

Source: 2014 outdoor consumer segmentation study conducted by Outdoor Industry Association

LATINO/HISPANIC OUTDOOR CONSUMERS

Latino/Hispanic outdoor consumers spend more time outside and more money on outdoor products than the average outdoor consumer, making them a valuable target market for the industry.

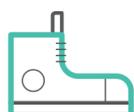
LATINO/HISPANIC OUTDOOR CONSUMERS
ALL OUTDOOR CONSUMERS

THEY ARE **17%** OF THE U.S. OUTDOOR CONSUMER POPULATION



WHO ARE THEY?

Compared to all outdoor consumers, Latino/Hispanic outdoor consumers tend to be...



YOUNGER



SLIGHTLY MORE FEMALE



MORE LIKELY TO HAVE KIDS AT HOME



MORE LIKELY TO LIVE IN THE WEST AND IN CITY CENTERS

	MALE	FEMALE	MEDIAN AGE	HAVE KIDS	GEOGRAPHY
LATINO/HISPANIC OUTDOOR CONSUMERS	47%	53%	35	58%*	WEST 37% MIDWEST 9% CITY CENTERS 34% SUBURBS 11% RURAL 6%
ALL OUTDOOR CONSUMERS	49%	51%	41	43%	WEST 24% MIDWEST 21% CITY CENTERS 21% SUBURBS 15% RURAL 11%

WHICH SEGMENTS ARE THEY IN?

Latino/Hispanic outdoor consumers are more likely to be an:



THE ACHIEVER
(13%* VS 10%)



THE URBAN ATHLETE
(26%* VS 20%)

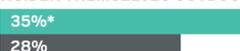
WHY ARE THEY VALUABLE TO OUTDOOR?

Latino/Hispanic consumers spend more on electronics/gadgets and are more likely to use smartphones to enhance their outdoor activities than the average outdoor consumer.

TIME SPENT OUTSIDE (MEAN # PER WEEK)



CONSIDER THEMSELVES OUTDOORSY (TOP TWO BOX)



ANNUAL SPEND ON OUTDOOR APPAREL, FOOTWEAR, EQUIPMENT AND ELECTRONICS



WHAT GETS THEM OUTSIDE?

While both emotional and physical values lead them outdoors, family time and entertainment top the list.



WHAT PREVENTS THEM FROM GETTING OUTSIDE?

Cost plays a significant role in preventing Latino/Hispanic outdoor consumers from getting outside, both for the products as well as the activities themselves.



WHAT ACTIVITIES DO THEY DO?

Participating in more traditional outdoor activities than the average outdoor consumer, they tend to opt for easier access sports like swimming and jogging.

TOP TRADITIONAL ACTIVITIES THEY PARTICIPATE IN:



65%
SWIMMING



35%
RUNNING/JOGGING



32%
CYCLING

HOW DO THEY SHOP?

Comfort plays a key role in their selection process, and they look to retailers to inspire them in their outdoor pursuits.

TOP THINGS THEY ARE LIKELY TO PAY MORE FOR:



- DURABILITY
- MAKES ME FEEL COMFORTABLE
- HAS FEATURES/MATERIALS THAT ARE MORE COMFORTABLE

TOP THINGS THEY LOOK FOR IN A RETAILER:



- INSPIRES ME TO GET OUTDOORS
- OFFERS HIGHLY TECHNICAL OR ADVANCED PRODUCTS
- HAS A LOYALTY/REWARDS PROGRAM
- OFFERS PRODUCTS FOR BEGINNERS
- HAS AN ATMOSPHERE THAT REMINDS ME OF THE OUTDOORS

TOP CHANNELS THEY SHOP FOR OUTDOOR GEAR:



- MASS MERCHANDISERS (E.G. TARGET, WALMART)
- SPORTING GOOD CHAIN STORES (E.G. DICK'S SPORTING GOODS, SPORTS AUTHORITY)
- GENERAL ONLINE RETAILERS (E.G. AMAZON, EBAY)

/ denotes values higher/lower than all outdoor consumers at a 95% level of confidence.