



Consumer participation in outdoor activities in Europe during Covid-19 epidemic

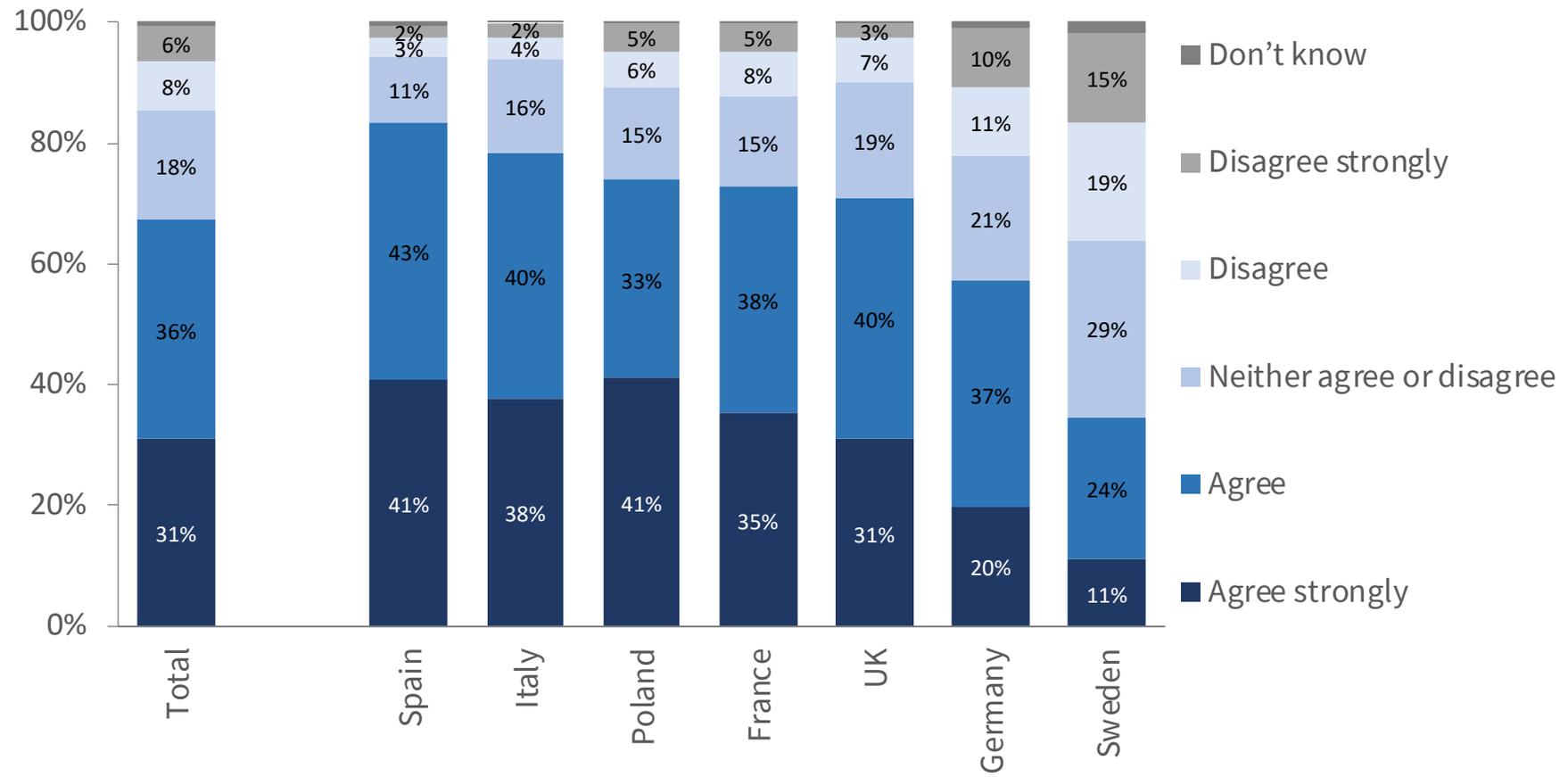
A study by the European Outdoor Group along with the It's Great Out There Coalition and Foresight Factory.

June 2020



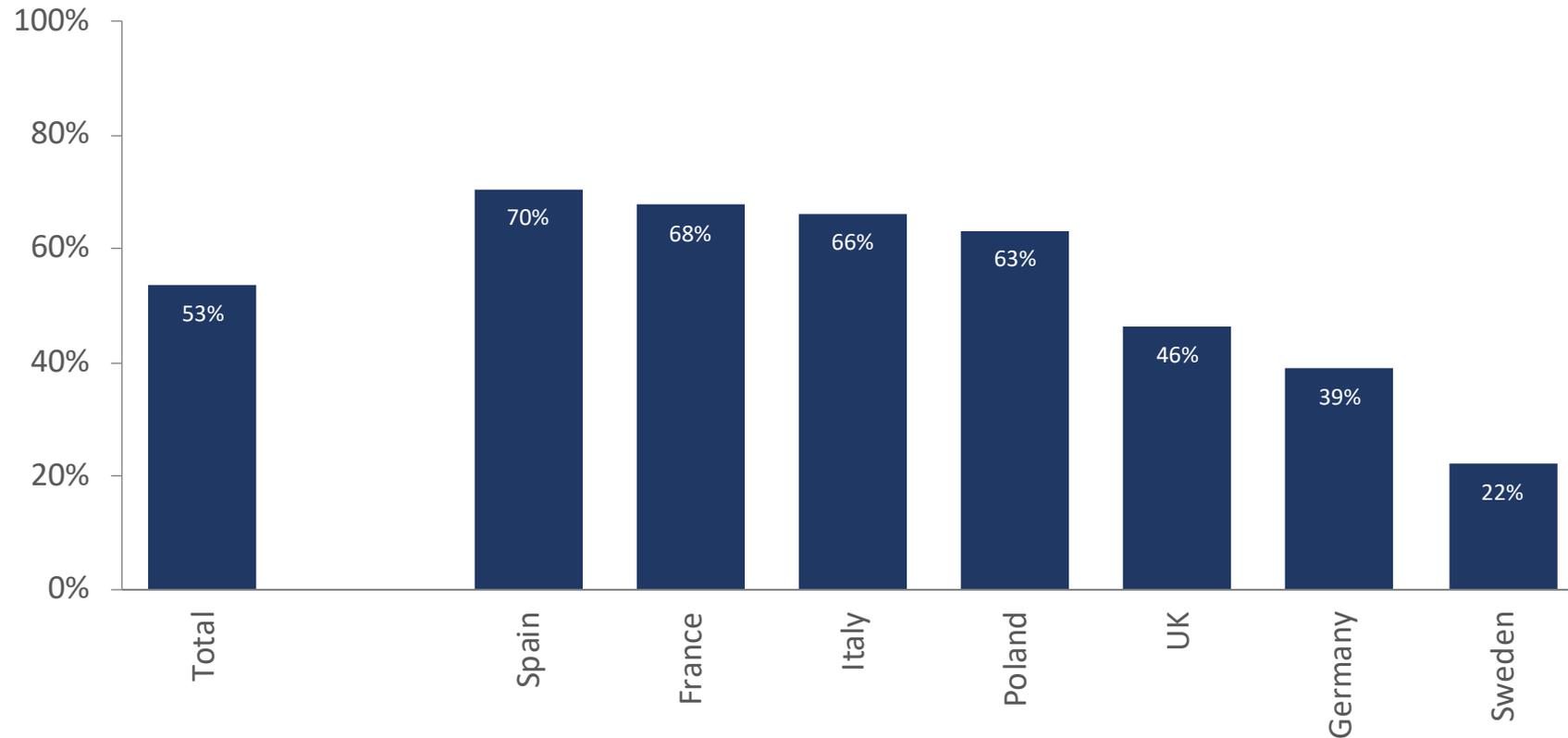
Almost 70% miss being able to do outdoor activities often.

Thinking about how the COVID-19 pandemic has impacted your outdoor activities how much do you agree or disagree with the following statement? - "I really miss being able to do outdoor activities more often"



Over half have reduced outdoor physical activities since COVID-19

Thinking about how the COVID-19 pandemic has impacted your physical activity does the following apply to you? - “I’ve reduced outdoor physical activities.”

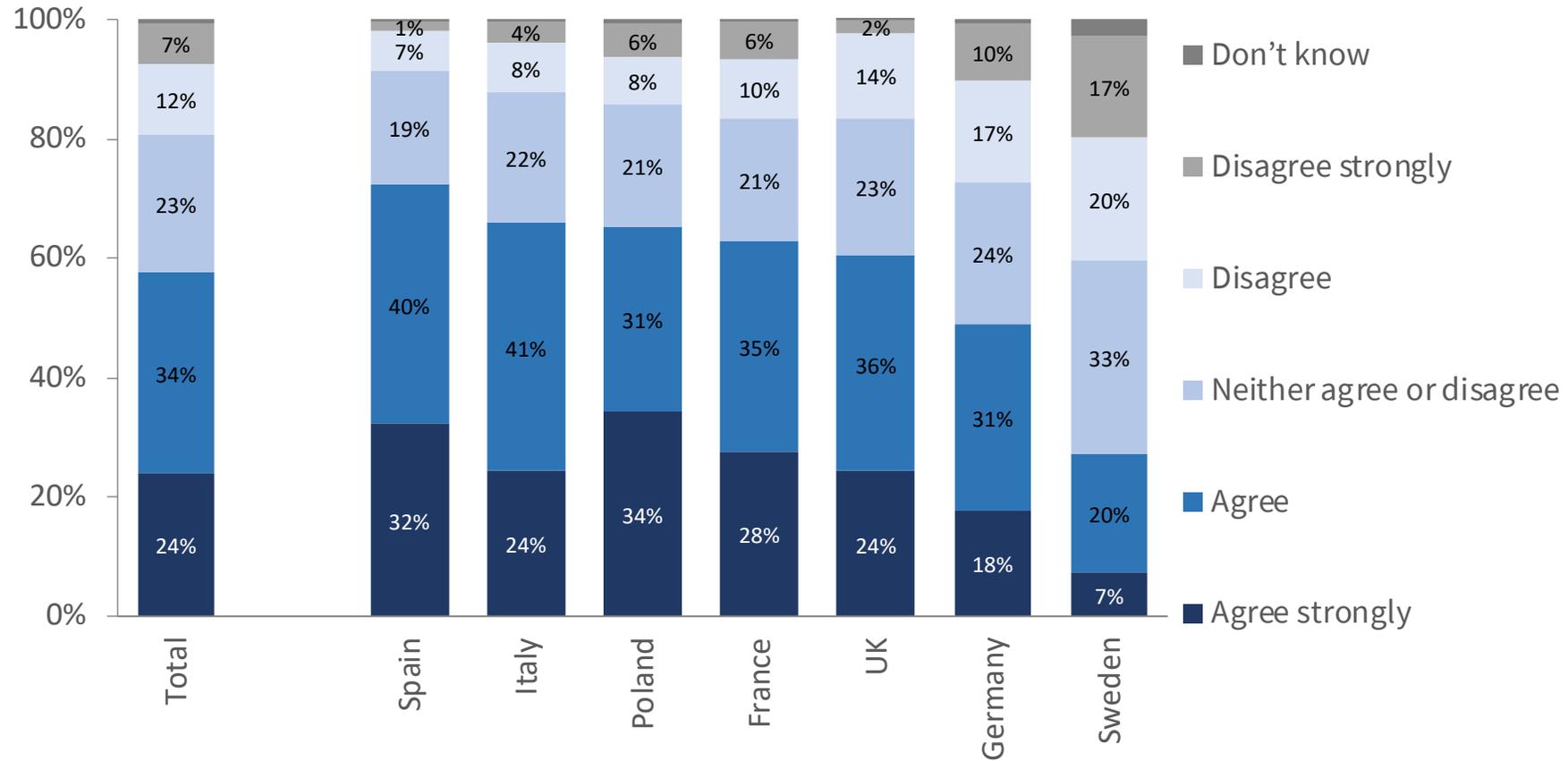


Source: Foresight Factory | Base: 1000 respondents per country, 2020



Over half miss outdoor activities most of all since COVID-19

Thinking about how the COVID-19 pandemic has impacted your outdoor activities, how much do you agree or disagree with the following statement? - "Of all the things we are restricted from doing, I miss outdoor activities the most."

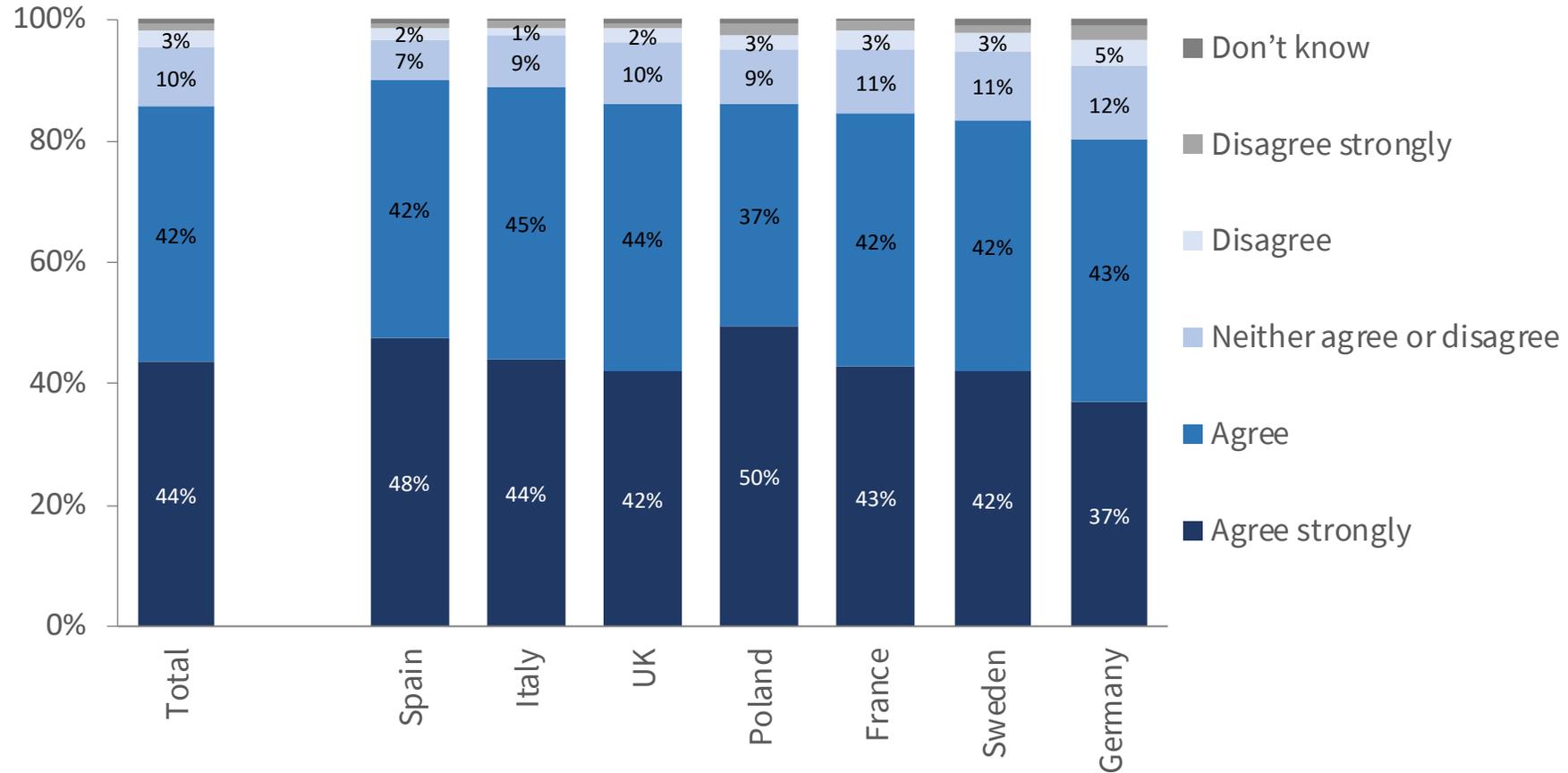


Source: Foresight Factory | Base: 1000 respondents per country, 2020



Nearly 90% now agree that outdoor activities are essential to people's wellbeing

Thinking about how the COVID-19 pandemic has impacted your outdoor activities, how much do you agree or disagree with the following statement? - "Outdoor activities are essential to people's wellbeing."

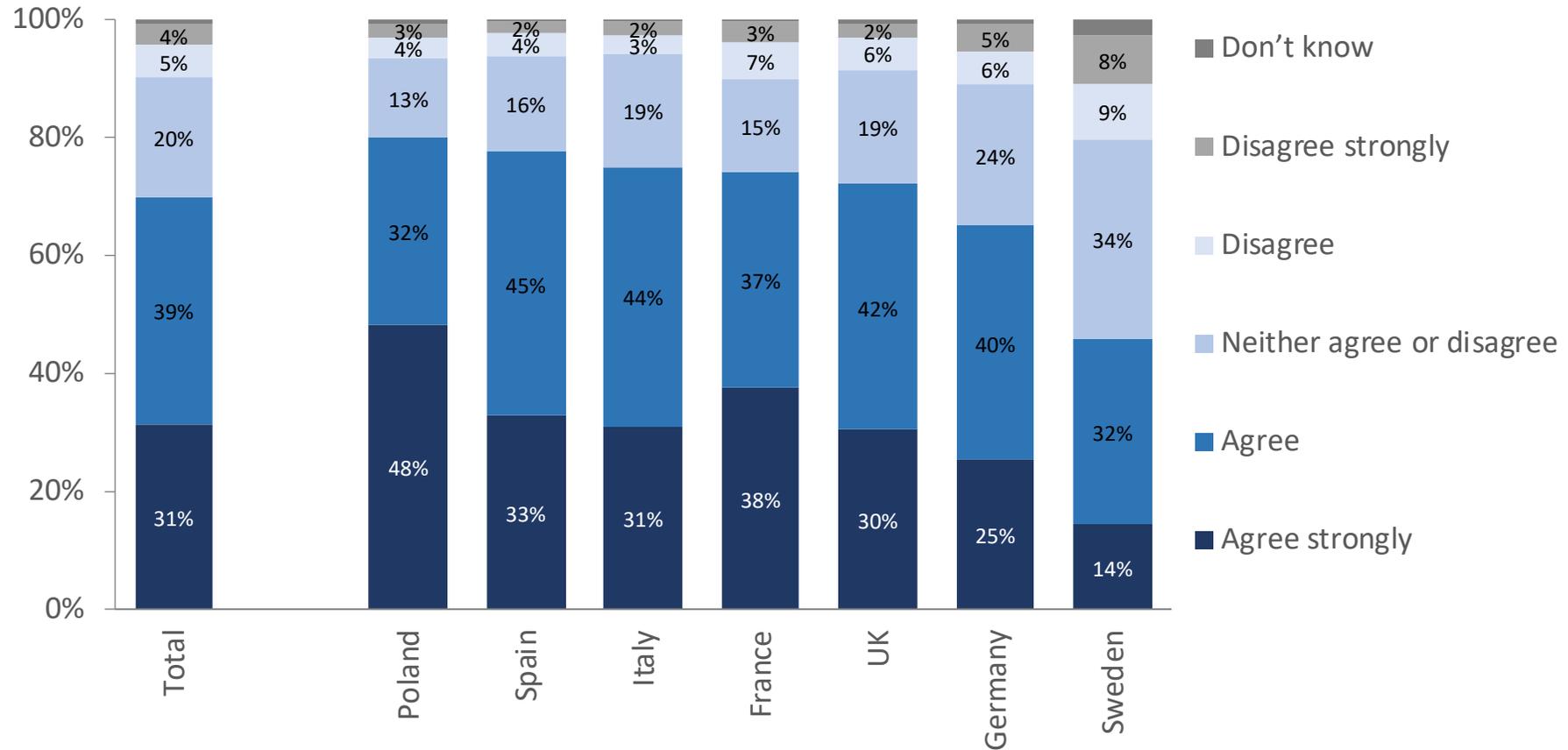


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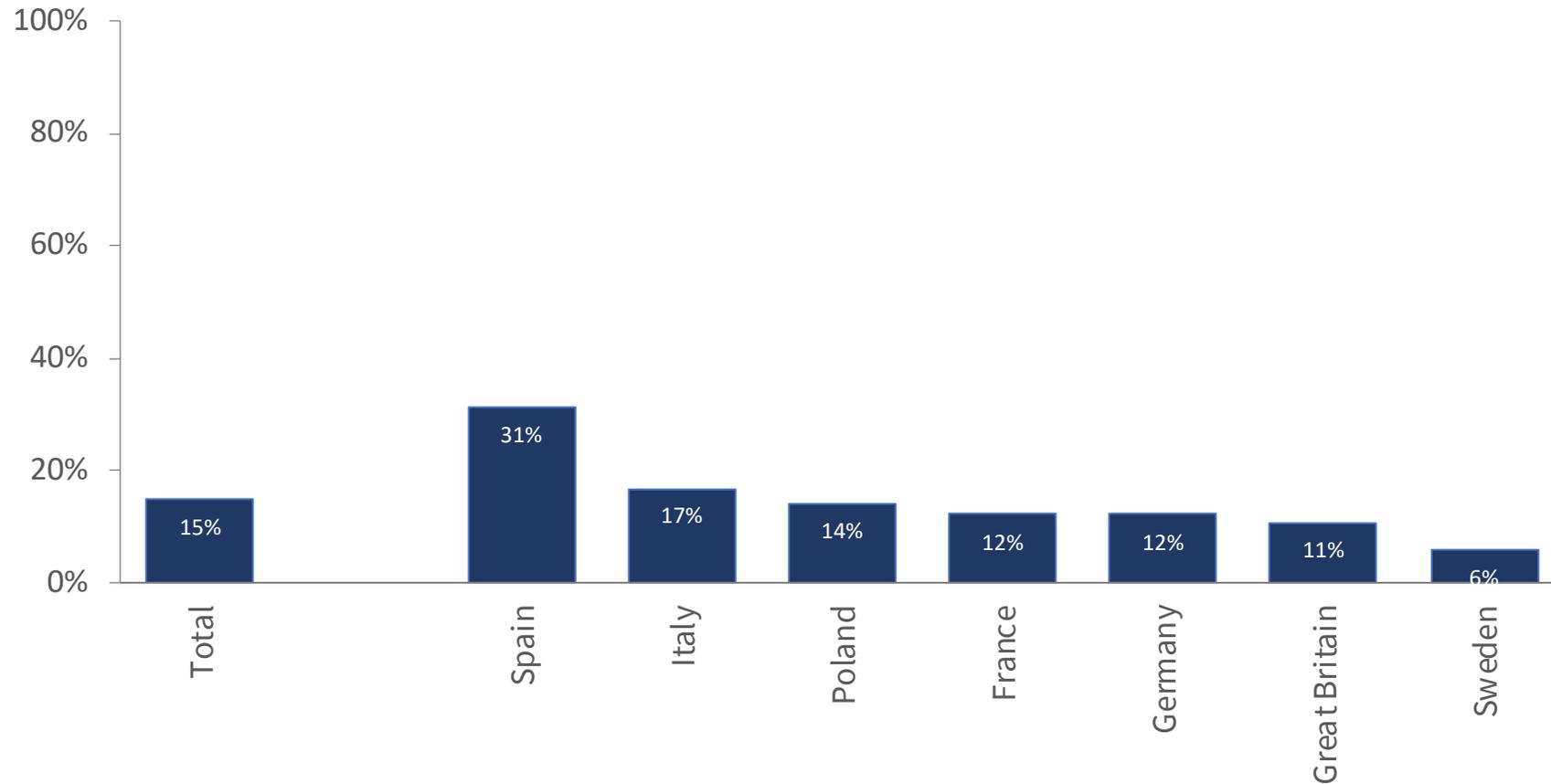
Pent up demand: 70% are looking forward to more outdoor activities post COVID-19

Thinking about how the COVID-19 pandemic has impacted your outdoor activities how much do you agree or disagree with the following statement? - "I am looking forward to doing more outdoor activities as a priority when restrictions end."



Just 15% have replaced usual outdoor activities by doing them indoors since Covid-19

Thinking about how the COVID-19 pandemic has impacted your physical activity, does the following apply to you? - “I’ve replaced my usual outdoor activities by doing them indoors.”



Source: Foresight Factory | Base: 1000 respondents per country, 2020

