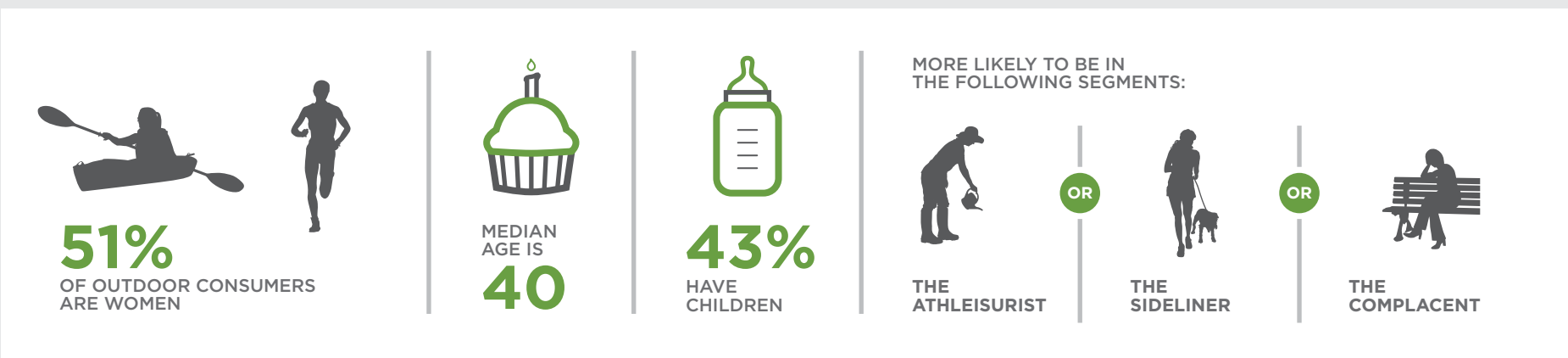


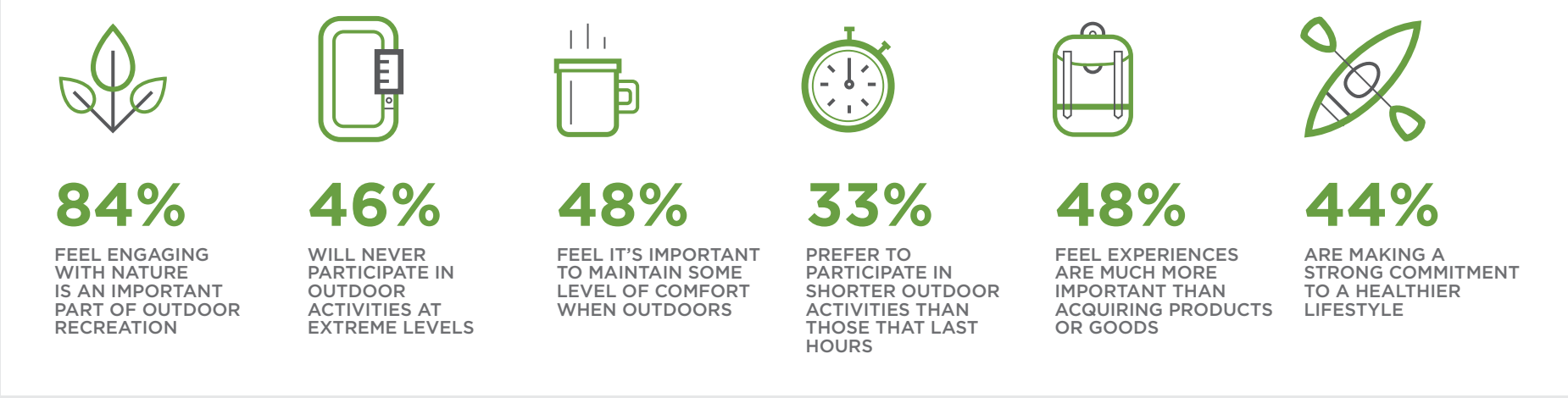
Source: 2014 outdoor consumer segmentation study  
conducted by Outdoor Industry Association

# WOMEN OUTDOOR CONSUMERS

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.



## ATTITUDES



## ACTIVITIES

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

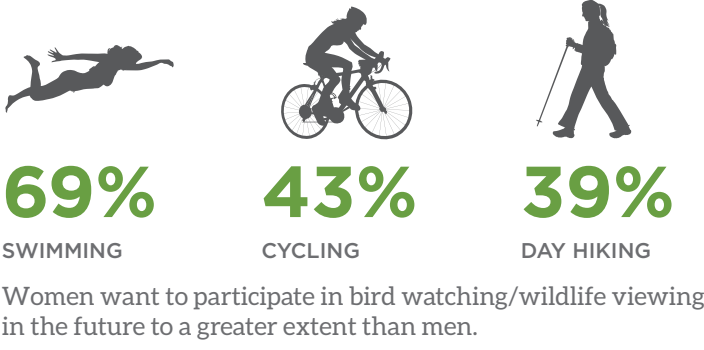
AVERAGE NUMBER OF OUTDOOR ACTIVITIES IN PAST 12 MONTHS



TOP TRADITIONAL ACTIVITIES  
WOMEN PARTICIPATE IN:



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



## PARTICIPATION



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

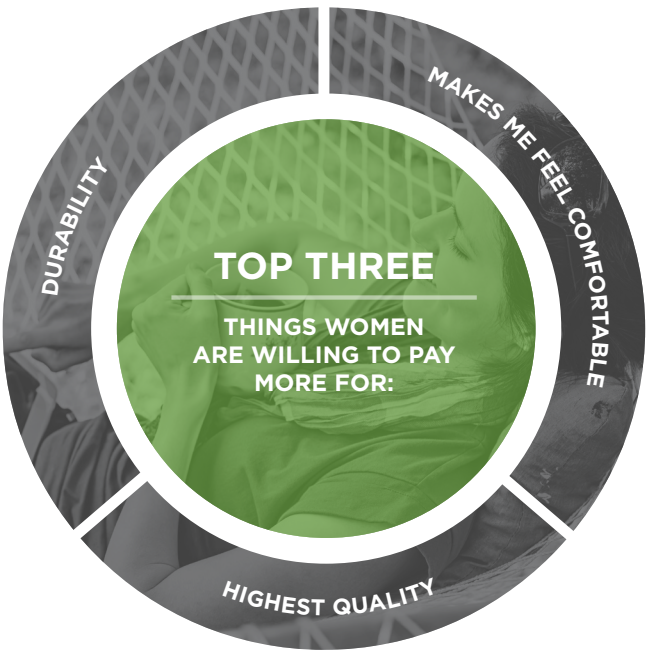
**51%\*** VS **42%**

Women are less likely to participate in outdoor activities with friends.

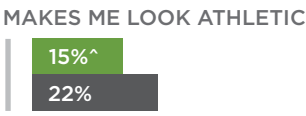
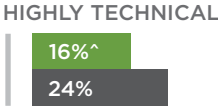
**35%<sup>^</sup>** VS **42%**

## SHOPPING

Women spend \$334<sup>^</sup> 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:



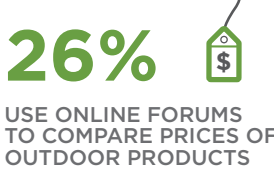
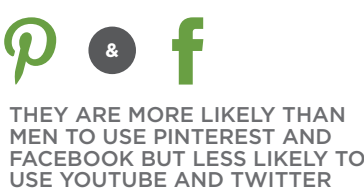
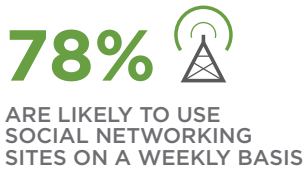
IN RETAIL, WOMEN ARE MORE LIKELY  
THAN MEN TO PRIORITIZE THE  
FOLLOWING FEATURES:



COMPARED TO MEN, WOMEN ARE...  
MORE LIKELY TO HAVE SHOPPED ONLY AT BRICK  
AND MORTAR FOR OUTDOOR PRODUCTS  
LESS LIKELY TO BE MULTI-CHANNEL SHOPPERS

## TECHNOLOGY

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



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