

Mark's Work Wearhouse And The Bottom Line: Canadians Love Their Jeans



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MARK'S WORK WEARHOUSE AND THE BOTTOM LINE: CANADIANS LOVE THEIR JEANS

***CANADIAN (87%) CLOSETS HOLD AT LEAST THREE PAIRS OF JEANS, ON
AVERAGE -ONE-IN-FOUR CANADIANS(23%) OWN SIX OR MORE PAIRS
OF JEANS***

***FIT (40%) IS THE MOST IMPORTANT FACTOR FOR CANADIANS WHEN
THEY BUY JEANS***

Toronto, Ontario – According to a recent survey conducted by Ipsos-Reid on behalf of Mark's Work Warehouse, most Canadian own at least one pair of jeans (87%). Fully one-in-four (23%) claim to own six or more pairs of jeans, while fewer than one-in-ten own just one pair (9%).

The fit of the jeans is the factor considered by the most Canadians (40%) when they are shopping for jeans. To a significantly lesser extent, price and style (11% and 10% respectively) also play some role when Canadians are shopping for jeans. The brand (4%), fabric (4%) and being something different (1%) are important to fewer Canadians when they are shopping for jeans.

These are the findings of an Ipsos-Reid poll conducted between July 9th and July 11th, 2002. The poll is based on a randomly selected sample of 1,002 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.2 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted

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to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

One-In-Four (23%) Own Six Or More Pairs Of Jeans

Most Canadians (87%) own at least one pair of jeans. While one-in-four Canadians (23%) own six or more pairs of jeans, only 9% own just one pair of jeans. In fact, on average, Canadians have more than three pairs of jeans in their closets.

- Regionally, those living in Atlantic Canada and Alberta (30% and 29% respectively) are most likely to own multiple pairs (six or more) of jeans. In contrast, Canadians living in Quebec own fewer jeans (only 14% owns six or more pairs of jeans).
- Men (90%) are more likely than women (84%) to own at least one pair of jeans. However, on average, those men and women who do own jeans own, on average, a similar numbers of pairs.
- Not surprisingly, younger Canadians between the ages of 18-34 (97%) are significantly more likely to own at least one pair of jeans than older Canadians over the age of 55 (77%). Similarly, the number of pairs of jeans owned declines with age. One-in-three (35%) Canadians aged 18 to 34 own six or more pairs of jeans, compared to 10% of Canadians over 55 years old. However, even among those over 55 years, fully two-thirds own at least one pair of jeans.
- Canadians from high (\$60K+) income households are more likely to own at least one pair of jeans (93%) than Canadians from low (<\$30K) income households (80%).



Fit is the most important factor for Canadians when they are shopping for jeans

The fit of the pants (40%) is the key factor for most Canadians when they are shopping for jeans. To a significantly lesser extent, price and style (11% and 10% respectively) also play a role when Canadians are shopping for jeans. The brand (4%), fabric (4%) and being something different (1%) are important to fewer Canadians when they are shopping for jeans.

- Significantly fewer Quebecois care about the “fit” of their jeans (19%) than other Canadians, but are more likely to find the style (14%) and fabric (9%) to be important than Canadians living elsewhere.
- The fit of jeans is significantly more important to women (44%) than men (37%). Similarly, fabric is also more important for women (6% versus 3%). In contrast, men are more concerned with price (14%) and brand (7%) than are women (9% and 2% respectively).
- Middle age Canadians (35 to 54) are more likely to consider the fit of their jeans (47%) than are either younger or older jean shoppers. Price is also slightly more important to this age group (14%).
- Younger Canadians, between the ages of 18-34, find style (17%) to be significantly more important than any other age group.
- More Canadians over the age of 55, mention fabric (8%) as important than any other age group.
- Similarly, Canadians living in middle (\$30K-\$59K) and high income (\$60K+) households find the fit of the jeans to be more important (42% and 46% respectively), than Canadians living in low income (<\$30K) households (30%).



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