

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 LAPTOPS ON A REGULAR BASIS AND 91% OF THEM USE THEIR SMARTPHONES DURING THEIR OUTDOOR ACTIVITIES.



15% OF OUTDOOR CONSUMERS BELIEVE THAT TECHNOLOGY IS AN IMPORTANT PART OF
ENHANCING THEIR OUTDOOR EXPERIENCE



U.S. OUTDOOR CONSUMERS USE A
VARIETY OF PLATFORMS
TO PLAN, SHOP AND SHARE THEIR OUTDOOR EXPERIENCES.



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 AND 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

- GOOGLE
- PINTEREST
- BLOGS
- ONLINE FORUMS
- YOUTUBE
- FACEBOOK
- TWITTER
- INSTAGRAM
- ONLINE COMMUNITIES
- ONLINE MAGAZINES
- ONLINE RETAILERS

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



TO READ REVIEWS OF OUTDOOR PRODUCTS



FOR INSPIRATION FOR NEW OUTDOOR APPAREL, FOOTWEAR OR EQUIPMENT



TO DISCOVER NEW OUTDOOR BRANDS



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



27%
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.