



MERRELL

Inclusivity in the Outdoors

A STUDY OF CROSS-CULTURAL PERCEPTIONS
AND EXPERIENCES



Letter from the President

Merrell exists to share the simple power of the outside with everyone — no matter who you are, where you came from, who you love, or how you move. This is our why.

We've been on this trail for the past 41 years, and our reason for being has never been more relevant or important than it is today.

But we know our responsibility is to do more than build great shoes and boots that enable our consumers to revel in the power of the outside. We also believe we have to be a catalyst for change in the outdoors and help make the outside more welcoming, safer, and more inclusive for all — a place where everyone feels they belong.

This first-of-its-kind study measuring perceptions and experiences in the outdoors is a critical component of our work and will help guide our efforts moving forward. For us, the outdoors is everything, and we hope we can be a small part in making it a better place for everyone.

Thank you for reading this report, and we welcome your help in sharing the simple power of the outdoors with everyone.

Christopher Hufnagel
Global Brand President



01 Introduction

This study examines the perceived inclusivity of outdoor spaces across the globe. Existing outdoor research typically analyzes race, gender and income regionally but does not dig deeper into understanding emotive experiences, perceptions and the resulting multinational behaviors.

Therefore, this study examines those perceptions and highlights action items we believe are necessary to ensure all people feel like they belong outside.

In 2020, we conducted a multinational survey of the perceived inclusivity of outdoor spaces, with participants from the United States, Canada and the United Kingdom. After receiving feedback from our JEDI (Justice, Equity, Diversity and Inclusion)

Advisory Council, we decided not to publish the initial report. Instead, we fielded the survey again in 2022 to ensure this study represented all communities in a meaningful way.

This study compares data from both surveys and provides an up-to-date representation of the challenges people face about feeling included in outdoor spaces.

While there are other variables that determine whether someone feels safe or included in the outdoors, our study considers how differences in race, ethnicity, gender identity, sexual orientation and income affect how people feel in outside spaces.

Definitions and Considerations

METHODOLOGY

We fielded two quantitative surveys; one in 2020 and one in 2022 where we gathered survey responses from 2,000 people. Respondents represented diverse backgrounds, including differences in age, gender, childhood income, current socioeconomic status, and race/ethnicity.

GLOBAL/MULTINATIONAL

In this study, we use the words “global” and “multinational” to describe the three nations of our focus – the U.S., Canada and the U.K.

OUTDOORS

We define the outdoors as any area where a person can experience the weather and the natural world – animals, plants or landscapes. For this study, we use the words “outdoors,” “outside” and “nature” interchangeably.

GENDER

We acknowledge genders beyond the gender binary. To collect important gender-based data for our study, participants were able to choose between male, female, non-binary and other. In this study, “Man/Men” and “Woman/Women” reference respondents who identify as the respective gender.

COMMUNITIES

Although we talk about communities as a group, we understand and respect that each community has layers. Communities are diverse and represent different origins, backgrounds, walks of life and experiences – diversity is what makes communities beautiful. For this study, our goal is to highlight trends that surfaced from respondents.

PEOPLE OF COLOR

In this study, “people of color” includes non-White people, who are often positioned as “raceless” or the racial norm.

INDIGENOUS PEOPLES

“Indigenous Peoples” includes people practicing unique traditions that retain social, cultural, economic and political characteristics that are distinct from those of the dominant societies in which they live. Spread across the world from the Arctic to the South Pacific, they are the descendants – according to a common definition – of those who inhabited a country or geographical region at a time when people of different cultures or ethnic origins arrived.



02 Executive Summary



Multinational Study Uncovers Tale of Two Outdoors

Despite the globally recognized benefits of being outside, this study reveals associations that do not fit the positive narrative.

OUR STUDY UNCOVERED:

- 01** Conflicting emotions exist when outside across the globe →
- 02** Indigenous Peoples face barriers to being in their natural homes →
- 03** The BIPOC community still feel cautious about the safety of outdoor spaces →
- 04** Women have growing concerns regarding outdoor safety and continue to be underrepresented →
- 05** Income impacts outdoor participation →
- 06** LGBTQ+ people are left out despite a desire to participate outdoors →



01 Conflicting Emotions Exist When Outside Across the Globe



Nearly

1 in 5

respondents have experienced discrimination when outside

In 2020, our multinational study to gather perspectives on the outdoors discovered respondents overwhelmingly stated they have positive associations and experiences with being outside. The COVID-19 pandemic sparked positive perceptions of the outdoors, as people became eager to escape the home after initially being forced inside.

Millions of new participants discovered that getting outside makes people feel better. In 2020, total outdoor participation grew **2.2%**, the largest jump since the Outdoor Industry Association (OIA) began tracking outdoor participation.¹ In 2021, the OIA reported that outdoor participants are more female, more ethnically diverse, more urban, more likely to be part of the LGBTQ+ community and more likely to have lower-than-average incomes.² Given these changing demographics, it is

necessary that the outdoor industry understands the experiences of everyone who spends time outdoors.

Our 2022 study reinforced that people associate positive sentiments with the outdoors. Among respondents, **64%** said they feel relaxed when outside, **55%** said they feel calm and **49%** said they feel thankful.

But the opposite is also true.

In 2022, nearly 1 in 5 (**19%**) respondents indicated they have experienced discrimination when outdoors. In addition, **53%** of survey respondents noted they have felt afraid when outdoors and **15%** noted feeling alert — the latter a **4%** increase over 2020.



OUR STUDY UNVEILED THAT WHILE PEOPLE EXPERIENCE POSITIVE EMOTIONS WHEN OUTSIDE...



64%
Relaxed
+4% vs. 2020



55%
Calm
+3% vs. 2020



59%
Happy
+4% vs. 2020



41%
Thankful
+2% vs. 2020

...NEGATIVE EMOTIONS AND EXPERIENCES ARE STILL PRESENT



54%
Afraid
+5% vs. 2020



15%
Alert
+4% vs. 2020



19%
Experienced Discriminatory
Treatment
n/a vs. 2020

Respondents feelings of relaxed, calm, happy, thankful and alert are in response to "Okay, still picturing being outdoors, tell us how you feel. Choose all that apply." Respondents feelings of afraid are in response to "Have you ever felt afraid while spending time outdoors?:"

02 Indigenous Peoples Face Discriminatory Barriers to Being in Their Natural Homes

Indigenous Peoples spend more time outdoors (**36%**) than the global average (**27%**). Indigenous Peoples also indicated higher rates of positive sentiment than other groups. Among Indigenous respondents, **46%** indicated they felt alive and **54%** said they felt thankful when outside, while **65%** noted the outdoors “just makes me feel better.” Indigenous Peoples across North America have a traditional, deeply connected relationship with Earth. This relationship, along with living historical legacies, have complex impacts on their access, sense of inclusion and safety in the outdoors.

In fact, Indigenous Peoples face several barriers to feeling accepted in outdoor spaces. Discrimination is a main barrier, with **21%** of Indigenous respondents vs. **15%** of White

respondents indicating they experienced discriminatory treatment when outside. Among Indigenous respondents, **22%** also noted they experienced discriminatory treatment when shopping for outdoor footwear, clothing or gear in a retail store.

Income inequality is another barrier, with **39%** of Indigenous respondents in the U.S. and **37%** of Indigenous respondents in Canada reporting a below-average household income. Our data also revealed that those with lower household incomes have less access to green spaces compared with respondents who reported above-average household incomes.

DISCRIMINATORY TREATMENT WHILE OUTSIDE





03 Communities of Color Still Feel Cautious About the Safety of Outdoor Spaces

Our study found that the experiences of people of color are not one-dimensional. A fondness of the outdoors coupled with perceived and deep-rooted barriers have resulted in complex experiences. Among Black people, **44%** state they feel thankful when outside. On the other hand, **11%** state they feel cautious — **4%** higher than their White counterparts. Although **46%** of Hispanic/Latin American people state they feel alive when outside, **13%** feel cautious — the highest of all groups. Additionally, the Asian community begins experiencing the outdoors later in life compared with other groups and is **24%** less likely than the White community to introduce their children to traditional outdoor activities.

A history of racism, perceived judgment, and feelings

of anxiety and fear are particularly pronounced within the Black community. Among global Black participants, **21%** have experienced discrimination when outdoors. In the U.K., this figure jumps to **26%**. Our study also highlighted the frequency with which communities of color experience discrimination while shopping for outdoor clothing and gear. From all countries in our study, almost a quarter (**23%**) of Black respondents have experienced discrimination while shopping.

Our study also highlighted that all communities of color are less likely to live within 10 miles of a natural green space/park or to have a yard.

WHAT MAKES YOU FEEL LIKE YOU ARE UNWELCOME IN THE OUTDOORS?

"I don't feel safe outside alone."

Black U.S. Respondent



DISCRIMINATORY TREATMENT WHILE OUTSIDE

15%

White

21%

Black

21%

Asian

23%

Other Non-White

28%

Hispanic/Latin American





04 Women Have Growing Concerns Regarding Safety and Continue to be Underrepresented

Whenever we refer to Women in this study, we are referring to anyone who identifies as such, regardless of their biological sex. In our study, Women’s participation rates in the outdoors climbed at an annual rate of **1.8%** per year (2017-2020), yet this has not made a significant impact on the gender gap in outdoor participation. The 2021 Outdoors Participation Trends Report produced by the OIA noted that the gender gap has not changed in eight years, with Men in the U.S. representing **54%** of outdoor participation vs. Women at **46%**. When considering the amount of time spent outside, our study showed an even greater gap, with

24% of Women across the globe saying they spend a lot of time outdoors. This is 30% less than the 54% of Men who indicated spending a lot of time outside. This highlights that Women are still underrepresented in the outdoors.

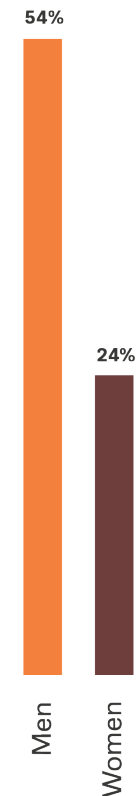
Our study also reinforced that Women take as much pleasure in the outdoors as Men, although Women’s feelings of fear (**56%**) and alertness (**16%**) are higher than Men’s (**47%** and **13%**, respectively). Yet the underlying factors that result in fear have changed in 2022 versus 2020. In 2022, Women indicated they are less afraid of animals compared with 2020, down

9%. Instead, the data shows a global increase in Women’s fear of Men in the outdoors, with **41%** of Women afraid of Men – a **16%** rise from our 2020 study. Simply put, the outdoor industry has more work to do to make all Women feel safe outdoors.

16% ↑

more Women were afraid of Men compared with 2020

SPEND A LOT OF TIME OUTDOORS





05 Income Impacts Outdoor Participation

The data shows that socioeconomic status and childhood income factor into how people enjoy the outdoors. The lower the household income at childhood, the fewer childhood experiences in the outdoors. The fewer childhood experiences in the outdoors, the fewer adult experiences in the outdoors.

Income and proximity to green spaces are also correlated. In the U.S., over **25%** of those with a below-average income live farther than 10 miles from a park. In the U.K., people with a current income of less than £12,000 are **16%** less likely to have a yard or green space at their residence than those with an income between £40,000 and £80,000.

In the U.K., respondents with a household income of less than £12,000 are

16%

less likely to have a yard or green space at their residence than those with an income between £40,000 and £80,000.





06 LGBTQ+ People Are Left Out Despite a Desire to Participate Outdoors

Despite positive associations overall, the LGBTQ+ community experiences issues with access, cultural barriers, fear, discrimination and discomfort at higher rates than their cisgender and heterosexual counterparts. Our study shows the LGBTQ+ community wants to spend time in nature at almost the same rate as the global total (**25% vs. 27%**). Due to the barriers they experience, however, the actual time spent outdoors is **71%** compared

with the global total of 80%.

In 2022, LGBTQ+ respondents indicated a higher likelihood to be afraid of Men than the global total (**50% vs. 33%**). LGBTQ+ respondents also reported experiencing more discrimination when shopping for clothing, footwear or gear in a retail store. The data shows the LGBTQ+ community feels **9%** more unwelcome in the outdoors than the global total.

FEEL UNWELCOME IN THE OUTDOORS

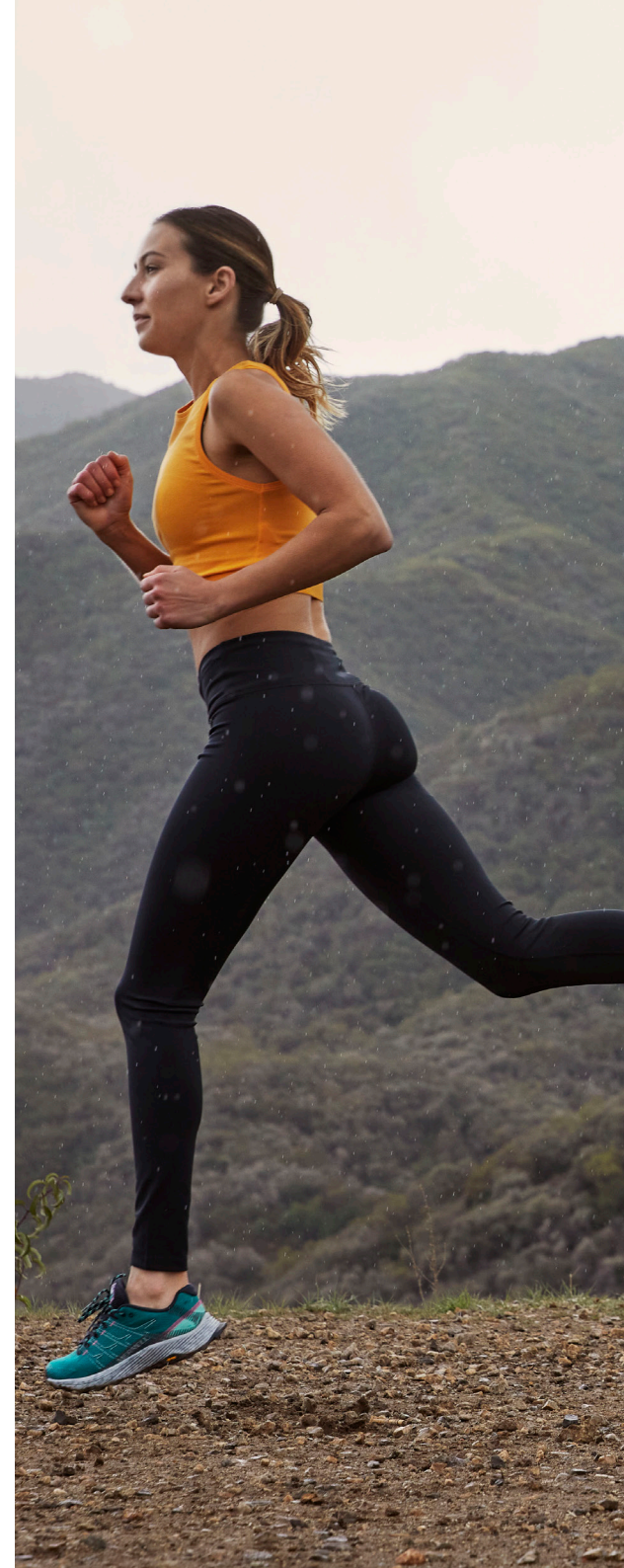
6%

Global



15%

LGBTQ+





Driving Belonging in the Outdoors

Despite the globally recognized benefits of the outdoors, participants who identify as Women, lower-income, Black, Indigenous or LGBTQ+ hold a number of associations that do not fit this positive narrative.

From disappointing retail experiences to lack of access, people in underrepresented communities have noted significant barriers to outdoor participation. As an outdoor community, we must study these realities and take action to remove barriers for today's and future generations.



03

Full Report



Background and Historical Context

WHY THIS REPORT EXISTS

Merrell is a leader in the outdoor footwear and apparel space with a reputation for making style-forward, innovative products that accompany people on their outdoor adventures.

Our daily motivation is sharing the simple power of being outside with everyone — no matter who you are, where you come from, who you love or how you move. Unfortunately, it is clear not everyone feels safe or welcomed outside. Incidents such as the racial harassment of Christian Cooper, a Black birdwatcher in Central Park, New York, and the tragic murder of Ahmaud Arbery in Georgia in February 2020 while running outdoors have led to such insecurities.

Also in 2020, sisters Bibaa Henry and Nicole Smallman were murdered while enjoying time together in a park in London, England. In April 2021, an elderly Asian couple was physically assaulted while enjoying a walk together in a San Diego park. Most recently, in September 2022, Eliza Fletcher was abducted and murdered while jogging in Memphis, Tennessee.

While Merrell believes the outdoors are for everyone, we also realize we as the outdoor industry need to do more to make this a reality. Understanding that historical barriers and prejudices have led to systemic underrepresentation and trauma in the outdoors, we set out to gain a deeper understanding of these experiences. This study is

an effort to understand how we can rally together and take action to drive inclusivity in the outdoors through a deeper understanding of the drivers of this issue. By doing so, it is our hope that everyone who spends time outside feels welcome.



THE POWER OF THE OUTDOORS

In an increasingly digital, polarized and chaotic world, it's crucial to make the outdoors inclusive to all who need the escape and the nourishment it offers. Countless studies show that outdoor access and participation provide people and societies with major benefits. From lowering blood pressure³ to improving overall well-being with just two hours a week outdoors⁴, the impact of time outside cannot be overstated.

The onset of the COVID-19 pandemic made this even more evident as millions of people flocked outdoors to escape their homes and enjoy the benefits of nature. As a result, the U.S. alone saw a **6.9%** increase in outdoor participation.

As an outdoor community, we must study these realities and take action to remove barriers for today's and future generations.



A Long History of Exclusion

COLONIZATION AND MISAPPROPRIATION

Indigenous land has long been subject to misappropriation by White settlers. A 2021 study found that Indigenous Peoples in the U.S. have lost nearly 99% of land they once inhabited.⁶ This loss was forced upon Indigenous Peoples, who have a traditional, deeply connected relationship with Earth. In our study, Indigenous Peoples over-indexed on feelings of connectivity to the land and reported the most positive emotions of any group.

Ever since Europeans began to inhabit the already-populated New World, the North American outdoors has been a place of discovery and adventure for White people. Because of this access, the White population of North America has felt safer and more welcome in the outdoors than any other demographic.

Meanwhile, White people have been at the forefront of the modern environmental movement to protect the wilderness they feel they discovered. Much of the land that now makes up U.S. national parks was once Indigenous land. The creation of national parks on this land meant Indigenous tribes were effectively “ethnically cleansed.”⁷ A study on the removal of Indigenous Peoples from Banff National Park in Canada argues that “aboriginal people were excluded from national parks in the interests of game conservation, sport hunting, tourism and Indian assimilation, not to ensure that national parks became uninhabited wilderness.”⁸

Before we can understand the current realities and perceptions of the outdoors, it is important to review the historical actions that played a role in shaping people’s experiences and perceptions of the outdoors.

Indigenous Peoples in the U.S. have lost nearly

99%

of the land they once inhabited

THE LASTING EFFECTS OF HISTORICAL SEGREGATION IN THE U.S.

Communities of color historically have been excluded from green spaces.⁹ In areas with Jim Crow laws and customs, national parks were also segregated places where Black Americans were either excluded or forced to use “Negro areas’ adjacent to White parks or parks built only for Black people ... In 1952, Black Americans had access to only 12 of the 180 state parks across nine southern states.”¹⁰

Only in our recent history have the majority of Black people been allowed to access national parks, campgrounds and other outdoor spaces. Many public spaces weren’t fully desegregated until the Civil Rights Act of 1964.¹¹ Despite the present-day acceptance of diverse communities at

national parks, numbers are still low (7% of visitors are Black) and visitors are met with statues and monuments celebrating Confederate figures, which act as visual reminders of racism.¹² This is problematic as Confederate statues were erected “as a way of symbolizing that the social order remained in line with the ideology of the Confederacy,”¹³ which was predicated on taking Black citizens as slaves.

It is well documented that racism and other forms of violence, microaggressions and exclusion are part of the history of the outdoors. Carolyn Finney wrote in her book “Black Faces, White Spaces: Reimagining the Relationship of African Americans to the Great

Although new laws were introduced to dismantle legal segregation, there is still a perceived threat of violence from generational trauma.

Outdoors” that “parks and forests can unintentionally become sites where African Americans experience insecurity, exclusion and fear born out of historical precedent, collective memory and contemporary concerns.”¹⁴ Similarly, in the U.S., the National Health Foundation shares that although new laws were introduced to dismantle legal segregation, there is still a perceived threat of violence from generational trauma due to decades of lynching that usually took place in forests — keeping people of color from visiting outdoor spaces.¹⁵

The racial attacks of George Floyd and Ahmaud Arbery drew the world’s attention to the issues people of color experience when spending time

outdoors. These events highlighted the present-day realities and experiences of violence, intimidation, and implicit or explicit threats that people of color face when they venture outdoors. This has forced public dialogue and discourse on ways to dismantle systemic and social roadblocks. Reimagining outdoor spaces is a key part of that conversation.



THE HISTORICAL IMPLICATION OF SEXUAL ORIENTATION AND ACCEPTANCE IN NATURE

The LGBTQ+ community has other barriers to navigate. In an essay for the Sierra Club, Amanda Machado writes, “Like so many marginalized identities, the history of queer people in the US outdoor industry has been one of exclusion. In advertisements, media campaigns, sales catalogs, and magazines, queer people remain vastly underrepresented. For decades, the Boy Scouts famously rejected queer people, only allowing queer participants in 2013, queer leaders in

2015, and transgender boys in 2017. National parks and outdoor recreation areas have been, in the past, sites of homophobic violence: In 1996, a man murdered a lesbian couple while they were hiking in Shenandoah National Park. Political rhetoric has also often used the very idea of 'nature' to support the intolerance of queer people. If queerness was 'unnatural,' our 'lifestyle' put us in direct conflict with what the natural world intended, and thus the structures we had built to

Expanding the definition of outdoor recreation to include the ways in which people of color, the LGBTQ+ community and Indigenous Peoples experience it is one step toward inclusivity.

exclude queerness were reasonable.”¹⁶ Any response to seeking equality in outside spaces must be an intersectional response, seeking to understand that identity is complex and fluid, and that no person’s identity should put them more at risk of being excluded or attacked.



PRESENT-DAY REALITIES LIMIT ACCESS AND ONGOING EXCLUSION TO THE OUTDOORS

Although nature should belong to all, we have a long way to go to turn this sentiment into reality. A 2012 study titled “Why Do So Few Minority People Visit National Parks?” found that people of color often felt discomfort while at parks, while some White visitors felt the same when visitors who were people of color were present.¹⁷ Some Hispanic/Latin American visitors said they felt they were being watched while at parks and that the park uniforms worn by rangers felt threatening, especially when uniforms were coupled with firearms and protective gear. Additionally, many Black visitors fear harassment, with the trauma of a history of lynching in wooded areas. Women fear being followed, groped, assaulted or killed, while LGBTQ+ visitors fear judgment and potential harassment, and Indigenous respondents primarily fear animals, as their familiarity with the

outdoors puts them in contact with animals more frequently than other groups.

Many forms of discrimination revolve around policies and planning that limit access to the outdoors. The Center for American Progress confirms the scale of racial and economic disparities in U.S. nature access. Its 2020 report, “The Nature Gap,” “finds that the United States has fewer forests, streams, wetlands and other natural places near where Black, Latino and Asian American people live.”¹⁸

According to the Hispanic Access Foundation and the Center for American Progress, communities of color in the U.S. are three times more likely than the average citizen to live in nature-deprived neighborhoods. Notably, families with children, especially families of color, have less

access to nature than other families.

The long-standing legacy of exclusion in the outdoors shows up in present-day participation rates. While Black participation in the outdoors has increased over the last decade, the Black population still had a **24%** participation deficit versus their share of the U.S. population in 2020.¹⁹ This means an additional 9 million Black participants would have to get outside for the share of Black people outdoors to equal their share of the population. Based partially on the lack of exposure to traditional outdoor activities, it is documented that people of color have historically viewed what the outdoor industry labels as “outdoor activities” to be “White activities.”

In 2022, three-quarters of the LGBTQ+ population reported spending time outdoors occasionally or less.

Almost

40%

of people of Black, Asian and Minority Ethnic backgrounds live in England’s most green space-deprived neighborhoods²⁰

In the U.K., a recent Friends of the Earth report found that “almost **40%** of people of Black, Asian and Minority Ethnic (BAME) backgrounds live in England’s most green space-deprived neighborhoods, compared with **14%** of White people.”²⁰ This makes the fact that, in the U.K., only 1% of visitors to national parks come from BAME backgrounds make more sense.²¹ The takeaway is that exclusion from nature over generations creates patterns that are hard to correct.²²

WOMEN AND GIRLS AS VULNERABLE TARGETS

The participation of Women in the outdoors has a complicated history. In the U.S., although Clare Marie Hodges served as a fully commissioned female park ranger from May 22 to September 7, 1918 in Yosemite National Park, it took another 30 years for another Woman to serve in this capacity.²³ In 1975, only **20%** of U.S. national park workers were represented by Women, who mostly filled administrative roles instead of field roles. That gender gap still exists today in outdoor leadership roles, as Women make up just **37%** of the National Park Service, despite representing **50%** of the U.S. population.²⁴

The gender gap also impacts Women's participation rates in outdoor activities. Women were often excluded from activities in the Victorian era because they were seen as frail, weak and not fit for physical activity,

especially in the outdoors. It wasn't until the idea of the "New Woman" began emerging in the early 20th century that physical activity was seen as something Women could and should participate in.

Along with this came a rise in outdoor participation for Women, but they never reached the same participation levels as Men.

Representation and participation, however, are not the only factors hindering Women's inclusion in the outdoors. The reality is that Women have always suffered from the added concerns of physical safety.

The past 30 years in British Columbia, Canada, provide an unsettling illustration, as Indigenous Women and Girls have gone missing at a rate that Amnesty International describes

as "truly appalling."²⁵ Many of these Women were taken from outside spaces. This tragic history has deep ripple effects across society, but is most keenly felt in the Indigenous community itself.



Key Findings

- 01** The Tale of Two Outdoors
- 02** Women: Representation and Safety
- 03** Income and Access
- 04** Indigenous Barriers
- 05** LGBTQ+ Experiences
- 06** Communities of Color Experiences



KEY FINDING ONE

The Tale of Two Outdoors



THE TALE OF TWO OUTDOORS

Our study showed there are many barriers, especially for people of color, Indigenous Peoples, LGBTQ+ people, Women and those with lower incomes that impact the way they perceive and experience the outdoors.

From disappointing retail experiences to lack of access, feedback from respondents in underrepresented communities shows significant barriers to participation in the outdoors.

How people feel about the outdoors depends on circumstance, but there is a universal love and positive connection with the outdoors. Most people associate positive feelings with the outdoors.

The same sentiments emerge in the results of our study. People generally enjoy being outside – whatever “outside” is to them and wherever they are in the world.

Interestingly, these figures almost universally have improved over time, with a marked increase in feelings of positivity between our 2020 and 2022 surveys, which we hypothesize was heightened due to increased exposure during COVID-19. It is fair to say that the positive emotional effects of spending time outside build on one another over time.

POSITIVE EMOTIONS (2022 VS. 2020)



Alive +4%
39% vs. 35%



Calm +3%
55% vs. 52%



Confident +3%
20% vs. 17%



Thankful +4%
64% vs. 60%



Happy +4%
59% vs. 55%



Relaxed +4%
64% vs. 60%



Excited +6%
31% vs. 25%

AN INCLUSIVE APPROACH

Creating a more inclusive definition of outdoor activities

Even the definition of outdoor recreation is exclusive. A Google search for “outdoor recreation” presented a number of results with a common thread. Top search results displayed hiking, hunting, canoeing, kayaking, fishing, camping and biking as outdoor activities — all activities that, for multiple causes, are more accessible to and inclusive of White cisgender Men and Women. Above all, our study showed that we need to expand the definition of outdoor recreation to accommodate how people of color, the LGBTQ+ community and Indigenous Peoples experience it.

The outdoors is more than just

mountain passes and national parks. In our study, people considered walking and sitting outside to be top outdoor activities. Other activities traditionally associated with the outdoors, however, have a much larger gap in participation depending on demographics and location.

Across the countries in our study, Indigenous Peoples are more than twice as likely to participate in camping than Black people are. Hiking has the same participation gap, with 27% of White respondents participating in hiking compared with just 11% of Black respondents. Looking at gender, Men are far more likely than Women to play sports as part of their outside time. Almost across the board, LGBTQ+ participants record the lowest engagement in the study’s outdoor activities, signifying the LGBTQ+ community experiences the

most significant barriers to getting outdoors.

To be more inclusive, the outdoor industry often promotes activities like backyard camping and gardening. Given the gap between communities of color and White participants who have a yard or green space at their residence, however, these activities may not be inclusive. Our study shows **43%** of White participants have a yard or green space at their residence, compared with **31%** of Black participants and just **28%** of Hispanic/Latin American participants.



GLOBAL PARTICIPATION IN THE OUTDOORS

		Total	White	Black	Asian	Hispanic	Indigenous	Other Non-White	LGBTQ+
	BACKYARD ACTIVITIES	34%	35%	30%	27%	31%	51%	34%	28%
	CAMPING	20%	27%	13%	18%	24%	34%	17%	17%
	GARDENING	35%	40%	26%	42%	32%	40%	33%	29%
	GOING TO THE BEACH	35%	38%	26%	36%	38%	33%	41%	33%
	HIKING	22%	27%	11%	26%	24%	25%	19%	17%
	NATURE WALKING	42%	42%	32%	47%	46%	46%	45%	9%
	PLAYING SPORTS	19%	20%	17%	18%	27%	13%	23%	19%
	SITTING OUTSIDE	49%	49%	44%	45%	43%	63%	51%	46%
	WALKING FOR RECREATION	35%	35%	28%	35%	38%	39%	37%	28%
	WALKING FOR COMMUTE	26%	17%	29%	25%	21%	29%	32%	25%



KEY FINDING TWO

Women: Representation and Safety Still a Top Concern



WOMEN: REPRESENTATION AND SAFETY STILL A TOP CONCERN

Although Women's participation and representation has come a long way, Women still feel unsafe outdoors. In 2019, Women represented just under half (**46.2%**) of all outdoor participants, a **1.8%** increase from 2017 and a **3%** increase from 2009. According to OIA's report "The New Outdoor Participant," new participants in the outdoors skewed female, as **58%** of those who discovered or rediscovered the outdoors in 2020 were Women.

Our research confirms that Women's participation in the outdoors has come a long way. While they are somewhat less likely than Men to love being outdoors, and **12%** less likely than

Men to report spending a lot of time outdoors, Women are just as likely to state that being outside makes them feel better.

Despite this, our research demonstrates that Women experience barriers that Men are less likely to experience.

Women's outdoor fears changed in the time between our studies. In 2020, Women were 10% more likely than Men to feel fear in the outdoors, primarily based on fear of animals and the dark. In 2022, Women's fear of both animals and the dark decreased, while Women's fear of Men in the outdoors

nearly doubled, growing from **25%** to **41%**. This is an area the outdoor industry can address to make sure the outdoors is a safe and welcoming place for everyone.

While all countries in our study reported statistics that showed an increase in Women's fear of Men in the outdoors between 2020 and 2022, the UK had the highest rise with 23% of Women reporting that they fear Men in 2020 and a staggering 50% of the UK's Women stating that they are afraid of Men when they go outside in 2022.



TIME SPENT OUTDOORS

54%

Men



24%

Women



Women are **16%** more afraid of men in 2022 than they were in 2020. **(41% vs. 25%)**



Women are **9%** less afraid of animals in 2022 vs. 2020. **(6% vs. 15%)**



Women are **9%** less afraid of getting lost in 2022. **(4% vs. 13%)**



Women are **7%** less afraid of getting hurt by slipping, tripping, or falling in 2022. **(6% vs. 13%)**





INCLUSIVITY IN THE OUTDOORS

KEY FINDING THREE

The Relationship Between Income and Access

THE RELATIONSHIP BETWEEN INCOME AND ACCESS

Income determines access to the outdoors. This is true for both childhood and current socioeconomic status. Our research shows individuals who grew up with below-average household income are far less likely to have experiences with outdoor activities like camping, rock climbing and hiking. Those with above-average incomes are far more likely to engage in many outdoor activities. This is especially pronounced in the U.S., where income inequality is prevalent.

It is important to note the strong connection between poverty and access to the outdoors. Globally, our study uncovered that as household income increased so did access to the outdoors for Black, White and Hispanic/Latin American respondents. We also found that Black, White and Hispanic/Latin American respondents

with a current household income at the poverty level are less likely to live within 10 miles of a park than their respective low-income and middle-class counterparts. Additionally, our study uncovered a sizeable gap between upper-middle-class respondents and those at the poverty level. The data highlighted that upper-middle-class Black, White and Hispanic/Latin American respondents are approximately **20%** more likely to live within 10 miles of a park than respondents in their groups at the poverty level.

Indigenous respondents were the only exception to this finding. The data uncovered that middle-income Indigenous Peoples are 16% more likely to live within 10 miles of a park than their low-income and upper-middle-income peers, respectively.

Interestingly, low-income Indigenous respondents are more likely to have a yard than middle-income and upper-middle-income Indigenous respondents at rates of **62%**, **39%** and **53%**, respectively.

When considering intersectionality, we learned that getting hurt is a common fear for low-income Black participants, as **45%** reported being afraid of injury, compared with just **11%** of upper-middle-class White participants. LGBTQ+ participants who experience poverty and lower incomes also reported feeling more afraid of judgment if they were to spend time outside. Low-income LGBTQ+ participants were twice as likely to be afraid of being judged for who they were if spending time outdoors (**13%**) than non-LGBTQ+ participants in the same economic bracket (**5%**).

WHAT WOULD YOU RECOMMEND TO OUTDOOR BRANDS TO BETTER MEET YOUR NEEDS WHEN SHOPPING FOR OUTDOOR CLOTHING, FOOTWEAR, OR GEAR?

"Try to bring prices down as these goods can be very expensive and are usually marketed to privileged, suburban whites rather than inner city indigenous kids like me."

Indigenous Canadian Respondent

PARTICIPATION BASED ON CHILDHOOD INCOME

U.S.



Respondents with a current household income of \$100,000 or higher are **23%** more likely to live within 10 miles of a yard or green space than those with a current household income of less than \$25,000 (**62% vs. 39%**).



Respondents with a current household income between \$50,000 and \$100,000 are **12%** more likely to go camping than those with a current household income of less than \$25,000.



Respondents who indicated a below-average household income during childhood are more likely to participate in walking for exercise (**50%**), sitting outside (**46%**) and backyard activities (**41%**) than any other outdoor activity.

U.K.



Respondents with a current household income between £40,000 and £80,000 are **18%** more likely to have a yard or green space at their residence than those with a current household income of less than £12,000 (**45% vs. 29%**).



Respondents with a current household income of £80,000 and above are **21%** more likely to go hiking than those with a current household income of less than £12,000.



Respondents who indicated a below-average household income during childhood are more likely to participate in walking for exercise (**59%**), sitting outside (**46%**) and nature walking (**47%**) than any other outdoor activity.

CANADA



Respondents with a current household income between CA\$50,000 and CA\$100,000 are **18%** more likely to have a yard or green space at their residence than those with a current household income of less than CA\$25,000 (**51% vs. 33%**).



Respondents with a current household income of \$CA100,000 and above are **18%** more likely to go hiking than those with a current household income of less than CA\$25,000 (**35% vs. 17%**).



Respondents with a current household income of less than CA\$125,000 are more likely to participate in sitting outside (**61%**), walking for exercise (**61%**) and nature walking (**50%**) than any other activity.



INCLUSIVITY IN THE OUTDOORS

KEY FINDING FOUR

Indigenous Experiences in the Outdoors





INDIGENOUS EXPERIENCES IN THE OUTDOORS

Our study shows that Indigenous Peoples love the outdoors, embrace nature and participate in many outdoor activities. They over-index on feeling welcome in the outdoors and on the positive effects of being outside, but they also encounter discrimination and limitations to full outdoor access.

Despite organized efforts to sever the relationship Indigenous Peoples have to the outdoors, their connections with Earth remain a source of healing and purpose. Indigenous Peoples spend more time outdoors (36%) than the global average (27%). Among Indigenous respondents, 65% said they feel happy when outside, 54% said they

feel thankful and 46% said they feel alive. Indigenous respondents showed a preference for participating in backyard activities, camping, playing outside with kids, sitting outside, and going hunting and fishing. They are more than twice as likely than all other groups to participate in wildlife viewing and birdwatching.

When they experience discrimination outdoors, 48% of Indigenous Peoples feel it is due to their ethnicity. They also experience high rates of being made to feel unwelcome in retail spaces, with 26% of Indigenous Peoples reporting they have been

followed in a store compared with a 19% global average. This is particularly high in Canada, as 32% of Indigenous participants experienced discrimination while shopping compared with only 16% of non-Indigenous Canadian participants.

For Indigenous Peoples in the U.S., 10% report they don't have enough money to buy clothing, footwear or gear to adequately participate in the outdoors, compared with the U.S. average of 7%. Indigenous Peoples also have the worst perceptions for being well represented in marketing by outdoor brands, especially for body type, shape or size.

INDIGENOUS EMOTIONS IN THE OUTDOORS



Happy
65%



Comfortable
63%



Calm
61%



Thankful
54%

WHAT COMES TO MIND WHEN YOU PICTURE YOURSELF OUTDOORS?

"I'm in a prairie field. Laying in the grass with the sun shining down on me. It's a bright and slightly breezy day."

Indigenous U.S. Respondent



Indigenous Peoples are more likely than the global total to participate in backyard activities (**51% vs. 34%**), camping (**34% vs. 20%**), hunting or fishing (**28% vs. 11%**) and birdwatching (28% vs. 13%).



Indigenous Peoples are **7%** more likely than the global total to feel alive and **13%** more likely to feel thankful when outside.



Among Indigenous Peoples, **36%** say they spend a lot of time outside, which is **8%** more than the global total.

AND YET...



Although over-indexing on positive sentiment, Indigenous Peoples indicated animals (**60%**) and the dark (**41%**) as their greatest fears.



Indigenous Peoples (**21%**) indicated they have experienced discriminatory treatment when outside, and **48%** of those respondents believe it was due to their ethnicity.



Indigenous Peoples (**22%**) indicated they experienced discriminatory treatment in a retail store while shopping for outdoor clothing, footwear or gear. Of those respondents, **42%** believe it was due to their ethnicity.



INCLUSIVITY IN THE OUTDOORS

KEY FINDING FIVE

LGBTQ+ Experiences in the Outdoors



LGBTQ+ EXPERIENCES IN THE OUTDOORS

Of all the groups in our study, the LGBTQ+ community has most pervasive barriers to accessing and feeling a sense of belonging in the outdoors.

Our study showed that **30%** of LGBTQ+ respondents either rarely or never spend time outdoors, compared with **17%** of non-LGBTQ+ participants. We also found that people from the LGBTQ+ community participate in the following activities less than any of the other groups: backyard activities, gardening, nature walking, sitting outside, walking for exercise and walking for recreation.

Among LGBTQ+ participants, **50%** reported feeling afraid of Men in the outdoors, compared with only **30%** of non-LGBTQ+ participants.

Rates of long-term mental health

issues for the LGBTQ+ community are double those in the non-LGBTQ+ community, which time outside could help alleviate. Studies show that spending time outside is beneficial for those suffering from many types of mental health challenges.

Some of the most startling figures to come out of our 2022 study are those around LGBTQ+ experiences in retail environments. While shopping for outdoor clothing, footwear or gear that will help them enjoy the outdoors, **35%** have experienced discriminatory treatment. LGBTQ+ participants experienced perceived judgment at double the rate as non-LGBTQ+ people.

Among LGBTQ+ respondents, **28%** experienced discriminatory treatment while spending time outside (compared with **18%** of non-LGBTQ+

participants), making it unsurprising that the LGBTQ+ group in our study reported the lowest agreement to positive outdoors impact.

To increase feelings and experiences of inclusion in outdoor spaces for those within the LGBTQ+ community, the outdoor industry can focus on educating non-LGBTQ+ outdoor participants in ways to more intentionally signal safety to LGBTQ+ people. It may also help to have more representation of the LGBTQ+ community in marketing, outdoor-focused communications and retail spaces. Based on feedback from the LGBTQ+ community, it seems the messaging from the outdoor industry does not do enough to welcome LGBTQ+ people.

LGBTQ+ EMOTIONS IN THE OUTDOORS



40% Comfortable
vs. 46% non-LGBTQ+



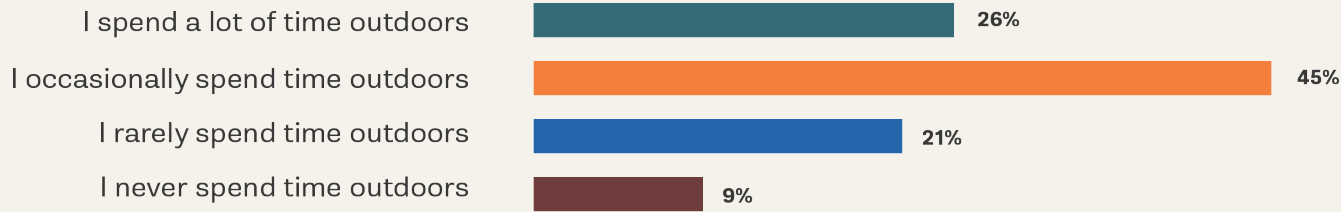
56% Calm
vs. 66% non-LGBTQ+



54% Happy
vs. 60% non-LGBTQ+



AMOUNT OF TIME SPENT OUTSIDE

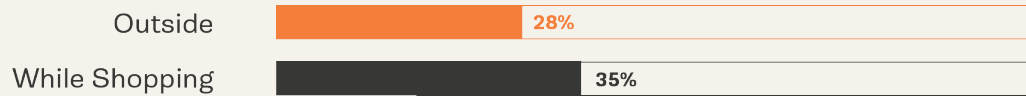


AFRAID OF MEN



50% of LGBTQ+ participants reported feeling afraid of Men in the outdoors. This compares with only **30%** of non-LGBTQ+ participants who reported being afraid of Men.

DISCRIMINATION





INCLUSIVITY IN THE OUTDOORS

KEY FINDING SIX

Communities of Color's Experiences in the Outdoors





WHAT MAKES YOU FEEL LIKE YOU ARE UNWELCOME IN THE OUTDOORS?

"People staring at me in a way [as if to say] that my family is not welcome. We may not have the appropriate gear as well."

Black U.S. Respondent

BLACK EXPERIENCES IN THE OUTDOORS

Social justice and racial inequality issues have increasingly impacted many areas of life, including the outdoors. Despite our knowledge that most participants have positive overall associations with the outdoors, we discovered that being Black has an influential impact on how individuals experience the outdoors, making it a primary area of focus to increase inclusivity.

Black respondents across the globe associated positive emotions with being outdoors. Some of those emotions were relaxed (**63%**), happy (**55%**), calm (**55%**), thankful (**44%**), comfortable (**42%**) and alive (**37%**). Black participants in the U.S., however, indicated positive experiences at a

lower rate than non-Black participants. In the U.S., **30%** of Black participants stated they felt alive vs. **44%** of non-Black respondents, **39%** stated they felt comfortable vs. **50%** of non-Black respondents, and **19%** stated they felt confident vs. **22%** of non-Black respondents. Black people in the U.S. were also **5%** more likely to feel alert than non-Black participants.

Black people and White people experience the outdoors differently. While White people over-index on camping, gardening and hiking, Black people only over-index on walking to commute (**29% vs. 26%**). Black respondents also favor backyard activities (**30%**), nature walking (**32%**) and walking for exercise (**53%**).

Negative experiences related to the outdoors don't only happen in nature, however. They also take place while shopping for items related to spending time outside. For many in underrepresented populations, this is a critical experience that can make or break their decision to partake in outdoor activities.

Racism in retail is a persistent problem. Black consumers who report having negative experiences at a retailer specializing in the outdoors are twice as likely than White consumers to say that these experiences were related to physical characteristics like skin color, body size or hairstyle. Black consumers also report that they are

followed in retail spaces with twice the frequency than White shoppers do.

A variety of factors can contribute to Black participants' feelings about spending time outside. The history of violence the Black community has experienced is connected with how the Black respondents of our study spoke about their outdoor experiences. By holding the historical context together with the current realities of being Black in the U.S., Canada and the U.K., the outdoor industry is in a position to aid systemic change that has historically kept Black people away from commonly held outdoor spaces.

POSITIVE EMOTIONS WHEN OUTSIDE (2022 VS. 2020)



Happy

55%
vs. 55% in 2020



Calm

55%
vs. 51% in 2020



Thankful

44%
vs. 46% in 2020



Comfortable

42%
vs. 44% in 2020

Black respondents in the U.S. indicated being

11%

less likely to feel comfortable outdoors than non-Black respondents.



Black participants indicated being **8%** less likely to go camping than White participants.



In the U.S., **5%** more Black participants indicated feeling alert than non-Black participants.



When comparing all activities provided, Black participants indicated being more likely to participate in the outdoors through walking for exercise (53%), sitting outside (44%), nature walking (32%), and backyard activities (30%) than other activities listed.



Among Black participants, **21%** indicated experiencing discrimination while spending time outdoors. Of that group, **44%** believe it was due to their skin color.



HISPANIC/LATIN AMERICAN AND ASIAN EXPERIENCES IN THE OUTDOORS

While our study found that Black people, LGBTQ+ people and Indigenous Peoples face the most barriers to experiencing the simple power of the outdoors, our findings also highlight barriers that Hispanic/Latin American and Asian communities face.

Both communities are less likely to live within 10 miles of a natural park/ green space, and both are less likely to have a yard than White or Black participants.

The Asian community scored lowest

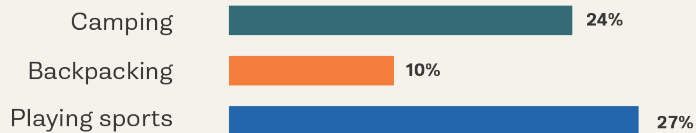
for being introduced to traditional outdoor activities as children at 58%, compared with the White community at **82%**. Based on this data, it is no surprise that Asian participants also reported the lowest likelihood of spending time in nature across all groups in the study.

The Asian community over-indexed on finding the outdoors more enjoyable with friends, indicating that as a group, Asian people consider outdoor activities to be more overtly communal.

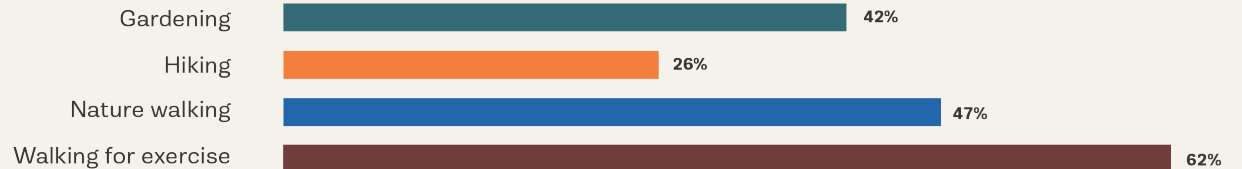
We also learned the U.S. Hispanic/ Latin American community is nearly twice as likely to have a long-term physical health issue than the general U.S. population, at **26% vs. 18%**. Hispanic/Latin American participants also reported double the rate of fear of getting hurt outside compared with all other groups (**12% vs. 6%**), making these health barriers even more significant

PREFERRED OUTDOOR ACTIVITY

Hispanic/Latin American - Global



Asian - Global





04

Conclusion

Conclusion



OUTDOORS IS A PLACE OF JOY AND FREEDOM FOR MOST

When people think of the outdoors, their associations are primarily positive. Happiness, relaxation and calm are top connections made with the outdoors. Despite the globally recognized benefits of the outdoors, participants who are female, lower-income, Black, Indigenous or LGBTQ+ have some associations that do not fit within the positive narrative. Those who identify with one or more of these groups are at a further disadvantage.



THE ROLE OF GENDER IN THE OUTDOORS

While Women remain underrepresented in the outdoors, their participation rates have been slowly climbing. Despite the globally recognized benefits of the outdoors, female participants continue to face barriers in the outdoors that cause them to feel fear. While some fears decreased, Women's fear of Men rose at an eye-opening rate in the two years between our first and second surveys. The outdoor industry has an opportunity to address fear and safety concerns for Women.



THE IMPACT OF INCOME IN THE OUTDOORS

Respondents with lower incomes also face barriers to the outdoors, including a lack of yard at their residence, less money to purchase what they need to get outside, and a lack of transportation to get where they want to go. These low-income respondents also experience less access to many outdoor activities such as hiking, biking, camping, climbing and running despite having as strong an affinity for the outdoors as their higher-income counterparts. By studying the intersection of income with ethnicity, race and LGBTQ+ identities, we uncovered a layering of barriers experienced by lower-income participants.



THE BLACK EXPERIENCE IN THE OUTDOORS

Black respondents enjoy the outdoors greatly but face many systemic discriminatory barriers such as limited access, age of first connection with the outdoors, and under-representation when they are outdoors. Beyond these barriers, they experience many more overt racist aggressions and microaggressions. These include others being unfriendly or insulting, acting wary or fearful of them, or treating them like they don't belong outside. Deadly violence towards Black people in public spaces over the past few years has reinforced the depth and breadth of the work that needs to be done.



THE LGBTQ+ EXPERIENCE IN THE OUTDOORS

Of all the groups in our study, the LGBTQ+ community has the greatest number of barriers to fully enjoy participation in the outdoors. These barriers cross lines of income, race and ethnicity and provide the outdoor industry with many opportunities to increase representation, affordability, safe retail environments and education so LGBTQ+ people feel welcome outside.



REPRESENTATION AND THE OUTDOORS

Both on the trail and in the media, representation affects how comfortable people are in outdoor spaces. More often than White respondents, Black, Hispanic/Latin American and Asian people indicate they don't see people who look like them spending time outdoors. Only **8%** of Black participants in the U.K. felt they were extremely well represented by outdoor brands based on skin tone. Globally, Black, Hispanic/Latin American and LGBTQ+ consumers feel it is very important that store associates look like them when shopping for outdoor clothing and gear.

Representation is an explicit racial barrier. Although outdoor brands represent Black consumers more evenly when it comes to body type, shape or size in their marketing, **10%** of Black participants still said people with their skin tone weren't represented well at all, compared with just **1%** of White consumers. Building a welcoming and equitable outdoor environment for everyone is possible. The first thing to do is to start somewhere and make a commitment. Hold your team accountable to meaningful goals and set out to drive change.

Building a welcoming and equitable outdoor environment for everyone is possible. The first thing to do is to start somewhere and make a commitment. Hold your team accountable to meaningful goals and set out to drive change.



05

Action Steps for the Outdoor Industry

Be Part of the Solution

01 INDUSTRY



EXPAND REPRESENTATION IN MARKETING

Go beyond gender and skin tone to include all sizes, abilities, cultures, gender identities and ages. Include animals in marketing to help decrease fear. Create diversity and inclusion benchmarks by auditing current marketing materials and setting goals for improvements.



REDEFINE AND REIMAGINE OUTDOORS

Rather than relying on traditional portrayals of nature like camping and hiking, be mindful of the types of outdoor experiences marginalized communities relate to. Share imagery of backyards and front yards, playgrounds, city parks, kids walking to school, taking the dog for a walk, sitting outside and watching wildlife, going to get pizza, gardening, bicycling, and commuters enjoying fresh air as they walk to work. Include small everyday snapshots of nature in portrayals of the outdoors.



WORK WITH PARKS, OUTDOOR ASSOCIATIONS, AND RETAIL WORKFORCES

Ensure all staff has bias training. Equip them to create welcoming experiences for all without aggressions or microaggressions that could reduce an individual's sense of belonging.



ALLEVIATE CONCERNS ABOUT THE OUTDOORS

Provide education for the LGBTQ+ community, Indigenous Peoples, Women and communities of color to build their knowledge, skills and confidence regarding fears of getting lost, the dark, animals, Men and nature itself.



SET COMMITMENT GOALS TO HIRING A DIVERSE WORKFORCE

Build accountability to create a culture that fosters innovative ideas and cultural relevance while ensuring representation across marketing, products and sales. Continue anti-racist and inclusive education, work, and processes within the existing workforce.

02 GOVERNMENT



FUND AND IMPROVE GREEN SPACES

Fund green spaces in urban areas to improve recreational areas closer to home.



ADDRESS ACCESS ISSUES FOR UNDERSERVED COMMUNITIES

Establish and leverage partnerships, provide transportation, reduce, subsidize, or eliminate admission fees, and provide access to lower-cost or refurbished products.

03 INDIVIDUALS



COMMIT TO GETTING YOUTH OUTSIDE AS EARLY AS POSSIBLE

Get youth outside early to instill a lifelong love of the outdoors and increase a sense of ownership and belonging.



06

Merrell's Commitment

The Trail Ahead

✓ TO SUPPORT REPRESENTATION

With the understanding that many people don't see themselves represented by outdoor brands, or only see a limited scope of what outdoor activity looks like, we completed a multinational and multicultural marketing audit in late 2020 to assess how our marketing assets represented diversity. In 2021, we updated our marketing touchpoints and our website to ensure diverse representation when you encounter Merrell in person and online.

We have also onboarded diverse advertising and public relations agencies such as Majority Agency, Lafayette American, Havas Formula and Havas Media to ensure we are driving authentic representation both in the office as well as in front of and behind the lens. Finally, we are proud to leverage a diverse group of paid brand ambassadors to help drive the mission of sharing the simple power of being outside with everyone.

✓ TO INCREASE WOMEN'S PARTICIPATION

We launched the Merrell Hiking Club in the U.S. and Canada with the goal of ensuring Women are able to safely and confidently experience the power of being outdoors. We also reminded Women that self-care can be found outdoors with our More Less campaign, which was created in partnership with Lafayette American, a Woman-owned advertising agency.

✓ TO SUPPORT CHILDHOOD EXPERIENCES

In 2020, we partnered with Big Brothers Big Sisters (BBBS) to bring more awareness and increase equity for youth who may not have adequate access to nature, natural parks or public trails. We were honored to donate \$40,000 in 2021 to BBBS. In 2022, we have been privileged to sponsor the BBBS Rise & Shine walk, partner with BBBS during Great Outdoors Month, and donate to local chapters. Most recently, we worked with the BBBS Los Angeles chapter to get youth outdoors for a nature walk. We are excited about how this partnership will continue to instill an early connection to the outdoors. Learn more at merrell.com/bbbs.

✓ TO SUPPORT INCLUSIVITY

We launched the Unlikely Hikers boot collaboration, designed in an ungendered colorway and available in wide widths and hard-to-find sizes. This was followed by the launch of the Outdoors for All collection in partnership with artist Latasha Dunston. As we are focused on building partnerships and products that amplify the importance of inclusivity in sizing and representation, we are proud to note that Merrell was the first outdoor brand to be included in the Zappos Adaptive single-shoe program.



TO GUIDE OUR EFFORTS

In early 2021, Merrell launched a compensated JEDI Advisory Council to guide our efforts and help authentically approach the work we seek to accomplish.



TO INCREASE ACCESS TO GREEN SPACES

Our partnership with the National Recreation and Park Association (NRPA) will bring park-improvement projects to life in communities hit hardest by park-funding inequities. In 2021, we partnered with the NRPA to clean a local park. In 2022, we have been privileged to launch the Changing Nature of Work Award in partnership with the NRPA. The recipient of this award will be sponsored with Merrell gear for one year and will receive \$10,000 toward the advancement of a project or effort. Learn more about the NRPA's important work at [NRPA.org](https://www.nrpa.org).



TO INCREASE ACCESS TO GEAR

In 2022, we launched Merrell ReTreadSM, a recycle and resale program that allows Merrell consumers to return their pre-loved footwear for a discount off their next purchase. After inspection, expert cleaning and repair, these shoes are offered to consumers at a discounted price, offering consumers a more economic option.



TO DRIVE OUR WORK

We believe that every employee is responsible for driving inclusivity in the outdoors. In 2021, we hired a team member to lead us on this journey. We also have embedded JEDI training, a resource center and internal communications to educate and equip our employees as they show courageous leadership.



07

Methodology



Methodology

We fielded two quantitative 20-minute surveys in 2020 and 2022, gathering responses from 2,000 people in the U.S. (800), Canada (600) and the U.K. (600). Respondents represented diverse backgrounds, including differences in age, gender, childhood income, current socioeconomic status and race/ethnicity.

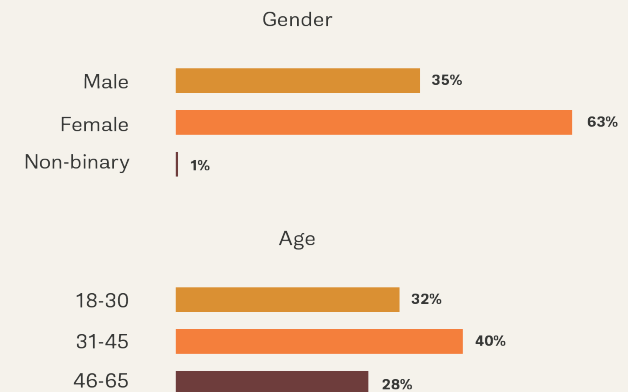
For this study, participants who have identified as Black, African American, Caribbean, Black-North American, or Black Mixed Heritage or biracial are referred to as Black.

Participants who identified as Asian, Pacific Islander, East Asian (e.g., Chinese, Japanese, Korean), Indian, Pakistani, Sri Lankan, Malaysian, Filipino, Vietnamese, or Asian Mixed Heritage or biracial are referred to as Asian. When referring to participants as ‘people of

WHY WE TALKED TO THEM

We wanted to bring forth the truth of outdoor experiences for many members of diverse communities. Respondents’ insights and stories will provide a benchmark for future action toward inclusivity – for Merrell and for everyone who believes in sharing the simple power of being outside.

WHO WE TALKED TO





Primary Contributors



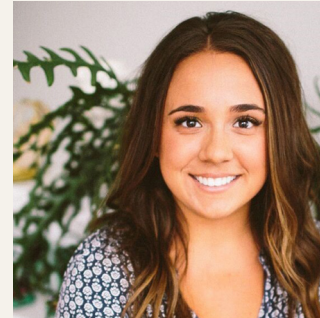
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Public Relations Director



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Chief Marketing Officer

MERRELL JEDI ADVISORY COUNCIL

Thank you for your contribution to this report and your commitment to helping Merrell share the simple power of being outside with all.

- Larissa Crawford, Future Ancestors**
- Jose Gonzalez, Latino Outdoors**
- Autumn Harry**
- Sarah Shimazaki, Resource Media**
- Terra Winston, inTerra Consulting**



INCLUSIVITY IN THE OUTDOORS

MERRELL

MERRELL

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