HOW OUTDOOR CONSUMERS USE TECHNOLOGY

For the majority of U.S. outdoor consumers, technology plays a strong role in outdoor-related research, purchases, performance, engagement and discovery. So much so that it accounts for 18% of the average annual outdoor product spend.

TECHNOLOGY SPEND

With the strongest affinity towards technology in all aspects of their lives, The Achiever and The Urban Athlete spend more on gadgets and electronics than the average outdoor consumer.

THE ACHIEVER SPENDS $186.56 ANNUALLY

THE URBAN ATHLETE SPENDS $185.40 ANNUALLY

THE OUTDOOR CONSUMER SPENDS $81.49 ANNUALLY

TECHNOLOGY USAGE

MORE THAN 70% OF OUTDOOR CONSUMERS USE SMARTPHONES AND TABLETS ON A REGULAR BASIS AND 91% OF THEM USE THEIR SMARTPHONES DURING THEIR OUTDOOR ACTIVITIES.

DISCOVERING NEW PLACES AND ACTIVITIES:

FOR INSPIRATION FOR NEW OUTDOOR ACTIVITIES

TO DISCOVER NEW PLACES TO ENGAGE IN MY OUTDOOR ACTIVITY

TO LEARN A NEW OUTDOOR ACTIVITY

RESEARCHING APPAREL, FOOTWEAR AND EQUIPMENT:

FOR INSPIRATION FOR NEW OUTDOOR APPAREL, FOOTWEAR OR EQUIPMENT

TO COMPARE PRICES OF OUTDOOR PRODUCTS

TO READ REVIEWS OF OUTDOOR PRODUCTS

SHARING EXPERIENCES AND CONNECTING WITH OTHERS:

TO SHARE PHOTOS OR VIDEOS OF MY OUTDOOR ACTIVITIES

TO SHARE DETAILS ABOUT MY OUTDOOR ACTIVITIES

TO FIND LIKE-MINDED PEOPLE WHO SHARE MY INTEREST IN A SPECIFIC OUTDOOR ACTIVITY

ICON LEGEND

ONLINE SHOPPING

More than half (51%) of U.S. outdoor consumers who shopped for outdoor apparel, footwear or equipment within the past 6 months did so online.

33% OF OUTDOOR CONSUMERS VISIT ONLINE RETAILERS ON A REGULAR BASIS FOR THE FOLLOWING REASONS:

TO COMPARE PRICES OF OUTDOOR PRODUCTS 56%

TO READ REVIEWS OF OUTDOOR PRODUCTS 43%

TO DISCOVER NEW OUTDOOR BRANDS 35%

33% OF OUTDOOR CONSUMERS BROWSE/RESEARCH IN A STORE AND BUY ONLINE (I.E. SHOWROOMING)

19% OF OUTDOOR CONSUMERS BROWSE/RESEARCH ONLINE AND BUY IN A STORE (I.E. WEBROOMING)

27% OF OUTDOOR CONSUMERS BROWSE/RESEARCH IN A STORE AND BUY ONLINE (I.E. SHOWROOMING)

13% OF OUTDOOR CONSUMERS BROWSE/RESEARCH ONLINE AND BUY IN A STORE (I.E. WEBROOMING)

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

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