Women make up half of all U.S. outdoor consumers, yet opportunities to tap into their distinct attitudes and behaviors outdoor have generally been untapped.

## Attitudes
- **84%** feel being outdoors is vital for overall well-being.
- **46%** love spending time outdoors in extreme locations.
- **48%** feel it’s important to be prepared for changing conditions that vary from hour to hour.
- **48%** feel experiences outdoors and the benefits of those experiences are important.
- **44%** are more likely to be a multi-channel shopper.

## Activities
- **65%** long to participate in bicycling. Bicycling is the only traditional activity that women participate in more than men.
- **69%** want to participate in finding and tracking wildlife and nature. Women are less likely than men to be engaged with nature.

## Participation
- **51%** vs. **42%** are likely to participate in outdoor activities with their spouse/significant other.
- **35%** vs. **42%** are likely to participate in outdoor activities with friends.

## Shopping
- **78%** vs. **69%** use outdoor websites for shopping.
- **45%** vs. **36%** are more likely to pay more for outdoor apparel.
- **45%** vs. **36%** are more likely to pay more for outdoor activities.
- **26%** vs. **19%** use Pinterest and Facebook but less likely to use YouTube and Twitter.

## Technology
- **78%** vs. **69%** use apps on their mobile devices.
- **45%** vs. **36%** use social media for sharing photos/videos of outdoor activities.

### Top Three Things Women Are Willing to Pay More For:
- To Have Fun
- For the Situative Benefits of Sunshine and Fresh Air
- To Have a Family Experience

### Motivations for Women to Get Outdoors Include:
- **The Cost of Outdoor Equipment/Apparel**
- **The Cost of Participating in Certain Activities**
- **The Amount of Free Time They Have**

### Barriers for Women Include:
- **15%**
- **22%**
- **27%**

- **Mak makes me look athletic**
- **Highly technical**
- **Brand that aligns with my personal values**

- **51%** vs. **42%** are more likely to have shopped only at brick and mortar for outdoor products. Less likely to be multi-channel shoppers.
- **69%** vs. **57%** has an environment I feel comfortable and welcome in.
- **65%** vs. **57%** has specials or sales in retail, women are more likely than men to prioritize the following features: