Outdoor consumers are multi-channel users, and brick and mortar plays a big role in their shopping behavior.

**SPEND**
Outdoor consumers spend an average of $465 a year on outdoor apparel, footwear, equipment and electronics/gadgets.

**TOTAL AMOUNT SPENT PER YEAR ACROSS ALL 4 CATEGORIES**
- Outdoor Gadgets
  - 25%
- Outdoor Apparel
  - 28%
- Outdoor Equipment
  - 26%
- Outdoor Footwear
  - 18%

$465

**PRIORITY**
Price, selection and convenience are the most important things they look for in an outdoor retailer.

**STYLE**
Outdoor consumers shop with a purpose. 75% shop with intent and educate themselves prior to making a purchase.

**FREQUENCY & CHANNELS**
85% of outdoor consumers have shopped for outdoor products within the past 6 months.

**ONLINE SHOPPING AND BRICK AND MORTAR ARE NOT EXCLUSIVE OF EACH OTHER, BUT RATHER MOST OUTDOOR CONSUMERS SHOP BOTH.**

- More than half of outdoor consumers shopped B&M
- More B&M only shoppers (49%) than online only shoppers (12%)
- Almost all of those that shopped online also shopped B&M
- Webrooming is more common than showrooming (27% vs. 19%)

**RETAILERS SHopped IN PAST 6 MONTHS**

- **Mass Merchandiser Store**: 42%
- **Sporting Goods Chain Store**: 30%
- **Outdoor Store**: 26%
- **General Online Retailer**: 25%
- **Department Store**: 14%

**SHopped EVERY 2 MONTHS OR MORE OFTEN**
Those who shop outdoor retail channels, shop them quite frequently.

- **Outdoor-Specific Online Retailer**: 78%
- **Discount Outdoor-Specific Online Retailer**: 74%
- **Website of Local Independent Outdoor Specialty Store**: 69%