

## Outdoor Enthusiasts - US - March 2017

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"More than three quarters of adults have participated in an outdoor activity in the last year and nearly nine in 10 claim to be at least somewhat enthusiastic about the outdoors. Although leisure outdoor participation is more prevalent, adults involved in physically active outdoor pursuits tend to be more engaged in all things related to outdoor recreation."

**John Poelking, Leisure Analyst**

This report looks at the following areas:

- Children spending too much time inside
- Adults like to lounge
- Frequent purchases uncommon
- Relatively few are willing to travel

### Definition

For the purposes of this Report, an outdoor enthusiast is a person who has participated in outdoor activities in the past 12 months and who considers themselves very or somewhat enthusiastic about the outdoors.

Interests associated with outdoor enthusiasts may include outdoor activities such as camping, backpacking, skiing/snowboarding, etc, or more leisure activities such as spending time outdoors observing nature. The term "outdoorsman" may also be used to describe someone with an affinity for the outdoors.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Children spending too much time inside

Figure 1: Kids' tablet usage, 2014-16

Adults like to lounge

Figure 2: Outdoor activity participation, November 2016

Frequent purchases uncommon

Figure 3: Purchase habits, by number and type of activities, November 2016

Relatively few are willing to travel

Figure 4: Participation habits, November 2016

The opportunities

Strong enthusiasm for outdoors

Figure 5: Outdoor enthusiasm, November 2016

Active outdoor enthusiasts more engaged

Figure 6: Participation habits, by outdoor participation, by leisure and active nets, November 2016

Young adults more active outdoors

Figure 7: Outdoor activity participation – Leisure and active nets, by generation, November 2016

Almost half of outdoor enthusiasts influenced by friends/family

Figure 8: Engagement with the outdoors, November 2016

What it means

### The Market – What You Need to Know

More people heading outdoors

Everyday use for fitness fashion

Outdoors and new experiences important to young adults

Standing up for the environment

### Market Size

Outdoor participation growing slowly in last decade

Figure 9: Outdoor participation – Number of participants, 2006-15

### Market Perspective

Activewear thriving in soft apparel market

Millennial travelers seeking new experiences

Larger families playing outside

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### Market Factors

People care about the outdoors

Figure 10: Attitudes toward environmental responsibility, 2012-16

Sizable Millennial generation aging into key spending years

Figure 11: Population by age, 2012-22

Outdoor recreation now part of GDP

National park attendance increasing

Figure 12: Visitation to national park sites, 2006-15

### Key Players – What You Need to Know

Large retailers carry more influence, products

Being an outdoor enthusiast means many things

Competition for tech and events result in over saturation

Gathering new material for outdoor apparel

Take the outdoors to the digital space

### Outdoor Retailers and Brands

Mass merchandisers

Amazon

General outdoor and sporting goods retailers

Dick's Sporting Goods

REI

Outdoor specialty retailers

Bass Pro Shops

Cabela's

Outdoor apparel brands

Patagonia

The North Face

Columbia

Figure 13: Columbia Sportswear, "Directors of Toughness | The Final Trip," May 2016

### What's Working?

Appealing to all types of outdoorsmen

Practice what you preach

Patagonia gives back on Black Friday

#OptOutside

Figure 14: REI, "#OptOutside: Will You Go Out With Me?" October 2016

Fostering community

Hunting gear

Dating outdoors

Camping "hacks" for newcomers

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### What's Struggling?

- GoPro going slow
- Races getting dragged through the mud
- Motivating children to go outside can be a challenge
- Figure 15: Kids' tablet usage, 2014-16

### What's Next?

- Tech-inspired outdoor apparel
- Exploring the outdoors virtually
- Figure 16: Moosejaw Virtual Reality Experience-Bridging Moab, May 2016

### The Consumer – What You Need to Know

- Outdoor leisure activities more popular than active
- 83% at least somewhat enthusiastic about the outdoors
- Mass merchandisers, Amazon, retailers with variety dominate
- Offline sources of information trusted, online also well utilized
- Disconnecting from technology is difficult even in the great outdoors
- Relatively few willing to travel far distances to participate
- Frequent gear purchases uncommon

### Outdoor Activity Participation

- Leisure trumps active outdoor activities
- Figure 17: Outdoor activity participation – Leisure and active, November 2016
- Younger men, parents tend to be active outdoor participants
- Figure 18: Outdoor activity participation – Leisure and active nets, by key demographics, November 2016
- People of all ages wish they were camping
- Figure 19: Aspirational outdoor activity participation – Select items, by age, 2015
- Men outbound, women homebound
- Figure 20: Outdoor activity participation – Select items, by gender, November 2016
- Younger adults more active outdoors
- Figure 21: Outdoor activity participation – Leisure and active nets, by generation, November 2016
- Older adults simplify the outdoors
- Figure 22: Leisure outdoor activity participation – Select items, by generation, November 2016
- Parents take their kids outside
- Figure 23: Outdoor activity participation – Leisure and active nets, by parental status, November 2016
- Outdoor activities more pervasive in the West and Mountain regions
- Figure 24: Active outdoor activity participation, by region, November 2016
- Figure 25: Leisure outdoor activity participation, by region, November 2016
- Black adults least likely to participate in outdoor activities
- Figure 26: Outdoor activity participation – Leisure and active nets, by race, November 2016

### Enthusiasm for Outdoors

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Vast majority are enthusiastic for the outdoors

Figure 27: Outdoor enthusiasm, November 2016

Active outdoor participants more enthusiastic than leisure participants

Figure 28: Outdoor enthusiasm, by leisure and active nets, November 2016

Passion for outdoors most prominent among fathers

Figure 29: Outdoor enthusiasm – Very enthusiastic, by gender and parental status, November 2016

Hispanics consider themselves very enthusiastic for the outdoors

Figure 30: Outdoor enthusiasm, by Hispanic origin, November 2016

### Where Outdoor Enthusiasts Shop for Gear

Mass merchandisers offer one-stop shopping

Figure 31: Where outdoor gear and accessories are purchased, November 2016

In-store purchases drive sales

Figure 32: Where outdoor gear and accessories are purchased, in-store versus online, November 2016

Millennials often twice as likely as the average to buy mobile

Figure 33: Where outdoor gear and accessories are purchased – Online, by generation, November 2016

Mid- to high-income households go broad with their purchasing

Figure 34: Where outdoor gear and accessories are purchased, by household income, November 2016

Active outdoor enthusiasts also spread out their purchases

Figure 35: Where outdoor gear and accessories are purchased – Any shopping, by leisure and active nets, November 2016

### How Outdoor Enthusiasts Stay Informed

Outdoor enthusiasts seek offline information

Trusting friends and family

One third look to TV

Online resources numerous, decentralizes resource destination

Figure 36: How outdoor enthusiasts stay informed, November 2016

Men look outward, women keep sources close

Figure 37: How outdoor enthusiasts stay informed – Select items, by gender, November 2016

Younger generations engage online

Figure 38: How outdoor enthusiasts stay informed – Select items, by generation, November 2016

Parents most likely to engage across platforms

Figure 39: How outdoor enthusiasts stay informed – Select items, by parental status, November 2016

Three quarters of active participants get informed offline

Figure 40: How outdoor enthusiasts stay informed – Select items, by leisure and active nets, November 2016

### The Influence of Technology Outdoors

Outdoor enthusiasts cannot completely disconnect

Figure 41: Attitudes toward technology outdoors, November 2016

More men use tech to enhance experience

Figure 42: Attitudes toward technology outdoors, by gender, November 2016

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### Younger generations embrace technology outdoors

Figure 43: Attitudes toward technology outdoors, by generation, November 2016

### Parents more likely to use tech while outdoors

Figure 44: Attitudes toward technology outdoors, by parental status, November 2016

### Use of technology more likely among active participants

Figure 45: Attitudes toward technology outdoors, by leisure and active nets, November 2016

## Participation Habits

### Four in 10 prefer relaxing activities outdoors to extreme adventure

Figure 46: Preference for relaxing outdoor activities, by number of active and leisure activities, November 2016

### Long-distance travel uncommon

Figure 47: Participation habits, November 2016

### Gearing up with the latest and greatest not a priority for most

Figure 48: Purchase habits, by number and type of leisure and active outdoor activities, November 2016

### Men more invested in the outdoors

Figure 49: Participation and purchase habits, by gender, November 2016

### Generations approach outdoor activities differently

#### Older adults most likely to lounge

#### Being active and having new experiences more important for younger generations

Figure 50: Participation and purchase habits, by generation, November 2016

### Parents seek adventure outdoors

Figure 51: Participation and purchase habits, by parental status, November 2016

### Active enthusiasts willing to go to greater lengths

Figure 52: Participation habits, by leisure and active nets, November 2016

## Appendix – Data Sources and Abbreviations

### Data sources

#### Sales data

#### Consumer survey data

#### Consumer qualitative research

#### Abbreviations and terms

#### Abbreviations

#### Terms

## Appendix – Market

Figure 53: Outdoor activity participation, by number of participants and share of population, 2015

## Appendix – Consumer

Figure 54: Outdoor activity participation – Teens, April 2015-June 2016

Figure 55: Outdoor channel viewership – Viewed in last 7 days, July 2015-August 2016

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