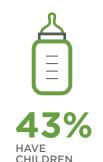
WOMEN **OUTDOOR CONSUMERS**

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

Women make up half of all U.S. outdoor consumers, yet opportunities to tap into their distinct attitudes and behaviors outdoor have generally been untapped.









MORE LIKELY TO BE IN THE FOLLOWING SEGMENTS:



ATHLEISURIST



SIDELINER



COMPLACENT

ATTITUDES





IS AN IMPORTANT PART OF OUTDOOR

RECREATION



WILL NEVER

PARTICIPATE IN OUTDOOR **ACTIVITIES AT EXTREME LEVELS**



FEEL IT'S IMPORTANT TO MAINTAIN SOME LEVEL OF COMFORT WHEN OUTDOORS



PREFER TO PARTICIPATE IN SHORTER OUTDOOR **ACTIVITIES THAN** THOSE THAT LAST **HOURS**



FEEL EXPERIENCES ARE MUCH MORE **IMPORTANT THAN** ACQUIRING PRODUCTS



ARE MAKING A STRONG COMMITMENT TO A HEALTHIER LIFESTYLE

ACTIVITIES

Although women participated in fewer traditional activities than men, they were equal to men in their participation in non-traditional outdoor activities.

AVERAGE NUMBER OF OUTDOOR ACTIVITIES IN PAST 12 MONTHS





TOP TRADITIONAL ACTIVITIES

participate in more than men.

WOMEN PARTICIPATE IN:







TOP TRADITIONAL ACTIVITIES WOMEN ARE INTERESTED IN DOING IN THE FUTURE:





SWIMMING





RUNNING/JOGGING

Swimming is the only traditional activity that women

Women want to participate in bird watching/wildlife viewing in the future to a greater extent than men.

PARTICIPATION





Women are more likely than men to participate in outdoor activities with their spouse/significant other.



51%* 42%

Women are less likely to participate in outdoor activities

35%° 6 42%



SHOPPING

Women spend \$334^ annually on outdoor apparel, footwear, equipment and electronics compared to men who spend \$599. When it comes to purchasing outdoor products, women look for quality, comfort and value. They are not interested in technical product features.



THEY ARE LESS LIKELY THAN **MEN TO PAY MORE FOR:**

HIGHLY TECHNICAL

MAKES ME LOOK ATHLETIC

BRAND THAT ALIGNS WITH MY PERSONAL VALUES

27%

IN RETAIL, WOMEN ARE MORE LIKELY THAN MEN TO PRIORITIZE THE FOLLOWING FEATURES:

HAS SPECIALS OR SALES



RETURNS ON THEIR WEBSITE 48%

HAS AN ENVIRONMENT I FEEL COMFORTABLE AND WELCOME IN 44%



MORE LIKELY TO HAVE SHOPPED ONLY AT BRICK AND MORTAR FOR OUTDOOR PRODUCTS LESS LIKELY TO BE MULTI-CHANNEL SHOPPERS

COMPARED TO MEN, WOMEN ARE...

TECHNOLOGY

Women are active online and use social media to share their outdoor activities and shop for products.

SOCIAL NETWORKING SITES ON A WEEKLY BASIS







THEY ARE MORE LIKELY THAN MEN TO USE PINTEREST AND FACEBOOK BUT LESS LIKELY TO USE YOUTUBE AND TWITTER

OUTDOOR ACTIVITIES

USE FACEBOOK FOR SHARING PHOTOS/VIDEOS OF **USE ONLINE FORUMS** TO COMPARE PRICES OF **OUTDOOR PRODUCTS**