OIA | CONSUMERVUE

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

TRADITIONAL VS NON-TRADITIONAL OUTDOOR ACTIVITIES

Today's generation of outdoor consumers are social and diverse in their outdoor pursuits.

TRADITIONAL OUTDOOR CONSUMERS 🟩
NON-TRADITIONAL OUTDOOR CONSUMERS 🟨

OUTDOOR CONSUMERS

TRADITIONAL OUTDOOR CONSUMERS, those who have participated in at least one traditional outdoor activity within the past 12 months, are younger, more established and have an even male/female split, unlike non-traditional consumers which skew female.

	MALE	FEMALE	MEDIAN AGE	ARE MARRIED	HAVE KIDS
TRADITIONAL OUTDOOR CONSUMERS	50%	50%	39	56%	45%
NON-TRADITIONAL OUTDOOR CONSUMERS	44%	56%	50	44%	21%

TRADITIONAL OUTDOOR CONSUMERS ARE MORE LIKELY TO BE IN THE FOLLOWING SEGMENTS:

THE ACHIEVER

OR

THE OUTDOOR NATIVE

OR

THE ATHLEISURIST

NON-TRADITIONAL OUTDOOR CONSUMERS MORE LIKELY TO BE IN THE FOLLOWING SEGMENTS:

THE URBAN ATHLETE

OR

THE SIDELINER

OR

THE COMPLACENT

ACTIVITIES

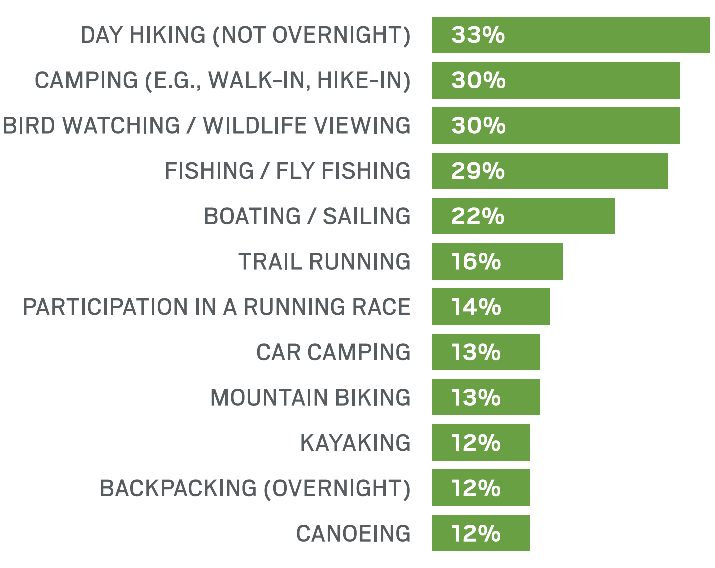
87% of outdoor consumers said they participated in both traditional and non-traditional activities in the past year.**

TRADITIONAL ACTIVITIES PARTICIPATED IN WITHIN THE LAST YEAR:

62%
SWIMMING

40%
RUNNING / JOGGING (OUTDOORS)

37%
BICYCLING (ROAD / PAVED)

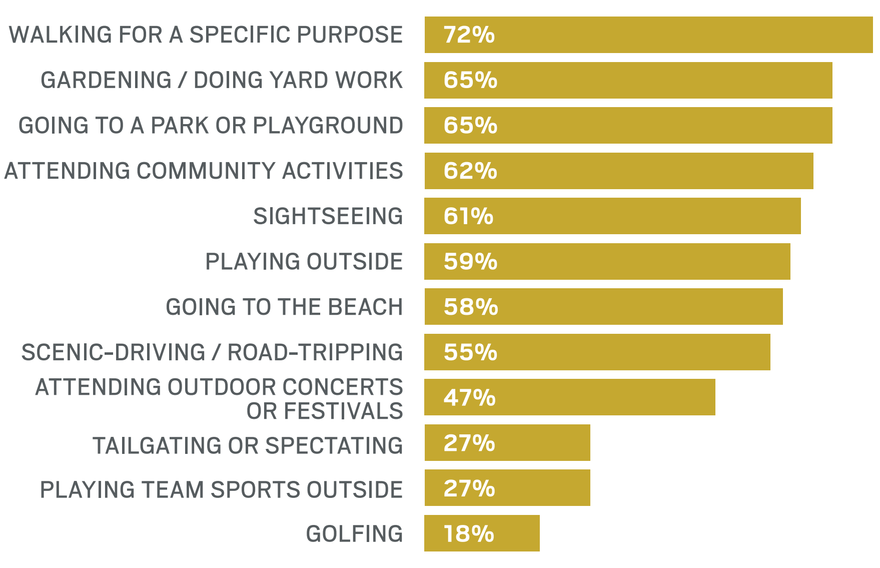


NON-TRADITIONAL ACTIVITIES PARTICIPATED IN WITHIN THE LAST YEAR:

79%
RELAXING OUTSIDE

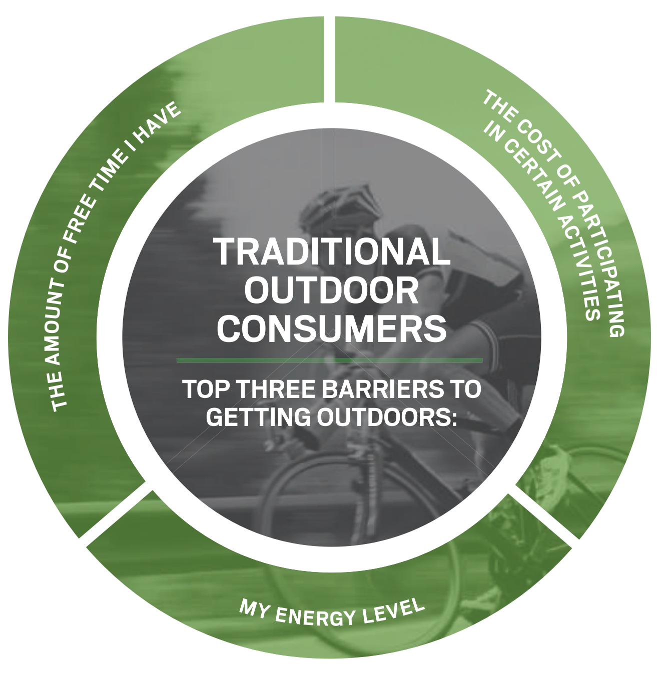
74%
BARBECUING OR PICNICKING

74%
WALKING FOR ENJOYMENT



PARTICIPATION

Traditional outdoor consumers are less likely than non-traditional ones to participate in outdoor activities by themselves (18% vs 34%). Non-traditional outdoor consumers have more physical barriers to participation, while barriers for traditional consumers are more functional in nature.



ATTITUDES

Traditional outdoor consumers are more likely to:

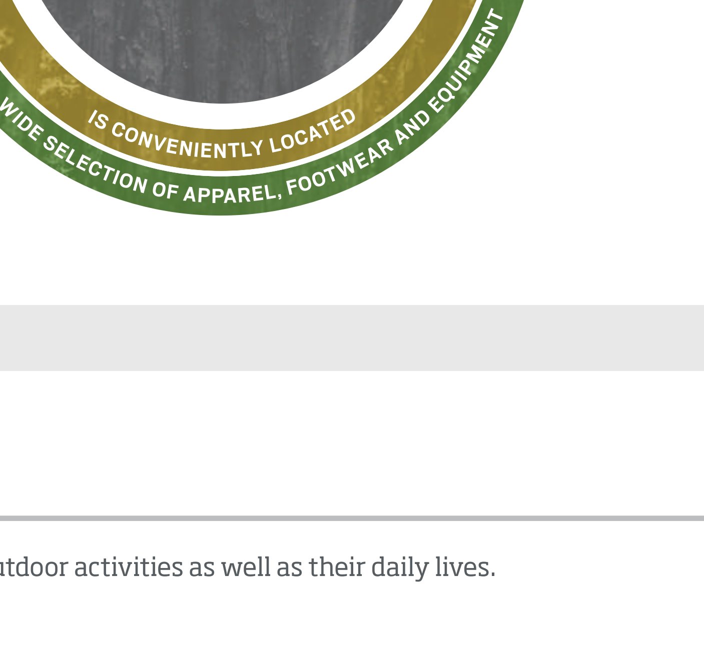
- HAVE A WIDE **SOCIAL CIRCLE** AND A VERY ACTIVE SOCIAL LIFE
- USE THEIR TIME OUTSIDE TO **SOCIALIZE** WITH FRIENDS OR FAMILY
- BE INTERESTED IN **TRYING NEW** OUTDOOR ACTIVITIES
- TRY A LOT OF **DIFFERENT** ACTIVITIES RATHER THAN SPECIALIZE IN ONE OR TWO
- **COMBINE** SEVERAL DIFFERENT OUTDOOR ACTIVITIES INTO ONE TRIP OR OUTING

SHOPPING

As you would expect, traditional outdoor consumers spend more annually on outdoor apparel, footwear, equipment and electronics than non-traditional consumers ($504 vs $140).

TRADITIONAL OUTDOOR CONSUMERS ARE MORE LIKELY THAN NON-TRADITIONAL TO:

PRICE AND CONVENIENCE ARE KEY RETAILER ATTRIBUTES FOR NON-TRADITIONAL CONSUMERS, WHILE SELECTION IS IMPORTANT TO TRADITIONAL OUTDOOR CONSUMERS.



TECHNOLOGY

Traditional consumers are heavier users of technology, both in their outdoor activities as well as their daily lives. They are more likely to:

- 70% VS 46% USE SMARTPHONE APPS ON A WEEKLY BASIS
- 77% VS 60% USE SOCIAL NETWORKING SITES
- 13% VS 3% USE SMARTPHONES TO ENHANCE OUTDOOR ACTIVITIES

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*/^ denotes values higher/lower than all outdoor consumers at a 95% level of confidence.
** To view the full list of traditional and non-traditional activities we surveyed, download the consumer segmentation full report here.