TARGETING THE OUTDOOR NATIVE

The Outdoor Native, on many levels, is similar to The Achiever in outdoor participation behaviors. Where they differ is in their motivations for getting outdoors, providing brands and businesses a unique opportunity to strategically target their distinct aspirations and needs. While The Outdoor Native shares the desire for personal improvement physically, they are not focused on performance or competition in their activities, like The Achiever does. Rather, they balance their time outdoors between family-oriented activities and personal passions, offering opportunities to attract them to products and services that enable them to enjoy the diverse range of outdoor experiences they desire.

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WHO THEY ARE
OUTSIDE NOW & ALWAYS

Skewing older than most of the active segments, the average age of The Outdoor Native is 40. Established in their careers and lives, they strive for balance between personal time and family. They equally value spending time alone in untouched landscapes and making memories with family and friends in the outdoors. In the fresh air and solitude, they find adventure and challenge for their bodies and peace and quiet for their minds. With others, the outdoors is a place to connect and create special memories that will last a lifetime.

THE OUTDOOR NATIVE
IS:
HEALTHY | EXPERIENCE-DRIVEN | COMMITTED | CONFIDENT | SENSIBLE

ISN’T:
COMPETITIVE | EXTREME | INCONSISTENT | INEXPERIENCED | STYLISH

12%
OF OUTDOOR CONSUMERS

45%*
FEMALE

55%*
MALE

26%*
BETWEEN AGES 35-44

45%
CHILDREN AT HOME

61%
CAUCASIAN

20%*
HISPANIC

$75,700
AVERAGE HOUSEHOLD INCOME

31%
LIVE IN SUBURBS NEAR A MAJOR CITY
For The Outdoor Native, getting outside plays an important role in their mental and physical well-being. Spending an average of 22 hours per week outside, the outdoors is their lifestyle and where they go to ground themselves mentally and take care of themselves physically. They place a high value on nature and on the sacred places where they play outside, and they see themselves continuing to use the outdoors as an outlet for betterment long into old age.

They look for any excuse to get outside and choose to do a variety of outdoor activities versus specializing in any specific one. When participating in activities without family, The Outdoor Native leans toward individual sports—running, fly fishing, biking and hiking. When recreating with family or friends, they like to camp, play outside, barbecue and participate in team sports.

The Outdoor Native has a vested interest in outdoor preservation and expansion. With a strong emotional connection to the outdoors, they want to make sure that they continue to have places to visit and explore and that future generations, especially their children, can have the same experiences.
The Outdoor Native feels that the outdoor gear and apparel they own says a lot about them as a person, and they gravitate toward well-known brands that promote an active lifestyle, like Nike, Under Armour and The North Face. Conscious of the environment around them, they support companies with a strong social mission and want transparency in how and where products are made. Nearly half of them say they are willing to pay more for products that are Made in America.

With an average annual spend of $637, they look for high-quality gear that will stand the test of time and endure the elements. While they are willing to invest in products that help them perform better in their outdoor endeavors, their outdoor apparel and gear must also be functional and meet the needs of multiple activities, applications and environments.
Always on the lookout for durable and functional gear, the Outdoor Native is strongly influenced by online peer and industry reviews, and spends a lot of time researching and reading reviews before making a purchase decision. When it comes to the actual purchase process, they tend to shop both at brick and mortar and online. Having a wide selection to choose from is very important to them, so they will go to the channel that provides them with the most options for what they are looking for.

The Outdoor Native prefers retailers that offer a wide variety in a comfortable and provocative environment. They want the retail environment to be an extension of the outdoors, with displays that inspire them to get outside and try new activities. And despite their outdoor expertise, they look for approachable staff that is knowledgeable in the activities they participate in.

The Outdoor Native is more likely to spend more for advanced product features and reliability, but they are only average in their willingness to spend more for stylish or athletic-looking products.
HOW THEY USE TECHNOLOGY

For The Outdoor Native, being outdoors is a time to disconnect from technology. They leverage technology to help them prepare, discover and find inspiration beforehand, but leave their phone behind when they step outside. They use Facebook for sharing their experiences and finding others to participate with them, YouTube to learn about new activities and locations and Google for product reviews and price comparison-shopping. Similar to other segments, they spend most of their leisure time with media browsing the Internet and watching TV, but it is their general use of listening to music and podcasts that distinguishes them.

AVERAGE HOURS PER WEEK SPENT ON THE FOLLOWING MEDIA:

- Browsing the Internet: **12.12 HOURS**
- Watching live TV: **11.18 HOURS**
- Email or text messaging: **6.87 HOURS**
- Listening to music or podcasts: **6.32 HOURS**
- Listening to the radio: **6.10 HOURS**
- Watching time-shifted TV (online, DVR–recorded shows): **5.03 HOURS**
- Using smartphone apps: **4.43 HOURS**
- Playing video games: **3.32 HOURS**
- Reading print magazines or newspapers: **2.48 HOURS**
- Streaming movies: **2.43 HOURS**

INTERNET SITES USED ON A REGULAR BASIS:

- **FACEBOOK** (72%)
  - Share photos and videos of outdoor activities
  - Share the details about outdoor activities
  - Find like-minded people who share interests in a specific outdoor activity
  - Find inspiration for new outdoor activities

- **GOOGLE** (69%)
  - Compare prices of outdoor products
  - Read outdoor product reviews
  - Discover new outdoor places to engage in outdoor activities
  - Discover new outdoor retailers and places to shop
  - Discover new outdoor brands
  - Learn a new outdoor activity

- **YOUTUBE** (67%)
  - Learn a new outdoor activity
  - Discover new outdoor places to engage in outdoor activities
  - Share photos and videos of outdoor activities
  - For inspiration for new outdoor activities
  - Discover new outdoor brands

- **ONLINE RETAILERS** (46%)
- **TWITTER** (28%)
- **INSTAGRAM** (24%)
- **PINTEREST** (21%)
- **BLOGS** (20%)
- **ONLINE Magazines** (18%)
- **ONLINE Communities** (16%)
- **ONLINE Forums** (15%)

*/* denotes values higher/lower than all outdoor consumers at a 95% level of confidence.
Catering to the unique motivations of this experience-seeking outdoor enthusiast is key to building relationships with The Outdoor Native. Living well, sharing memories and staying committed to their outdoor values is what fuels them to be highly engaged in outdoor activities.

The following are some thought starters to help you begin thinking about ways your company can most effectively target The Outdoor Native.
**ESTABLISH BRAND RELEVANCY:**
**AUTHENTIC, HEALTHY AND EXPERIENTIAL**

The outdoors is where The Outdoor Native feels most alive and most natural. Communications that tap into the emotional elements of the outdoors—physical and mental well-being, family experiences that last a lifetime, and the sacredness of the natural environment—will have relevance to this audience.

**MESSAGING:**
**BE LIFE-ENRICHING, MATURE AND ENVIRONMENTALLY MINDED.**
Similar to how they view the outdoors, they look for brands that are reflective of who they are as a person.

**USE SETTINGS AND VISUAL CUES** of active, but not intense, outdoor experiences—everything from backcountry to backyard landscapes that showcase the beauty of nature and inspire engagement.

**FOCUS ON THE JOURNEY BY TELLING COMPELLING STORIES** about outdoor experiences (e.g., adventure-travel stories, historic stories of outdoor spaces).

**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 Outdoor Native, and you can conduct your own survey or mini focus groups with them.

**IN-STORE/ONLINE:**
**CREATE AN ENVIRONMENT THAT INSPIRES THEM** to get outside—provocative imagery, natural materials, sensory cues of outdoors (smells, sounds) and outdoor activities brought indoors.

**EXPERIENTIAL POSITIONING**
**MARMOT AND EUREKA!**
*Emotional connection versus promoting product features.*

**INSPIRATIONAL ENVIRONMENT**
**BASS PRO SHOPS**
*Outdoor fishing environment indoors with a catch & release pond to learn basic skills or fine-tune existing ones.*
FOCUS ON PRACTICAL: FUNCTIONAL AND VERSATILE

Practicality wins with The Outdoor Native, who prefers products with a wide range of application and use for multiple sports and activities around the seasons, both in the outdoors and around town. They value versatility over specificity in their outdoor products.

PRODUCT:
OFFER PRODUCTS THAT GET OUT OF THE WAY. To them, good gear is gear they don’t have to think about—durable materials, innovative technology and relevant features that keep them comfortable and focused on the experience, not the product.

DESIGN OR BUILD A PRODUCT PORTFOLIO FOR CROSSED utility (e.g., base layers that work for every sport, multi-purpose apparel).

INCLUDE FUNCTIONAL DETAILS that improve fit and comfort (e.g., helmet-compatible hoods, anatomical shaping, thumb holes).

MERCHANDISING:
CROSS-MERCHANDISE APPAREL AND EQUIPMENT that have high utility. They prefer retailers that offer extremely functional, highly technical and advanced products.

CROSS UTILITY
THE NORTH FACE
Convertable hiking pants for different outdoor activities.

COMFORT FOCUSED FEATURES
MILLET
Sleeping Bag with hood drawcord at the chin, making it easy to cinch when you are half-asleep.
ALIGN WITH WHAT THEY VALUE: FAMILY, WELL-BEING & RESPONSIBLE LIVING

These things are what matter most to The Outdoor Native in terms of their outdoor engagement. Brands and businesses that provide product and service offerings around family, betterment and sustainability will connect with these consumers.

SERVICES:
IDENTIFY OR OFFER KID-FRIENDLY ACTIVITIES they can participate in locally.

HELP THEM GET THEIR FAMILY OUTDOORS with services that make it easier for them to do so (e.g., rental program for participants of all ages, planned or suggested family-friendly activities).

SUPPORT THEIR DESIRE FOR WELL-BEING by sharing health-related information and resources that will make their outdoor experiences even more enjoyable.

EVENTS:
OFFER EDUCATIONAL COURSES that are less about learning specific sports and more about acquiring a broader range of outdoor skills (e.g., backcountry medicine, orienteering, planning and packing for long treks).

USE LOCAL PROFESSIONALS (e.g., athletes, instructors, guides) who represent the heart and soul of outdoor as brand ambassadors for marketing campaigns, classes or local events.

EXPERIENTIAL SERVICES

MOUNTAIN HARDWEAR
Partnered with Hipcamp, an online reservations platform, to give away hundreds of free prime campsites.

SKILL BASED EDUCATION
REI
Offers two-day courses on wilderness first aid skills to build confidence in the backcountry.

BRAND AMBASSADORS
HELLY HANSEN
Sponsored Marmot Basin resort’s staff and retail employees with Helly Hansen gear.
MARKETING:
TELL YOUR SUSTAINABILITY STORY through multiple touchpoints online and in-store.

HIGHLIGHT your sustainable materials and practices
BLOG about your environmentally friendly supply chain
SUPPORT and promote causes to protect our natural resources

CREATE GIVING PROGRAMS that support social causes (e.g., Patagonia 1% for the Planet).

PARTNER WITH A LOCAL CHARITY that has a strong social or environmental mission to create new outdoor spaces, preserve and maintain existing spaces, and inspire youth to become outdoor enthusiasts.

FACILITATE LONG-TERM ENGAGEMENT through loyalty programs that recognize their commitment to the outdoors and reward them for getting others engaged with your brand or business.

SUSTAINABILITY MESSAGING
KLEAN KANTEEN
Promotes sustainable supply chain efforts and passion for the environment on website, product packaging and advertising.

PARTNER WITH CHARITIES
MOUNTAIN KHAKIS
MK Fund™ partners with nonprofits to inspire youth to get outdoors.
CONNECT DIGITALLY AND LOCALLY:
BRICK AND MORTAR IS STILL IMPORTANT

Although The Outdoor Native is not a big user of technology while participating in outdoor activities, they do use it to discover and prepare for their outdoor adventures. They spend a lot of time online researching products and reading peer reviews, but they look to retail stores for inspiration and a physical connection point to the outdoors.

IN-STORE/ONLINE:
OFFER A BROAD SELECTION OF BRANDS and products for the entire family through your website. Breadth of selection is especially important online where they do their research.

ESTABLISH STRONG ONLINE REVIEW AND REFERRAL PROGRAMS, as they look for trusted sources who have purchased the products they are interested in.

POSITION BRICK AND MORTAR AS LOCAL COMMUNITY HUBS for outdoor enthusiasts with classes, information on local recreation spots, and meetups for common-interest group activities.

MARKETING:
BE VERY ACTIVE ON YOUR OWN SOCIAL CHANNELS, especially Facebook and YouTube, where the majority of them spend their time.

FACEBOOK—post lifestyle-relevant visuals, and ask questions versus posting statements in order to engage them. Be consistent and timely with responses. Make sure to include a link to your website.

YOUTUBE—use videos to create an enriched storytelling experience. Use strategic, relevant keywords in both your title and description to increase searchability, and share videos across all social channels to maximize cross-channel visibility.