

A group of people are seen from behind, sitting on a large, light-colored rock on a mountain peak. They are looking out over a vast, hazy valley. The person in the foreground is wearing a grey hoodie and a backpack. The overall mood is peaceful and adventurous.

# provoke

insights

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Outdoors: Brand Loyalty  
Spring 2022

## Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries, including the outdoors.

## Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1<sup>st</sup> – 10<sup>th</sup>, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.





# Overview



## Who is Purchasing Outdoor Gear?

One in ten American consumers have purchased outdoor gear in the past month; many participate in outdoor activities such as hiking, biking, and golf. Outdoor gear purchasers tend to be employed full-time, male, and parents. Additionally, these consumers are likely to consider themselves as environmentally conscious.



## In-Person Purchases Dominate

Outdoor gear is most often purchased in person, with almost two-thirds of consumers buying these products in-store. Less than a tenth of consumers buy outdoor gear products directly from the brand's website.



## Low Brand Loyalty

Compared to other categories, brand loyalty for outdoor gear is low. Consumers are typically purchasing a variety of outdoor gear brands.

# Americans Are Active.

Half of the population exercises in their free time following a third who who hike.

## Hobbies



**51%**  
exercise



**31%**  
camping/hiking



**23%**  
bike



**13%**  
play golf



9% of Americans purchased outdoor gear in the last month

# The Outdoors Shopper

is Significantly More Likely to Be



**75%** Employed full-time vs. 63%



**70%** Consider themselves to be environmentally conscious vs. 56%



**57%** Male vs. 45%



**49%** Have children vs. 35%

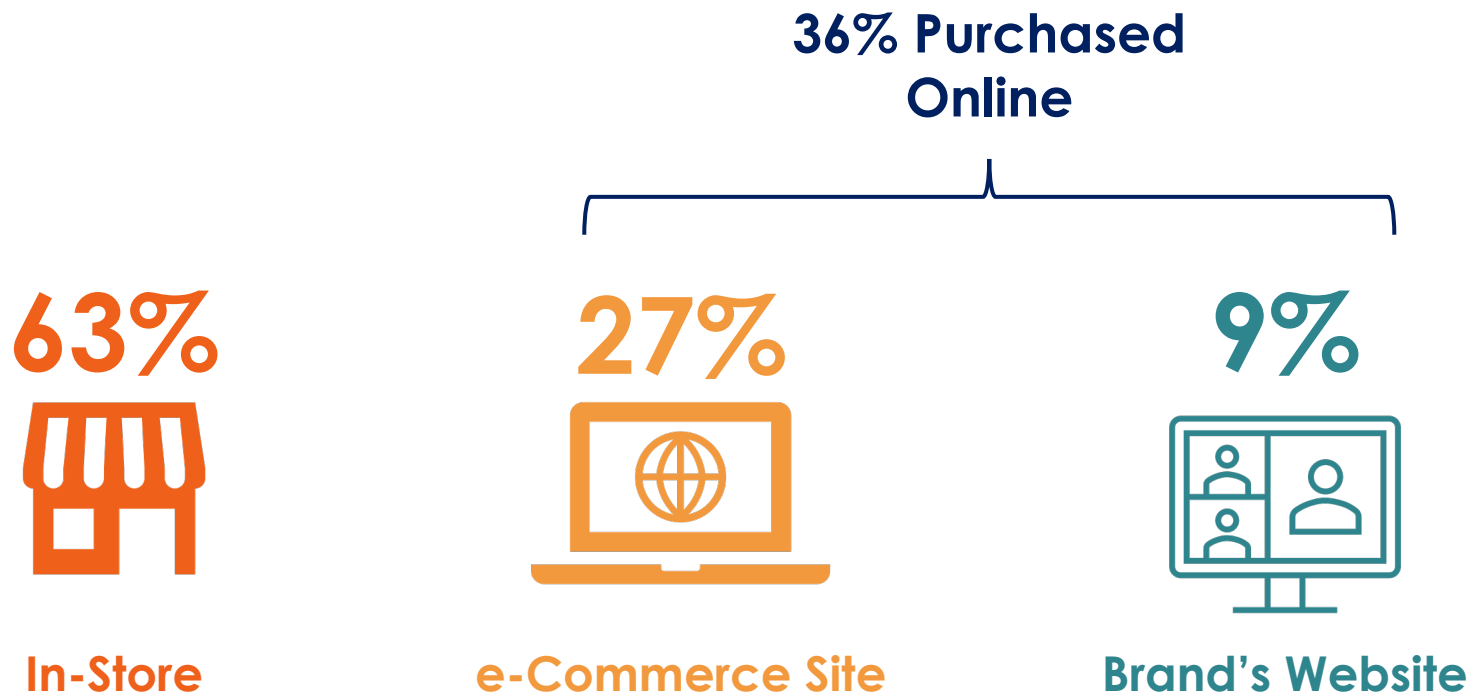


**28%** Not vaccinated vs. 20%



# Consumers are Venturing In-Store to Purchase Outdoor Gear

Where consumers purchased outdoor gear

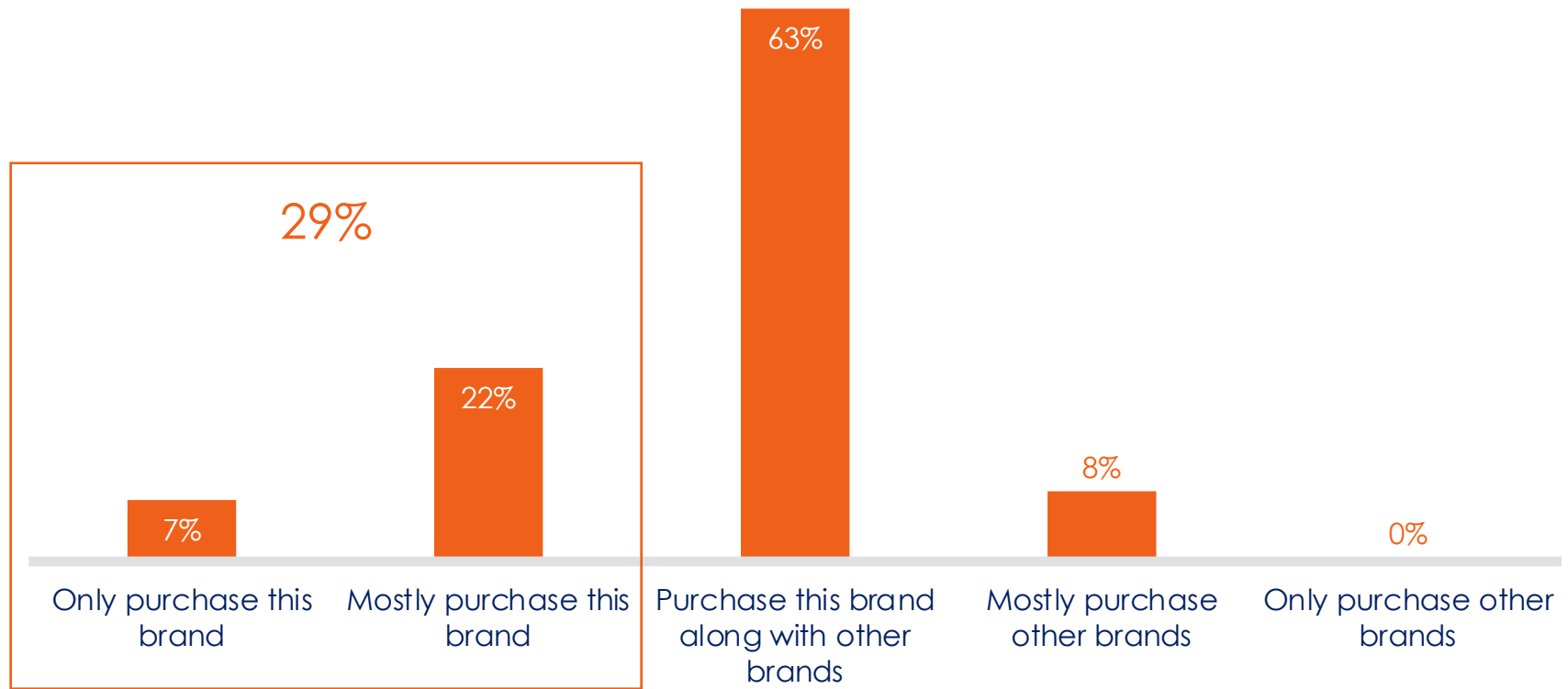


\*1% other method



# Brand Loyalty: Outdoor Gear

Less than a third of outdoor gear consumers are loyal to a specific brand.



Compared to other categories, consumers are less loyal to their outdoor gear brands.

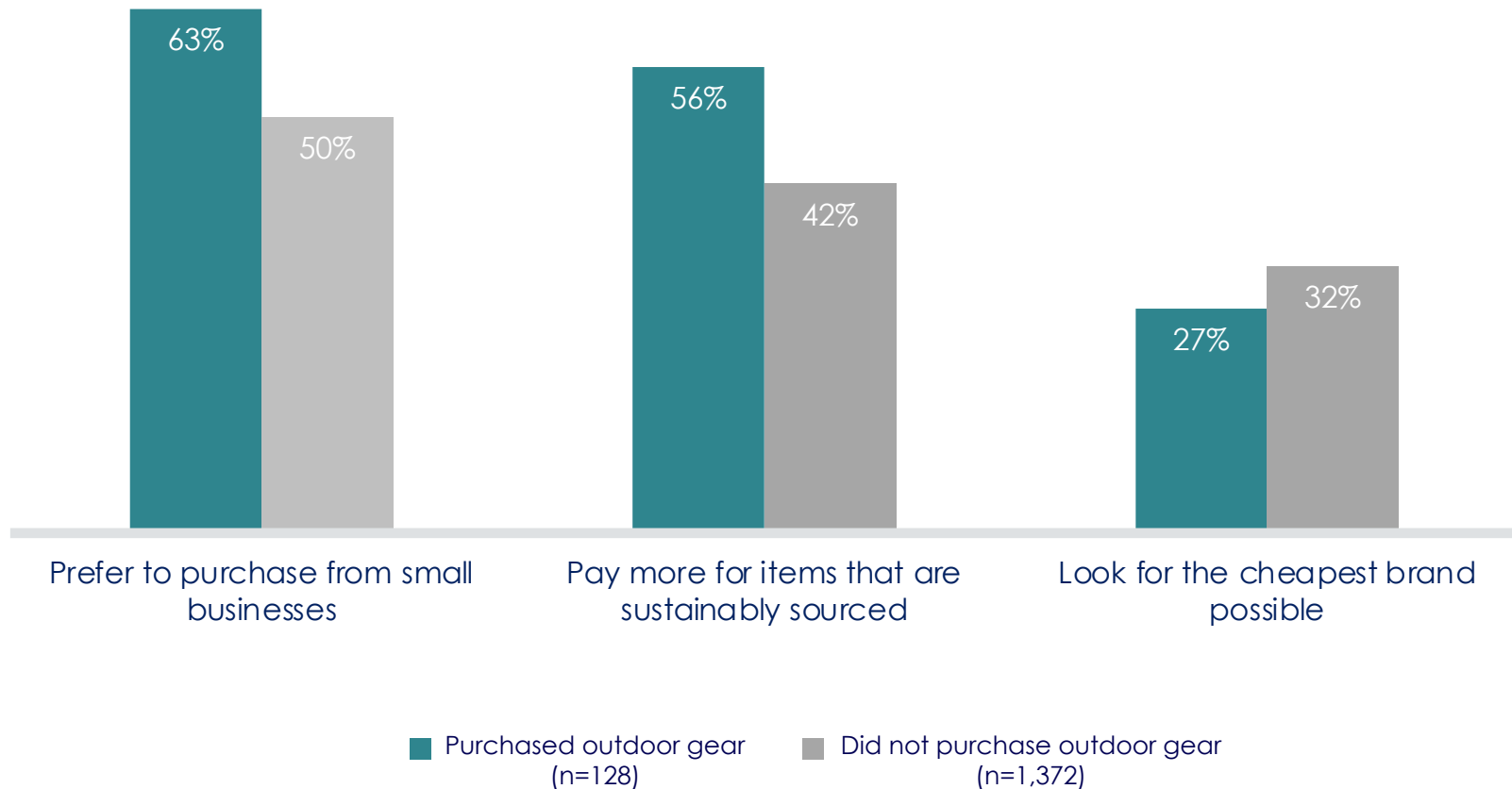
*The loyalty score is calculated by the mean overall industry score minus the individual category score.*

	Industry	Loyalty Score
1	Automobiles	14.31
2	Major appliances	12.61
3	Airline	11.11
4	Cruise line	9.01
5	Power tools	7.71
6	Skincare	6.11
7	Electronics	6.01
8	Fine jewelry/watches	2.41
9	Beauty supplies	2.51
10	Hotel	-7.19
11	Fitness gear	-8.39
12	Furniture	-9.39
13	Outdoor gear	-11.89
14	Apparel	-15.99
15	Toys	-19.99

# Outdoor Gear Purchaser Shopping Habits

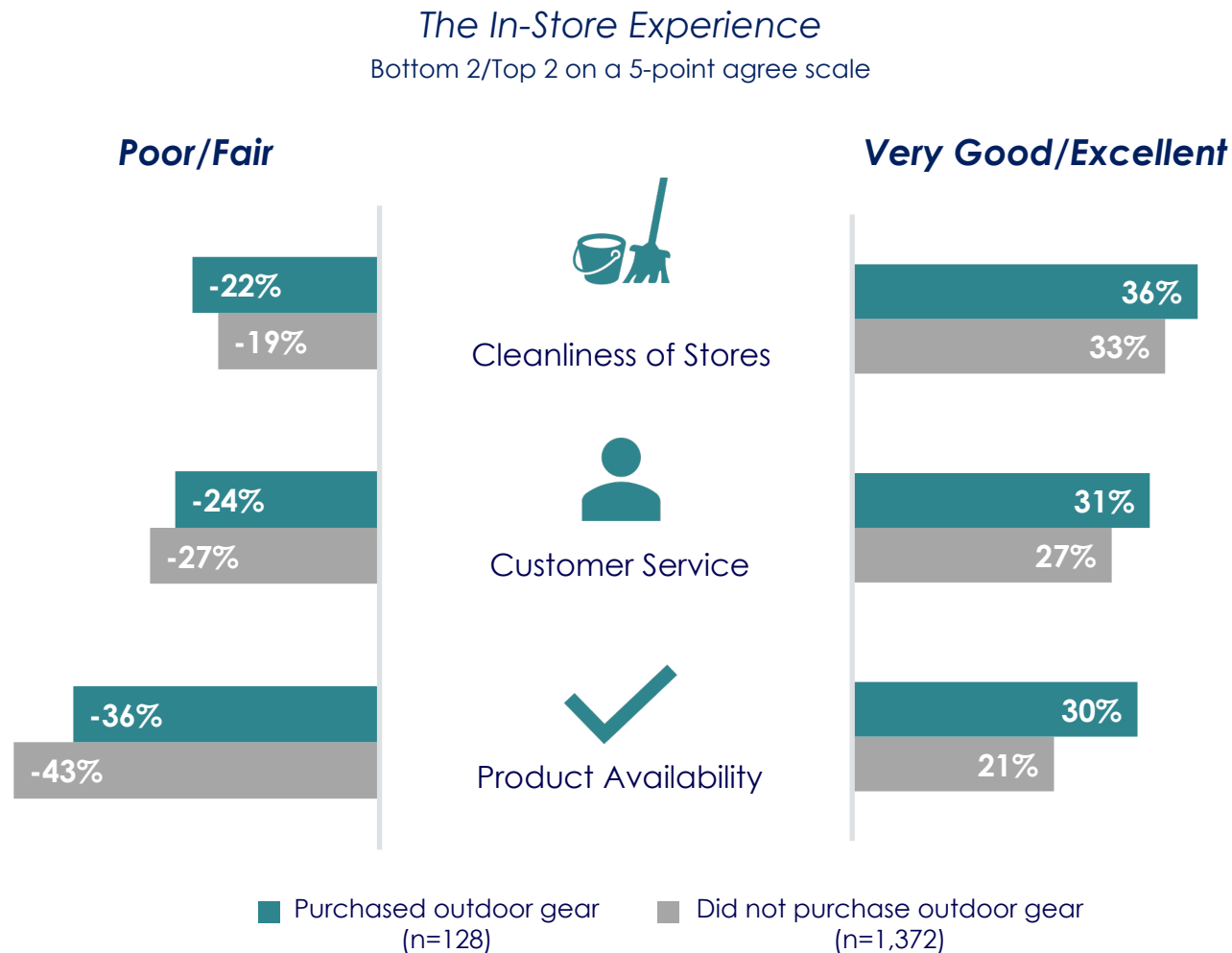
Consumers who buy outdoor gear prioritize supporting small businesses. Price is less of a concern for this group as they are willing to pay more for sustainably sourced items.

Top 3 on a 7-point agree scale



# In-Store Experience

Many outdoor gear consumers rate the in-store experience favorably. They are most unimpressed with product availability in stores.





# Outdoor Gear Purchasers are Planning Additional Large Purchases

*In the Next Three Months...*

50%



**Are going on a  
domestic vacation**

35%



**Are planning major  
home improvement**

16%



**Will buy or lease a  
car**

# Respondent Overview

## Gender



**53%**  
Female



**47%**  
Male

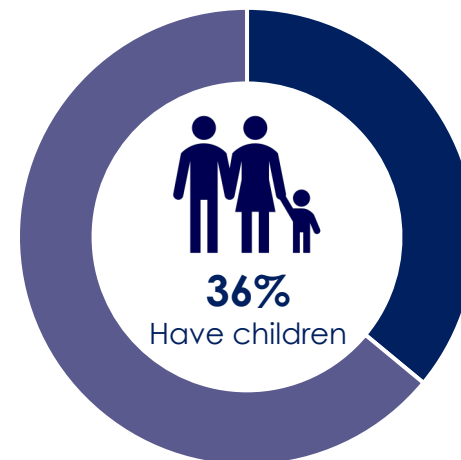
## Generation

**44 years old**  
Average Age

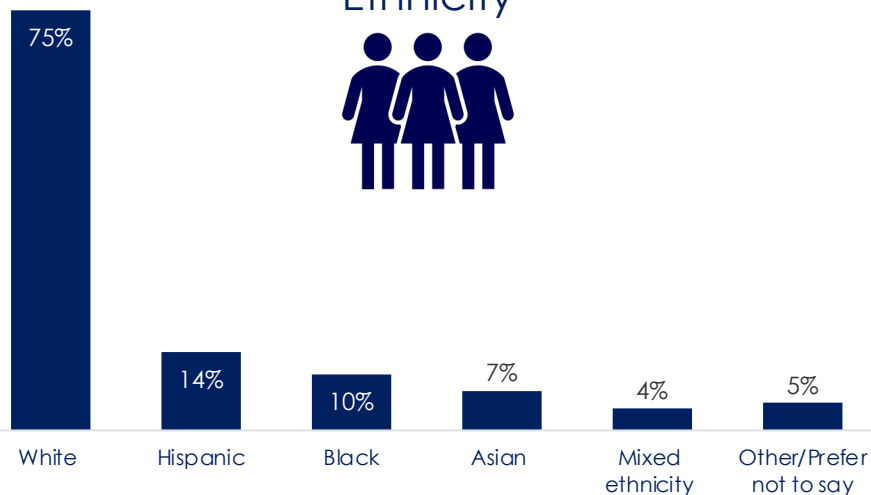


**Z** 7% Gen Z      **X** 34% Gen X  
**M** 38% Millennials      **B** 21% Baby Boomers

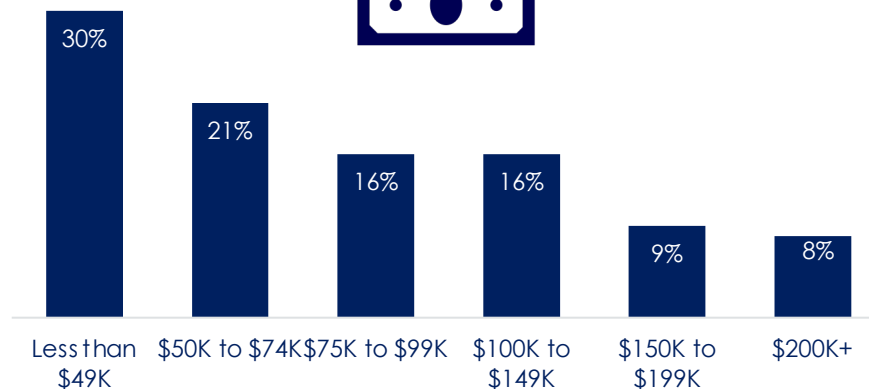
## Parental Status



## Ethnicity



## Household Income



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).