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 are more likely to be:
- Younger
- Slightly more female
- More likely to have kids at home
- More likely to live in the West and in city centers

**WHY ARE THEY VALUABLE TO OUTDOOR?**

- Younger
- Slightly more female
- More likely to have kids at home
- More likely to live in the West and in city centers

**WHAT GETS THEM OUTSIDE?**

- Younger
- Slightly more female
- More likely to have kids at home
- More likely to live in the West and in city centers

**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.

**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.

**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 GOES TO HAVE A FAMILY EXPERIENCE TO HAVE FUN TO RELIEVE STRESS TO IMPROVE MY OVERALL PHYSICAL HEALTH**

**TOP MOTIVATIONS AMONG LATINO/HISPANIC OUTDOOR CONSUMERS:**

**TOP BARRIERS AMONG LATINO/HISPANIC OUTDOOR CONSUMERS:**

**WHAT CHANNELS THEY SHOP FOR OUTDOOR GEAR:**

- Mass Merchandisers (e.g. Target, Walmart)
- Sporting Goods Chain Stores (e.g. DICK’S SPORTING GOODS, SPORTS AUTHORITY)
- General Online Retailers (e.g. Amazon, eBay)

**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
- Offers products that remind me of the outdoors

**TOP THINGS THEY ARE LIKELY TO PAY MORE FOR:**

- Durability
- Makes me feel comfortable
- Hurricane-resistant or waterproof
- Has features/materials that are more comfortable

**TOP TRADITIONAL ACTIVITIES THEY PARTICIPATE IN:**

- Swimming: 65%
- Running/jogging: 35%
- Cycling: 32%
- Surfing: 31%
- Hiking: 29%

**TOP THINGS THEY LOOK FOR IN A BRAND:**

- High-quality construction
- Does it feel comfortable
- Has features/materials that are more comfortable
- Overall value for price
- Lifetime warranty on products
- Not guilty finance program
- Offers products for beginners
- Offers products that remind me of the outdoors

**WHAT долют зательно высокее от всех Outdoor consumers at a 95% level of confidence.**