

WHAT'S THE BETA ON CLIMBERS?

OIA | CONSUMERVUE






Source: 2014 outdoor consumer segmentation study conducted by Outdoor Industry Association

Both indoor and outdoor climbers seek social interaction and cultural engagement in the world around them. These influencers make them more likely to show up to events like retail store happy hours, than interact with a retailer on Facebook. The thrill factor is a climber's greatest motivation and reaching that level requires the right gear, which elevates their spend significantly, putting these chalk-handed dirtbags at the top of the retail opportunity wall.

INDOOR CLIMBERS
OUTDOOR CLIMBERS

DEMOGRAPHICS

Climbers make up 15% of the U.S. outdoor consumer population and 65% of them are between the ages 18-34.

	 GENDER	 MEDIAN AGE	 ARE MARRIED	 HAVE KIDS AT HOME	 LIVE IN CITY CENTER OR OUTSKIRTS
INDOOR	MALE 58% FEMALE 42%	30	62%	68%	55%
OUTDOOR	MALE 67% FEMALE 33%	31	63%	66%	48%

Both indoor and outdoor climbers most closely relate to ConsumerVue's...



Click on the segment to learn more.

A RETAILER'S DREAM

The importance of engaging in human interaction is why 84% of climbers prefer to shop at brick and mortar locations. 29% of climbers only shop at outdoor specialty and branded stores (REI, The North Face, Neptune Mountaineering).

CLIMBERS LOOK TO RETAILERS TO PROVIDE THE FOLLOWING...

INSPIRES ME TO GET OUTDOORS



INSPIRES ME TO PARTICIPATE IN NEW OUTDOOR ACTIVITIES



OFFERS CLASSES FOR BEGINNERS

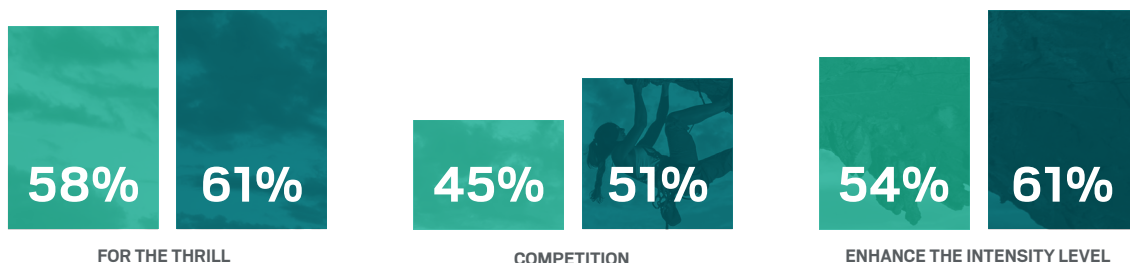


OFFERS RENTAL EQUIPMENT



THE WHY BEHIND THE CLIMB

58% of climbers view themselves as being very driven people, citing they climb and train for the thrill, competition and intensity of the sport.



HEY BIG GEAR-SPENDER

Climbers' willingness to invest in highly technical gear makes them one of the top outdoor spenders. This segment spends on average \$1,258 more than the average U.S. outdoor consumer on outdoor apparel, footwear, equipment and gadgets/electronics annually.



APPAREL

INDOOR CLIMBERS \$347
OUTDOOR CLIMBERS \$360
AVG. CONSUMER \$137



FOOTWEAR

INDOOR CLIMBERS \$280
OUTDOOR CLIMBERS \$307
AVG. CONSUMER \$123



EQUIPMENT

INDOOR CLIMBERS \$308
OUTDOOR CLIMBERS \$362
AVG. CONSUMER \$122



GADGET/ELECTRONICS

INDOOR CLIMBERS \$248
OUTDOOR CLIMBERS \$303
AVG. CONSUMER \$81

*/^ denotes values higher/lower than all outdoor consumers at a 95% level of confidence.