HOW OUTDOOR CONSUMERS SHOP

Outdoor consumers are multi-channel users, and brick and mortar plays a big role in their shopping behavior.



SPEND Outdoor consum

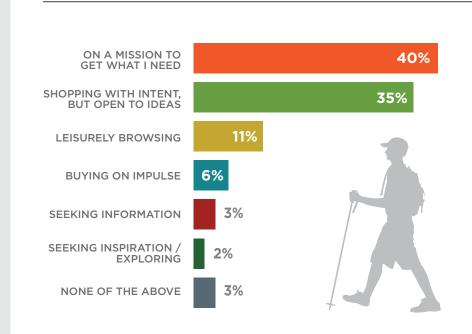
Outdoor consumers spend an average of \$465 a year on outdoor apparel, footwear, equipment and electronics/gadgets.



PRIORITIES Price, selection and convenience are the most important things they look for in an outdoor retailer. HAS SPECIALS OR SALES 63% HAS THE LOWEST PRICES 57% CARRIES PRODUCTS FOR THE ENTIRE FAMILY OFFERS A WIDE SELECTION OF APPAREL, FOOTWEAR, AND EQUIPMENT IS CONVENIENTLY LOCATED 54%

STYLE

Outdoor consumers shop with a purpose. 75% shop with intent and educate themselves prior to making a purchase.



WHEN LOOKING FOR NEW OUTDOOR RETAILERS...

30% USE GOOGLE

28% USE ONLINE MAGAZINES

WHEN LOOKING FOR NEW OUTDOOR BRANDS...

35% USE ONLINE MAGAZINES

34% USE ONLINE RETAILERS

TO COMPARE PRICES OF OUTDOOR PRODUCTS...

35% USE ONLINE RETAILERS

40% USE GOOGLE

TO READ REVIEWS OF OUTDOOR PRODUCTS....

43% USE ONLINE RETAILERS

FREQUENCY & CHANNELS

85% of outdoor consumers have shopped for outdoor products within the past 6 months.

ONLINE SHOPPING AND BRICK AND MORTAR ARE NOT EXCLUSIVE OF EACH OTHER, BUT RATHER MOST OUTDOOR CONSUMERS SHOP BOTH.

- \cdot More than half of outdoor consumers shopped B&M
- · More B&M only shoppers (49%) than online only shoppers (12%)
- \cdot Almost all of those that shopped online also shopped B&M
- · Webrooming is more common than showrooming (27% vs. 19%)



RETAILERS SHOPPED IN PAST 6 MONTHS



SHOPPED EVERY 2 MONTHS OR MORE OFTEN

Those who shop outdoor retail channels, shop them quite frequently.

