

Outdoors Her Way Fact sheet

New research may change the way retailers market to female consumers.

What do women really want? Researcher Mark Duda took a stab at answering this age-old question as part of a study commissioned by the National Wild Turkey Federation.

New research funded by the U.S. Fish and Service has found that the one-size-fits-all approach to marketing is discouraging most women's interests in outdoor activities.

Inside this report, you'll learn about the purchasing power of women, their influence on the outdoor industry, what recreational activities they prefer and factors that prevent them from being more involved in the outdoors.

Did you know?

- Being with family and close friends were cited as motivations to spend time outdoors.
- Women said too many hours spent at work, both in and out of the home, left little time to play outdoors. One in 5 surveyed, for instance, were interested in hunting, although few had been in the last five years.
- Four out of 5 women are unaware of programs that teach them camping, canoeing and hiking skills—further proof that the outdoor industry has not done enough to woo the female market.
- Females who attend Women in the Outdoors events, a program launched by the NWTF in the late 1990s, are more likely to pursue outside activities and immediately purchase equipment related to those interests, sometimes spending \$1,000 or more.
- Women in the Outdoors participants have increased their involvement by more than 40 percent in fishing, hiking, backpacking, camping, hunting, birdwatching and outdoor photography.