Special Report

A Look at the Business to Business New Age Market:
An Analysis of the International New Age Trade Show

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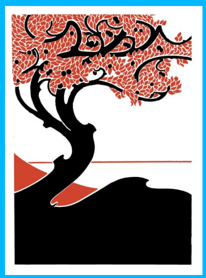

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Table of Contents

Background

The International New Age Trade Show (INATS) is the longest running trade show dedicated to the New Age and Metaphysical market. INATS was introduced by ~~kJ~~ KJ Expositions in June 1996, and has been held annually in Denver, Colorado. In January 2001 a second show was added in Orlando, Florida and is also held annually. George Little Management and Western Gift Shows, two mainstream trade show management companies, partnered to purchase INATS between the June 2000 and January 2001 shows. INATS attendees are retailers interested in New Age and Metaphysical products. Exhibitors are wholesalers of books, music, and sideline products that can be broadly defined as "New Age." Interestingly, there are no food products and very few health supplements.

It deserves comment ~~here~~ that what constitutes "New Age" is a source of some debate. Sociologist Paul Ray in his book, *Cultural Creatives*, states that "no one wants to be called New Age anymore" (Ray and Anderson, 2000; p.188) and estimates the New Age population to be relatively small and "transitory." Based on survey and focus group data, Ray estimates his group of Cultural Creatives to be roughly 50 million Americans, 24% of the U.S. population. Adding to the debate of what defines "New Age" and how big its population is, industry spokesperson Sophia Tarila in her report *New Age Market Background and Trends* (1998) used Ray's earlier research to define the New Age consumer as cultural creatives, even though Ray states New Agers are a separate category from Cultural Creatives. Tarila states, "The New Age Industry consists of annual sales between $37,785,000,000 and $50,382,000,000~~.~~, ~~A~~an average figure of over $44 billion dollars.

Although there have been ~~a~~ many New Age consumer shows, INATS has developed a unique position in the New Age industry as a strictly ~~a~~ wholesale show. According to Tarila's report, INATS drew 1700 buyers from 38 states and 12 countries who bought from 190 exhibitors in 1996. She does not report attendance numbers for 1997 except to say that buyers came from 47 states and 11 countries and there were 250 booths. Tarila goes on to report that in 1998 the show sold out the 327 booths four months before opening. Our report covers ~~the~~ a period from June 1999 for which approximately 950 buyers registered from 47 states and 15 countries. In June 2000 attendance rose to a high of 1,383 from 47 states and 15 countries. The first time INATS was held in Orlando in January 2001, attendance was 901 from 40 states and 6 countries. By June 2001 the attendance was higher than January, but lower than the previous June with 1,146 buyers from 47 states and 15 countries.

New Age Retailer, an industry trade journal, held a one-time trade show in 1996 called "New Age World" in San Diego, California. The Baden-Baden, Germany New Age World was started in 1997 and continued for about four years. The show was very small and mainly drew attendees and exhibitors from Germany. The Holistic Products Show was inaugurated in May 2001 in Providence, Rhode Island~~and~~, but future wholesale shows are in doubt at this point.

Thus, INATS is one of the few places in the world where New Age wholesalers and retailers can get together to do business, attend seminars, meet national authors and artists, and network with others in the industry. It's also important ~~, however,~~ to recognize that INATS is only one part of the industry, and acknowledge that trade publications such as *New Age Retailer* represent far more stores and their advertisers are more numerous than are INATS exhibitors.

This report summarizes data taken from INATS attendees in June 1999, June 2000, January 2001, June 2001. We also reviewed demographic and lifestyle data provided to us by magazines that target Metaphysically minded consumers and conclude with a brief comparative analysis of retailer buying patterns and consumer behavior. While the INATS instrument and method used for data collection presented a number of challenges, we determined that the benefit to the industry outweighed our concerns that the data were not collected in a preferred scientific manner.

The Context

The INATS target audience makes up a relatively small percentage of the general business population. These businesses are unusual in that they ~~most~~ frequently blend spirituality and business ~~and~~ to promote products that emphasize their support of holistic living. INATS attendance is very small compared to gift shows with a comparable number of booths, yet~~,~~ booths at the June shows continue to increase and to sell out because the audience is so highly targeted and venders do well.

~~The significance of~~ INATS is very significant ~~to~~ in the ~~the~~ business to business segment of ~~T~~the New Age and alternative market~~s is significant~~. Buyers have opportunities to ~~see, touch, listen to,~~ listen, see, touch, and use the latest New Age products. INATS also features a host of well-attended educational seminars addressing the distinctive issues~~, as well as~~ and general concerns of doing business in this market. A multitude of networking functions sponsored by INATS and leaders in the industry provide a host of fun and uniquel networking possibilities. A full schedule of ~~author~~book signings and ~~musician~~musical performances provide an opportunity to meet artists who contribute to this field.

Project Methodology and Population of Study

The population of this study consists of a total of 2196 stores that registered at INATS in June of 1999, 2000, and 2001, as well as January~~,~~ 2001. Of those, 358 stores were represented at more than one show. As noted, the June shows are held in Denver and the January show in Orlando. While 2196 stores registered, 3430 buyers registered at the June 2000, January 2001 and June 2001 shows. Thus, many of the stores had more than one buyer attending (on average, stores had two buyers). The data collected by INATS and reported here are based on information about the stores rather than about individual buyers. Quantitative data were analyzed using the Statistical Package for the Social Sciences (S.P.S.S.)

Instrument and Method of Data Collection

Our information was obtained from the "List of Registered Buyers" sent to exhibitors by INATS after each show. These data were collected at the time of the events from registration forms. As part of the registration process, retailers were asked to fill out a form which requested three categories of information~~:~~. One~~,~~ was the way the respondent characterized their retail business, ~~T~~two~~,~~ was a list of product categories that apply to the business, and ~~. T~~three~~,~~ was the physical address of the business. Here's How Marketing compiled the information and entered the data into S.P.S.S.

We would have favored an instrument developed specifically for market research~~.~~, because ~~T~~the registration form appeared to be generic for gift shows, and would have looked very different had ~~the instrument~~it been developed for the New Age market. Product categories would have more clearly reflected this specialized market and in such a way that respondents would be more likely to interpret the items uniformly.

Results

The INATS analysis of retailers is broken into four basic categories: [1] How retailers defined themselves; [2] what they report carrying in their inventory; [3] where the retailers come from and [4] attendance trends. The report also tracks attendance trends for exhibitors and includes a demographic and psychographic profile of consumers.

How do retailers define themselves?

One registration form for attendees was completed for each store. Respondents were given a number of close-ended options and asked to select the descriptive item that best described their business. Approximately 71% of the respondents completed this part of the registration form as seen in table 2.1. The remaining 29% of respondents did not define ~~themselves~~

~~which~~themselves, which may have been because none of the options adequately defined their business, or they may be resistant to being categorized. Of course, some respondents may have overlooked the item.

It's important to note~~of~~ the diversity of retailer types interested in buying and carrying New Age products. While the numbers for most categories are very small, this diversity suggests that the market ~~has~~may have potential to grow in a variety of ways. For instance, Internet based businesses make up a small minority, but ~~has~~have great potential for growth. As we survey the market in years to come, it will be interesting to learn where the market is expanding and where it remains stagnant.

Over half the retailers defined their business as "specialty" which is not unexpected since there were no~~t~~ categories for "New Age" or "metaphysical". It's been our experience that these stores are particularly important in the New Age community. At the local level these stores are a gathering place for people interested in such pursuits as inner exploration, spiritual growth, alternative healing methods, and psychic readings.

While community is a general focal point for stores in this industry, the term "New Age" is not uniformly accepted. Indeed, New Age is controversial even among attendees and exhibitors at INATS. Even if New Age had been an alternative category option, many retailers would likely have still defined themselves as "Specialty".

Surprising to these authors, among those businesses that defined themselves, home based businesses made up 8% of retailers. These could be practitioners or healers who work from their homes and sell a selection of products that supplement their practices. Although, they are the second largest category of defined INATS attendees, it is probably safe to assume that these businesses purchase less inventory than a brick and mortar store.

Table 2.1

(Types of Retailers)

Category	**Number**	**Percent**
Undefined	634	28.9
Beauty	4	0.2
Catalogue	22	1.0
Distributor	16	0.7
Florist	6	0.3
Health	2	0.1
Home Based	175	8.0
Independent	41	1.9
Interior Design	8	0.4
Internet Based	20	0.9
Resort	1	0
Specialty	1177	53.6
Tanning	1	0
Tourist	15	0.7
Wholesale	75	3.4
Total	2196	100

Below, table 2.2 illustrates what types of retailers attended the four shows and whether there ~~are~~were any trends in attendance within retailer type. First, we note that data on retailer types are not available for the January 2001 show, as retailers were not asked to define themselves at that show. As can be seen, a~~A~~ttendee representation of Internet based businesses began to show a presence at the June 2000 show and then dropped slightly in June 2001. The representation of home based businesses rose consistently between June of 1999 and June 2001, suggesting that these businesses are gaining a hold in the market and are becoming more integrated into the business to business market. Although their numbers are still very small, catalogue businesses are attending INATS with greater frequency and may prove to be an important segment of the market in years to come. Attendance of specialty stores rose sharply between 1999 and 2000 and then dropped significantly at the June 2001 show. Trends in attendance among wholesalers (as attendees) and independent retailers show a steady drop in attendance.

N **Table 2.2**

(Cross-tabulation of retailer type by date)

			Show dates				
			June, 1999	June, 2000	January, 2001	June, 2001	Total
Retailer type	Undefined	Count	23	63	427	122	635
		Percentage	4.8%	9.7%	100.0%	18.9%	28.9%
	Beauty	Count		2	N/A	2	4
		Percentage		.3%		.3%	.2%
	Catalogue	Count	6	6	N/A	10	22
		Percentage	1.3%	.9%		1.6%	1.0%
	Distributor	Count	6	5	N/A	5	16
		Percentage	1.3%	.8%		.8%	.7%
	Florist	Count		4	N/A	2	6
		Percentage		.6%		.3%	.3%
	Health	Count	2		N/A		2
		Percentage	.4%				.1%
	Home Based	Count	31	66	N/A	77	174
		Percentage	6.5%	10.2%		12.0%	7.9%
	Independent	Count	18	14	N/A	9	41
		Percentage	3.8%	2.2%		1.4%	1.9%
	Interior Design	Count		3	N/A	5	8
		Percentage		.5%		.8%	.4%
	Internet Based	Count		11	N/A	9	20
		Percentage		1.7%		1.4%	.9%
	Resort	Count	1		N/A		1
		Percentage	.2%				.0%
	Specialty	Count	348	442	N/A	386	1176
		Percentage	73.3%	68.0%		59.9%	53.6%
	Tanning	Count	1		N/A		1
		Percentage	.2%				.0%
	Tourist	Count	1	7	N/A	7	15
		Percentage	.2%	1.1%		1.1%	.7%
	Wholesale	Count	38	27	N/A	10	75
		Percentage	8.0%	4.2%		1.6%	3.4%
Total		Count	475	650	427	644	2196
		Percentage	100.0%	100.0%	100.0%	100.0%	100.0%

It will be interesting to see how Internet based businesses develop in the New Age consumer market in comparison to the mainstream market. There are a variety of factors that may have an impact on this segment of the market. For instance, most retailers who sell New Age products are specialty stores and those stores may not be available in all communities. The Internet provides access to those consumers interested in specialty New Age products that are difficult to find. New Age consumers are frequently ~~are~~ looking for a community as ~~a~~ part of their shopping experience, and many internet sites are attempting to replicate that community experience by offering on-line readings, author visits, and other events.

We believe that the New Age market will continue to metamorphosis in years to come. As the movement and it~~'~~s sales grow in new directions, we may see that more and more of the products that our consumers seek can be found in stores that would currently be defined as "mainstream." It will also be important to watch home based businesses. Perhaps the personal appeal of buying a crystal or tarot deck from a neighbor or other local will boost sales for these businesses.

What do retailers carry in their inventory?
As mentioned above, the registration form that was used for data collection presented a number of problems, difference being one.~~.~~ ~~Different registration forms were used at each of the four shows.~~ As a result, while we have data on 20 different product types, attendees were not given the same options on all ~~four~~ four of the registration forms. For instance, at the Florida show “new age” was not product option. The cross-tabulations offered below ~~do, however~~, allow us to examine trends in reported inventory among retailers

At three of the shows “New Age” was a product option, and~~,~~ not surprisingly~~,~~ the majority of retailers reported carrying such products. As table 3.1 illustrates, the proportion of attendees reporting new age products as part of their inventory dropped slightly between 1999 and 2000 and then rose significantly in June 2001. ~~Not surprisingly, a large majority of respondents reported carrying these products in their inventory.~~

Table 3.1

(Retailers that reported having "New Age" products in their inventory)

			New Age		
			Does not carry	Carries	Total
	June, 1999	Count	72	403	475
		Percentage	15.2%	84.8%	100.0%
	June, 2000	Count	105	545	650
		Percentage	16.2%	83.8%	100.0%
	January, 2001	Count	No data	No data	427
	June, 2001	Count	84	560	644
		Percentage	13.0%	87.0%	100.0%
Total		Count	688	1508	2196
		Percentage	31.3%	68.7%	100.0%

When looking at the three shows at which “New Age” was an option on the registration form, on average 85.2% of attendees reported carrying such items. Of the total number of businesses that reported carrying New Age products, 70.6% were Specialty stores, thus buttressing our conclusion that a majority of such products are bought and sold by specialists. The roughly 15% of attendees who did not report carrying such items may be considering New Age products as unique inventory items.

While each show had a different registration form, there were nine product categories offered to attendees at all four shows. The data on these product categories (jewelry, books, music, gifts, sidelines, home furnishings, interior design, home business and video) are useful for examining trends in the market. Below we offer several cross tabulations to examine trends in the reported inventory of these products by retailers.

Table 3.2 illustrates the fluctuation in attendees who reported jewelry as an inventory item. It’s difficult to identify any clear trend here, however it is important to note that jewelry is and will probably continue to be a staple of the market. New Age consumers frequently attribute mystical or healing powers to the crystals, minerals and semi-precious stones that make up the heart of New Age jewelry. The term “power pendant” fits within the jewelry category and is representative of the type of jewelry found in New Age stores. These pendants are frequently worn by consumers and others for their mystical properties and, perhaps, as a way to express one’s identity as being part of New Age movement. ~~Not surprisingly,~~ An average of 47.4% of stores reported carrying jewelry.

Table 3.2

(Retailers that reported having jewelry in their inventory)

			Jewelry		
			Does not carry	Carries	Total
	June, 1999	Count	203	272	475
		Percentage	42.7%	57.3%	100.0%
	June, 2000	Count	380	270	650
		Percentage	58.5%	41.5%	100.0%
	January, 2001	Count	148	279	427
		Percentage	34.7%	65.3%	100.0%
	June, 2001	Count	425	219	644
		Percentage	66.0%	34.0%	100.0%
Total		Count	1156	1040	2196
		Percentage	52.6%	47.4%	100.0%

Gifts were also very popular items. On average~~,~~ across shows, 59.8% of attendees reported having gifts in ~~the~~their inventory. Here, we see a sharp decline in gifts as an inventory item between the 1999 and 2000 shows. The proportion of attendees at the January Florida INATS, which ~~that~~ reported carrying gifts, was the highest at any of the shows. Attendees at the following June show were far less likely to report gifts in their inventory. Among the June Denver attendees, we see a steady downward trend of retailers reporting gifts in their inventory. Still, gifts are clearly a popular inventory item.

Table 3.3

(Retailers that reported having gifts in their inventory)

			Gifts		
			Does not carry	Carries	Total
	June, 1999	Count	133	342	475
		Percentage	28.0%	72.0%	100.0%
	June, 2000	Count	305	345	650
		Percentage	46.9%	53.1%	100.0%
	January, 2001	Count	107	320	427
		Percentage	25.1%	74.9%	100.0%
	June, 2001	Count	337	307	644
		Percentage	52.3%	47.7%	100.0%
Total		Count	882	1314	2196
		Percentage	40.2%	59.8%	100.0%

Table 3.4

(Retailers that reported having books in their inventory)

			Books		
			Does not carry	Carries	Total
	June, 1999	Count	234	241	475
		Percentage	49.3%	50.7%	100.0%
	June, 2000	Count	465	185	650
		Percentage	71.5%	28.5%	100.0%
	January, 2001	Count	143	284	427
		Percentage	33.5%	66.5%	100.0%
	June, 2001	Count	528	116	644
		Percentage	82.0%	18.0%	100.0%
Total		Count	1370	826	2196
		Percentage	62.4%	37.6%	100.0%

Books were also popular items. We will offer a more detailed description of the consumer market below, but for now it is useful to note that New Age consumers are well-educated and are actively seeking enlightenment, and in some cases spiritual transformation. Books are an important part of the average New Agers journey into a land of new religions and philosophies. Self-help books and those that facilitate self-actualization, are also popular. ~~Indeed, v~~Virtually any book that makes one spiritually, psychologically and physically healthier—while not undermining the core values of the movement -- is considered interesting and useful to New Age consumers. Retailers know their customers, and~~, accordingly, ~~ on average, well over a third carry books.

Table 3.5

(Retailers that reported having music in their inventory)

			Music		
			Does not carry	Carries	Total
	June, 1999	Count	238	237	475
		Percentage	50.1%	49.9%	100.0%
	June, 2000	Count	433	217	650
		Percentage	66.6%	33.4%	100.0%
	January, 2001	Count	177	250	427
		Percentage	41.5%	58.5%	100.0%
	June, 2001	Count	480	164	644
		Percentage	74.5%	25.5%	100.0%
Total		Count	1328	868	2196
		Percentage	60.5%	39.5%	100.0%

The trend seen in books is very similar to that of music. There is a steady downward trend among retailers who reported carrying music at the three June shows. ~~and, o~~On average, like books, a little more than a third of respondents reported music in their inventory. At the January show, however, a clear majority reported carrying this popular inventory item.

We see a very similar trend in relation to both video (see table 3.6) and sidelines (see table 3.7).

Table 3.6

(Retailers that reported having video in their inventory)

			Video		
			Does not carry	Carries	Total
	June, 1999	Count	361	114	475
		Percentage	76.0%	24.0%	100.0%
	June, 2000	Count	543	107	650
		Percentage	83.5%	16.5%	100.0%
	January, 2001	Count	309	118	427
		Percentage	72.4%	27.6%	100.0%
	June, 2001	Count	568	76	644
		Percentage	88.2%	11.8%	100.0%
Total		Count	1781	415	2196
		Percentage	81.1%	18.9%	100.0%

Table 3.7

(Retailers that reported having sidelines in their inventory)

			Sidelines		
			Does not carry	Carries	Total
	June, 1999	Count	276	199	475
		Percentage	58.1%	41.9%	100.0%
	June, 2000	Count	488	162	650
		Percentage	75.1%	24.9%	100.0%
	January, 2001	Count	239	188	427
		Percentage	56.0%	44.0%	100.0%
	June, 2001	Count	549	95	644
		Percentage	85.2%	14.8%	100.0%
Total		Count	1552	644	2196
		Percentage	70.7%	29.3%	100.0%

The trend seen in books, sidelines (generally defined as a product that is not book or music), music, and video between the Orlando show and the three held in Denver may be regional. As will be explained in a latter section of this report, a majority of the stores that attended the January show were from Florida. Thus, while it is difficult to say precisely what the cause of the disparity is, books, music, video, and sidelines, may simply be more popular among Florida retailers than those who do business in Colorado and elsewhere. We're hesitant to conclude~~,~~ ~~however,~~ that the trend among the Colorado shows is industry wide, as the frequency with which retailers reported carrying these items does not match up with *New Age Retailer* data (see table 3.8). The *New Age Retailer* data are taken from a December~~,~~ 2001 report in their media kit. The self-~~-~~report of inventory is from roughly 6,000 retailers who sell New Age products.

Table 3.8
(Comparison of reported inventory among New Age Retailer subscribers and INATS attendees)

Product	Measurement	NAR	INATS
AROMATHERAPY	Count	4050	N/A
	Percentage	66.1%	
ANGEL ITEMS	Count	3226	N/A
	Percentage	57.2%	
BOOKS	Count	3846	826
	Percentage	62.8%	37.6%
CANDLES	Count	4398	
	Percentage	71.8%	
FOOD	Count	734	N/A
	Percentage	12.0%	
GREETINGS	Count	3161	N/A
	Percentage	51.6%	
INCENSE	Count	4002	N/A
	Percentage	65.4%	
JEWELRY	Count	4299	1040
	Percentage	70.2%	47.4%
CRYSTALS/GEMS	Count	4016	N/A
	Percentage	65.6%	
MUSIC	Count	3569	868
	Percentage	58.3%	39.5%
ORACLES	Count	1757	N/A
	Percentage	38.7%	
POSTERS/ART	Count	2292	N/A
	Percentage	37.4%	
RITUAL ITEMS	Count	2635	N/A
	Percentage	43.0%	
SPOKEN AUDIO	Count	1785	N/A
	Percentage	29.2%	
T-SHIRTS	Count	1961	N/A
	Percentage	32.0%	
VIDEO TAPES	Count	1718	415
	Percentage	28.1%	18.9%
VITAMINS	Count	435	N/A
	Percentage	7.1%	
OTHER SIDELINES	Count	1845	644
	Percentage	30.0%	29.3%

Most industry experts would agree that *New Age Retailer* subscribers are representative of the total population of retailers that specialize in New Age products. The attendees of INATS appear to be less representative of the national population of stores interested in New Age products, rather they represent the regional population of stores that are interested in New Age products. This is probably the reason that we see significant differences between the proportion of attendees who report carrying certain items and the proportion of *New Age Retailer* subscribers who report carrying those items. Thus, books, jewelry, music, and ~~video tapes~~videotapes were far more popular with *New Age Retailer* subscribers than they were with INATS attendees. Both groups, however, were equally likely to report carrying sidelines.

Are certain products more popular with certain types of retailers?
Now that we have a general understanding of what types of businesses attend INATS and what kinds of products they carry in their inventory, we can determine whether certain types of products are more popular with some types of retailers than others. The cross-tabulations offered below should be particularly interesting to wholesalers wishing to clearly identify their target market.

As we described above, New Age products, gifts, jewelry, books, and music are particularly popular among INATS attendees and *New Age Retailer* subscribers. Below we offer several cross-tabulations which describe the relationship between product categories and specific types of stores.

Table 4.1

(Cross-tabulation of retailer type by New Age product)

			New Age		
			Does not carry	Carries	Total
Retailer type	Undefined	Count	456	179	635
		Percentage	71.8%	28.2%	100.0%
	Beauty	Count	4		4
		Percentage	100.0%		100.0%
	Catalogue	Count	4	18	22
		Percentage	18.2%	81.8%	100.0%
	Distributor	Count	4	12	16
		Percentage	25.0%	75.0%	100.0%
	Florist	Count	3	3	6
		Percentage	50.0%	50.0%	100.0%
	Health	Count		2	2
		Percentage		100.0%	100.0%
	Home Based	Count	64	110	174
		Percentage	36.8%	63.2%	100.0%
	Independent	Count	16	25	41
		Percentage	39.0%	61.0%	100.0%
	Interior Design	Count	8		8
		Percentage	100.0%		100.0%
	Internet Based	Count	2	18	20
		Percentage	10.0%	90.0%	100.0%
	Resort	Count		1	1
		Percentage		100.0%	100.0%
	Specialty	Count	110	1066	1176
		Percentage	9.4%	90.6%	100.0%
	Tanning	Count	1		1
		Percentage	100.0%		100.0%
	Tourist	Count	6	9	15
		Percentage	40.0%	60.0%	100.0%
	Wholesale	Count	10	65	75
		Percentage	13.3%	86.7%	100.0%
Total		Count	688	1508	2196
		Percentage	31.3%	68.7%	100.0%

First, recall that "New Age" was not offered as an option on the registration form for attendees of the January show~~s~~. Among retailers that described their business as "specialty" at the three June shows~~,~~ 90.6% reported carrying New Age products. About 90% of retailers who described themselves as Internet based carried such products. Recall that 85.2% of respondents at the three Colorado shows reported carrying this type of product. Thus, Internet based businesses and specialty stores were somewhat more likely ~~than the average businesses~~ to carry these products. Retailers that defined themselves as "Independent" were significantly less likely ~~than others~~ to report carrying New Age products. For the most part the "undefined" category of businesses should be disregarded, as none of the Florida attendees were asked to define their business on the registration form.

While "Independent" retailers were significantly less likely to report New Age products as part of their inventory, as can be seen in table 4.2 they were significantly more likely ~~that~~ than others to carry gifts. On average across shows, 59.8% of INATS attendees carried gifts, ~~but~~ and 92.7% of Independents reported carry them. Based on the store names given on the registration form, nine of the 38 (23.7%) of respondents that described themselves as "Independent" were ~~book-stores~~bookstores. The names of the remaining Independent retailers did not imply any specific emphasis. Specialty stores (68.6%) and catalogue retailers (77.3%) were significantly more likely than others to report gifts in their inventory. Home based businesses, the second largest category of defined businesses, were far less likely than others to report gifts as part of their inventory.

Table 4.2

(Cross-tabulation of gifts by retailer type)

			Gifts		
			Does not carry	Carries	Total
Retailer type	Undefined	Count	276	359	635
		Percentage	43.5%	56.5%	100.0%
	Beauty	Count	4		4
		Percentage	100.0%		100.0%
	Catalogue	Count	5	17	22
		Percentage	22.7%	77.3%	100.0%
	Distributor	Count	7	9	16
		Percentage	43.8%	56.3%	100.0%
	Florist	Count	2	4	6
		Percentage	33.3%	66.7%	100.0%
	Health	Count	2		2
		Percentage	100.0%		100.0%
	Home Based	Count	155	19	174
		Percentage	89.1%	10.9%	100.0%
	Independent	Count	3	38	41
		Percentage	7.3%	92.7%	100.0%
	Interior Design	Count	8		8
		Percentage	100.0%		100.0%
	Internet Based	Count	7	13	20
		Percentage	35.0%	65.0%	100.0%
	Resort	Count		1	1
		Percentage		100.0%	100.0%
	Specialty	Count	369	807	1176
		Percentage	31.4%	68.6%	100.0%
	Tanning	Count	1		1
		Percentage	100.0%		100.0%
	Tourist	Count		15	15
		Percentage		100.0%	100.0%
	Wholesale	Count	43	32	75
		Percentage	57.3%	42.7%	100.0%
Total		Count	882	1314	2196
		Percentage	40.2%	59.8%	100.0%

As noted in section 3, 47.4% of INATS attendees reported carrying jewelry and 70.2% of *New Age Retailer* subscribers reported carrying this popular inventory item. ~~Below, we see that some types of retailers are more likely than others to carry jewelry.~~ No type of store even approached the proportion reported by *New Age Retailer* subscribers, but specialty stores were somewhat more likely than others to carry these products. By contrast, only 8% of home based businesses reported carrying jewelry.

Table 4.3

(Cross-tabulation of jewelry by retailer type)

			Jewelry		
			Does not carry	Carries	Total
Retailer type	Undefined	Count	329	306	635
		Percentage	51.8%	48.2%	100.0%
	Beauty	Count	4		4
		Percentage	100.0%		100.0%
	Catalogue	Count	10	12	22
		Percentage	45.5%	54.5%	100.0%
	Distributor	Count	9	7	16
		Percentage	56.3%	43.8%	100.0%
	Florist	Count	3	3	6
		Percentage	50.0%	50.0%	100.0%
	Health	Count	2		2
		Percentage	100.0%		100.0%
	Home Based	Count	160	14	174
		Percentage	92.0%	8.0%	100.0%
	Independent	Count	20	21	41
		Percentage	48.8%	51.2%	100.0%
	Interior Design	Count	8		8
		Percentage	100.0%		100.0%
	Internet Based	Count	10	10	20
		Percentage	50.0%	50.0%	100.0%
	Resort	Count		1	1
		Percentage		100.0%	100.0%
	Specialty	Count	547	629	1176
		Percentage	46.5%	53.5%	100.0%
	Tanning	Count	1		1
		Percentage	100.0%		100.0%
	Tourist	Count	6	9	15
		Percentage	40.0%	60.0%	100.0%
	Wholesale	Count	47	28	75
		Percentage	62.7%	37.3%	100.0%
Total		Count	1156	1040	2196
		Percentage	52.6%	47.4%	100.0%

In section 3 we reported that 37.6% of INATS attendees reported carrying books in their inventory and 62.8% of *New Age Retailer* subscribers reported having books in their inventory. Below, we see that those retailers ~~that~~ who did not define themselves and catalogue businesses, were more likely than others to carry books. Recall that Florida attendees were not asked to describe the type of store ~~that~~ they have and thus were categorized as “undefined.” While only 18% of businesses that attended INATS ~~west~~ West in June of 2001 carried books, 66.5% of businesses that attended INATS ~~east~~ East reported carrying them. Additionally, the number of June attendees who reported carrying books dropped by 48.1% between June of 1999 and June of 2001. Nonetheless, there are still certain types of retailers that reported carrying books, an ~~item which~~item, which as we’ll see in section 6 is particularly popular among New Age consumers.

Table 4.4

(Cross-tabulation of books by retailer type)

			Books		
			Does not carry	Carries	Total
Retailer type	Undefined	Count	334	301	635
		Percentage	52.6%	47.4%	100.0%
	Beauty	Count	4		4
		Percentage	100.0%		100.0%
	Catalogue	Count	8	14	22
		Percentage	36.4%	63.6%	100.0%
	Distributor	Count	16		16
		Percentage	100.0%		100.0%
	Florist	Count	6		6
		Percentage	100.0%		100.0%
	Health	Count	1	1	2
		Percentage	50.0%	50.0%	100.0%
	Home Based	Count	165	9	174
		Percentage	94.8%	5.2%	100.0%
	Independent	Count	40	1	41
		Percentage	97.6%	2.4%	100.0%
	Interior Design	Count	8		8
		Percentage	100.0%		100.0%
	Internet Based	Count	10	10	20
		Percentage	50.0%	50.0%	100.0%
	Resort	Count	1		1
		Percentage	100.0%		100.0%
	Specialty	Count	715	461	1176
		Percentage	60.8%	39.2%	100.0%
	Tanning	Count	1		1
		Percentage	100.0%		100.0%
	Tourist	Count	13	2	15
		Percentage	86.7%	13.3%	100.0%
	Wholesale	Count	48	27	75
		Percentage	64.0%	36.0%	100.0%
Total		Count	1370	826	2196
		Percentage	62.4%	37.6%	100.0%

Overall, 39.5% of attendees reported carrying music and 58.3% of *New Age Retailer* subscribers reported music as part of their inventory. Similar to what we have seen with books, the popularity of music has dropped by nearly 50% among INATS West attendees but is very popular among those who attended the East Coast show. Below, we see that those stores who are undefined (most of whom are from the Florida show) were somewhat more likely than the average attendee to carry music as were specialty stores (see table 4.5). Catalogue and tourist businesses were also more likely than others to have music. Independent stores and Internet based businesses were considerably less likely than others to carry music.

Table 4.5

(Cross-tabulation of music by retailer type)

			Music		
			Does not carry	Carries	Total
Retailer type	Undefined	Count	364	271	635
		Percentage	57.3%	42.7%	100.0%
	Beauty	Count	4		4
		Percentage	100.0%		100.0%
	Catalogue	Count	11	11	22
		Percentage	50.0%	50.0%	100.0%
	Distributor	Count	13	3	16
		Percentage	81.3%	18.8%	100.0%
	Florist	Count	5	1	6
		Percentage	83.3%	16.7%	100.0%
	Health	Count	1	1	2
		Percentage	50.0%	50.0%	100.0%
	Home Based	Count	162	12	174
		Percentage	93.1%	6.9%	100.0%
	Independent	Count	31	10	41
		Percentage	75.6%	24.4%	100.0%
	Interior Design	Count	8		8
		Percentage	100.0%		100.0%
	Internet Based	Count	13	7	20
		Percentage	65.0%	35.0%	100.0%
	Resort	Count		1	1
		Percentage		100.0%	100.0%
	Specialty	Count	649	527	1176
		Percentage	55.2%	44.8%	100.0%
	Tanning	Count	1		1
		Percentage	100.0%		100.0%
	Tourist	Count	8	7	15
		Percentage	53.3%	46.7%	100.0%
	Wholesale	Count	58	17	75
		Percentage	77.3%	22.7%	100.0%
Total		Count	1328	868	2196
		Percentage	60.5%	39.5%	100.0%

We offer the same type of cross tabulation for sidelines (see table 4.6). Overall, 29.3% of attendees reported carrying sidelines and 30.0% of *New Age Retailer* subscribers reported carrying sidelines that are not otherwise described in table 3.8. While the popularity of sidelines among INATS west attendees dropped by 47.7% between 1999 and June 2001, 44.0% of the respondents who attended the INATS E~~e~~ast show reported carry them. As can be seen in table 4.6, those businesses which had proportionately low representation at INATS generally do not carry any sidelines while specialty stores, Internet based businesses, and catalogue businesses were slightly more likely than the average attendee or *New Age Retailer* subscriber to carry these items.

Table 4.6

(Cross-tabulation of sidelines by retailer type)

			Sidelines		
			Does not carry	Carries	Total
Retailer type	Undefined	Count	429	206	635
		Percentage	67.6%	32.4%	100.0%
	Beauty	Count	4		4
		Percentage	100.0%		100.0%
	Catalogue	Count	14	8	22
		Percentage	63.6%	36.4%	100.0%
	Distributor	Count	14	2	16
		Percentage	87.5%	12.5%	100.0%
	Florist	Count	6		6
		Percentage	100.0%		100.0%
	Health	Count	1	1	2
		Percentage	50.0%	50.0%	100.0%
	Home Based	Count	166	8	174
		Percentage	95.4%	4.6%	100.0%
	Independent	Count	35	6	41
		Percentage	85.4%	14.6%	100.0%
	Interior Design	Count	8		8
		Percentage	100.0%		100.0%
	Internet Based	Count	13	7	20
		Percentage	65.0%	35.0%	100.0%
	Resort	Count	1		1
		Percentage	100.0%		100.0%
	Specialty	Count	792	384	1176
		Percentage	67.3%	32.7%	100.0%
	Tanning	Count	1		1
		Percentage	100.0%		100.0%
	Tourist	Count	15		15
		Percentage	100.0%		100.0%
	Wholesale	Count	53	22	75
		Percentage	70.7%	29.3%	100.0%
Total		Count	1552	644	2196
		Percentage	70.7%	29.3%	100.0%

It's interesting to note the many varieties of store types reported by attendees. The variety of store types can provide additional niche markets for these wholesalers to target. The recognition of these overlapping markets can contribute to a strategy ~~for~~of expansion for wholesalers in this market.

Are some types of products more popular among retailers in certain states?
As we have seen, respondents from INATS ~~east~~ East were more likely to carry some products than those who attend INATS ~~west~~West. In this section, we will explore the relationship between retailer location and reported inventory. The tables referred to in this section are displayed in appendix 3.

On average, 59.8% of attendees reported carrying gifts. There were a handful of states where 70% or more of INATS attendees reported carrying gifts: Alaska, Alabama, Arizona, Florida, Idaho, Indiana, Louisiana, North Carolina, Nebraska, Rhode Island, South Carolina, Virginia, and Wyoming. Most of these states were underrepresented at INATS. For instance, the mean number of stores attending one of the four INATS from a given state was 43, but Arizona had only four retailers that attended INATS between 1999 and 2001. Most of these states (Alaska, Idaho, Indiana, Louisiana, Nebraska, South Carolina, Virginia and Wyoming) were also underrepresented in comparison to the population distribution of *New Age Retailer* subscribers in those states. Thus, it appears that gifts are most popular in those states where there are relatively few retailers ~~that carry~~carrying New Age or related products.

Variance in Attendance from Show to Show

As one would expect, there is a regional concentration at both INATS West and INATS East, and that concentration is rising. In 1999, 25.8% of 475 stores represented came from Colorado. In 2000, 38.6% of the 650 stores also came from that state, and in June 2001, 42.5% of the 644 stores reported Colorado as home. The ~~first time~~ Orlando show reported 57% of respondents being based in Florida. The growth of the Colorado show is coming from inside the state and, obviously, there is not a comparison to the one Florida show. Significantly, the number of out of state attendees dropped from 554 in June 1999, to 401 in June 2000~~,~~ and 370 in June 2001. The foreign population in June1999 was 26, 15 foreign stores were represented in June 2000, and 30 were represented in June 2001. Nineteen foreign visitors were represented in January 2001.

Timing may have contributed to low attendance at the new Orlando show. The show is the first weekend in January and may have been difficult for buyers to attend so soon after the holidays. The lower attendance at the following Denver Show in June 2001 may have been because some retailers opted to attend Florida at the exclusion of Colorado. The original intention of having a show in Florida was to attract more buyers from the East Coast. However, the only Eastern states that showed higher representation at Florida than at previous Denver shows were Georgia, North Carolina, Virginia, Indiana, ~~and~~ Maine, and Minnesota and that increase was by a very small number.

Table 5.1
(Repeat attendance)

Show Dates	**Repeat attendance by show**
Jun 99 and Jun-00	**134**
Jun-00 and Jun-01	**158**
Jun-99 and Jun-01	**95**
Jun-99 and Jan-01	**37**
Jun-00 and Jan 01	**50**
Jun-01 and Jan 01	**34**
Jun 99 and Jun 00, Jun 01	**72**
Jun 99 and Jun 00, Jan 01	**13**
Jun 00 and Jan-01, Jun 01	**10**
All Four Shows	**11**
Total repeats	**358**

Table 5.2
(Foreign attendance)

Country	June, 1999	June, 2000	January, 2001	June, 2001
Australia	1	1		3
Brazil	2			
Canada	10	8	6	15
Caribbean			1	
Chile			1	
China			1	
Costa Rica			1	
England	4	2	6	1
France	1			
Germany	2	1		2
Hong Kong			1	
Ireland			1	3
Japan	2	1		2
Mexico	1			
New Zealand	1			1
Panama	1	1		
Peru			1	
Puerto Rico				1
South Africa	1			
Spain				1
Venezuela		1		
Virgin Islands				1
Totals	26	15	19	30

Comparison to New Age Retailer

As mentioned above, *New Age Retailer*, a trade journal targeted to the same market, provided us with some of their data including a geographic breakdown of subscribers. *New Age Retailer* has a controlled circulation of over 6,000 stores. The *New Age Retailer* data are from December of 2000 and are compared with INATS data from June of that year and January of 2001 (see table 4.1).

Table 6.1

STATE	Measurement	June, 2000	January, 2001	NAR (December, 2000)
Arizona	Number	1	2	181
	Percentage	0.2%	0.5%	3.0%
California	Number	52	10	795
	Percentage	8.0%	2.3%	13.2%
Colorado	Number	249	8	291
	Percentage	38.3%	1.9%	4.8%
Florida	Number	17	247	486
	Percentage	2.6%	57.8%	8.0%
Georgia	Number	3	12	130
	Percentage	2.8%	0.5%	2.2%
Illinois	Number	18	5	173
	Percentage	2.8%	1.2%	2.9%
Indiana	Number	3	5	105
	Percentage	0.5%	1.2%	1.7%
Massachusetts	Number	8	9	201
	Percentage	1.2%	2.1%	3.3%
Michigan	Number	11	10	227
	Percentage	1.7%	2.3%	3.8%
New Jersey	Number	9	6	141
	Percentage	1.4%	1.4%	2.3%
New Mexico	Number	19	0	102
	Percentage	2.9%	0.0%	1.7%
New York	Number	18	18	367
	Percentage	2.8%	4.2%	6.1%
North Carolina	Number	4	8	144
	Percentage	0.6%	1.9%	2.4%
Ohio	Number	11	0	210
	Percentage	1.7%	0.0%	3.5%
Oregon	Number	11	0	142
	Percentage	1.7%	0.0%	2.4%
Pennsylvania	Number	10	0	226
	Percentage	1.5%	0.0%	3.7%
Texas	Number	24	4	264
	Percentage	3.7%	0.9%	4.4%
Virginia	Number	7	11	130
	Percentage	1.1%	2.6%	2.2%
Washington	Number	7	3	201
	Percentage	1.1%	0.7%	3.3%
Wisconsin	Number	10	2	119
	Percentage	1.5%	0.5%	2.0%

When we compare state representation of INATS buyer data with similar data from *New Age Retailer*, all of which were gathered within a seven-month period, we see several notable differences. For instance, in December of 2000 *New Age Retailer* reported 795 California subscribers, which represented (13.2% of their subscribers.~~while there~~ Looking at the June 2000 show we see only 52, or 8% of the attendees~~,~~ were from California. ~~who attended INATS in June of that year and~~ In January 2001 only 10 Californians attended, representing 2.3% of the total attendees~~that attended in January of 2001~~. Similarly, 38.6% of the INATS attendees came from Colorado in June of 2000, but at that time, Colorado made up only 4.8% of *New Age Retailer* subscribers.

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At the January 2001 show in Florida, we see that 249 Florida retailers attended, which was 57% of the total attendance. *New Age Retailer* shows 486 subscribers from that state, or 12.4% of their total subscription as of 12/19/00.

The huge disparity between *New Age Retailer* subscribers and INATS attendees in 2000 confirms that the INATS population is not geographically representative of the total population of New Age retailers. The inconsistency in the populations suggest that a large percentage of New Age retailers do not have the resources, or they do not value the show enough to invest in the travel and lodging expenses. Those expenses, combined with the convenience of Internet and wholesale catalogue purchasing, may cause some retailers to shy from attendance.

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A note on repeat attendance among exhibitors
Finally, we report some data on wholesalers who attended the June 2000 show in Colorado. In June 2000, 247 wholesalers exhibited at INATS. In June 2001, there were 250 exhibitors and 141 were repeats from June 2000, while only 91 of the June 2000 wholesalers exhibited at the January Orlando show. Of the 203 exhibitors at the January 2001 show, 120 went to the following show in Denver. A total of 74 wholesalers attended all four shows. So, even though the number of wholesalers represented is relatively small, wholesalers often find INATS profitable enough to return.

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A Look at the New Age Consumer Market

The data in this section are drawn from magazines that target New Age consumers. The magazines include *Body and Soul*, *Spirituality and Health* and *Magical Blend*. Each of the magazines have conducted reader surveys in recent years in order to provide potential advertisers with readership profiles. By looking at the data from these three magazines, we can come to a better understanding of the consumers that make up the market.

As stated above, the term “New Age” has been controversial and undefined since it~~'~~s inception. There is, we believe, a significant population of people that embrace a New Age lifestyle of health and spirituality before materialism and technology. This population also embraces what we consider to be New Age values of environmentalism, feminism, multiculturalism and a commitment to greater social awareness.~~,~~ Some authors have called a group that fits these characteristics “Cultural Creatives” and have noted that New Agers represent a relatively small segment of that broader population. Sociologist Paul Ray refers to New Agers as “transitory” or/and “newbees” (taped INATS seminar, June 2000) because they are still new to spirituality. The authors miss the point that many of those who have labeled themselves, or been labeled New Age have now been around for more than 30 years. These people are hardly new to spiritual and social movements and indeed many are seasoned activists and committed worshipers. Regardless of what we call this group, what’s important for the average reader is that they share some important characteristics that need to be understood in order to understand what they buy, how they buy, and why they buy.

Let’s start with the basics: The average age is in the late forties and a clear majority (about 75%) are women. They are an affluent group averaging about $80,000 per year in household income. They are ~~well-educated~~well educated, about 85% attended college and roughly 70% have a BA or greater. Many are managers, professionals and/or business owners.

Is group of “baby boomers” took much of what they learned in the late sixties and early to mid seventies and incorporated it into their lives. They taught their children about feminism, environmentalism, and civil rights. They have made and continue to make an effort to maintain and teach these core beliefs. Many, if not most, have been involved in local and national politics--from the PTA to the Green Party. They love culture and travel. Healthy gourmet food is popular, especially if it’s from an “exotic” land.

Far more important than their age, socioeconomic status, or level of education, ~~it~~ are their values, which ~~that~~ explain what they buy and why they buy. Thus, one magazine reported that 78% of survey respondents ~~started~~stated that ethical considerations influence their investing, and 29%

stated that they invest in socially conscious funds. About 90% reported making ~~a~~ donations to non-profit groups and other causes, many of which act to preserve and advance the values ~~—~~and core beliefs that guide decision making~~—~~ of New Agers. Environmental, ~~groups, animal rights~~animal rights, and civil rights groups are all popular among ~~this group~~New Agers. A majority reported paying more for environmentally friendly products.

These people are active readers and learners. On average, they purchase more than 20 books a year. Most report having purchased books on alternative healthcare, self-help and about 80% have bought books on spirituality. They also attend workshops and purchase videos and music on self-help. Most report listening to New Age music.

A little less than half report using the Internet to make a purchase, and most use at least some~~-~~mail order to make purchases. This is not surprising given that many of the products and services that they are interested in may not be readily available at local stores. The degree to which larger and more mainstream stores carry New Age products has a significant impact in the market and, in particular, small stores that could be put out of business by chain store competition.

More than anything, New Agers love health! That means physical, mental and spiritual health—hence the buzzword “holistic” or “holistic living.” Organic food is popular, virtually all of them use vitamins and/or herbal supplements, and most exercise regularly. The way they go about achieving health is different than other segments of the population. About 80% reported using an alternative healthcare practitioner. Aromatherapy, energy healing and acupuncture are all popular methods of staying healthy or getting healthier. Most would like a simpler lifestyle and believe that this will make them healthier.

A Comparison of Consumer and Retailer Buying Trends
The overriding theme for consumers in this market is the blending of mind, body, and spirit. Products purchased for this theme are most often health and/or educational products.

~~Walking around~~ At INATS the ~~store owner~~storeowner is offered an abundance of products that in some way contribute to integration of mind, body, and spiritual healing. More than just adornment, jewelry can be used to promote healing. Aromatherapy comes in a huge variety of products including candles, essences, and cards. Home décor items, such as feng shui products, enhance the health of the home and garden. Music is important for healing, meditation, and peace of mind. Books cover ~~all of~~ the subjects about spirituality, self-help, and healing. Instruction videos cover meditation techniques, paranormal phenomena, and a host of other subjects.

Many of these specialty stores play an important role in New Age communities. They represent a gathering point for consumers. Most of the stores have message boards where locals can advertise workshops, services, and actions. Many store owners give up valuable floor space for workshops, esoteric readings, and healing practices to ensure that the New Age community has a reason to come into the store. These events can be catalysts for purchases from the store.

Conclusion

INATS is an important gathering place for New Age businesses to learn about new products, network with peers, and attend business seminars directed to this special market. We also see that while the number of exhibitors continues to grow, attendance is declining and becoming more regionalized.

The atmosphere, special events, and physical amenities are very different between Orlando and Denver. The Denver Market is intimate, and there is generally a good variety of well-prepared food, and the costs are reasonable. In contrast, the Orlando Convention Center is enormous with several conventions occurring at the same time, therefore, the center does not have the intimate appeal of Denver, food choices in the center are extremely limited, and related expenses are higher.

The January 2002 show was combined with the Orlando Gift Show in an attempt to increase attendance. Although we were unable to obtain specifics to add to this study, the casual feedback from exhibitors was that combining the shows was financially advantageous. There were complaints by a few exhibitors that the inclusions of the neighboring gift show attendees diluted the feeling of community that was an important purpose for exhibiting at INATS.

As mentioned at the beginning of this report, the instruments for compiling this report were not developed specifically for the purpose of analyzing the New Age market. We would like to see a research instrument employed that could more effectively identify who is attending these shows, what products they are looking for, and what will bring them back. We feel it's important for the understanding of the direction of the New Age community to continue to track the exhibitors and attendees at INATS. This segment of the market represents a significant financial resource with a unique spiritual approach to business that is important for our communities.

~~Finally, we believe that this market as a whole will continue to metamorphosis in the years to come. Many have already been critical of the name "New Age" as the name of for this movement and group of businesses. As the this movement and it's sales moveshift into new directions, we may see that more and more of the products that our consumers seek can be found in stores that would currently be defined as "mainstream."~~

~~Secondly, there are inherent problems with the self-report approach to data collection. For instance, respondents may interpret store type categories differently. For one person a "specialty store" could mean a book storebookstore and to another person it may indicate a gift store. Third, the categories were ill-definedill defined. For instance, we have no way of knowing whether the store category "specialty" was interpreted in the same way by all respondents or whether all respondents would reliably code a given product as "New Age." Despite these shortcomings the findings reported here are significant to the industry and are drawn from one of the few precious sources of data available for the Business to Business New Age Market.~~

~~**Show Dates**~~	~~**Repeat attendance by show**~~	~~**Arizona**~~	~~**California**~~	~~**Colorado**~~	~~**Florida**~~	~~**Texas**~~	~~**New Mexico**~~	~~**New Jersey**~~
~~**Jun 99 and Jun-00**~~	~~134~~		~~5~~	~~13~~		~~4~~	~~2~~	
~~**Jun-00 and Jun-01**~~	~~158~~		~~16~~	~~84~~		~~1~~	~~5~~	~~2~~
~~**Jun-99 and Jun-01**~~	~~95~~		~~1~~	~~5~~		~~1~~		
~~**Jun-99 and Jan-01**~~	~~37~~				~~5~~	~~1~~		~~1~~
~~**Jun-00 and Jan 01**~~	~~50~~	~~1~~	~~1~~	~~1~~	~~7~~			~~1~~
~~**Jun-01 and Jan 01**~~	~~34~~		~~1~~	~~2~~	~~3~~	~~4~~		~~1~~
~~**Jun 99 and Jun 00, Jun 01**~~	~~72~~		~~7~~	~~22~~			~~2~~	~~2~~
~~**Jun 99 and Jun 00, Jan 01**~~	~~13~~			~~2~~	~~1~~			~~2~~

~~Jun 00 and Jan-01, Jun 01~~	~~10~~			~~4~~	~~2~~			
~~All Four Shows~~	~~11~~		~~1~~		~~4~~			
~~Total repeats~~	~~358~~	~~1~~	~~32~~	~~133~~	~~22~~	~~11~~	~~9~~	~~9~~

~~**Table 2.4**~~
~~(Product Category by Date cross-tabulation)~~

~~**PRODUCT**~~	~~**MEASURMENT**~~	~~**June, 1999**~~	~~**June, 2000**~~	~~**January, 2001**~~	~~**June, 2001**~~
~~**Jewelry**~~	~~Count~~	~~272~~	~~270~~	~~279~~	~~219~~
	~~Percentage~~	~~57.30%~~	~~41.50%~~	~~65.30%~~	~~34%~~
~~**Books**~~	~~Count~~	~~241~~	~~185~~	~~284~~	~~116~~
	~~Percentage~~	~~50.70%~~	~~28.50%~~	~~66.50%~~	~~18%~~
~~**Music**~~	~~Count~~	~~237~~	~~217~~	~~250~~	~~164~~
	~~Percentage~~	~~49.90%~~	~~33.40%~~	~~58.50%~~	~~25.50%~~
~~**Gifts**~~	~~Count~~	~~342~~	~~345~~	~~320~~	~~307~~
	~~Percentage~~	~~72%~~	~~53.10%~~	~~74.90%~~	~~47.70%~~
~~**Sidelines**~~	~~Count~~	~~199~~	~~162~~	~~188~~	~~95~~
	~~Percentage~~	~~41.90%~~	~~24.90%~~	~~44.0%~~	~~14.80%~~
~~**Video**~~	~~Count~~	~~114~~	~~107~~	~~118~~	~~76~~
	~~Percentage~~	~~24%~~	~~16.50%~~	~~27.60%~~	~~11.80%~~
~~**New Age**~~	~~Count~~	~~403~~	~~545~~	~~N/A~~	~~560~~
	~~Percentage~~	~~84.8%~~	~~83.8%~~	~~N/A~~	~~87.0%~~