FORDIS CONSULTING
Illuminating Market Research

Colorado Outdoor Apparel & Footwear

What draws shoppers in, and what brands should test next

Consumer insights from the Buy Colorado Day Evaluation. This report covers discovery, brand familiarity, product interest, and ways to build on the findings in 2027 and beyond.

38%

Category discovery

169 of 446 selected the category for discovering new brands.

86%

Offer consideration

146 of 169 category respondents selected at least one tested brand.

53%

First-purchase potential

89 of 169 selected a tested brand they had never bought.

5 tested brands. The offer was hypothetical: listed products at least 50% off on March 3. Use the results to guide research, not to forecast sales at regular price.

Learn more about Buy Colorado Day

Where the opportunity is

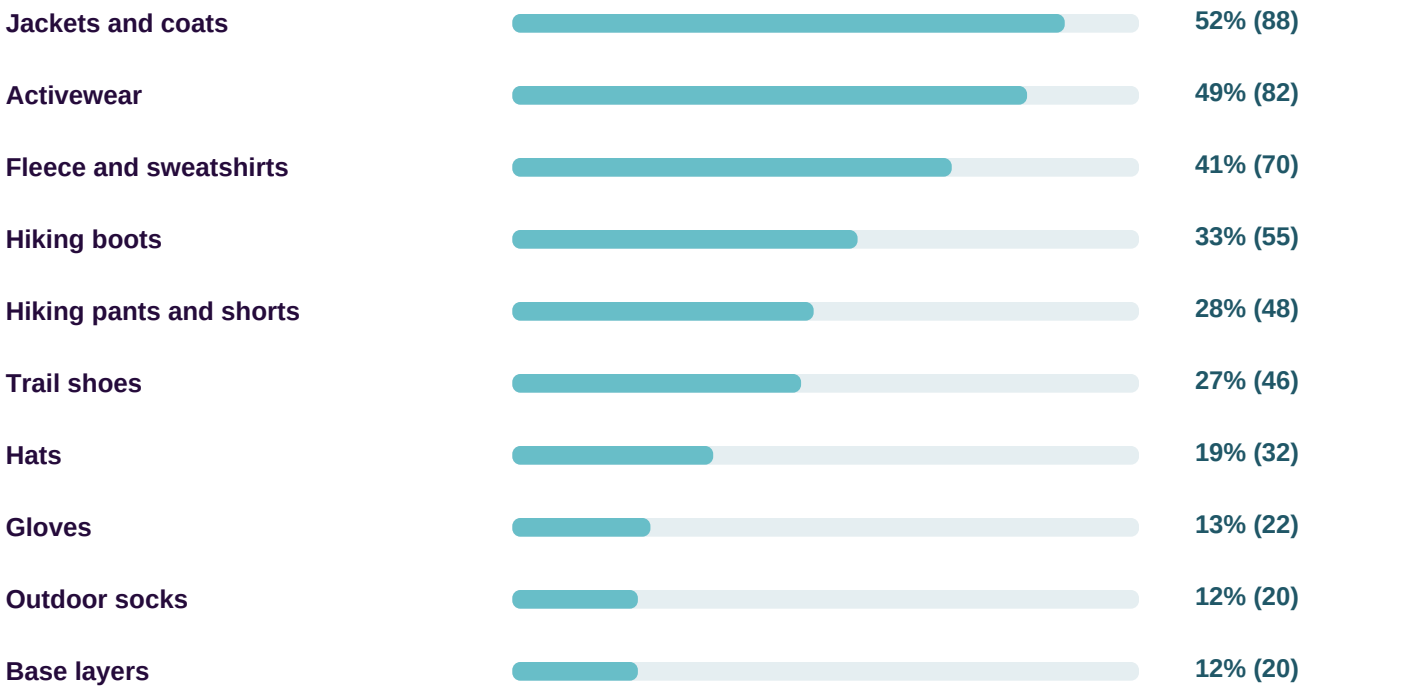
Use these findings to decide whom to study, which product to feature, and what to validate before investing.

Category interest is not brand awareness	169 of 446 respondents selected this category for discovery. In that group, 150 had never heard of at least one tested brand. Across all 845 brand ratings, 38% were unfamiliar. **Decision: Introduce the product and the brand rather than assuming category interest is enough.**
There are two ways to earn a first purchase	38% considered a familiar brand they had never bought, and 25% considered a brand they had never heard of. These groups overlap. **Decision: Test a straightforward product introduction separately from a reason-to-try message.**
The product shortlist	Jackets and coats ranked first at 52%. Activewear followed at 49%. The two results are close in this sample. **Decision to explore: fit, layering, and intended use.**
Check what lasts beyond an offer	56% of selected respondent–brand pairs were past buyers. That is a different opportunity from introducing the brand to new shoppers. **Decision: Measure first-time and repeat orders separately in any subsequent pilot.**

Q4 n=446; Q7 and Q18 category base n=169; Q18 × Q29, matched at respondent level.

What shoppers wanted to see featured

Share of the 169 category respondents selecting each product type at 50% off or more. Multiple selections were allowed.



WHAT IT MEANS FOR A BRAND

Jackets and coats can be a starting point if it fits the range. Test a product people can understand quickly. Test which size, weather, and layering details shoppers need before choosing an item.

Chart shows the ten most-selected named product types. 1 additional named types are not plotted.

Q7, category base n=169. Product-type interest is not a preference for individual products or prices.

Discovery and first purchase are different jobs

The first table counts individual people. The second counts respondent–brand ratings, so one person can contribute multiple ratings.

Among category respondents	People	Share
Considered at least one tested brand	146 / 169	86%
Considered at least one tested brand never bought	89 / 169	53%
Considered a familiar brand never bought	64 / 169	38%
Considered an unfamiliar brand	42 / 169	25%

The last two groups overlap: 17 respondents did both.

Prior brand relationship	Ratings	Selected	Rate
Unfamiliar	324	55	17%
Aware nonbuyer	273	82	30%
Past buyer	248	175	71%

WHAT IT MEANS FOR A BRAND

Keep brand discovery, first purchase, and retention separate when setting objectives. The same shopper can be new to one brand and already buy another. A single combined rate hides that difference.

Q18 × Q29. The lower table pools 845 ratings across 5 brands. Rates use the relationship group as the denominator.

Compare starting points, not just ranks

Overall consideration uses all 446 survey respondents. The other columns use the category or relationship group shown.

Brand	Overall	Unfamiliar share	Unfamiliar rate	Aware nonbuyer rate	Past buyer rate
The North Face	28.3% (126)	2%	0% (0/4) *	49% (18/37)	84% (108/128)
Spyder	11.0% (49)	32%	7% (4/54)	29% (23/78)	59% (22/37)
Crocs	10.8% (48)	14%	29% (7/24)	13% (11/87)	52% (30/58)
Melanzana	10.1% (45)	78%	20% (26/132)	44% (12/27)	70% (7/10) *
Topo Designs	9.9% (44)	65%	16% (18/110)	41% (18/44)	53% (8/15) *

* A subgroup smaller than 20; use as directional only. Unfamiliar share is the share of the category base that had not heard of the brand.

Discovery example	Crocs: 7 of 24 respondents unfamiliar with the brand considered it. This is a research lead, not a sales forecast.
First-purchase example	The North Face: 18 of 37 respondents who knew it but hadn’t bought it considered it. This is a research lead, not a sales forecast.
Repeat-purchase example	The North Face: 108 of 128 past buyers considered it. This is a research lead, not a sales forecast.

Q18_1–Q18_5 and Q29. Multiple brands could be selected. Small differences are not treated as meaningful rankings.

Use audience patterns to design tests

Age comparisons are descriptive. Brand overlap can generate ideas, but selecting two brands did not mean a shopper would buy them together.

Age group	Discovery interest[1]	Any brand offer[2]	Top product type in group[2]
18–34	22% (17/78)	88% (15/17)	Activewear 65% (11/17)
35–54	45% (98/219)	85% (83/98)	Jackets and coats 56% (55/98)
55+	36% (54/149)	89% (48/54)	Activewear 46% (25/54)

[1] Among all respondents in the age group. [2] Among category respondents in the age group.

Brands considered by some of the same people

Pair selected by the same respondent	Count
Crocs + The North Face	42
The North Face + Melanzana	41
The North Face + Spyder	41

WHAT IT MEANS FOR A BRAND

Use overlap to decide which alternative to include in a follow-up study. Ask what shoppers buy today and why. A shared audience does not establish a competitive switch, bundle opportunity, or joint purchase.

Q1 × Q4, Q7, Q29. Co-selection uses the full n=446 base. Group-level observations are not population estimates.

Fit, layering, and intended use

Here are three ways to build on the survey. They can inform decisions even if a brand does not participate in Buy Colorado Day.

1. Identify what matters	Compare an activity-led outfitting guide with a fit- and feature-led product page. **Outcome: a clearer hypothesis about what shoppers need to see or understand.**
2. Test before investing	Test which size, weather, and layering details shoppers need before choosing an item. **Outcome: a focused recommendation on which version merits a larger test.**
3. Validate with your own data	Separate first-time buyers from replacement and wardrobe-addition shoppers. **Outcome: an evidence-based decision on what to expand, revise, or stop.**

KEEP THE SURVEY AND THE TEST DISTINCT

Compare alternatives with the audience, product, and price defined in advance. For any live pilot, separate stated interest from observed outcomes and track the measure that matches the decision.

Lara Fordis | Fordis Consulting

Book 20 minutes to discuss how existing and new research could support your growth decisions.

Email Lara Fordis to book 20 minutes

How to read the numbers

Buy Colorado Day Evaluation: 446 respondents. The Outdoor Apparel & Footwear analysis focuses on the 169 respondents who selected this category in Q4.

Q4 | Category discovery	In which of the following categories are you most interested in discovering new brands? (Select 3-6)
Q7 | Product types	Which types of products within the Outdoor Apparel & Footwear category would you most want to see listed on Buy Colorado Day at 50% off or more? (Select up to 3)
Q18 | Brand relationship	Which of the following best describes your experience with the following brands in the Outdoor Apparel & Footwear category? (Select one answer per brand)
Q29 | Consideration	Suppose each brand below participated in Buy Colorado Day and every product it listed on Buy Colorado Day was at least 50% off on March 3. Which, if any, brands would you consider purchasing from?
How we calculated the shares	Overall brand rates use all 446 respondents. Category and product counts use 169; relationship rates use the stated subgroup. Brand ratings and selections were joined by respondent. Multi-select percentages can sum to more than 100%.
What the survey did not measure	These results describe the sample. It did not measure actual purchases, discount lift, product-level preferences, or purchase intent at regular price, and does not establish a representative statewide estimate.

Additional inputs: Q1 for age bands. All percentages are unweighted and rounded.