



# Today's Specialty Running Store Customer

## September 2023

In part two of a three-part series of our recent member survey, we asked our retailers to tell us about who their customers are, why they're buying running products, what their running habits are and what activities they participate in. The answers may not be surprising to most of our members, but they do reveal opportunities.

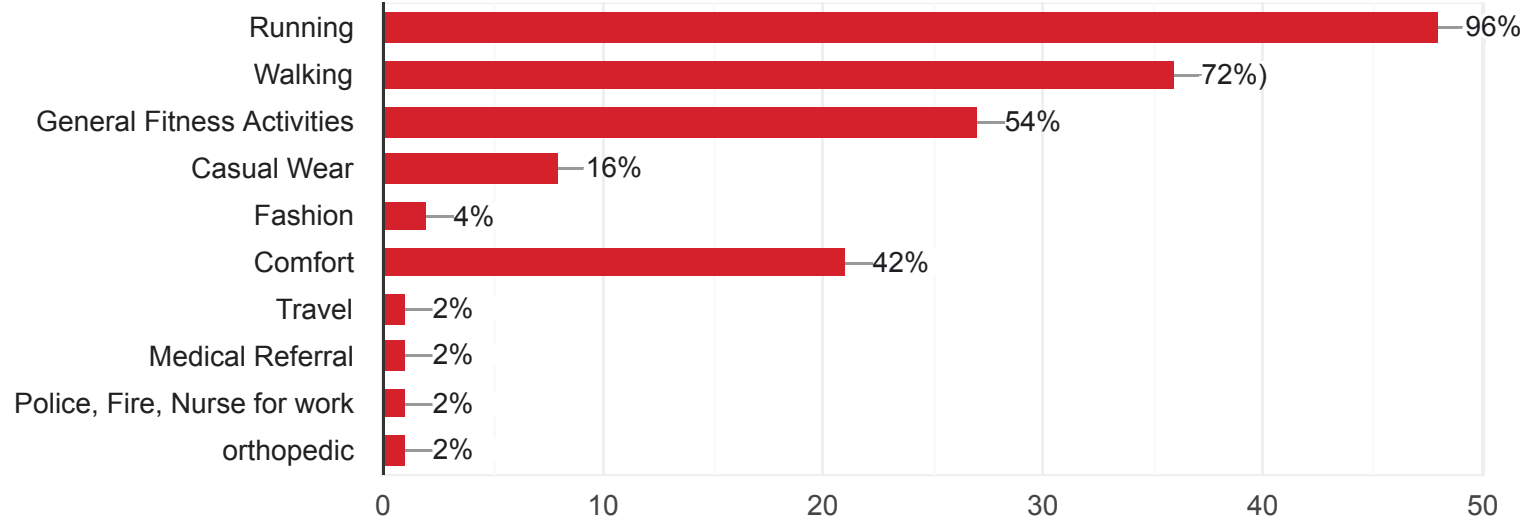
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## KEY TAKEAWAYS:

- ▶ Run specialty customers purchase shoes most often to run in, but running shoes are also used for a wide variety of general fitness activities, including fashion. That statistic should inform stores how to best cater to their customers not just for shoes, but also for their apparel and accessories assortments.
- ▶ While the channel has done a great job attracting Generation X customers – with Millennials not far behind, there exists an opportunity to grow business by attracting more Generation Z customers.
- ▶ The weekly mileage data supports the fact that product solutions should continue to focus on fit and comfort as much as gait, given that short of a serious gait issue, most customers are probably not running enough to get injured, so their choices are much broader.

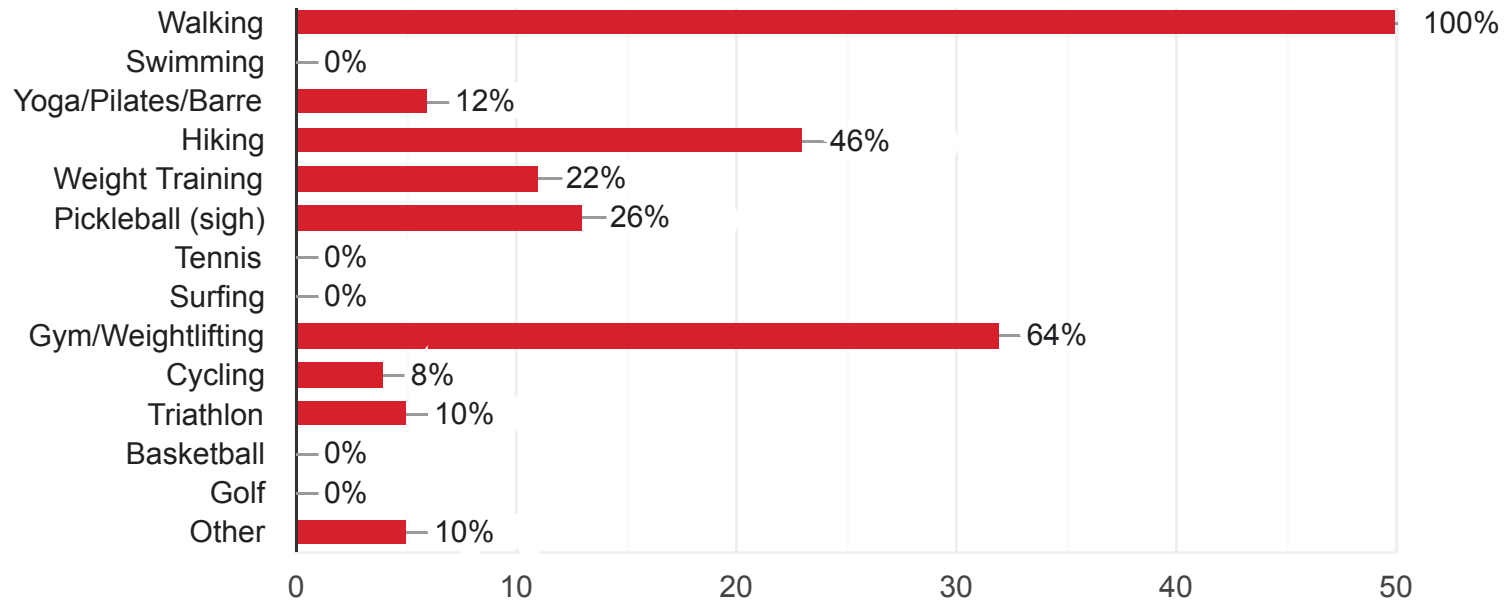
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1 What are the top three reasons that your customers give you for purchasing a pair of running shoes?



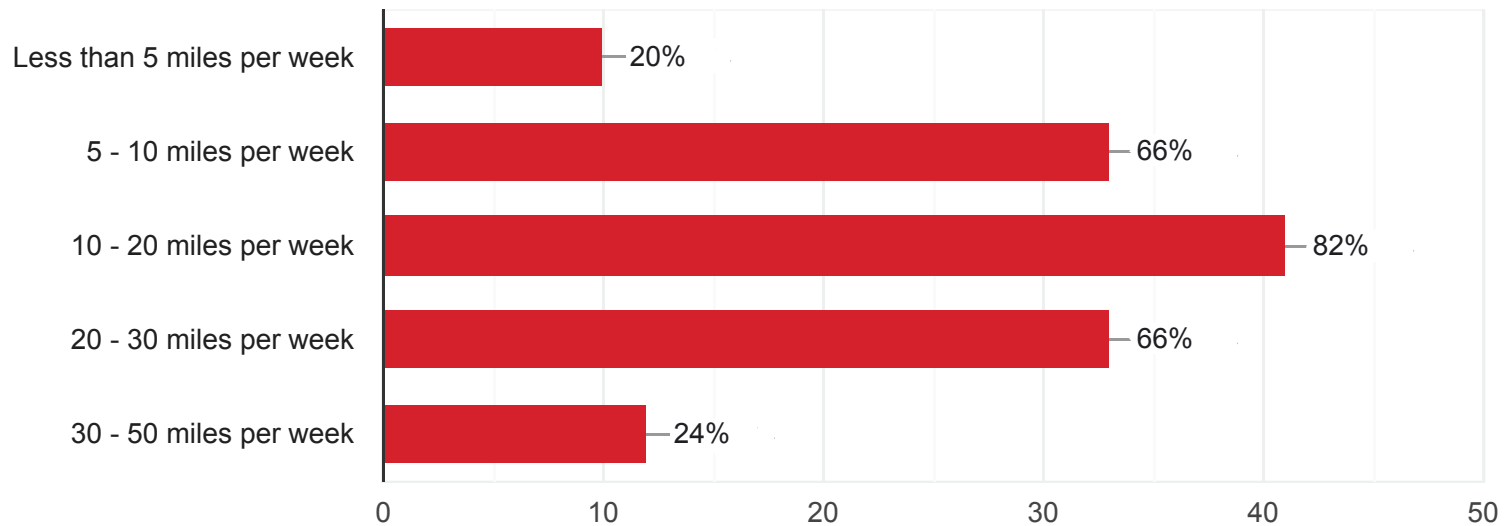
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**2** What are the top three sports activities (other than running) that your customers tell you that they're participating in?



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**3** For your customers who purchase shoes specifically for running, what are the top three mileage levels that they're telling you they're putting in weekly?



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## 4 What would you estimate are the top 5 age and gender demographics for your customers?

