Urban consumers are active participants in outdoor recreation and are driven by a diverse range of motivations for getting outside.

**URBAN OUTDOOR CONSUMERS**

Urban consumers are more likely than all outdoor consumers to report the following motivations for getting outdoors (difference of at least 7%):

- To have fun
- To have adventure
- To challenge myself
- To improve my performance in a specific activity
- To connect with my spirituality
- To get to a location
- To enhance the intensity level of an activity
- To be with friends
- For creative inspiration
- For physical benefits

**WHY ARE THEY VALUABLE TO OUTDOOR?**

Urban outdoor consumers are more likely than all outdoor consumers to be:

- Female
- Caucasian
- African-American
- Hispanic
- Asian
- Other

**GENDER**

**URBAN OUTDOOR CONSUMERS**

**ALL OUTDOOR CONSUMERS**

49% FEMALE 64% FEMALE

51% MALE 49% MALE

**CAUCASIAN**

19% 13%

**AFRICAN-AMERICAN**

24% 17%

**HISPANIC**

6% 5%

**ASIAN**

2%

**OTHER**

35%

**WHAT GETS THEM OUTSIDE?**

The emotional values of the outdoors are what most inspire urban consumers most to get out and be active.

**WHAT PREVENTS THEM FROM GETTING OUTSIDE?**

The barriers to getting outdoors for urban consumers are varied and more functional in nature.

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