The Athleisurist, a large and active segment of outdoor consumers, has not historically been targeted by outdoor industry brands or retailers. Their passive love of the outdoors does not align with the core imagery that defines our industry. Despite what many might think, these consumers are an influential market as they are very active in the outdoors and present opportunities for growing your business through diversification or increasing share.
WHO THEY ARE
SATISFIED & LEISURELY

Baby Boomers and Gen X make up the majority of The Athleisurist segment, roughly 58%. More likely to be empty nesters, female, Caucasian and living in suburbs or rural areas, they feel the outdoors is their time to reflect and relax. With no aspiration to participate in intense or extreme activities, The Athleisurist enjoys life’s quieter moments in the outdoors, whether alone or with close friends.

THE ATHLEISURIST

IS:
OUTDOORSY | NATURE-FOCUSED | LEISURELY | EMOTIONALLY DRIVEN

ISN’T:
ACTIVE | INTENSITY-FOCUSED | EXTREME | PERFORMANCE-DRIVEN

20% OF OUTDOOR CONSUMERS

59%* FEMALE
41%† MALE
60% BETWEEN AGES 45-64
34%‡ CHILDREN AT HOME

75%* CAUCASIAN
$67,000 AVERAGE HOUSEHOLD INCOME
15%* LIVE IN A RURAL AREA
Like The Achiever and The Outdoor Native, getting outside is a lifestyle for The Athleisurist. Where they differ is in their participation behavior. While all three segments consider themselves outdoorsy, The Athleisurist is far less social and intense in their outdoor participation behaviors. They enjoy the natural aspects of the outdoors and are content doing leisurely activities whether far away or close to home.

Being a bit older and a little less social, The Athleisurist likes low key activities—relaxing outside, walking for enjoyment, playing with grandchildren and gardening. They are in good health and plan to continue being in the outdoors for as long as they are capable of doing so.

Experiences are very important to The Athleisurist, and they are always looking to improve their quality of life. They have very few barriers to getting outdoors - the most significant being a lack of free time. Unlike other less-active segments, they aren’t intimidated to join outdoor activities. They just have no desire to be active in the outdoors in more extreme ways, as it is counter to the relaxing experience they get from their outdoor activities.
Long-standing outdoor brands, like Coleman, L.L. Bean and Cabela's, are speaking to and connecting with these consumers. They are not looking for the latest style or innovations, but rather sensible, timeless products that they can use for many years to come.

The Athleisurist seeks durable, versatile and comfortable outdoor lifestyle apparel. Without professional and social demands, they often wear athletic-leisurewear throughout the day. They favor low-priced and lasting over expensive and trendy.

When it comes to products, The Athleisurist has a “good enough” mentality. They don’t look for the best products available, but rather what is most practical for the activities they are doing at the level they are doing them. They are price-conscious with regard to technical features, but features that help improve the experience from a comfort perspective could entice them to trade up.
The Athleisurist relies on brick and mortar stores they know and trust, and they frequently shop at mass merchandisers such as Target and Walmart. They describe their shopping style as on a mission to get what they need and are heavily influenced by sales and promotions.

**HOW THEY SHOP**

- **GADGETS / ELECTRONICS**
  - $24 | 8%

- **APPAREL**
  - $82 | 29%

- **FOOTWEAR**
  - $87 | 31%

- **EQUIPMENT**
  - $91 | 32%


**MORE LIKELY TO SHOP AT:**

- Mass merchandisers
  - (E.G., TARGET, WALMART) (44%)

- Sporting good chain stores
  - (E.G., DICK’S SPORTING GOODS, SPORTS AUTHORITY) (32%)

**WHAT THEY LOOK FOR:**

- Has specials or sales
- Has extremely functional apparel, footwear and equipment
- Offers a wide selection of apparel, footwear and equipment

What they look for in an outdoor retailer is directly linked to their desire for sensible, basic apparel and gear. Retailers carrying long-standing brands with a wide selection and reasonable prices appeal to The Athleisurist.
HOW THEY USE TECHNOLOGY

The Athleisurist is very conservative when it comes to technology. They are least likely to own and use a smartphone, tablet and/or other tech gadgets. Browsing the Internet and watching live TV is how they spend most of their leisure time with media. In terms of outdoor, they believe that the outdoors is a place meant for disconnecting from technology and escaping the digital world. They use Google for comparison shopping, finding new retailers and discovering places in the outdoors.

AVERAGE HOURS PER WEEK SPENT ON THE FOLLOWING MEDIA:

- Watching live TV: 12.82 HOURS
- Browsing the Internet: 10.97 HOURS
- Email or text messaging: 6.32 HOURS
- Listening to the radio: 6.32 HOURS
- Listening to music or podcasts: 5.26 HOURS
- Watching time-shifted TV (online, DVR–recorded shows): 4.83 HOURS
- On social networking sites: 3.54 HOURS
- Using smartphone apps: 2.51 HOURS
- Playing video games: 2.48 HOURS
- Reading print magazines or newspapers: 2.24 HOURS
- Streaming movies: 1.99 HOURS

INTERNET SITES USED ON A REGULAR BASIS:

- FACEBOOK: 59%  
  · USE IT Socially  
  · LESS LIKELY TO USE IT TO SHARE PHOTOS AND VIDEOS OF THEIR OUTDOOR ACTIVITIES
- GOOGLE: 55%  
  · COMPARE PRICES OF OUTDOOR PRODUCTS  
  · DISCOVER NEW PLACES TO ENGAGE IN MY OUTDOOR ACTIVITIES*
  · DISCOVER NEW OUTDOOR RETAILERS / PLACES TO SHOP
- YOUTUBE: 45%  
  · LEARN A NEW OUTDOOR ACTIVITY
  · INSPIRATION FOR A NEW OUTDOOR ACTIVITY
  · EXPERIENCE THE OUTDOORS
- ONLINE RETAILERS: 33%
- PINTEREST: 18%
- BLOGS: 11%
- ONLINE FORUMS: 8%
- ONLINE MAGAZINES: 7%
- ONLINE COMMUNITIES: 6%

* / ^ denotes values higher/lower than all outdoor consumers at a 95% level of confidence.
STRATEGIES FOR TARGETING THE ATHLEISURIST

There are several advantages to going after The Athleisurist as your target consumer: They are a large segment at 20% of the overall outdoor market, they are strongly engaged with the outdoors, and they already have an inherent love of the outdoors. The key to success will lie in the ability to deliver products and services that support the way they choose to recreate in the outdoors.

The following are some thought starters to help you begin thinking about ways your company can most effectively target The Athleisurist.
ESTABLISH BRAND RELEVANCY: CASUAL AND LIGHTHEARTED

The Athleisurist is comfortable in their own skin and doesn’t want anyone telling them what they should be. Instead, they want brands and retailers that celebrate who they are and what’s important to them. For them, it’s the journey not the destination, and they support companies that can reflect that mentality back to them.

MESSAGING:

SOUND AND LOOK FUN AND HAPPY across all consumer touch points. They are all about enjoying and relaxing in the outdoors. Use fun language (“get gifty”) and bright colors, show images of happy people engaging in casual outdoor activities.

TOUCH ON THEIR EMOTIONS—Family, nostalgia, and personal nurturing are concepts that are meaningful to them at this stage in their lives.

RECOGNIZE THEIR DESIRE TO STAY ACTIVE. As they grow older, their abilities may wane but their engagement won’t. Empowering messages that reinforce the idea that you are as young as you want to be will inspire them.

TALK TO THEM—it’s the best way to understand how to appeal to them. The ConsumerVue Segment ID Survey can help you identify consumers who are The Athleisurist, and you can conduct your own survey or mini focus groups with them.

LIFESTYLE CONNECTION

TARGET

Messaging that aligns with their activity behaviors.

SELLING EXPERIENCES

COLEMAN

 Creates an emotional connection to the brand through experiential storytelling versus promoting product features.
FOCUS ON PRACTICAL: COMFORT AND VERSATILITY

The Athleisureist wears their athletic clothing often and throughout the day. As such, they value comfort above all else. But comfort means many things to The Athleisureist: flattering, age-appropriate and sensible.

PRODUCT:
OFFER SENSIBLE, COMFORTABLE AND CASUAL outdoor lifestyle apparel that is reasonably priced.

BLEND ATHLETIC AND LEISURE wear for outdoors and indoors use. To them, sweat pants and yoga pants are the new denim.

CONSIDER CUTS THAT ARE FLATTERING, but not tight-fitting or too short (age-appropriate), conservative colors and patterns, and use materials that are known to withstand many wears and washes.

PROMOTE APPAREL THAT CAN BE WORN FOR MULTIPLE SEASONS and different outdoor activities.

AVOID ADVANCED AND SPECIALIZED TECHNICAL GEAR and focus on basic ones that are durable, functional and versatile.

SALES:
CONSIDER DISTRIBUTION THROUGH BIG BOX RETAILERS, like Target, where they buy their outdoor apparel.

MERCHANDISING:
MERCHANDISE APPAREL ACROSS A VARIETY OF ACTIVITIES from gardening to walking to barbecuing.

MARKETING:
PROMOTE COMFORT AS A KEY PRODUCT ATTRIBUTE, focusing on the lifestyle impact of comfort versus the technical story behind comfort.

DEMONSTRATE RECOGNITION OF THEIR LIFESTYLE NEEDS—transition from indoor to outdoor activities, comfort while participating.
ENABLE THEIR PASSIONS: BETTERMENT AND EXPERIENCES
Experiences are much more important to The Athleisurist than acquiring goods. That said, those companies that provide them with meaningful outdoor opportunities will win their affinity and business for the products they do buy. Although they are comfortable with who they are, The Athleisurist feels there is always an opportunity to be better, live better.

INTEREST-BASED EVENTS
HOME DEPOT
Series of free Do-it-Yourself home improvement and gardening workshops.

EVENTS:
HOST NATURE-FOCUSED ACTIVITIES, stress-reliever walks or low-intensity fitness classes.

ESTABLISH A BRAND OR BUSINESS PRESENCE in the local community at activities they love to do—gardening, attending community events, bird watching.

MARKETING:
SELF-IMPROVEMENT MESSAGES AND OFFERINGS will resonate with them. Incorporate inspirational messages into your marketing efforts. Integrate wellness tips into your advertising, merchandising and collateral materials like store receipts, packaging and shopping bags.

CASUAL OUTDOOR APP
WALMART, LOWE’S AND L.L.BEAN
L.L.Bean engages in-store shoppers with inspirational quotes. Walmart and Lowe’s inspire through their taglines and messaging through traditional advertising.
CONNECT THROUGH TRADITIONAL CHANNELS & IN-STORE

The Athleisurist is less likely to shop online, use social media sites or have a smartphone. As such, traditional marketing channels, such as television, radio, newspapers, catalogs and direct mail, are much more effective in reaching them.

MARKETING:
ENGAGE WITH THEM through print, television and radio ads, catalogs and email.

PROMOTIONS:
SPEAK TO THEIR PRICE-CONSCIOUS MENTALITY with programs that provide perceived value that doesn’t always have to be monetary (e.g., personalized service through customized recommendations, exclusive deals, shopping advice).

INTEGRATED CAMPAIGN
LAND’S END “FEEL GOOD” CAMPAIGN
Land’s End promoted their soft winter sweaters through TV, online advertising and catalog. In addition, for every purchase, Land’s End made a charitable donation to help homeless families.

VALUE-BASED PROGRAM
SEARS
“Shop Your Way” program provides personalized deals, personalized advice and customized catalog.

LOYALTY PROGRAM
CABELA’S
Rewards Club offers points and discounts, as well as access to free bottles of water, personal shoppers, exclusive sales events and lounges where they can learn about different activities or relax.