

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

HOW OUTDOOR CONSUMERS USE TECHNOLOGY

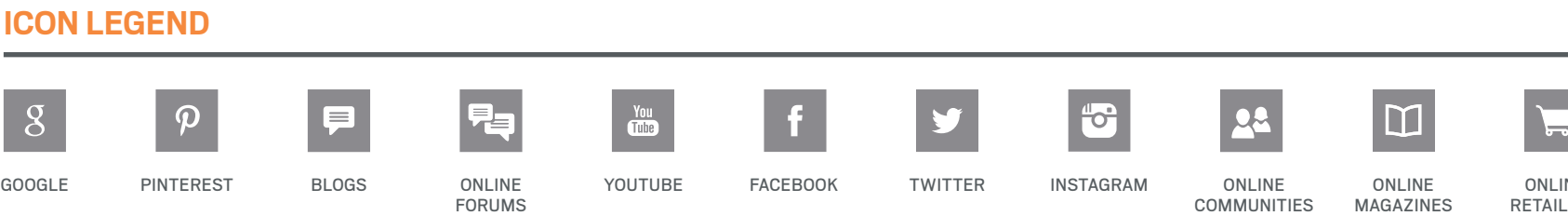
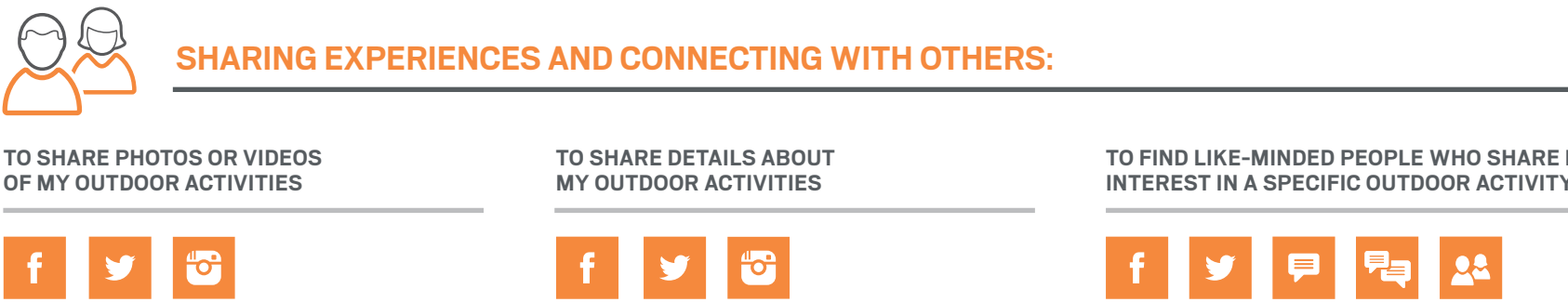
For the majority of U.S. outdoor consumers, technology plays a strong role in outdoor-related research, purchases, performance, engagement and discovery. So much so that it accounts for 18% of the average annual outdoor product spend.

TECHNOLOGY SPEND

With the strongest affinity towards technology in all aspects of their lives, The Achiever and The Urban Athlete spend more on gadgets and electronics than the average outdoor consumer.



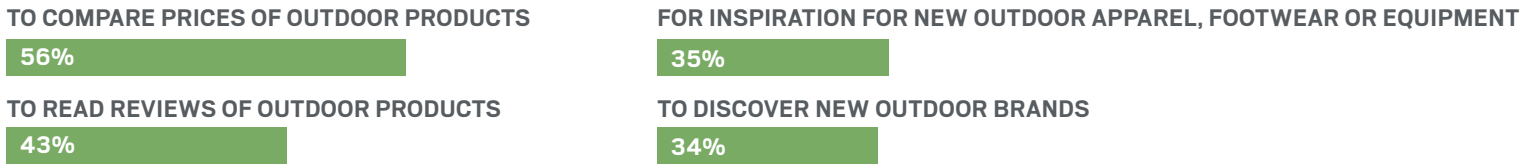
TECHNOLOGY USAGE



ONLINE SHOPPING

More than half (51%) of U.S. outdoor consumers who shopped for outdoor apparel, footwear or equipment within the past 6 months did so online.

33% OF OUTDOOR CONSUMERS VISIT ONLINE RETAILERS ON A REGULAR BASIS FOR THE FOLLOWING REASONS:



19% OF OUTDOOR CONSUMERS BROWSE/RESEARCH IN A STORE AND BUY ONLINE (I.E. SHOWROOMING)



27% OF OUTDOOR CONSUMERS BROWSE/RESEARCH ONLINE AND BUY IN A STORE (I.E. WEBROOMING)



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