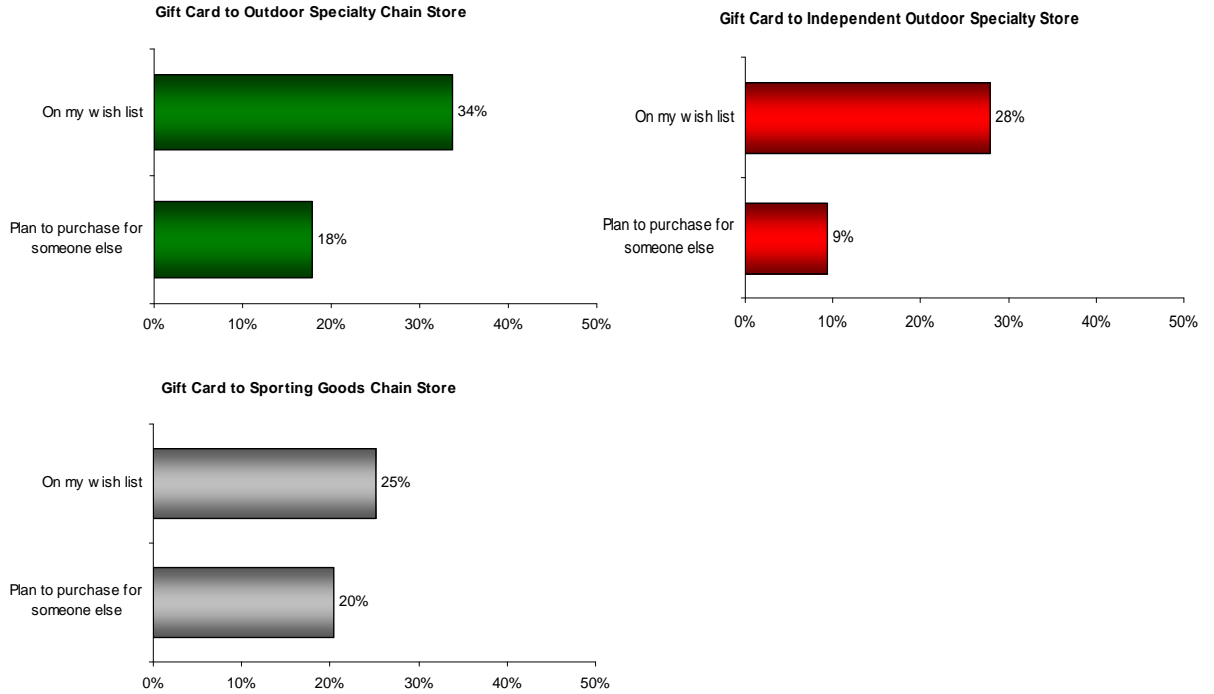
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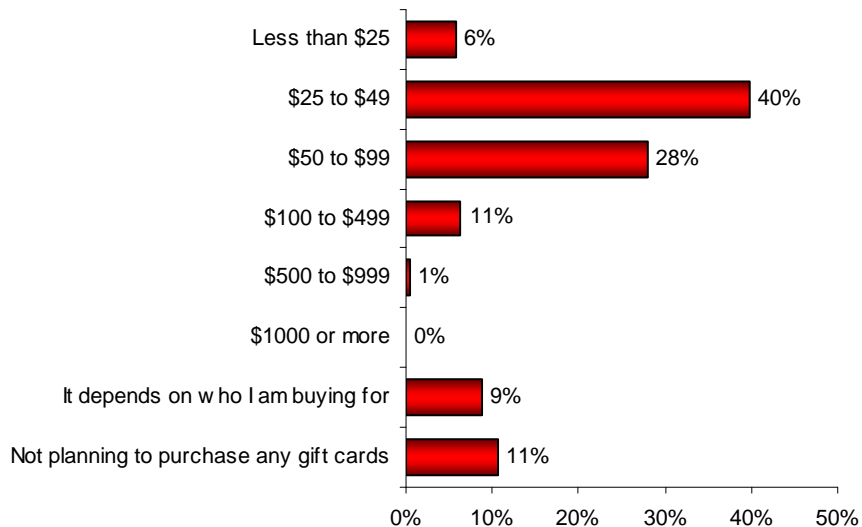
### *Gimme Gimme Gimme Gift Cards*

It may be the season of giving but our panel is more interested in getting gift cards to their favorite outdoor stores this year. Thirty-four percent have a Gift Card to an Outdoor Specialty Chain Store on their wish list versus only 18% who plan to purchase one for someone else. Similarly, gift cards to other Sporting Goods Chain Stores and Independent Outdoor Specialty Stores are more in demand than planning on being given.



If they do buy a gift card, the majority plan to spend between \$25 and \$49. They are good about cashing these cards in as well-73% redeemed cards received last year for their full amount. And 19% sadly did not receive any gift cards at all last year!

### **Dollar Amount Most Likely to Spend on Gift Cards**



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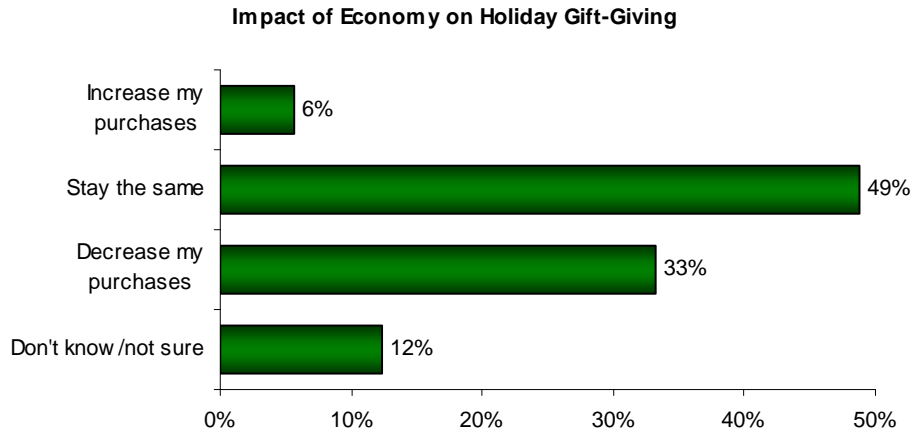
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### ***No Bah Humbugs This Year***

More than half (54%) of Active Americans are not letting the economy dampen their enthusiasm for gift giving. However, the season won't be as merry and bright for one third of our respondents who feel they will need to decrease their purchases this year compared to last year.



### ***GPS Coolest Gift for the Outdoor Enthusiast in Your Life!***

When asked what is the coolest gift that can be given this season, 12% of active outdoor enthusiasts stated a GPS. Other specific products deemed cool were Ipods, iPhones, Kayaks, and Bikes.

### ***“Make me a Better Skier”***

The top lessons desired by 21% of Active Americans this year are in skiing and snowboarding. They are pretty specific about the types of skiing lesson they want too, listing ‘Telemark’, ‘Heli’, ‘XC’, ‘Skate’, ‘E climbing’, ‘Rail jibbing’, ‘Backcountry’ or ‘Bump’ lessons in addition to Downhill, Nordic, Alpine and Cross country. Coming in second are golfing lessons (12%), followed by climbing (9%) and kayaking (7%). Scuba, fishing and surfing are all next in popularity with 4% of respondents desiring a chance to improve their skill set in each of these sports.

### ***I Want To Be Like Tiger***

If you could be any living sport personality for a month who would you be? Active Americans are all across the board on this question; however Tiger Woods tops the list with 7% followed closely by Lance Armstrong (6%). Tom Brady (3%) and Shaun White (3%) are the next most popular, followed by Ed Visteurs (2%) and Michael Jordan (2%). Why would they want to be that person for a day?

*Tiger:* “It would be nice to be that talented for a day.”

*Lance:* “Because his VO2 max is like double of all the rest of us. I could do anything.”

*Tom:* “Because he is having the season of a lifetime.”

*Shaun:* “Because he snowboards, skates, surfs...he does it all and he gets paid for it! That would be amazing.”

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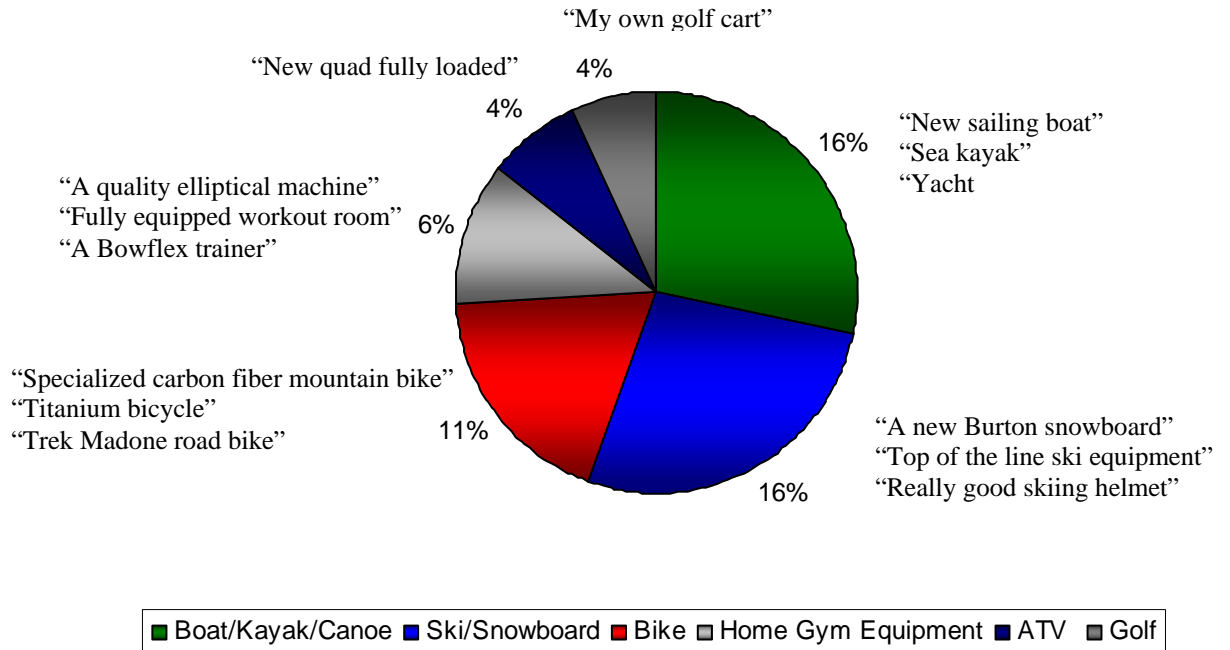


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### *Dear Santa, bring me a Boat or some Skis...*

When asked 'If money were no object, what piece of sport equipment would you buy for yourself?' Active Americans state a boat or kayak (16%), ski/snowboard equipment (16%) and bikes (11%) as their top choice. Home equipment such as treadmills and elliptical machines are popular as well as ATVs and golf equipment. Two percent would like a jet. People are pretty specific when dreaming big as we see from their quotes:

### Dream Sports Equipment



### METHODOLOGY

This study was conducted over the Internet using a randomly selected list of Americans age 16 and older sourced from the Leisure Trends Group Most Active Americans Panel™ (MAAP™), a consumer research panel. The data presented in this report was collected from November 19-23, 2007. A total of 594 people completed the survey.

**IMPORTANT NOTE:** As a group, the Americans who are part of MAAP™ tend to be highly committed to various sport, recreation and leisure activities as both participants and consumers. In this way, the results presented in this document do not reflect the entire universe of Americans. Instead the information reflects the behaviors and perceptions of a population extremely important and relevant to the leisure industry.

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