

Number Crunch

Leisure Trends Generates Sales Data

BY RAY KEENER

While snow sports and running have had retail audits (POS data from a representative sample of retailers) for decades, the bike industry has had to rely on guesstimates.

That's all about to change. Leisure Trends Group of Boulder, Colorado, which does the retail audits in snow, run, outdoor, surf, skate and fly fishing, began tracking POS data last month.

To create a baseline for the retail audit, Leisure Trends recently completed a distribution study. The sales data for the chart this month comes from that study. Charlie Cooper of Leisure Trends explained the process.

"Our distribution study is based on phone interviews with 420 store owners and managers about their sales levels in different categories," Cooper said. "This study confirms that our retail panel is balanced and reflects the overall state of the 4,250 retailers we call independent bicycle dealers."

Cooper and his group were glad to see

that their numbers correlate well with a retail survey done by the Gluskin-Townley group for the National Bicycle Dealers Association. For example, Gluskin-Townley reported (based on a mailed survey) that 42 percent of IBD sales dollars came from bicycles in 2007. Leisure Trends reported 42.2 percent in 2008.

2008 IBD Accessories Sales Breakdown (in millions)

Accessories	\$586.7
Helmets	\$170.2
Shoes	\$134.9
Car racks	\$126.2

Source: Leisure Trends Distribution Study

SmartEtailng played an instrumental role in launching the Leisure Trends audit. Their exclusive agreement ended in March.

"The response and cooperation from retailers has been amazing," Cooper said. "We were able to start with the trust that the shops have for SmartEtailng and build from there."