

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

THE TWISTS BEHIND URBAN SPORT CONSUMERS

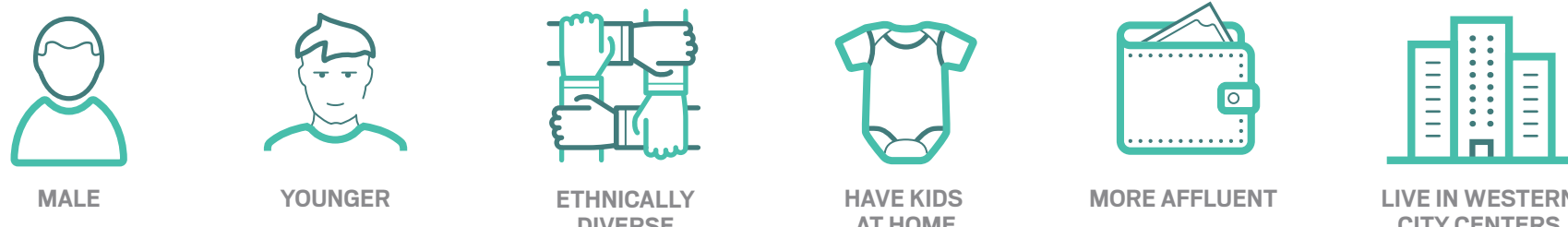
SKATEBOARDING & PARKOUR

The city is the perfect backdrop to break a serious sweat for these rebel warriors. Whether cruising the rails on a board or scaling rooftops with their hands, the outdoors is much more about competition, socialization and intensity than about connecting with nature. To protect their urban outdoor playground, urban sport consumers support brands that are environmentally-friendly and advocate for new open spaces that meet their definition of outdoor recreation.

- SKATEBOARDERS
- PARKOUR PARTICIPANTS
- ALL OUTDOOR CONSUMERS

DEMOGRAPHICS

Compared to all outdoor U.S. consumers, they tend to be...



	GENDER	MEDIAN AGE	MARITAL STATUS	ETHNICITY	HAVE KIDS AT HOME	HOUSEHOLD INCOME	GEOGRAPHY
SKATEBOARDERS	34%* FEMALE 66%* MALE	30	35%* SINGLE 58%* MARRIED	23%* HISPANIC 51%* WHITE/CAUCASIAN	66%*	60%* EARN \$75K OR MORE	34%* WEST 53%* CITY CENTERS/OUTSKIRTS
PARKOUR PARTICIPANTS	33%* FEMALE 67%* MALE	32	20% SINGLE 74%* MARRIED	27%* HISPANIC 54%* WHITE/CAUCASIAN	76%*	63%* EARN \$75K OR MORE	28% WEST 55%* CITY CENTERS/OUTSKIRTS
ALL OUTDOOR CONSUMERS	51% FEMALE 49% MALE	41	27% SINGLE 55% MARRIED	17% HISPANIC 64% WHITE/CAUCASIAN	43%	38% EARN \$75K OR MORE	24% WEST 34% CITY CENTERS/OUTSKIRTS

OUTDOOR CONSUMER SEGMENTS

Are more likely to be...



Click on the segment to learn more.

WHY ARE THEY VALUABLE TO OUTDOOR?

These outdoor consumers participate in twice as many traditional outdoor activities than the average U.S. outdoor consumer and see themselves active into their old age. Being strong advocates for environmental conservation and having large social circles, urban sports consumers can be powerful influencers.

SPEND MORE TIME OUTSIDE (MEAN # PER WEEK)



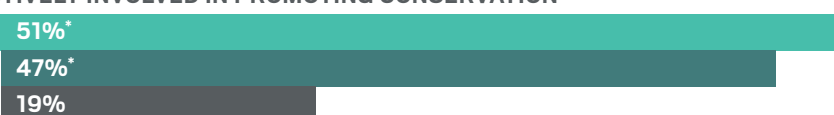
SEE THEMSELVES BEING A VERY ACTIVE PERSON INTO THEIR OLD AGE (TOP TWO BOX)



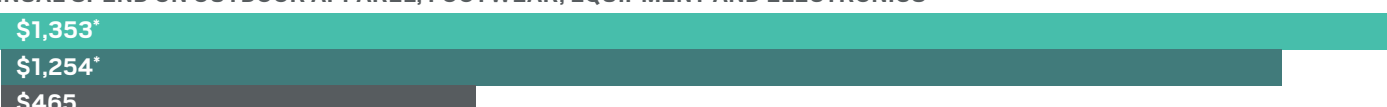
HAVE A WIDE SOCIAL CIRCLE



ACTIVELY INVOLVED IN PROMOTING CONSERVATION



ANNUAL SPEND ON OUTDOOR APPAREL, FOOTWEAR, EQUIPMENT AND ELECTRONICS



OUTDOOR PARTICIPATION

Urban sports consumers get outside to stay physically fit and spend time with friends and family. They are diverse in their preferred outdoor activities, participating in nearly twice as many activities in the past year than the average U.S. outdoor consumer.

Other activities they participate in:

TRADITIONAL



NON-TRADITIONAL



SHOPPING STYLE

Since they're all about self-expression, they want the stylish, high quality gear that can show off their flips, turns and jumps. Through their friends, idols and online research, they are constantly on the lookout for the latest tech and gear that helps them master the urban jungle.

TOP BRANDS USED IN THE OUTDOORS

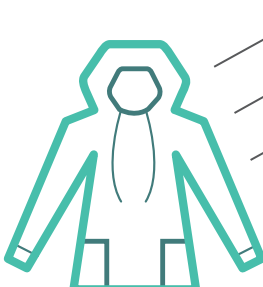


SHOPS ONLINE AND IN-STORE AT THE FOLLOWING



OUTDOOR RETAILERS (E.G. THE NORTH FACE, THE NORTH FACE.COM, REI, REI.COM)
 MASS MERCHANDISERS (E.G. TARGET, WALMART)
 SPORTING GOODS CHAIN STORES (E.G. DICK'S SPORTING GOODS, DICK'S SPORTING GOODS.COM, SPORTS AUTHORITY, SPORTS AUTHORITY.COM)

SOME OF THE RETAIL FEATURES THAT ARE IMPORTANT TO THEM



- CARRIES PRODUCTS FOR THE ENTIRE FAMILY
- HIGHLY KNOWLEDGEABLE SALES STAFF
- INSPIRES ME TO GET OUTDOORS
- HAS SPECIALS OR SALES
- FREE SHIPPING OR RETURNS ON WEBSITE

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