

A grayscale photograph of a person hiking away from the camera on a wooden boardwalk. The boardwalk is flanked by patches of snow and dense evergreen trees. In the background, a misty mountain range is visible. The overall mood is serene and adventurous.

provoke

insights

Outdoors: Attitudes, Activity & Purchase Habits

June, 2020



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. The impact that these shifting behaviors are going to have is unknown, so far. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered over 15 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Attitudes

Americans have a renewed affinity for the environment around them – two-thirds are thinking more about the human impact on the environment since COVID-19. This shift may be the result of 60% of people spending more time outdoors than before COVID-19.



Activities

When it comes to activities, 17% of people are hiking more now than they did in 2019. Many Americans are also very excited to get out and enjoy the outdoors as restrictions lift. Compared to other in-person and outdoor get-togethers, 11% are most excited to attend public parks, and 7% are most excited to go to swimming pools.



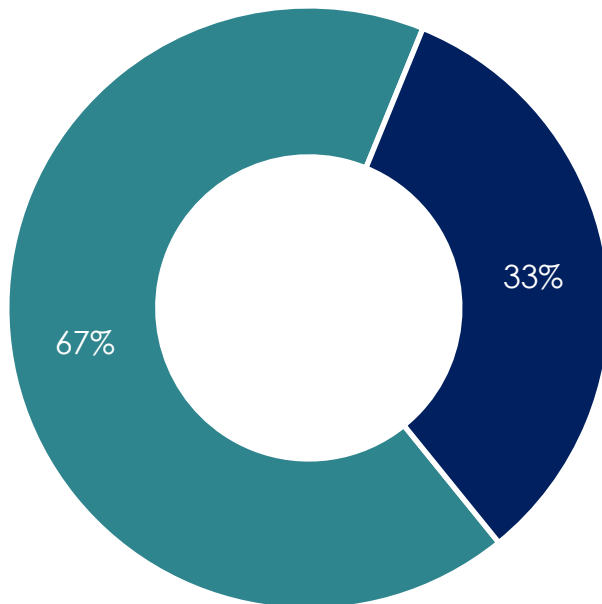
Clothing

As more people have found a renewed interest in nature, 16% of people have purchased apparel for these activities.

Attitudes Towards Environment

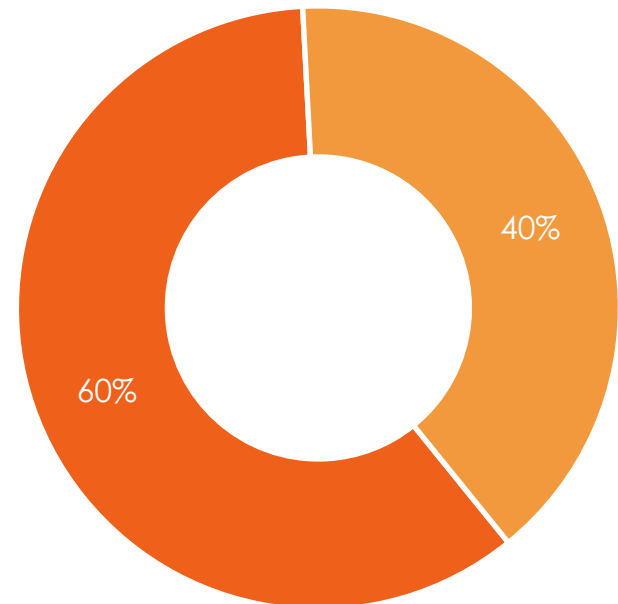
Two-thirds of consumers are thinking more about the human impact on the environment since COVID-19.

COVID-19 makes me think more about the human impact on the environment



- Strongly Agree/Agree
- Strongly Disagree/Disagree

Spending more time outdoors



- Strongly Agree/Agree
- Strongly Disagree/Disagree

Outdoor Activities

Nearly a fifth of Americans are hiking more now than they did prior to COVID-19. When compared to other in-person activities, 11% of Americans are most excited about going to public parks and 7% are most excited about attending swimming pools.



17%

Are hiking now more than they did prior to COVID-19



11%

Are most excited to attend public parks as restrictions are lifted



7%

Are most excited to attend swimming pools as restrictions are lifted

Outdoor Clothing Purchase Behavior

Over half of consumers have not changed their outdoor clothing purchasing habits.

Sixteen percent of Americans are buying more outdoor clothing now than they were in 2019.



Purchase much more/slightly more



Purchase the same amount



Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical
Area



Household
Income



Generations



Marital Status



Economic
Beliefs



Employment
Status



Children in
Household



Optimism for
the Future