




OUTDOOR PATH TO PARTICIPATION

Family and friends play an important role in influencing and motivating consumers to get involved, stay committed and/or increase their participation in outdoor activities. They have also created new barriers to getting outside.

KEY INFLUENCERS

Although outdoor consumers say they were heavily involved in programs like the Girl Scouts or Boy Scouts as a child (20%) and/or in team sports in high school or college (27%), it is connecting with family and friends that is their strongest driver for getting outdoors (34%).

	 MY SIGNIFICANT OTHER / SPOUSE	 MY CHILDREN	 MY FRIENDS
TOP FIRST INFLUENCERS TO BE ACTIVE IN THE OUTDOORS	15%	12%	12%
TOP INFLUENCERS TO CONTINUE / INCREASE PARTICIPATION IN OUTDOOR ACTIVITIES	42%	28%	42%

MOTIVATIONS & BARRIERS

With an emphasis on bonding and making memories with their friends and family, outdoor consumer's top motivators for getting outside are emotionally driven. Lack of exposure and family-friendly outdoor accessibility creates significant barriers for their participation.



TOP ACTIVITIES

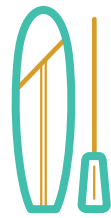
Outdoor consumers prefer to participate in a broad spectrum of activities with friends and family, even those that were previously perceived as more of an independent activity.



TOP OUTDOOR ACTIVITIES WITH SIGNIFICANT OTHER / SPOUSE:



KAYAKING
57%



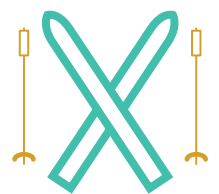
STAND-UP PADDLEBOARDING
57%



FISHING / FLY FISHING
55%



CAMPING
55%



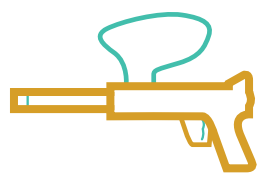
SKIING (CROSS-COUNTRY)
55%



TOP OUTDOOR ACTIVITIES WITH CHILDREN:



SNOWBOARDING
53%



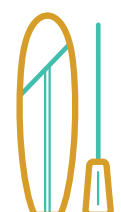
PAINTBALLING
52%



WATER SKIING
49%



SURFING
49%



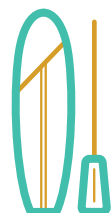
STAND-UP PADDLEBOARDING
49%



TOP OUTDOOR ACTIVITIES WITH FRIENDS:



SURFING
62%



STAND-UP PADDLEBOARDING
59%



SKIING (ALPINE / DOWNHILL)
58%



SNOWBOARDING
58%



SKATEBOARDING
57%

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