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Outdoor living in the US

A report preview from
GfK Consumer Life



50 YEARS OF
Consumer Life
USA



About this report preview

- **Outdoor living in the US** looks at who engages in what kinds of outdoor activities, where, and why. It reveals marketing opportunities for products like bicycle accessories, garden tools, and camping gear.

But it also points to ways for marketers in all industries to get involved with outdoor lifestyles.

Interested in the full Outdoor living in the US report? [Contact GfK](#) today.

Nearly everyone spends time outdoors

With and without others, at home and away

Virtually all Americans, **96%**, say they engaged in at least one of eight outdoor activities in the past year.* Socializing and spending time alone are the most popular on the list, and **55%** of people did both – presumably on different occasions.

% who did the following things outdoors in the past year	Total pop.
Socialize with friends or family	70%
Spend time alone (reading, walking, etc.)	70
Exercise	57
Eat at a restaurant (outdoor seating)	55
Gardening or yard work	53
Eat a meal/have a picnic (not at a restaurant)	48
Play outdoor games or sports	31
Go to outdoor events such as concerts, sporting events	28

The smaller contingents who played outdoor sports/games or went to outdoor events were more likely to participate in other activities, too, while those who spent time alone outside tended to be less active otherwise.



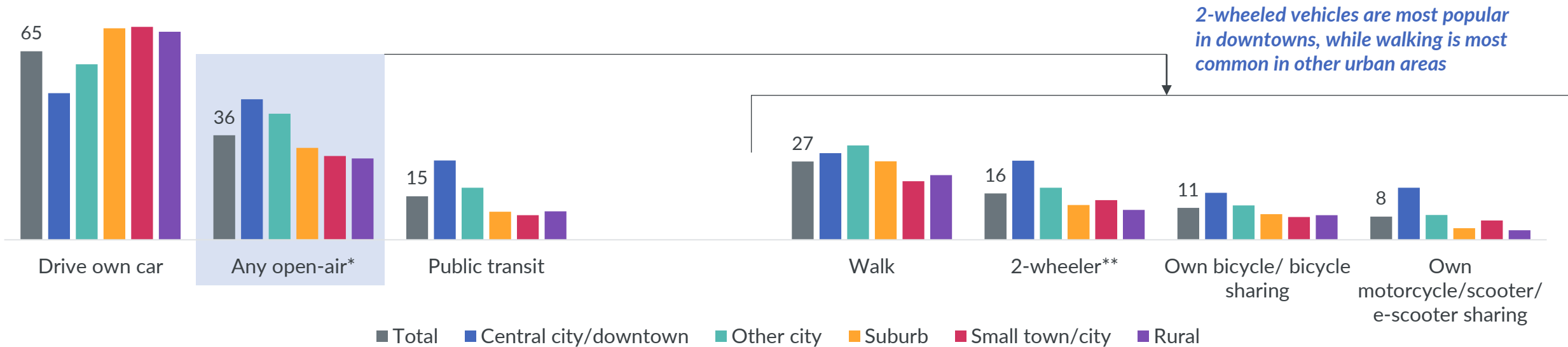


Getting around: Open-air modes of transit

Half of downtown residents use open-air transportation

On par with the share who drive cars; more popular than public transit

% who regularly use mode of transit to get around, by place of residence
For complete data sets, [contact GfK](#) to access the full report.



Girls Who Walk

After struggling to make friends in the pandemic, Brianna Kohn posted a TikTok about forming a walking group “City Girls Who Walk” which has since become a national phenomenon



Sharing the wheels

Cities are embracing micro-mobility to varying degrees. Dallas is bringing e-scooter and e-bike sharing back after a 3-year ban, with additional rules. Springfield, Missouri, is expanding the geographic range where shared e-scooters are permitted to operate. Newark is touting success with its shared bicycle and e-scooter program, which recently reached 1 million rides since its launch in 2021.



GfK Consumer Life Global 2022, D5a (US filter); *net of walk, bicycle, and motorcycle/scooter; **net of bicycle/motorcycle/scooter; [City Girls Who Walk growing in Manhattan and other cities \(ny1.com\)](#); [The Chicago Girls Who Walk Are Taking Over The City - Secret Chicago](#); [Rental E-Scooters, E-Bikes Return to Dallas as Part of City's New Micromobility Program » Dallas Innovates](#); [Springfieldians to see more e-scooters in more places as city expands program this summer \(msn.com\)](#); [E-Scooters, Bikeshare Are Here To Stay In Newark, Mayor Says | Newark, NJ Patch](#)

Cyclists and bikers share some but not all traits

Both groups are energetic, especially bikers

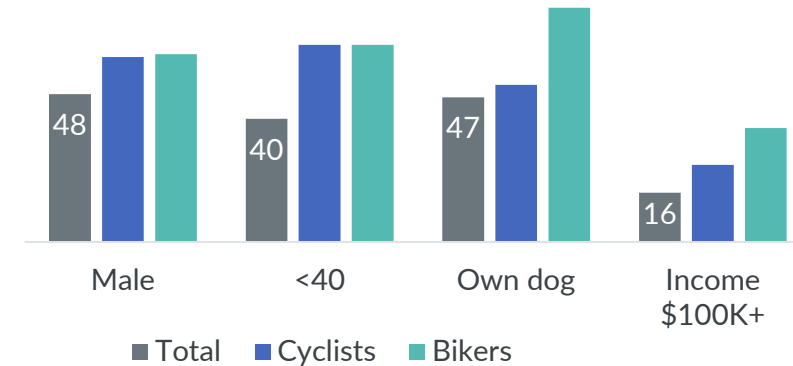
Cyclists – i.e., those who get around with non-motorized bicycles – are younger and more male than average. They are also busy people in general, more likely to engage in activities both at home and away.

Bikers – i.e., those who use motorcycles or scooters to get around – share some traits with cyclists, even though the two groups don't overlap a great deal. They, too, are younger, more male, and more active than average. In addition, they are more likely to be affluent and to own dogs.

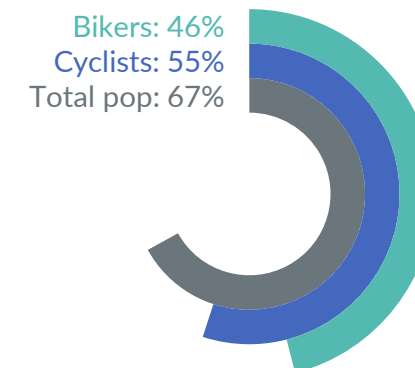
Both groups share some attitudes, too. Bikers in particular seek new products and feel a need to belong, as well as being less focused on relaxing leisure time, while cyclists feel more green guilt.

% with selected demographic traits

For complete data sets, [contact GfK](#) to access the full report.



% who cite relaxation as important to leisure





Outdoor living at home: Yards, gardens, and BBQs

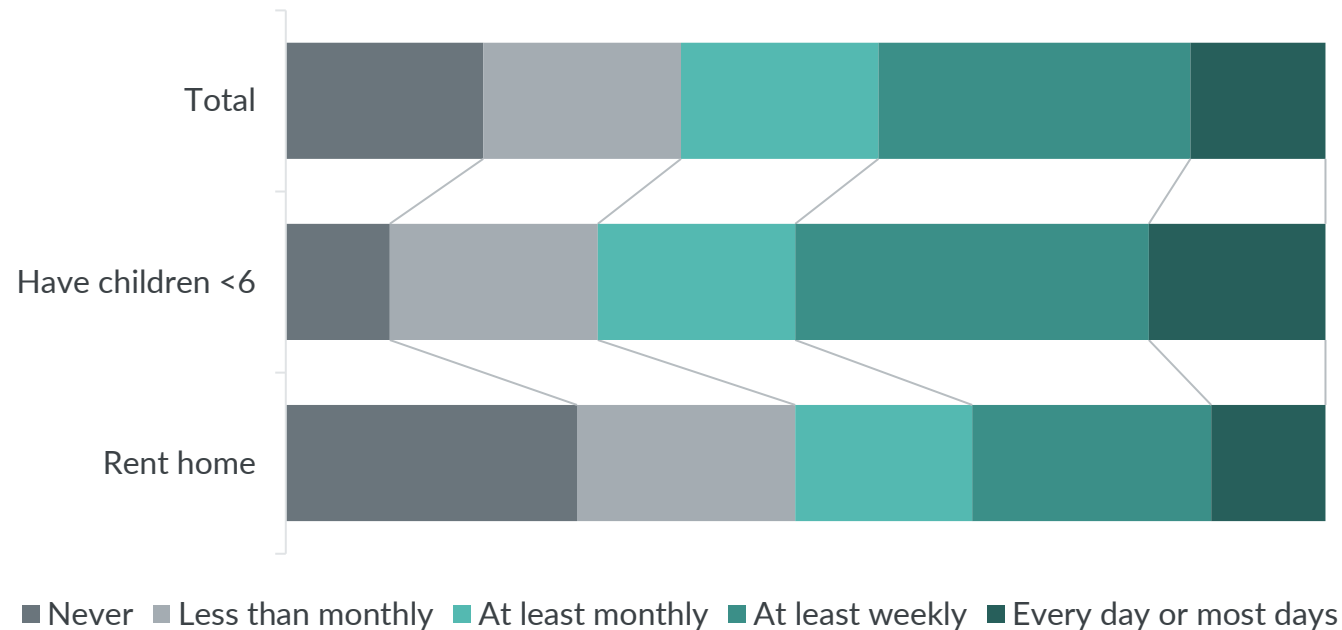
Nearly half of Americans get out in the yard at least weekly

More common for parents of young children, less so for renters

Overall, **one-third to half** of Americans get outside on a regular basis to tend to the outdoor space around their homes. Urban residents without yards may also make use of community gardens.

% distribution by reported frequency of gardening/doing yard work

For complete data sets, [contact GfK](#) to access the full report.



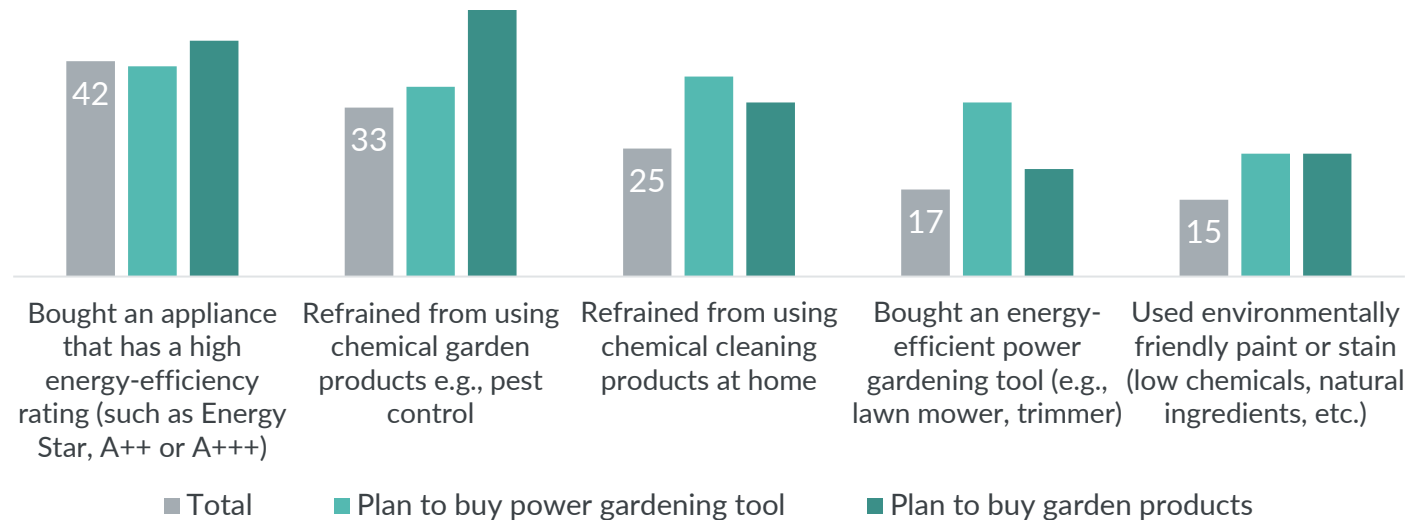
Garden purchase intenders are a niche but important market

Especially when it comes to “green” products both outside and inside the home

61% of those who plan to buy a power gardening tool such as a lawn mower and **65%** of those planning to buy garden products such as fertilizer in the next year are **willing to pay 10% more for environmentally friendly** versions of these products

% who do/have done the following things for the environment

For complete data sets, [contact GfK](#) to access the full report.



Environmentalists say using a commercial gas leaf blower for an hour produces emissions equal to driving from Denver to Los Angeles.



Battery-powered garden tools like the [Ryobi 18V ONE+ lawn mower](#) are non-polluting and quieter than traditional gas-powered machines.

[Earth's Ally 3-in-1 Plant Spray](#) is an insecticide, miticide and fungicide. Its active ingredients are thyme oil, rosemary oil, clove oil and peppermint oil. It is an OMRI Listed formula suitable for use in organic gardening.





Outdoor living away from home: Parks and camping

9 in 10 visit an outdoor destination at least sometimes

The “regulars” tend to be urban, younger, and to have kids and pets



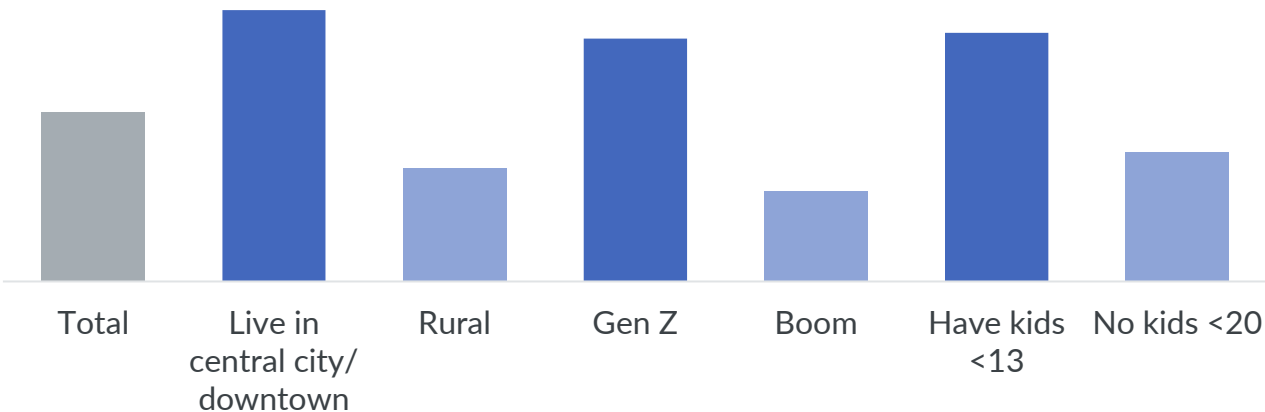
Nine in ten Americans visit parks and other outdoor destinations at least occasionally; nearly one-third do so at least weekly. Those who live in downtown areas are the most likely to go on such outings regularly, which makes sense. Rural residents do not need to proactively visit outdoor destinations – they can simply walk out the door to get to nature. It is also no surprise that young people and parents with younger children are more likely to go on such outings.

It’s not about dogs versus cats

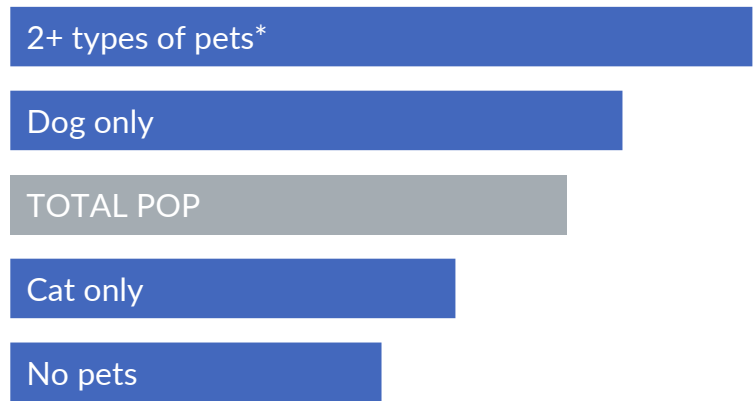
People who have cats and no other pets are less likely than those who only have dogs to visit outdoor destinations at least weekly. This is understandable because cats can stay inside all the time, while dogs need to get out every day. But it is **those who have multiple types of pets who are the most likely to get to parks** and other outdoor spots regularly.

% who visit park/beach/nature/other outdoor destination weekly or more often

For complete data sets, [contact GfK](#) to access the full report.



% visit outdoor destination weekly or more often, by pet ownership

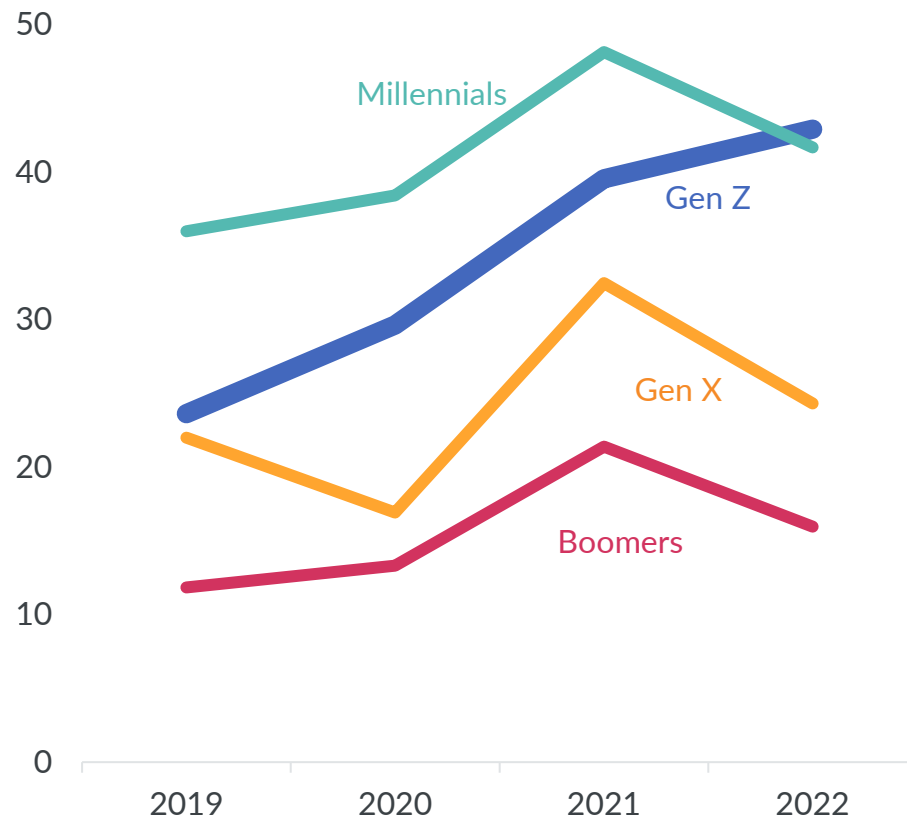


Young adults are going off-road

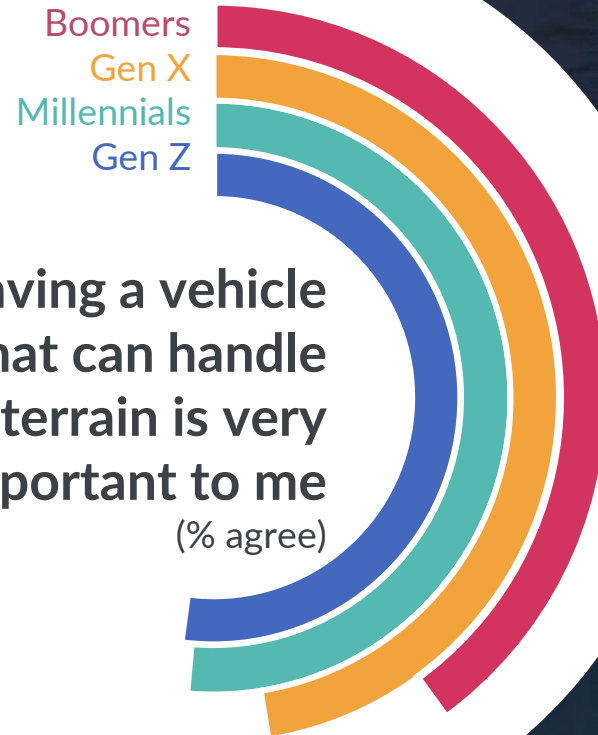
They appreciate vehicles that can take them there



% who visit park/beach/nature/other outdoor destination weekly or more often



Having a vehicle that can handle rough terrain is very important to me
(% agree)



The future of outdoor life and conclusions



The outdoors and technology do not have to compete

In fact, technology can enhance outdoor living

Technology gets blamed for many social ills, including keeping people inside glued to screens. But tech use does not necessarily interfere with outdoor life. People who play video games or visit social media at least weekly are just as likely as average to garden and visit outdoor destinations at least weekly too. In addition, those who participate in outdoor activities, especially camping, are more likely than average to use many kinds of apps.

% who use apps (ranked by largest diff between outdoor visitors and total, top 12 of 24 shown)	Total pop	Visit outdoor destination weekly+	Garden/do yard work weekly+	Camped in past 30 days
Video games	39%	50%	43%	58%
Photo/video editing	25	36	27	42
Cooking	23	33	28	36

How do apps around music, exercise, dating and many more activities compare?
[Contact GfK](#) for the full report.

Outdoor tech play

[Pokémon GO](#) and [Geocaching](#) are examples of apps specifically meant to be used outdoors in locations ranging from neighborhood streets to the woods.



According to RMS North America's latest [State of the Industry Report](#), 85% of Millennial and Gen Z campers want to see more technology integrated into campgrounds and RV parks.



Turn fire into electricity with [BioLite's](#) award-winning stove. Patented combustion technology creates a vortex of smokeless flames for a portable campfire that can cook your meals and charge your gear, all at the same time.



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Thank you for reading:

Outdoor living in the US

This presentation provides a
preview of the complete report
that covers outdoor living.

For the complete report, insights
and data sets for Outdoor Living
in the US, [contact GfK today](#).



50 YEARS OF
**Consumer Life
USA**

Consumer Life US study at a glance

Nationally representative of the online
US population



Target group



A sample of 4,178 adults 18 years of age and over in the United States was interviewed for the 2023 study. The 2022 study sample was 4,058. Fieldwork in both years was conducted from late January through March.

Sampling method



All demographic groups are represented, based on the latest population statistics derived from the United States Census Bureau. Quotas are imposed to ensure representation for each age bracket within gender, education level, as well as income, geographic region, and ethnicity.

Online & mobile



Panel blend of 7 online and mobile providers in the US.