OIA | CONSUMERVUE

MAKING A SPLASH WITH AQUA ADDICTS

WAKEBOARDING, WATER SKIING & SURFING

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

Water sports enthusiasts are young, family-oriented and lead very active social lives. This lifestyle explains their affinity toward convenient brands that still provide them the option to be unique among their peers. It's no surprise they are more interested in activities that are focused on looking good and keeping fit than roughing it in the backcountry. Either way, their spending habits and diverse list of activities make them a great all-around outdoor customer.

WAKEBOARDERS & WATER SKIERS

SURFERS

ALL OUTDOOR CONSUMERS

DEMOGRAPHICS

Water sports enthusiasts make up 14% of the U.S. outdoor consumer population with 47% between the ages of 25-34.

	GENDER	MEDIAN AGE	MARITAL STATUS	HAVE KIDS AT HOME	CHILDREN AGES 5 OR YOUNGER
WAKEBOARDERS & WATER SKIERS	67% MALE 33% FEMALE	32	69%	66%	37%
SURFERS	67% MALE 33% FEMALE	31	72%	72%	46%
ALL OUTDOOR CONSUMERS	49% MALE 51% FEMALE	34	55%	43%	32%

CONSUMERVUE COMPARISON

40% of water sports enthusiasts are

THE URBAN ATHLETE

Click on the segment image to learn more.

WHAT'S IN THE WATER?

Much like The Urban Athlete, water sports enthusiasts prefer the convenience of shopping on the website of sporting goods chain stores (ex: Dicksportinggoods.com). This is further reinforced by the amount of mainstream athletic brands they use in the outdoors, which is primarily carried by big box retailers.

	BRANDS USED IN THE OUTDOORS			BRANDS ASSOCIATED WITH THE OUTDOORS		
	adidas	OAKLEY	UNDER ARMOUR	GAP	ATHLETA	TARGET
WAKEBOARDERS & WATER SKIERS	44%	27%	44%	21%	25%	27%
SURFERS	53%	25%	37%	35%	28%	33%

CAN YOU PUT A PRICE ON STYLE?

67% of water sports enthusiasts say standing out in a crowd is at the top of their personality traits list. It's this mentality that has them spending on average $939 annually for outdoor apparel, footwear, equipment and gadgets, which is 50% more than the average U.S. outdoor consumer.

APPAREL

WAKEBOARDERS & WATER SKIERS **$354**

SURFERS **$428**

AVG. CONSUMER **$137**

FOOTWEAR

WAKEBOARDERS & WATER SKIERS **$291**

SURFERS **$368**

AVG. CONSUMER **$123**

EQUIPMENT

WAKEBOARDERS & WATER SKIERS **$369**

SURFERS **$382**

AVG. CONSUMER **$122**

GADGET/ELECTRONICS

WAKEBOARDERS & WATER SKIERS **$282**

SURFERS **$335**

AVG. CONSUMER **$81**

WHY WETSUIT UP?

For 55% of water sports enthusiasts, pushing their level of performance in outdoor activities is a top motivation.

	FOR THE THRILL	COMPETITION	CONNECT WITH OTHERS
WAKEBOARDERS & WATER SKIERS	54%	46%	57%
SURFERS	64%	54%	66%

INTERESTS ON AND OFF THE WATER

66% of water sports enthusiasts expressed interest in trying new outdoor activities. This is reflected in the diverse mix of traditional and non-traditional activities they participated in the past year.

WAKEBOARDERS & WATER SKIERS

TEAM SPORTS (SOCCER, BASKETBALL) **67%**

OUTDOOR YOGA **66%**

GOLFING **58%**

SURFERS

OUTDOOR YOGA **60%**

WATER SKIING / WAKEBOARDING **56%**

SNOWBOARDING **55%**

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