

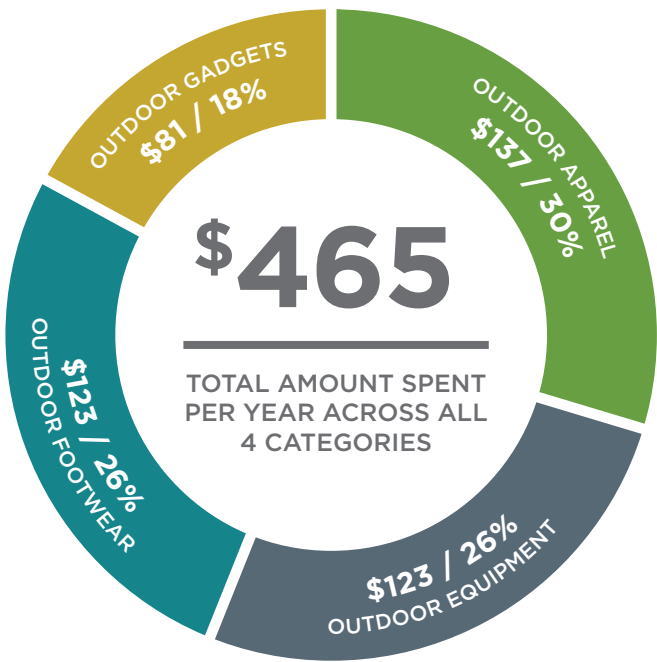
# HOW OUTDOOR CONSUMERS SHOP



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

## SPEND

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



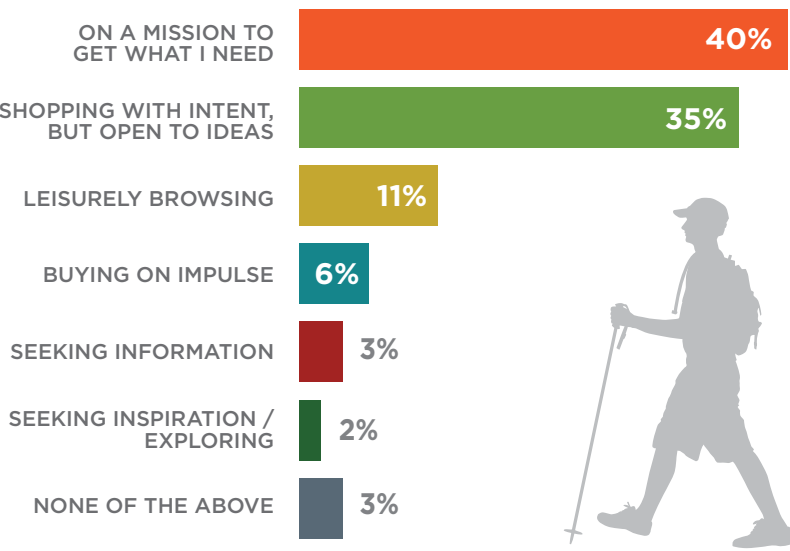
## PRIORITIES

Price, selection and convenience are the most important things they look for in an outdoor retailer.



## 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...



When looking for new outdoor brands...



To compare prices of outdoor products...



To read reviews of outdoor products...



## 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.

- More than half of outdoor consumers shopped B&M
- More B&M only shoppers (49%) than online only shoppers (12%)
- 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.

