The American Camper:
Profiles and Perspectives

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METHODOLOGY

The American Camper: Profiles and Perspectives is a strategic marketing tool that has been designed to guide the development of marketing strategies through a comprehensive understanding of the unique lifestyles and leisure travel preferences/intentions of active campers and RV owners. The conclusions presented in this report were developed from a sample of 1,602 active campers and RV owners and has been divided into two segments. The first segment consists of a nationally projectable sample of 802 active campers who were targeted using a random-digit dialing telephone survey; the second segment is a sample of 800 known RV owners obtained via telephone interviews using a listed sample of known RV owners. Both segments were prescreened as follows:

- At least 18 years of age;
- Have taken an overnight trip where they stayed in a campground or RV park/resort during the past two years;
- Utilized a cabin, tent, park trailer or RV on one or more of these trips.

When referring to RV owners throughout the report, the information presented consists of 1,137 RV owners, 800 of whom were obtained via the listed sample of known RV owners and 337 of whom were obtained from the RV owners in the active campers segment. The active campers segment includes all 802 respondents who were obtained utilizing random-digit dialing, including some who are RV owners. Thus, the two segments are not mutually exclusive.

For each segment, a quota was established to yield 50% males and 50% females. The fieldwork for this study was conducted during the third quarter of 2005. Calling areas affected by Hurricane Katrina were avoided.

The information presented in this report defines and profiles active campers and RV owners by their demography and lifestyle as well as assesses their existing and future travel habits and preferences. The active camper and RV owner segments are evaluated according to their camping preferences, RV ownership and media consumption and habits. Other issues of contemporary interest are also reviewed.

For the purposes of this document, the four generations of adult consumers—Echo-Boomers, Generation Xers, Baby Boomers and Matures are defined as follows. Generally, Echo-Boomers are those born in 1979 or later. However, in this report, Echo-Boomers refer to those who were ages 18–26 in 2005—not the entire generation. Generation Xers are adult consumers born between 1965 and 1978 (ages 27–40 in 2005). Baby Boomers are adult consumers born between 1946 and 1964 (ages 41–59 in 2005). Matures are adult consumers born in 1945 or before (ages 60+ in 2005).

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This report provides insights into the attitudes, preferences, behaviors, and intentions of active campers and RV owners. All respondents have taken an overnight trip to a campground or RV park/resort in which they stayed in an RV, cabin, tent or park trailer. One in ten US residents qualify for these criteria. Nearly one in twenty qualifies for the study and also owns an RV.

RV owners took an average of twelve trips in which they stayed in a campground or RV park/resort during the past two years. Active campers took an average of approximately nine such trips. However, there are several high values which skew the mean upward, so the median, or middle value, might be a better measure of central tendency. RV owners took a median of seven trips and active campers took a median of five trips.

2. By definition, all RV owners are required to own an RV. Among active campers, approximately four in ten own an RV, including a motorhome or a towable RV.

   Towable RVs are more commonly owned with two-thirds of RV owners and approximately seven in ten active campers who own an RV, owning a towable RV. In contrast, more than one-third of RV owners and three in ten active campers who own an RV, own a motorized RV.

   With respect to towable RVs, approximately one-third of RV owners own a travel trailer, two in ten own a fifth-wheel travel trailer, and one in ten owns a folding camper trailer. Only one percent owns a truck camper. With respect to motorized RVs, approximately two in ten RV owners own a type A motorized RV, nearly one in ten owns a type C, and less than one in twenty owns a type B.

3. Approximately two-thirds of RV owners have used a towable RV on a camping trip during the past two years. Approximately four in ten have used a motorized RV. Nearly one in six RV owners have used a tent, and just over one in ten has used a park trailer or cabin. Approximately one in twenty has used an RV rented on site.

   With respect to active campers, many of whom also own an RV, more than one-half have camped in a tent. More than four in ten have camped in a towable RV, and more than two in ten have camped in a cabin or motorized RV. Approximately one in ten has camped in a park trailer, and one in twenty has camped in an RV rented on site.

   When asked what type of equipment they rented during the past two years, one in ten RV owners mention a cabin, approximately one in twenty mentions a motorboat, and fewer than one in twenty mentions a towable RV, a park trailer/park model, a motorized RV or a tent.

   More than two in ten active campers mention renting a cabin, approximately one in ten mentions renting a motorboat, one in twenty mentions renting a tent, and less than one in twenty mentions renting a towable RV, a motorized RV or a park trailer/park model.

4. During the last two years, the majority of RV owners and active campers took one or more of their trips to visit a campground or RV park/resort as a family—this comprises going with their spouse or another adult, with children.

   More than six in ten RV owners took one or more trips with their spouse or another adult with children, while a similar proportion took a trip with their spouse or another adult without children. Nearly one-half of RV owners took a trip with extended family or a group of friends along with children, and more than four in ten

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took a trip with a similar party composition but without children. Nearly two in ten RV owners took a trip with children only, and one in ten took a trip alone.

Approximately seven in ten active campers took one or more trips with their spouse or another adult with children, while more than one-half took one or more trips with extended family or a group of friends along with children. Approximately one-half took a trip which included a spouse or another adult and no children, while nearly four in ten took a trip with extended family or a group of friends and no children. Trips with children only or alone were similar to proportions taken by RV owners.

More than six in ten RV owners report being grandparents, while approximately one-third of the active campers are grandparents. Of the RV owners and active campers that are grandparents, more than one-half have traveled with their grandchildren during the past two years.

5. More than six in ten RV owners consider themselves to be destination campers. Approximately one-half of RV owners and four in ten active campers who own an RV consider themselves to be touring campers. Nearly one-quarter of RV owners are seasonal campers. A marginal proportion are snowbirds or full-time RVers.

6. More than eight in ten RV owners and active campers have taken a weekend trip during the past two years. More than six in ten RV owners have taken an extended trip, whereas more than four in ten active campers have done so. Approximately four in ten RV owners and active campers have taken a weekday trip. Approximately one in seven RV owners and approximately one in ten active campers have taken a seasonal trip.

   Naturally, RV owners and active campers travel the furthest for seasonal trips, followed by extended trips of five or more nights. They travel the shortest distance for weekend trips and slightly further for weekday trips of less than five nights.

   Approximately one in five RV owners and active campers have taken an extended trip of at least 1,000 miles from home. Approximately four in ten RV owners and three in ten active campers have taken a seasonal trip of at least 1,000 miles from home.

7. On average, RV owners and active campers have spent just over $20 per night on a campground or RV park/resort during their most recent camping trip. They have spent an average of approximately $50 per day or a median amount of $40 per day on all other expenses.

   Approximately three in ten RV owners and active campers have spent at least $30 per night on a campground or RV park/resort during their most recent camping or RVing trip. Approximately one in ten has spent at least $50 per night on a campground or RV park/resort. Approximately one in five has spent $100 or more per day on all other expenses.

8. Approximately three-quarters of both RV owners and active campers have taken a camping or an RVing trip with the primary purpose of a weekend getaway. Nearly three-quarters of RV owners and approximately seven in ten active campers have taken a camping or RVing trip in order to have a family vacation. Seven in ten RV owners, compared to two-thirds of active campers, have taken a camping or RVing trip primarily to visit a specific destination. Approximately six in ten of both groups studied have taken a camping or RVing trip primarily for entertainment. More than one-half has taken a trip with the primary purpose of participating in a particular activity, such as fishing, snow skiing, rock climbing, etc. Approximately four in ten RV

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owners, compared to nearly one-third of the active campers, have taken a trip to visit friends or relatives. More than one in ten of both groups studied have taken a trip with the primary purpose of a class or family reunion. Nearly one in ten mentions working in the area as the primary purpose of one or more of their camping/RVing trips.

During the past two years, approximately nine in ten RV owners and active campers state that they had fun with friends while staying in a campground or RV park/resort. Roughly eight in ten of both groups mention exploring nature and cooking over a campfire. Visiting a lakeside area is mentioned by three-quarters of these travelers. Approximately three-quarters of RV owners and more than six in ten active campers have eaten out in restaurants on a camping or RVing trip during the past two years. However, more than six in ten RV owners and seven in ten active campers have gone swimming during their trips. Roughly six in ten of both groups have visited a beach or gone fishing. More than six in ten RV owners and more than one-half of active campers mention visiting a historic or cultural site. Nearly six in ten RV owners and nearly seven in ten active campers have gone hiking on a camping or RVing trip during the past two years. One-half has been bird or animal watching during their trips, and roughly four in ten have participated in planned park activities or have been biking or cycling. More than one-third of both groups have participated in motorized boating. One-third of active campers have participated in kayaking, canoeing or other nonmotorized boating during a camping or RVing trip. Fewer than one-third of RV owners and active campers have participated in the remaining activities studied.

9. During the past twelve months, approximately nine in ten RV owners and active campers have taken an overnight trip to a campground or an RV park/resort. RV owners have taken an average of five such trips, while active campers have taken an average of four such trips. However, because of a few unusually high values skewing the mean, the median may be a better measure of central tendency. RV owners have taken a median of three trips during the past twelve months, and active campers have taken a median of two trips.

   RV owners have spent an average of 27 nights on their camping or RVing trips during the past twelve months, whereas active campers have spent an average of nineteen nights. However, since the median is a better indicator of central tendency when there are high values that skew the mean upward such as in this case, RV owners have stayed for a median of fifteen nights, while active campers have stayed for a median of nine nights.

10. Approximately seven in ten RV owners have used a commercial or privately owned campground or an RV park/resort on camping or RVing trips taken during the last twelve months. More than six in ten RV owners have used government-run national, state or local campgrounds or RV park/resorts. More than one in ten has used a public parking area.

    In terms of active campers, nearly six in ten have used a commercial or privately owned campground or an RV park/resort during the past twelve months. Seven in ten have used government-run national, state or local campgrounds or RV park/resorts. Nearly one in ten has used a public parking area.

    With respect to share of all nights spent at a campground or RV park/resort, nearly six in ten of all RV owners' nights were spent at a commercial or privately owned campground or RV park/resort. More than one-half of active campers' nights were spent at these types of campgrounds or RV parks/resorts. One-third of RV owners' nights and approximately four in ten of all active campers' nights were spent at a government-run, state or local campground or RV park/resort. Fewer than one in twenty nights for both RV owners and active campers were spent in a public parking area.

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Among those RV owners and active campers who have taken one or more overnight trips to a commercial or privately owned campground or RV park/resort during the past twelve months, nearly nine in ten mention they are extremely to very satisfied with the facility utilized. Approximately one in ten mentions they are neither satisfied nor unsatisfied, and less than one in twenty mentions they are not or not at all satisfied with the facility utilized.

When asked the type of commercial or privately owned campgrounds or RV parks or resorts utilized, eight in ten RV owners mention one that was family-oriented. This is followed more distantly by approximately one-half of RV owners who mention one with lots of activities. Approximately one-third mentions one that was part of a franchise, one-quarter mentions a membership campground or RV park/resort, and nearly two in ten mention one for people ages 55 and older. Approximately one in twenty mentions a condo or timeshare that was part of a campground or RV park/resort.

With respect to active campers, nearly eight in ten mention a facility that is family-oriented. Nearly one-half of active campers mention one with lots of activities. Nearly one-quarter mentions one that was part of a franchise or a membership campground or RV park/resort. Approximately one in ten mentions one for people ages 55 and older or a condo or timeshare that was part of a campground or RV park/resort.

11. Approximately one in six RV owners have stayed overnight in a public parking area during the past two years.

Among those RV owners who have stayed overnight in a public parking lot during the past two years, more than eight in ten list convenience as a reason. Nearly eight in ten were simply tired and needed to pull over. Approximately three-quarters of RV owners and nearly seven in ten active campers who own an RV agree that they simply didn't want any amenities, just a place to park their RV. Approximately four in ten feel the parks were too hard to find. Only approximately two in ten agree that they didn't want to pay to stay or the parks were too full.

12. The vast majority of both RV owners and active campers are planning to take one or more overnight trips to a campground or an RV park or resort during the next twelve months—approximately nine in ten mention they are planning to do so. It seems RV owners are planning more such trips than active campers—they are planning to take an average of seven trips, compared to five trips among active campers.

Nearly four in ten RV owners mention gas prices are behind their intention to take fewer camping or RVing trips during the next twelve months than they did in the last twelve months. Nearly two in ten mention they have other plans, and approximately one in ten mentions health or age concerns, lack of future plans as of yet and time constraints.

Nearly one-quarter of active campers mention other plans as a reason for planning fewer trips. This is followed by approximately two in ten who mention gas prices or time constraints. One in ten mentions they have not planned ahead yet, and approximately one in twenty mentions they have health or age concerns or financial problems.

Two-thirds of RV owners and nearly six in ten active campers plan to go camping and RVing more often when they get older and approach retirement. Fewer than one in ten is thinking of purchasing a site in a campground or RV park/resort or is thinking of purchasing a park trailer or park model.

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13. One-half of RV owners and more than four in ten active campers agree that they will take fewer camping or RV trips during the next twelve months unless the price of gasoline decreases.

Considering the rising cost of gasoline, approximately one-half of RV owners are extremely or very likely to camp closer to home. Nearly four in ten are extremely or very likely to take fewer camping or RVing trips because of rising gasoline prices. Approximately one in seven RV owners are likely to leave their RV in one place year-round or request a seasonal site. A similar proportion is likely to get out of RVing altogether. Approximately one in ten is likely to camp in a parking lot, downsize their RV, leave their RV at home and opt to camp in a tent or purchase an RV site. Only one in twenty is likely to sell their RV and buy a park model onsite in an RV park/resort.

It is important to note that more than three in ten RV owners and active campers agree that the rising gas prices won't affect their travel at all.

On average, RV owners indicate they would reevaluate their travel plans if gas reaches $3.38 per gallon. Active campers indicate that they would reevaluate their travel plans at $4.31 per gallon. However, because of many unusually high responses, these mean scores skew high. The median gas price at which RV owners and active campers would reevaluate their travel plans is $3.00.

Approximately two in ten RV owners and active campers would reevaluate their travel plans at a gas price of less than $2.75 per gallon. Approximately three in ten would reevaluate their travel plans if the price per gallon of gasoline is between $3.00 and $3.24. Approximately one-quarter of RV owners and three in ten active campers would not reevaluate their travel plans until the price of gasoline reaches $4.00 per gallon or more!

14. Approximately eight in ten RV owners and active campers have used their previous experience with a campground or RV park/resort when planning future trips. Approximately seven in ten rely on advice from friends or relatives, and roughly one-half uses state camping directories when planning trips. Nearly one-half of RV owners and one-third of active campers have utilized a national camping directory to plan trips. More than four in ten RV owners and approximately one-half of active campers have used an Internet search engine. Approximately three in ten RV owners and active campers have used national camping Web sites, and approximately two in ten have used other online sources. Roughly one in ten has used online message boards when planning trips.

During the past two years, approximately seven in ten RV owners and nearly six in ten active campers have booked their reservations for trips by telephone directly through the campground or RV park/resort.

Approximately one-third of RV owners and active campers have booked reservations online directly through the campground or RV park/resort. However, approximately two in ten of these travelers have booked using a national camping directory or online through a national camping Web site. More than one in ten has booked trips via mail or a fax machine. Furthermore, more than one-half states that they didn't book in advance; they just showed up at the chosen campground or RV park/resort.

Not surprisingly, most RV owners and active campers are most likely to place confidence in the recommendations of a friend or family member when evaluating information about travel plans. Approximately four in ten of these travelers place confidence in the information found in camping directories, and approximately one-third is confident in the information found in national camping Web sites.

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Approximately one-third of both groups are confident in articles in newspapers and magazines or programs on TV and radio. Information found on other Web sites and in advertising are considered the least credible of all the information sources listed.

Nearly one-half of RV owners and active campers like to stay at campgrounds or RV parks/resorts they have previously visited. Nearly as many like to stay at the same campgrounds or RV parks/resorts every year. Nearly four in ten RV owners and approximately one-third of active campers like to stay at campgrounds or RV parks/resorts close to home. However, more than one-third of RV owners and more than four in ten active campers like to stay at campgrounds far from home.

Approximately two in ten RV owners and active campers feel that it is becoming increasingly hard to find a place to camp in the geographical areas in which they are interested. Approximately one in seven RV owners agree that they often have trouble finding a site large enough for their RV.

16. The most influential factors in selecting a campground or RV park/resort among RV owners are the safety of the site, the location and the availability of clean, high-quality restrooms on premises—approximately three-quarters find these factors extremely or very influential.

Among active campers, the most influential factors are the location, the closeness to nature, the availability of clean, high-quality restrooms and the safety of the campground or RV park/resort.

At least six in ten RV owners consider a campground or RV park/resort that offers a lot of space between sites, is close to nature and is near water to be influential. Nearly seven in ten active campers consider a campground or RV park/resort that is close to water and offers a lot of space between sites to be influential. At least one-half of RV owners are influenced by the cost to stay, the availability of 50-amp electric service, privacy between individual sites, allowing pets and the availability of discounts. At least one-half of active campers are influenced by the privacy between individual sites, the cost to stay and the availability of secluded sites and nature trails on the premises.

Roughly four in ten RV owners are influenced by the availability of secluded sites, a location near national tourist attractions, the rating of the campground or RV park/resort in a national camping directory and the availability of nature trails. Nearly one-half of active campers find the option to bring their pet along to be influential. Approximately four in ten active campers find the availability of 50-amp electric service, the availability of discounts and a location near national tourist attractions to be influential.

At least three in ten RV owners consider the availability of a store on the premises, a swimming pool on the premises or the availability of cable or satellite at each site to be extremely or very influential. Approximately three in ten active campers are likely to be influenced by a rating in a national camping directory, the availability of a store on the premises, the availability of activities for children and teens at or near the campground or RV park/resort, a swimming pool on the premises and the availability of a boat ramp at or near the campground or RV park/resort.

Fewer than one-quarter of RV owners and active campers mention the remaining factors as being influential in selecting a campground or RV park/resort. Of substantial interest to the industry is the fact that only approximately one in ten camping and RV owners find access to the Internet to be extremely or very influential.

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Among those who find a rating of a campground or RV park/resort to be extremely or very influential in selecting one, nearly one-quarter of RV owners mention using Woodall's book to find these ratings. Not far behind, nearly two in ten RV owners mention using Good Sam or *Trailer Life*. Approximately one in eight mentions asking family or friends for these ratings or using the ratings found in a telephone or state directory, in catalogs or on the Internet.

Nearly one-quarter of active campers mention using the Internet to find a rating of a campground or RV park/resort. Approximately two in ten mention depending on family/friends/word-of-mouth. Approximately one in eight mentions using the ratings found in a telephone or state directory or catalogs.

17. When considering whether or not to return to a campground or RV park/resort, the most important factor to both RV owners and active campers is the cleanliness, which is mentioned by approximately nine in ten. Approximately eight in ten travelers from both groups mention the maintenance of the facilities and the value for the money they spend. Approximately three-quarters of RV owners and seven in ten active campers mention the security and friendliness of the staff. Approximately seven in ten RV owners find sufficient electric power, the helpfulness of the staff and enforced quiet hours to be important. Approximately two-thirds of active campers find the privacy and the helpfulness of the staff important. Approximately six in ten RV owners find the privacy, size of the site and ambience of the park to be important factors when considering whether to return to a campground or RV park/resort. Approximately six in ten active campers find the size of the site, enforced quiet hours and ambience of the park to be important. More than one-half of active campers consider sufficient electric power to be important. The importance of the remaining attributes drops off considerably at this point, with approximately three in ten of both groups finding a swimming pool important, approximately two in ten finding on-site activities for kids important, and one in ten finding Internet access important.

18. With respect to amenities and special services, approximately one-half of RV owners and active campers consider larger sites to be extremely or very desirable. Nearly one-half of RV owners and nearly four in ten active campers consider a high rating of the campground or RV park/resort in a national camping directory to be desirable. Approximately four in ten RV owners and active campers consider quicker check-ins and attractively landscaped common areas desirable. Approximately one-third considers more attractive outdoor cooking areas desirable. Approximately two in ten RV owners and three in ten active campers find more water-oriented activities for kids to be desirable in a camping trip. Approximately two in ten RV owners and active campers desire onsite food service in a restaurant or open-air pavilion and packages provided by the park that include accommodations, activities, and restaurants individualized for each guest. Approximately one in six active campers and RV owners desire concierge-like services and participating in planned park activities. Roughly one in ten desires spa activities such as facials and massages and instructional classes.

Among RV owners, fishing is the most popular physical activity on a camping trip, and is extremely or very desirable to nearly one-half. Swimming and hiking follow closely, desired by approximately four in ten. For active campers, hiking and swimming are the most popular activities, extremely or very desirable to more than one-half. Nearly one-half also desires fishing, and nearly four in ten desire bird or animal watching. Approximately one-third of active campers desire biking/cycling or kayaking, canoeing or other nonmotorized boating. Nearly three in ten RV owners desire bird or animal watching, biking/cycling or motorized boating. Nearly three in ten active campers desire motorized boating. Approximately two in ten active campers find off-roading/ATVing, whitewater rafting, hunting, water park style activities, horseback riding or water skiing/knee boarding to be desirable. Approximately one in six RV owners find kayaking, canoeing or other nonmotorized boating, hunting or off-roading/ATVing to be desirable. Desirability of other physical activities studied can be gleaned from the table on page 49.

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With respect to other types of activities, approximately eight in ten RV owners and active campers find having fun with friends to be desirable. Nearly six in ten RV owners and approximately seven in ten active campers find cooking over a campfire to be desirable. One-half of RV owners and approximately six in ten active campers desire visiting a lakeside area, and more than four in ten RV owners and approximately one-half of active campers desire visiting a beach. More than two in ten RV owners and active campers desire discount shopping. Nearly one in six RV owners and nearly one in seven active campers find visiting a casino to be desirable.

19. More than one-half of both RV owners and active campers are interested in visiting the western region of the United States during the next two years. Approximately four in ten RV owners and one-third of active campers are interested in visiting the South. Approximately one-quarter is interested in visiting the Midwest, while approximately two in ten are interested in the Northeast.

Approximately one in seven RV owners mention Arizona or Colorado as states they are interested in visiting during the next two years. Florida, Montana, Oregon, California and Washington state are mentioned by more than one in ten RV owners.

Nearly two in ten active campers are interested in visiting Colorado during the next two years. More than one in ten mentions Montana and California, while one in ten mentions being interested in Washington state.

20. Nearly seven in ten RV owners and active campers agree that vacations are very important to their well-being. More than one-half also agrees that they feel the need to spend more time with their family. The need to vacation and spend time with family might be an indicator that these travelers are stressed out. In fact, more than four in ten are always looking for ways of reducing stress in their life. This could be related to the fact that they work hard at coming out on top in every situation—mentioned by more than four in ten. Moreover, they seem to feel the constraint of time as approximately three in ten RV owners and nearly four in ten active campers express the need to manage their time more efficiently. It seems, though, that active campers are more stressed out than RV owners: three in ten active campers, compared to approximately two in ten RV owners, agree that there is a great deal of stress in their life. Moreover, nearly two in ten active campers have a lot of debt to reduce compared to approximately one in ten RV owners. This might be a factor of active campers' life stage: they are more likely to be younger and full-time workers who have children residing with them.

RV owners and active campers both seem to value family life and children as nearly nine in ten agree that family life is important to them, and approximately two-thirds agree it is important to have children.

Moreover, both groups are vacation-oriented and experiential: In majority, they prefer two weeks of vacation rather than two weeks' salary and agree it is extremely important to experience new things to do and discover new and different places on vacation. Approximately one-half prefers to spend their money on enriching experiences rather than on buying stuff and wish they had more opportunities to enjoy distinctive or unique experiences. In addition, more than four in ten RV owners and nearly six in ten active campers agree it is important to have adventure on vacation. Roughly four in ten of both groups find it extremely important to learn something new on vacation. In general, it is noted that active campers seem to be more experiential than RV owners.

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21. Nearly four in ten RV owners and nearly two in ten active campers have a subscription to an outdoor, camping or RV magazine. *Highways* is the most popular magazine among both groups, with nearly two-thirds of RV owners who subscribe to a magazine, subscribing to *Highways* and nearly four in ten active campers. *Motorhome* and *Camping Life Magazine* follow for both groups, although *Motorhome* is more popular with the RVing segment, and *Camping Life Magazine* is more popular with the camping segment. Nearly four in ten RV owners and active campers mention a magazine not on our list, with nearly two in ten RV owners and nearly one in seven active campers mentioning *Trailer Life*.

Approximately eight in ten RV owners and active campers have Internet access from home. More than one-third of RV owners and approximately one-half of the active campers have Internet access from the office. Nearly one in six in both groups have Internet access while on the road.

Of those with Internet access in the respective areas, more than eight in ten have high-speed Internet access from the office. More than one-half of RV owners and six in ten active campers have high-speed Internet access from home. Nearly four in ten RV owners have high-speed Internet access while on the road, while more than one-half of the active campers have the same.

On average, RV owners spend just over 30 hours online in a typical month with a median of 15 hours spent online. Active campers spend an average of 36 hours online during a typical month, and a median of 20 hours spent online.

Approximately one-half of RV owners and active campers spend sixteen hours or more online during the typical month. Approximately one-quarter spends at least one to five hours per month online.

22. Boomers and Matures make up the largest proportions of RV owners, with more than four in ten falling in each generational group. Boomers make up the largest share of active campers, with nearly one-half belonging to this group. RV owners are more likely than the general population to be Boomers or Matures and less likely to be Echo-Boomers or Xers. Active campers are more likely than the general population to be Boomers and less likely to be Echo-Boomers or Xers.

RV owners and active campers also tend to be white, married and have an annual household income greater than $50,000—all significantly higher proportions than the general population.

More than four in ten of RV owners have or had white-collar professional jobs and more than four in ten are either employed full-time or retired. Approximately one-third of RV owners have completed high school or one to three years of college. Nearly three in ten have completed at least four years of college.

More than four in ten active campers also have or had a white-collar professional job. Nearly six in ten are employed full-time, and approximately one in five is retired. Nearly three in ten have either a high school degree, one to three years of college or four years of college. Four in ten have at least four years of college.

Nearly six in ten RV owners have two people living in their household. Nearly four in ten have three or more people in their household. Only approximately three in ten have one or more children living in their household.

Approximately one-third of active campers have two people living in their household. More than one-half has three or more people in their household, and nearly one-half has one or more children in their household.

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INCIDENCE OF TAKING AN OVERNIGHT TRIP TO A CAMPGROUND OR RV PARK/RESORT IN WHICH THEY STAYED IN AN RV, CABIN, TENT OR PARK TRAILER DURING THE PAST TWO YEARS 2005

One in ten US residents qualify for the study by having taken a trip to a campground or RV park/resort in which they stayed in an RV, cabin, tent or park trailer during the past two years. Nearly one in twenty qualifies for the study and also owns an RV.

	General US Population %
Incidence Of Taking An Overnight Trip To A Campground Or RV Park/Resort In Which They Stayed In An RV, Cabin, Tent Or Park Trailer:	10
Incidence Of Owning An RV And Having Taken An Overnight Trip To A Campground Or RV Park/Resort In Which They Stayed In An RV, Cabin, Tent Or Park Trailer:	4

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INCIDENCE OF STAYING IN A CAMPGROUND OR RV PARK/RESORT

OVERNIGHT TRIPS TAKEN TO VISIT A CAMPGROUND OR RV PARK/RESORT DURING THE PAST TWO YEARS* 2005

In order to qualify for the study, RV owners and active campers are required to have taken one or more overnight trips in which they stayed in a campground or RV park/resort during the past two years. RV owners took an average of twelve such trips, while active campers took an average of approximately nine such trips. However, there are several high values which skew the mean upward, so the median, or middle value, might be a better measure of central tendency. RV owners took a median of seven trips and active campers took a median of five trips.

	Active Campers %	RV Owners %
Camping/RV owners:		
Took one or more overnight trip(s) in which they stayed in a Campground or RV park/resort*	100	100
Mean number of trips for all active campers /RV owners who stayed in a campground or RV park/resort	8.9	12.0
Median number of trips for all active campers/RV owners who stayed in a campground or RV park/resort	5	7

* Respondents who have not taken one or more such trips were terminated.

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UTILIZATION OF AN RV, CABIN, TENT OR PARK TRAILER DURING OVERNIGHT TRIPS TO A CAMPGROUND OR RV PARK/RESORT 2005

As previously mentioned, RV owners and active campers are required to have stayed in an RV, cabin, tent or park trailer to enter the study. Approximately two-thirds of RV owners have used a towable RV on a camping trip during the past two years. Approximately four in ten have used a motorized RV. Nearly one in six RV owners have used a tent, and just over one in ten has used a park trailer or cabin. Approximately one in twenty has used an RV rented on site.

With respect to active campers, many of whom also own an RV, more than one-half have camped in a tent. More than four in ten have camped in a towable RV, and more than two in ten have camped in a cabin or motorized RV. Approximately one in ten has camped in a park trailer, and one in twenty has camped in an RV rented on site.

	Active Campers %*	RV Owners %*
Took An Overnight Trip To A Campground Or RV Park/Resort In Which They Stayed In:**		
A towable RV that you pull along such as a popup camper, travel trailer or something similar that is rented or owned	44	67
A motorized RV (motorhome)	21	39
A tent	54	15
A park trailer (park model)	11	12
A cabin	23	11
An RV rented on site	5	4
Other	6	4

* Does not equal 100% due to multiple responses.

** Respondents who did not take a trip in which they stayed in a cabin, a tent, a park trailer or an RV were terminated.

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DURATION OF LEISURE TRIPS TAKEN
2005

More than eight in ten RV owners and active campers have taken a weekend trip during the past two years. More than six in ten RV owners have taken an extended trip, whereas more than four in ten active campers have done so. Approximately four in ten RV owners and active campers have taken a weekday trip. Approximately one in seven RV owners and approximately one in ten active campers have taken a seasonal trip.

	Active Campers %*	RV Owners %*
Took One Or More Of These Trips During The Last Two Years:		
Weekend Trips**	84	86
Extended Trips***	43	62
Weekday Trips****	41	39
Seasonal Trips*****	9	14

* Does not equal 100% due to multiple responses.
** Weekend Trip = A trip of one to four nights that did involve a stay over a Saturday night.
*** Extended Trip = A trip of five or more consecutive nights, but not for a season.
**** Weekday Trip = A trip of one to four nights that did NOT involve a stay over a Saturday night.
***** Seasonal Trip = Trips staying for a season in a park model or RV.

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DISTANCE FROM HOME OF LEISURE TRIPS TAKEN
2005

Naturally, RV owners and active campers travel the furthest for seasonal trips, followed by extended trips of five or more nights. They travel the shortest distance for weekend trips and slightly further for weekday trips of less than five nights.

Approximately one in five RV owners and active campers have taken an extended trip of at least 1,000 miles from home. Approximately four in ten RV owners and three in ten active campers have taken a seasonal trip of at least 1,000 miles from home.

	Active Campers %	RV Owners %
Weekday Trips:*		
Less than 50 miles	13	8
50 – 99 miles	20	17
100 – 199 miles	23	29
200 – 299 miles	14	19
300 – 399 miles	9	10
400 – 499 miles	3	3
500 – 999 miles	10	7
1,000 – 1,999 miles	3	4
2,000 – 2,999 miles	3	2
3,000 miles or more	2	1
Average Distance of Weekday Trips	276	268
Median Distance of Weekday Trips	150	150
Weekend Trips:**		
Less than 50 miles	13	11
50 – 99 miles	20	22
100 – 199 miles	28	29
200 – 299 miles	15	17
300 – 399 miles	9	8
400 – 499 miles	3	3
500 – 999 miles	8	7
1,000 – 1,999 miles	3	2
2,000 – 2,999 miles	1	1
3,000 miles or more	0	0
Average Distance of Weekend Trips	253	231
Median Distance of Weekend Trips	120	120

* Weekday Trip = A trip of one to four nights that did NOT involve a stay over a Saturday night.

** Weekend Trip = A trip of one to four nights that did involve a stay over a Saturday night.

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DISTANCE FROM HOME OF LEISURE TRIPS TAKEN (Cont'd)
2005

	Active Campers %	RV Owners %
Extended Trips:*		
Less than 50 miles	10	11
50 – 99 miles	12	11
100 – 199 miles	15	14
200 – 299 miles	15	16
300 – 399 miles	7	8
400 – 499 miles	6	4
500 – 999 miles	17	14
1,000 – 1,999 miles	11	14
2,000 – 2,999 miles	3	4
3,000 miles or more	4	4
Average Distance of Extended Trips	594	614
Median Distance of Extended Trips	250	250
Seasonal Trips:**		
Less than 50 miles	33	24
50 – 99 miles	3	9
100 – 199 miles	9	12
200 – 299 miles	8	5
300 – 399 miles	6	3
400 – 499 miles	3	1
500 – 999 miles	10	7
1,000 – 1,999 miles	15	20
2,000 – 2,999 miles	7	14
3,000 miles or more	6	5
Average Distance of Seasonal Trips	897	890
Median Distance of Seasonal Trips	200	200

* Extended Trip = A trip of five or more consecutive nights, but not for a season.

** Seasonal Trip = Trips staying for a season in a park model or RV.

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RV OWNERSHIP
2005

All RV owners were required to own an RV to enter the study. Among active campers, approximately four in ten own an RV, including a motorhome or a towable RV.

	Active Campers %	RV Owners %
Own An RV Including A Motorhome Or Towable RV:*		
Yes	42	100
No	58	0

* RV owners were required to own an RV to enter the study.

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TYPE OF RV OWNED*
2005

More than one-third of RV owners and three in ten active campers who own an RV own a motorized RV. With respect to motorized RVs, approximately two in ten RV owners own a type A motorized RV, nearly one in ten owns a type C, and less than one in twenty owns a type B.

Two-thirds of RV owners and approximately seven in ten active campers who own an RV, own towable RVs. With respect to towable RVs, approximately one-third of RV owners own a travel trailer, two in ten own a fifth-wheel travel trailer, and one in ten owns a folding camper trailer. Only one percent owns a truck camper.

	Active Campers %**	RV Owners %**
Motorized RVs (NET):	30	36
Type A	17	22
Type B	3	3
Type C	7	9
Towable RVs (NET):	72	66
Travel trailer	34	32
Fifth-wheel travel trailer	23	22
Folding camper trailer	14	11
Truck camper	1	1

* Asked among those that own RVs only.

** Some RV owners owned both a motorized and towable RV. Thus, the NETs for motorized and towable RVs do not sum to 100%.

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EQUIPMENT RENTED DURING THE PAST TWO YEARS
2005

When asked what type of equipment they rented during the past two years, one in ten RV owners mention a cabin, approximately one in twenty mentions a motorboat, and fewer than one in twenty mentions a towable RV, a park trailer/park model, a motorized RV or a tent.

More than two in ten active campers mention renting a cabin, approximately one in ten mentions renting a motorboat, one in twenty mentions renting a tent, and less than one in twenty mentions renting a towable RV, a motorized RV or a park trailer/park model.

	Active Campers %*	RV Owners %*
Type Of Equipment Rented:		
A cabin	23	10
A motorboat	7	4
A towable RV	3	2
A park trailer or park model	2	2
A motorized RV	2	1
A tent	5	1

* Does not equal 100% due to multiple responses.

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PURPOSE OF CAMPING/RV TRIPS TAKEN
2005

Approximately three-quarters of both RV owners and active campers have taken a camping or an RVing trip with the primary purpose of a weekend getaway. Nearly three-quarters of RV owners and approximately seven in ten active campers have taken a camping or RVing trip in order to have a family vacation. Seven in ten RV owners, compared to two-thirds of active campers, have taken a camping or RVing trip primarily to visit a specific destination. Approximately six in ten of both groups studied have taken a camping or RVing trip primarily for entertainment. More than one-half has taken a trip with the primary purpose of participating in a particular activity, such as fishing, snow skiing, rock climbing, etc. Approximately four in ten RV owners, compared to nearly one-third of the active campers, have taken a trip to visit friends or relatives. More than one in ten of both groups studied have taken a trip with the primary purpose of a class or family reunion. Nearly one in ten mentions working in the area as the primary purpose of one or more of their camping/RVing trips.

	Active Campers %*	RV Owners %*
Primary Purpose Of One Or More Camping/RVing Trips:		
A weekend getaway	74	75
A family vacation	71	74
A vacation to visit a specific destination	66	70
Entertainment	61	59
A vacation to participate in a particular activity, such as fishing, snow skiing, rock climbing, etc.	55	52
Visiting friends or relatives in the area	32	41
A class or family reunion	11	16
Working in the area	7	6
Other (NET)	13	15
Sport/camping/other activities	6	8
Just to getaway/relax	2	3
Seeing new places/nature	2	1
Other	2	2

* Does not equal 100% due to multiple responses.

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ACTIVITIES PARTICIPATED IN WHILE STAYING IN A CAMPGROUND OR RV PARK/RESORT DURING THE PAST TWO YEARS 2005

During the past two years, approximately nine in ten RV owners and active campers state that they had fun with friends while staying in a campground or RV park/resort. Roughly eight in ten of both groups mention exploring nature and cooking over a campfire. Visiting a lakeside area is mentioned by three-quarters of these travelers. Approximately three-quarters of RV owners and more than six in ten active campers have eaten out in restaurants on a camping or RVing trip during the past two years. However, more than six in ten RV owners and seven in ten active campers have gone swimming during their trips. Roughly six in ten of both groups have visited a beach or gone fishing. More than six in ten RV owners and more than one-half of active campers mention visiting a historic or cultural site. Nearly six in ten RV owners and nearly seven in ten active campers have gone hiking on a camping or RVing trip during the past two years. One-half has been bird or animal watching during their trips, and roughly four in ten have participated in planned park activities or have been biking or cycling. More than one-third of both groups have participated in motorized boating. One-third of active campers have participated in kayaking, canoeing or other nonmotorized boating during a camping or RVing trip. Fewer than one-third of RV owners and active campers have participated in the remaining activities studied.

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ACTIVITIES PARTICIPATED IN WHILE STAYING IN A CAMPGROUND OR RV PARK/RESORT DURING THE PAST TWO YEARS (Cont'd)

	Active Campers %*	RV Owners %*
Activities:		
Having fun with friends	89	90
Exploring nature	85	78
Cooking over a campfire	83	78
Visiting a lakeside area	76	76
Eating out in restaurants	63	74
Swimming	70	63
Visiting a beach	57	62
Visiting a historic or cultural site	54	62
Fishing	57	59
Hiking	68	58
Bird or animal watching	50	49
Participating in planned park activities	35	43
Biking/cycling	38	39
Motorized boating	35	36
Visiting a theme park	21	27
Kayaking, canoeing or other nonmotorized boating	33	23
ATVing or off-road riding	20	19
Playing golf	12	16
Hunting	14	15
Water skiing or knee boarding	15	12
Horseback riding	13	9
Whitewater rafting	12	7
Some other activity	15	18

* Does not equal 100% due to multiple responses.

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CAMPING PARTY COMPOSITION
2005

During the last two years, the majority of RV owners and active campers took one or more of their trips to visit a campground or RV park/resort as a family—this comprises going with their spouse or another adult, with children.

More than six in ten RV owners took one or more trips with their spouse or another adult with children, while a similar proportion took a trip with their spouse or another adult without children. Nearly one-half of RV owners took a trip with extended family or a group of friends along with children, and more than four in ten took a trip with a similar party composition but without children. Nearly two in ten RV owners took a trip with children only, and one in ten took a trip alone.

Approximately seven in ten active campers took one or more trips with their spouse or another adult with children, while more than one-half took one or more trips with extended family or a group of friends along with children. Approximately one-half took a trip which included a spouse or another adult and no children, while nearly four in ten took a trip with extended family or a group of friends and no children. Trips with children only or alone were similar to proportions taken by RV owners.

	Active Campers %*	RV Owners %*
Took One Or More Trips During The Past Two Years:		
With a spouse or one other adult WITH children	71	64
With a spouse or one other adult WITHOUT children	49	63
With extended family or a group or friends WITH children	55	48
With extended family or a group or friends WITHOUT children	37	42
With children ONLY	19	19
Alone	11	10

* Does not equal 100% due to multiple responses.

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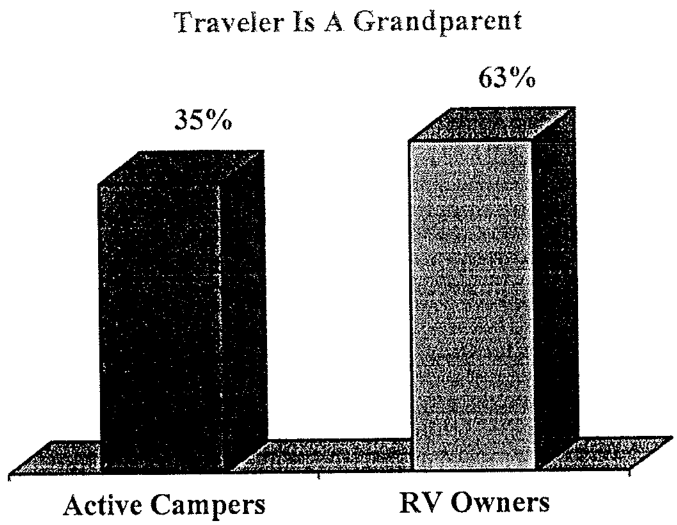
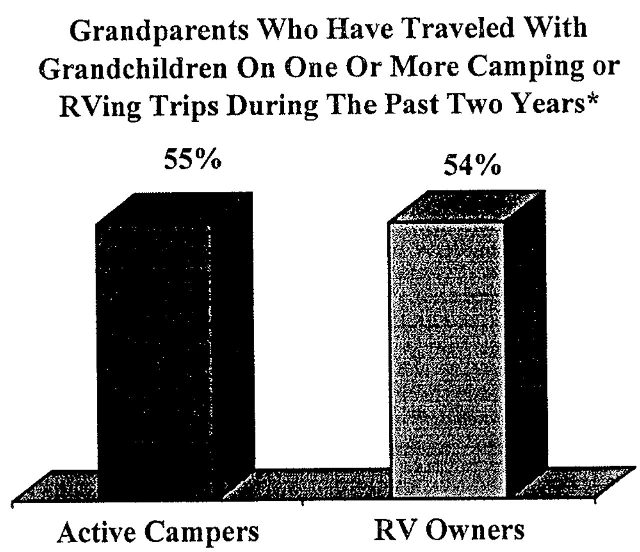
GRANDPARENTS

More than six in ten RV owners report being grandparents, while approximately one-third of the active campers are grandparents. Of the RV owners and active campers that are grandparents, more than one-half have traveled with their grandchildren during the past two years.





* Asked among those who are grandparents only.

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SPENDING DURING TRIPS TO VISIT A CAMPGROUND OR RV PARK/RESORT 2005

On average, RV owners and active campers have spent just over $20 per night on a campground or RV park/resort during their most recent camping trip. They have spent an average of approximately $50 per day or a median amount of $40 per day on all other expenses.

Approximately three in ten RV owners and active campers have spent at least $30 per night on a campground or RV park/resort during their most recent camping or RVing trip. Approximately one in ten has spent at least $50 per night on a campground or RV park/resort. Approximately one in five has spent $100 or more per day on all other expenses.

	Active Campers %	RV Owners %
Spending Per Night On A Campground Or RV Park/Resort During Most Recent Trip:		
$0 – $9	14	9
$10 – $19	31	26
$20 – $29	27	35
$30 – $39	12	16
$40 – $49	3	5
$50 – $59	5	4
$60 – $69	2	2
$70 or more	6	3
Average Spent Per Night	$23.79	$24.90
Median Spent Per Night	$20.00	$22.00
Spending Per Day On All Other Expenses During Most Recent Trip:		
$0 – $24	33	33
$25 – $49	22	21
$50 – $74	21	20
$75 – $99	5	5
$100 – $149	10	14
$150 – $199	2	3
$200 or more	7	4
Average Spent Per Day	$54.70	$54.05
Median Spent Per Day	$40.00	$40.00

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TRIPS TAKEN TO CAMPGROUNDS OR RV PARKS/RESORTS DURING THE PAST 12 MONTHS

OVERNIGHT TRIPS TAKEN TO VISIT A CAMPGROUND OR RV PARK/RESORT DURING THE PAST 12 MONTHS 2005

Approximately nine in ten RV owners and active campers have taken an overnight trip to a campground or an RV park/resort during the past twelve months. RV owners have taken an average of five such trips, while active campers have taken an average of four such trips. However, because of a few unusually high values skewing the mean, the median may be a better measure of central tendency. RV owners have taken a median of three trips during the past twelve months, and active campers have taken a median of two trips.

	Active Campers %	RV Owners %
Number Of Trips Taken During The Last 12 Months:		
One or more trips	87	90
None	13	10
Mean*	3.9	5.3
Median*	2	3

* Among those who took one or more overnight trips to visit a campground or RV park/resort during the past 12 months.

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TRIPS TAKEN TO CAMPGROUNDS OR RV PARKS/RESORTS DURING THE PAST 12 MONTHS

NIGHTS SPENT ON TRIPS TO VISIT A CAMPGROUND OR RV PARK/RESORT DURING THE PAST 12 MONTHS 2005

RV owners have spent an average of twenty-seven nights on their camping or RVing trips during the past twelve months, whereas active campers have spent an average of nineteen nights. However, since the median is a better indicator of central tendency when there are high values that skew the mean upward such as in this case, RV owners have stayed for a median of fifteen nights, while active campers have stayed for a median of nine nights.

	Active Campers %	RV Owners %
Number Of Nights Spent On Trips During The Last 12 Months:*		
1–5	34	20
6–10	25	19
11–15	10	14
16–20	8	11
20–25	4	6
26–30	6	8
30–35	1	2
More than 35 nights	12	20
Mean	19.4	26.5
Median	9	15

* Among those who took one or more overnight trips to visit a campground or RV park/resort during the past 12 months.

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FACILITIES UTILIZED FOR NIGHTS SPENT TO VISIT A CAMPGROUND OR RV PARK/RESORT DURING THE PAST 12 MONTHS 2005

Approximately seven in ten RV owners have used a commercial or privately owned campground or an RV park/resort on camping or RVing trips taken during the last twelve months. More than six in ten RV owners have used government-run national, state or local campgrounds or RV park/resorts. More than one in ten has used a public parking area.

In terms of active campers, nearly six in ten have used a commercial or privately owned campground or an RV park/resort during the past twelve months. Seven in ten have used government-run national, state or local campgrounds or RV park/resorts. Nearly one in ten has used a public parking area.

With respect to share of all nights spent at a campground or RV park/resort, nearly six in ten of all RV owners' nights were spent at a commercial or privately owned campground or RV park/resort. More than one-half of active campers' nights were spent at these types of campgrounds or RV parks/resorts. One-third of RV owners' nights and approximately four in ten of all active campers' nights were spent at a government-run, state or local campground or RV park/resort. Fewer than one in twenty nights for both RV owners and active campers were spent in a public parking area.

	Active Campers %*	Share of Camping Trips	RV Owners %*	Share of RVing Trips
Facilities Utilized On Trips During The Last 12 Months:**				
A commercial or privately owned campground or RV park/resort	57	52	71	58
Government-run national, state or local campground or RV park/resort	70	39	63	33
A public parking area, such as a store parking lot	8	3	13	3
Other	16	6	17	6

* Does not equal 100% due to multiple responses.

** Among those who took one or more overnight trips to visit a campground or RV park/resort during the past 12 months.

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SATISFACTION WITH COMMERCIAL OR PRIVATELY OWNED CAMPGROUNDS OR RV PARKS/RESORTS 2005

Among those RV owners and active campers who have taken one or more overnight trips to a commercial or privately owned campground or RV park/resort during the past twelve months, nearly nine in ten mention they are extremely to very satisfied with the facility utilized. Approximately one in ten mentions they are neither satisfied nor unsatisfied, and less than one in twenty mentions they are not or not at all satisfied with the facility utilized.

	Active Campers %	RV Owners %
Satisfaction With Commercial Or Privately Owned Campgrounds Or RV Parks/Resorts:*		
Extremely/very satisfied**	87	89
Neutral	9	10
Not/Not at all satisfied***	4	1

* Among those who took one or more overnight trips to visit a commercial or privately owned campground or RV park/resort during the past 12 months.

** Top two box scores based on a scale of one to five where one equals "not at all satisfied" and five equals "extremely satisfied."

*** Bottom two box scores based on a scale of one to five where one equals "not at all satisfied" and five equals "extremely satisfied."

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TYPES OF COMMERCIAL/PRIVATELY OWNED CAMPGROUNDS OR RV PARKS/RESORTS UTILIZED 2005

When asked the type of commercial or privately owned campgrounds or RV parks or resorts utilized, eight in ten RV owners mention one that was family-oriented. This is followed more distantly by approximately one-half of RV owners who mention one with lots of activities. Approximately one-third mentions one that was part of a franchise, one-quarter mentions a membership campground or RV park/resort, and nearly two in ten mention one for people ages 55 and older. Approximately one in twenty mentions a condo or timeshare that was part of a campground or RV park/resort.

With respect to active campers, nearly eight in ten mention a facility that is family-oriented. Nearly one-half of active campers mention one with lots of activities. Nearly one-quarter mentions one that was part of a franchise or a membership campground or RV park/resort. Approximately one in ten mentions one for people ages 55 and older or a condo or timeshare that was part of a campground or RV park/resort.

	Active Campers %*	RV Owners %*
Types Of Campground Or RV Park/Resort Utilized During The Last 12 Months:**		
One that was family-oriented	79	80
One with lots of activities (activity-oriented)	47	52
One that was part of a franchise	24	34
A membership campground or RV park/resort	21	25
One for people ages 55 and older	11	18
A condo or timeshare that was part of a campground or RV park/resort	7	6

* Does not equal 100% due to multiple responses.

** Among those who took one or more overnight trips to visit a commercial or privately owned campground or RV park/resort during the past 12 months.

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FUTURE OVERNIGHT TRIPS PLAN TO STAY IN A CAMPGROUND OR RV PARK/RESORT DURING THE NEXT 12 MONTHS 2005

The vast majority of both RV owners and active campers are planning to take one or more overnight trips to a campground or an RV park or resort during the next twelve months—approximately nine in ten mention they are planning to do so. It seems RV owners are planning more such trips than active campers—they are planning to take an average of seven trips, compared to five trips among active campers.

	Active Campers %	RV Owners %
Number Of Trips Plan To Take During The Next 12 Months:		
One or more trips	86	90
None	14	10
Mean*	5.1	7.4
Median*	2	4

* Among those who plan to take one or more overnight trips to visit a campground or RV park/resort during the next 12 months.

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REASONS FOR PLANNING FEWER TRIPS
2005

Nearly four in ten RV owners mention gas prices are behind their intention to take fewer camping or RVing trips during the next twelve months than they did in the last twelve months. Nearly two in ten mention they have other plans, and approximately one in ten mentions health or age concerns, lack of future plans as of yet and time constraints.

Nearly one-quarter of active campers mention other plans as a reason for planning fewer trips. This is followed by approximately two in ten who mention gas prices or time constraints. One in ten mentions they have not planned ahead yet, and approximately one in twenty mentions they have health or age concerns or financial problems.

	Active Campers %*	RV Owners %*
Reasons Given For Planning Fewer Trips In The Future:**		
Prices/gas prices	20	38
Other plans	24	18
Health/age	6	13
Haven't planned more/ahead	11	11
Busy/have no time/business/job	19	10
Sickness	1	4
Weather	4	4
Financial problems	6	3
Not going often/anymore	2	2
Family reasons (gone away, passed away)	4	2
Car/trailer/RV broken	1	1
Sold trailer/RV	0	1
Don't want to go alone	1	0
Other	2	1
No specific reason	3	3

* Does not equal 100% due to multiple responses.

** Among those who plan to take fewer trips to visit a campground or RV park/resort in the next twelve months than they did in the last twelve months.

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FUTURE CAMPING PLANS
2005

Two-thirds of RV owners and nearly six in ten active campers plan to go camping and RVing more often when they get older and approach retirement. Fewer than one in ten is thinking of purchasing a site in a campground or RV park/resort or is thinking of purchasing a park trailer or park model.

	Active Campers %	RV Owners %
Agree:*		
I plan to go camping and RVing more when I get older and approach retirement	58	66
I am thinking of purchasing a site in a campground or RV park or resort	7	8
I am thinking of purchasing a park trailer or park model	9	6

* Top two box score based on a scale of one to five where one equals "strongly disagree" and five equals "strongly agree."

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EFFECT OF GASOLINE ON TRAVEL BEHAVIOR
2005

One-half of RV owners and more than four in ten active campers agree that they will take fewer camping or RV trips during the next twelve months unless the price of gasoline decreases.

Considering the rising cost of gasoline, approximately one-half of RV owners are extremely or very likely to camp closer to home. Nearly four in ten are extremely or very likely to take fewer camping or RVing trips because of rising gasoline prices. Approximately one in seven RV owners are likely to leave their RV in one place year-round or request a seasonal site. A similar proportion is likely to get out of RVing altogether. Approximately one in ten is likely to camp in a parking lot, downsize their RV, leave their RV at home and opt to camp in a tent or purchase an RV site. Only one in twenty is likely to sell their RV and buy a park model onsite in an RV park/resort.

It is important to note that more than three in ten RV owners and active campers agree that the rising gas prices won't affect their travel at all.

	Active Campers %	RV Owners %
Agree:*		
Unless the price of gasoline decreases, I will take fewer camping or RV trips in the next 12 months	42	50
Extremely/Very Likely:**		
Camp closer to home	49	52
Take fewer camping or RV trips	35	37
It won't affect my travel at all	34	31
Leave your RV in one place year round	15	16
Request a seasonal site	11	14
Get out of RVing all together	12	13
Camp overnight more often in a public parking area such as a store parking lot	9	11
Downsize your unit	9	11
Leave your RV at home and opt to camp in a tent	10	9
Purchase an RV site for your RV or park model	6	8
Sell the RV and buy a park model onsite in an RV park or resort	5	5

* Top two box score based on a scale of one to five where one equals "strongly disagree" and five equals "strongly agree."

** Asked among RV owners only. Top two box score based on a scale of one to five where one equals "not at all likely" and five equals "extremely likely."

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EFFECT OF GASOLINE COSTS ON FUTURE TRAVEL PLANS

PRICE PER GALLON OF GASOLINE AT WHICH THEY WOULD REEVALUATE THEIR PLANS 2005

On average, RV owners indicate they would reevaluate their travel plans if gas reaches $3.38 per gallon. Active campers indicate that they would reevaluate their travel plans at $4.31 per gallon. However, because of many unusually high responses, these mean scores skew high. The median gas price at which RV owners and active campers would reevaluate their travel plans is $3.00.

Approximately two in ten RV owners and active campers would reevaluate their travel plans at a gas price of less than $2.75 per gallon. Approximately three in ten would reevaluate their travel plans if the price per gallon of gasoline is between $3.00 and $3.24. Approximately one-quarter of RV owners and three in ten active campers would not reevaluate their travel plans until the price of gasoline reaches $4.00 per gallon or more!

	Active Campers %	RV Owners %
Price Per Gallon They Would Definitely Reevaluate Plans:		
Less than $2.75	20	23
$2.75 – $2.99	4	5
$3.00 – $3.24	29	34
$3.25 – $3.49	2	3
$3.50 – $3.74	13	11
$3.75 – $3.99	1	0
$4.00 – $4.24	15	13
$4.25 – $4.49	0	0
$4.50 – $4.74	1	1
$4.75 – $4.99	0	0
$5.00 or more	15	10
Average Price Per Gallon	$4.31	$3.38
Median Price Per Gallon	$3.00	$3.00

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INFORMATION SOURCES USED TO PLAN TRIPS TO CAMPGROUNDS OR RV PARKS/RESORTS 2005

Approximately eight in ten RV owners and active campers have used their previous experience with a campground or RV park/resort when planning future trips. Approximately seven in ten rely on advice from friends or relatives, and roughly one-half uses state camping directories when planning trips. Nearly one-half of RV owners and one-third of active campers have utilized a national camping directory to plan trips. More than four in ten RV owners and approximately one-half of active campers have used an Internet search engine. Approximately three in ten RV owners and active campers have used national camping Web sites, and approximately two in ten have used other online sources. Roughly one in ten has used online message boards when planning trips.

	Active Campers %*	RV Owners %*
Sources Used To Plan Trips In The Past Two Years:		
My previous experience with a campground RV park/resort	79	82
Advice from friends or relatives	71	67
State camping directories	48	55
A national camping directory	32	47
An Internet search engine	49	42
National camping Web sites	32	30
Other online sources	21	20
Online message board	11	10

* Does not equal 100% due to multiple responses.

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INFORMATION SOURCES USED TO BOOK A RESERVATION FOR TRIPS TO CAMPGROUNDS OR RV PARKS/RESORTS 2005

During the past two years, approximately seven in ten RV owners and nearly six in ten active campers have booked their reservations for trips by telephone directly through the campground or RV park/resort.

Approximately one-third of RV owners and active campers have booked reservations online directly through the campground or RV park/resort. However, approximately two in ten of these travelers have booked using a national camping directory or online through a national camping Web site. More than one in ten has booked trips via mail or a fax machine. Furthermore, more than one-half states that they didn't book in advance; they just showed up at the chosen campground or RV park/resort.

	Active Campers %*	RV Owners %*
Sources Used To Book Trips In The Past Two Years:		
Booked by telephone directly through the campground or RV park/resort	57	69
Booked online directly through the campground RV park/resort	31	34
Booked using a national camping directory	15	21
Booked online through a national camping Web site	20	20
Booked by mail or fax machine	11	12
Didn't book in advance—we just showed up at the chosen campground or RV park/resort	53	53

* Does not equal 100% due to multiple responses.

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CONFIDENCE IN INFORMATION SOURCES
2005

Not surprisingly, most RV owners and active campers are most likely to place confidence in the recommendations of a friend or family member when evaluating information about travel plans. Approximately four in ten of these travelers place confidence in the information found in camping directories, and approximately one-third is confident in the information found in national camping Web sites. Approximately one-third of both groups are confident in articles in newspapers and magazines or programs on TV and radio. Information found on other Web sites and in advertising are considered the least credible of all the information sources listed.

	Active Campers %	RV Owners %
Confidence Placed In Information Sources:*		
Recommendations of a friend or family member	79	75
Information found in camping directories	40	45
Information found in national camping Web sites	35	32
Articles in newspapers and magazines or programs on TV and radio	31	27
Information found in other Web sites	26	20
Information found in advertising	16	16

* Top two box score based on a scale of one to five where one equals "no confidence at all" and five equals "a great deal of confidence."

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CAMPGROUND OR RV PARK/RESORT SELECTION DECISION FACTORS 2005

The most influential factors in selecting a campground or RV park/resort among RV owners are the safety of the site, the location and the availability of clean, high-quality restrooms on premises—approximately three-quarters find these factors extremely or very influential.

Among active campers, the most influential factors are the location, the closeness to nature, the availability of clean, high-quality restrooms and the safety of the campground or RV park/resort.

At least six in ten RV owners consider a campground or RV park/resort that offers a lot of space between sites, is close to nature and is near water to be influential. Nearly seven in ten active campers consider a campground or RV park/resort that is close to water and offers a lot of space between sites to be influential. At least one-half of RV owners are influenced by the cost to stay, the availability of 50-amp electric service, privacy between individual sites, allowing pets and the availability of discounts. At least one-half of active campers are influenced by the privacy between individual sites, the cost to stay and the availability of secluded sites and nature trails on the premises.

Roughly four in ten RV owners are influenced by the availability of secluded sites, a location near national tourist attractions, the rating of the campground or RV park/resort in a national camping directory and the availability of nature trails. Nearly one-half of active campers find the option to bring their pet along to be influential. Approximately four in ten active campers find the availability of 50-amp electric service, the availability of discounts and a location near national tourist attractions to be influential.

.t least three in ten RV owners consider the availability of a store on the premises, a swimming pool on the premises or the availability of cable or satellite at each site to be extremely or very influential. Approximately three in ten active campers are likely to be influenced by a rating in a national camping directory, the availability of a store on the premises, the availability of activities for children and teens at or near the campground or RV park/resort, a swimming pool on the premises and the availability of a boat ramp at or near the campground or RV park/resort.

Fewer than one-quarter of RV owners and active campers mention the remaining factors as being influential in selecting a campground or RV park/resort. Of substantial interest to the industry is the fact that only approximately one in ten camping and RV owners find access to the Internet to be extremely or very influential.

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CAMPGROUND OR RV PARK/RESORT SELECTION DECISION FACTORS (Cont'd) 2005

	Active Campers %	RV Owners %
Considered Extremely/Very Influential:*		
Safety of campground or RV park/resort	72	77
The location	79	76
Availability of clean, high-quality restrooms on premises	73	75
Offers a lot of space between sites	66	64
To be close to nature	75	63
Near water (beach/lake/river)	69	61
The cost to stay	54	56
A campground or RV park/resort with 50-amp electric available at each site	40	53
A campground or RV park/resort which offers some sort of privacy between individual sites	57	51
A campground or RV park/resort that allows me to bring my pet along	46	51
Availability of discounts	40	50
Offers sites that are secluded	54	43
Near national tourist attractions (such as our national parks)	39	40
A rating of the campground or RV park/resort in a national camping directory	34	39
The availability of nature trails on premises	53	37
Availability of a store on premises	29	34
A swimming pool on premises	28	30
A campground or RV park/resort with cable available at each site or TV access via satellite	18	30
Availability of a boat ramp at or nearby the campground or RV park/resort	27	24
Availability of activities for children and teens at or near the campground RV park/resort	29	22
Scheduled recreation activities available near the campground or RV park/resort	23	21
Scheduled recreation activities available onsite at the campground or RV park/resort	21	19
Availability of a restaurant or snack bar on premises	19	19

* Top two box score based on a scale of one to five where one equals "not at all influential" and five equals "extremely influential."

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CAMPGROUND OR RV PARK/RESORT SELECTION DECISION FACTORS (Cont'd)
2005

	Active Campers %	RV Owners %
Considered Extremely/Very Influential:*		
Planned monitored activities for my children	18	15
A location close to theme parks	15	15
A high quality lodge-like recreation area with nice furniture, fireplace, pool tables, ping pong, and a big screen TV on the premises	15	14
Wireless Internet access at the site	8	11
Availability of Internet access	11	11
A fitness center on premises	10	7

* Top two box score based on a scale of one to five where one equals "not at all influential" and five equals "extremely influential."

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SOURCES USED TO FIND RATINGS OF CAMPGROUNDS OR RV PARKS/RESORTS 2005

Among those who find a rating of a campground or RV park/resort to be extremely or very influential to selecting one, nearly one-quarter of RV owners mention using Woodall's book to find these ratings. Not far behind, nearly two in ten RV owners mention using Good Sam or *Trailer Life*. Approximately one in eight mentions asking family or friends for these ratings or using the ratings found in a telephone or state directory, in catalogs or on the Internet.

Nearly one-quarter of active campers mention using the Internet to find a rating of a campground or RV park/resort. Approximately two in ten mention depending on family/friends/word-of-mouth. Approximately one in eight mentions using the ratings found in a telephone or state directory or catalogs.

	Active Campers %**	RV Owners %**
Sources Utilized To Find Ratings:*		
Woodall's book	9	23
Good Sam	6	19
Trailer Life	5	18
Family/friends/word-of-mouth	19	13
Telephone directory/state directory/catalogs	12	13
Internet	23	13
Travel guide/book/magazine/newspapers	10	11
AAA	9	10
KOA	2	7
Personal experience	2	2
Camping World	0	1
Travel Life	0	1
McNally	0	1
Other	5	4
None	17	8

* Among those who find "a rating of the campground or RV park/resort in a national camping directory" to be extremely/very influential when selecting a campground or an RV park or resort.

** Does not equal 100% due to multiple responses.

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IMPORTANT ATTRIBUTES WHEN CONSIDERING WHETHER OR NOT TO RETURN TO A CAMPGROUND OR RV PARK/RESORT 2005

When considering whether or not to return to a campground or RV park/resort, the most important factor to both RV owners and active campers is the cleanliness, which is mentioned by approximately nine in ten. Approximately eight in ten travelers from both groups mention the maintenance of the facilities and the value for the money they spend. Approximately three-quarters of RV owners and seven in ten active campers mention the security and friendliness of the staff. Approximately seven in ten RV owners find sufficient electric power, the helpfulness of the staff and enforced quiet hours to be important. Approximately two-thirds of active campers find the privacy and the helpfulness of the staff important. Approximately six in ten RV owners find the privacy, size of the site and ambience of the park to be important factors when considering whether to return to a campground or RV park/resort. Approximately six in ten active campers find the size of the site, enforced quiet hours and ambience of the park to be important. More than one-half of active campers consider sufficient electric power to be important. The importance of the remaining attributes drops off considerably at this point, with approximately three in ten of both groups finding a swimming pool important, approximately two in ten finding on-site activities for kids important, and one in ten finding Internet access important.

	Active Campers %	RV Owners %
Considered Extremely/Very Important:*		
The cleanliness	86	91
The maintenance of facilities	79	82
The value for the money I spend	78	82
The security	72	78
The friendliness of the staff	69	75
Sufficient electric power	52	73
The helpfulness of the staff	65	70
Enforced quiet hours	58	67
The privacy	69	64
Size of site	60	61
Ambience of the park	58	57
Swimming pool	29	28
On-site activities for kids	24	19
Internet access	10	10

* Top two box score based on a scale of one to five where one equals "not at all important" and five equals "extremely important."

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STAYED OVERNIGHT IN A PUBLIC PARKING LOT DURING THE PAST TWO YEARS 2005

Approximately one in six RV owners have stayed overnight in a public parking area during the past two years.

	Active Campers %	RV Owners %
Have Stayed Overnight In A Public Parking Lot:*		
Yes	14	18
No	86	82

* Among RV owners only.

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REASONS FOR STAYING OVERNIGHT IN A PUBLIC PARKING LOT
2005

Among those RV owners who have stayed overnight in a public parking lot during the past two years, more than eight in ten list convenience as a reason. Nearly eight in ten were simply tired and needed to pull over. Approximately three-quarters of RV owners and nearly seven in ten active campers who own an RV agree that they simply didn't want any amenities, just a place to park their RV. Approximately four in ten feel the parks were too hard to find. Only approximately two in ten agree that they didn't want to pay to stay or the parks were too full.

	Active Campers %**	RV Owners %**
Reasons For Staying In A Public Parking Lot:*		
Convenience	84	84
You were tired and just needed to pull over	78	79
Didn't want any amenities, just a place to park	67	76
Parks were too hard to find	38	42
Didn't want to pay to stay	16	22
Parks were full	18	18
Other	17	14

* Among RV owners who have stayed overnight in an RV in a public parking lot during the past two years.

* Does not equal 100% due to multiple responses.

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TYPES OF CAMPERS
2005

More than six in ten RV owners consider themselves to be destination campers. Approximately one-half of RV owners and four in ten active campers who own an RV consider themselves to be touring campers. Nearly one-quarter of RV owners are seasonal campers. A marginal proportion are snowbirds or full-time RVers.

	Active Campers %*	RV Owners %*
Consider Themselves To Be:		
A destination camper, that is one who is going to spend their vacation at one destination	63	63
A touring camper, that is one who travels from park to park and may stay a day or a few days while touring the area	38	49
A seasonal camper, that is one who rents a camping or RV site for a month or longer	23	23
A snowbird, that is one who travels to a sunbelt state in the winter and stays for several months	5	11
\ full-time RVer, that is one who lives in and travels in his or her RV year round**	5	3

* Does not equal to 100% due to multiple responses.

** Among RV owners only.

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CAMPING PREFERENCES/ISSUES
2005

Nearly one-half of RV owners and active campers like to stay at campgrounds or RV parks/resorts they have not previously visited. Nearly as many like to stay at the same campgrounds or RV parks/resorts every year. Nearly four in ten RV owners and approximately one-third of active campers like to stay at campgrounds or RV parks/resorts close to home. However, more than one-third of RV owners and more than four in ten active campers like to stay at campgrounds far from home.

Approximately two in ten RV owners and active campers feel that it is becoming increasingly hard to find a place to camp in the geographical areas in which they are interested. Approximately one in seven RV owners agree that they often have trouble finding a site large enough for their RV.

	Active Campers %	RV Owners %
Agree:*		
Preferences:		
I like to stay at campgrounds or RV parks/resorts that I have not previously visited	48	45
I like to stay at the same campgrounds or RV parks/resorts every year	40	43
I like to stay at campgrounds or RV parks/resorts close to home	34	38
I like to stay at campgrounds or RV parks/resorts far from home	42	36
Issues:		
It is becoming increasingly hard to find a place to camp in the geographical areas I am interested in	21	21
I often have trouble finding a site large enough for my RV**	15	15

* Top two box score based on a scale of one to five where one equals "strongly disagree" and five equals "strongly agree."

** Among RV owners only.

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WHAT CAMPERS ARE LOOKING FOR IN A CAMPGROUND OR RV PARK/RESORT

ATTRIBUTES CAMPERS CONSIDER TO BE EXTREMELY/VERY DESIRABLE 2005

With respect to amenities and special services, approximately one-half of RV owners and active campers consider larger sites to be extremely or very desirable. Nearly one-half of RV owners and nearly four in ten active campers consider a high rating of the campground or RV park/resort in a national camping directory to be desirable. Approximately four in ten RV owners and active campers consider quicker check-ins and attractively landscaped common areas desirable. Approximately one-third considers more attractive outdoor cooking areas desirable. Approximately two in ten RV owners and three in ten active campers find more water-oriented activities for kids to be desirable in a camping trip. Approximately two in ten RV owners and active campers desire on-site food service in a restaurant or open-air pavilion and packages provided by the park that include accommodations, activities, and restaurants individualized for each guest. Approximately one in six active campers and RV owners desire concierge-like services and participating in planned park activities. Roughly one in ten desires spa activities such as facials and massages and instructional classes.

Among RV owners, fishing is the most popular physical activity on a camping trip, and is extremely or very desirable to nearly one-half. Swimming and hiking follow closely, desired by approximately four in ten. For active campers, hiking and swimming are the most popular activities, extremely or very desirable to more than one-half. Nearly one-half also desires fishing, and nearly four in ten desire bird or animal watching. Approximately one-third of active campers desire biking/cycling or kayaking, canoeing or other nonmotorized boating. Nearly three in ten RV owners desire bird or animal watching, biking/cycling or motorized boating. Nearly three in ten active campers desire motorized boating. Approximately two in ten active campers find off-roading/ATVing, whitewater rafting, hunting, water park style activities, horseback riding or water skiing/knee boarding to be desirable. Approximately one in six RV owners find kayaking, canoeing or other nonmotorized boating, hunting or off-roading/ATVing to be desirable. Desirability of other physical activities studied can be gleaned from the table.

With respect to other types of activities, approximately eight in ten RV owners and active campers find having fun with friends to be desirable. Nearly six in ten RV owners and approximately seven in ten active campers find cooking over a campfire to be desirable. One-half of RV owners and approximately six in ten active campers desire visiting a lakeside area, and more than four in ten RV owners and approximately one-half of active campers desire visiting a beach. More than two in ten RV owners and active campers desire discount shopping. Nearly one in six RV owners and nearly one in seven active campers find visiting a casino to be desirable.

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ATTRIBUTES CAMPERS CONSIDER TO BE EXTREMELY/VERY DESIRABLE (Cont'd)
2005

	Active Campers %	RV Owners %
Extremely/Very Desirable:*		
Amenities/Special Services:		
Larger sites	51	53
A high rating of the campground or RV park/resort in a national camping directory	37	48
Quicker check-ins	39	43
Attractively landscaped common areas	37	36
More attractive outdoor cooking areas	35	32
More water-oriented activities such as spray parks and lazy rivers for kids	28	21
On-site food service in a restaurant or an open-air pavilion	19	18
Packages provided by the park that include accommodations, activities, restaurants individualized for each guest	18	17
Concierge-like services, such as transportation to local attractions/restaurants, obtaining tickets to local events, etc.	15	17
Participating in planned park activities	15	15
Spa activities such as facials and massages	10	7
Instructional classes	9	7

* Top two box score based on a scale of one to five where one equals "not at all desirable" and five equals "extremely desirable."

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ATTRIBUTES CAMPERS CONSIDER TO BE EXTREMELY/VERY DESIRABLE (Cont'd)
2005

	Active Campers %	RV Owners %
Extremely/Very Desirable:*		
Physical Activities:		
Fishing	48	46
Swimming	54	41
Hiking	55	37
Bird or animal watching	37	29
Biking/cycling	33	26
Motorized boating	28	26
Kayaking, canoeing or other nonmotorized boating	32	17
Hunting	20	17
An off-road or ATVing experience	21	16
Water park style activities	20	13
Playing golf	13	12
Water skiing or knee boarding	17	11
Horseback riding	18	9
Whitewater rafting	21	9
Playing tennis	7	4
Other Activities:		
Having fun with friends	82	79
Cooking over a campfire	71	57
Visiting a lakeside area	61	50
Visiting a beach	51	43
Discount shopping	21	24
Visiting a casino	13	16

* Top two box score based on a scale of one to five where one equals "not at all desirable" and five equals "extremely desirable."

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INTERESTED IN VISITING SELECTED REGIONS FOR A CAMPING/RVING TRIP DURING THE NEXT TWO YEARS (UNAIDED) 2005

More than one-half of both RV owners and active campers are interested in visiting the western region of the United States during the next two years. Approximately four in ten RV owners and one-third of active campers are interested in visiting the South. Approximately one-quarter is interested in visiting the Midwest, while approximately two in ten are interested in the Northeast.

	Active Campers %*	RV Owners %*
Region:**		
West	53	52
South	32	39
Midwest	24	26
Northeast	17	20

* Does not equal 100% due to multiple responses.

** The states have been organized by the US Census definitions of the regions:
Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island.
Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.
South: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia.
West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

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INTERESTED IN VISITING SELECTED STATES FOR A CAMPING/RV TRIP DURING THE NEXT TWO YEARS (UNAIDED) 2005

Approximately one in seven RV owners mention Arizona or Colorado as states they are interested in visiting during the next two years. Florida, Montana, Oregon, California and Washington state are mentioned by more than one in ten RV owners.

Nearly two in ten active campers are interested in visiting Colorado during the next two years. More than one in ten mentions Montana and California, while one in ten mentions being interested in Washington state.

	Active Campers %*	RV Owners %*
State:		
Arizona	9	14
Colorado	17	14
Florida	7	13
Montana	12	12
Oregon	9	12
California	12	11
Washington State	10	11
Idaho	7	9
Wyoming	7	9
Maine	6	8
North Carolina	6	8
Tennessee	6	8
Pennsylvania	4	7
Texas	4	7
Utah	7	7
Alaska	4	6
South Carolina	3	6
Wisconsin	5	6
Michigan	6	5
New Mexico	4	5
New York	5	5
Vermont	2	5
Virginia	5	5

* Does not equal 100% due to multiple responses.

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INTERESTED IN VISITING SELECTED STATES FOR A CAMPING/RV TRIP DURING THE NEXT TWO YEARS (UNAIDED) (Cont'd)
2005

	Active Campers %*	RV Owners %*
State:		
Arkansas	2	4
Georgia	3	4
Kentucky	4	4
Minnesota	4	4
Missouri	4	4
Nevada	3	4
New Hampshire	2	4
Ohio	2	4
South Dakota	3	4
Alabama	3	3
Massachusetts	1	3
North Dakota	2	3
West Virginia	2	3
Connecticut	1	2
llinois	2	2
Indiana	3	2
Iowa	1	2
Kansas	1	2
Maryland	2	2
Mississippi	1	2
Nebraska	2	2
Oklahoma	1	2
Delaware	1	1
Hawaii	1	1
Louisiana	1	1
New Jersey	2	1
Rhode Island	1	1
Washington, D.C.	2	1
None	0	2

* Does not equal 100% due to multiple responses.

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DEMOGRAPHICS
2005

Boomers and Matures make up the largest proportions of RV owners, with more than four in ten falling in each generational group. Boomers make up the largest share of active campers, with nearly one-half belonging to this group. RV owners are more likely than the general population to be Boomers or Matures and less likely to be Echo-Boomers or Xers. Active campers are more likely than the general population to be Boomers and less likely to be Echo-Boomers or Xers.

RV owners and active campers also tend to be white, married and have an annual household income greater than $50,000—all significantly higher proportions than the general population.

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DEMOGRAPHICS (Cont'd)

	General US Population* %	Active Campers Profile** %	RV Owners Profile** %
Overall:	100	100	100
Age:◊			
Echo-Boomers (26 and younger)*	17	9 †	1 †
Xers (27-40)	26	23 †	11 †
Boomers (41-59)	35	46 †	43 †
Matures (60 and older)	22	22	45 †
Marital Status:			
Married	54	76 †	89 †
Divorced/separated/widowed	19	12 †	7 †
Single	27	12 †	4 †
Annual Household Income:			
Less than $30,000	36	12 †	12 †
$30,000–$49,999	23	22	27 †
`50,000 or more	41	66 †	62 †
$100,000 or more	12	18 †	14
Gender:* **			
Women	52	50	50
Men	48	50	50
Ethnicity:			
White	70	93 †	96 †
African-American	12	1 †	1 †
Nonwhite	30	7 †	4 †

† Denotes statistically significant difference from the general population.
* 18 years or older.
** The percent profile is the proportion of people in the demographic category expressed as a percentage of all respondents in the trip type (e.g., 23% of active campers are Xers).
*** A gender quota was established to yield 50% males and 50% females.
◊ Echo-Boomers=those adult consumers born since 1979, Xers=those adult consumers born from 1965 through 1978, Boomers=those adult consumers born from 1946 through 1964 and Matures=those adult consumers born before 1946.

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DEMOGRAPHICS (Cont'd)
2005

More than four in ten of RV owners have or had white-collar professional jobs and more than four in ten are either employed full-time or retired. Approximately one-third of RV owners have completed high school or one to three years of college. Nearly three in ten have completed at least four years of college.

More than four in ten active campers also have or had a white-collar professional job. Nearly six in ten are employed full-time, and approximately one in five is retired. Nearly three in ten have either a high school degree, one to three years of college or four years of college. Four in ten have at least four years of college.

	Active Campers Profile %	RV Owners Profile %
Educational Attainment:		
Less than 4 years of high school	6	5
4 years of high school	26	34
1 – 3 years of college	28	34
4 years of college	27	18
1 year of graduate school or more	13	9
Occupational Status:		
Employed full-time	57	43
Retired	19	42
Employed part-time	12	8
Homemaker full-time	6	6
Temporarily unemployed	3	1
Student full-time	3	0
Primary Occupation:		
White-collar (professional)	45	43
Blue-collar	25	27
White-collar (other than professional)	17	19
Other*	13	11

* "Other" includes all categories other than those listed and can include students, homemakers, part-time employees, armed forces, etc.

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HOUSEHOLD COMPOSITION
2005

Nearly six in ten RV owners have two people living in their household. Nearly four in ten have three or more people in their household. Only approximately three in ten have one or more children living in their household.

Approximately one-third of active campers have two people living in their household. More than one-half has three or more people in their household, and nearly one-half has one or more children in their household.

	Active Campers %	RV Owners %
Number Of People In Household:		
One	11	6
Two	34	57
Three	19	12
Four	20	16
Five or more	16	9
Number Of Children In Household:		
None	54	72
One	17	11
Two	18	12
Three	8	3
Four	2	1
Five or more	1	1

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STRESS
2005

Nearly seven in ten RV owners and active campers agree that vacations are very important to their well-being. More than one-half also agrees that they feel the need to spend more time with their family. The need to vacation and spend time with family might be an indicator that these travelers are stressed out. In fact, more than four in ten are always looking for ways of reducing stress in their life. This could be related to the fact that they work hard at coming out on top in every situation—mentioned by more than four in ten. Moreover, they seem to feel the constraint of time as approximately three in ten RV owners and nearly four in ten active campers express the need to manage their time more efficiently. It seems, though, that active campers are more stressed out than RV owners: three in ten active campers, compared to approximately two in ten RV owners, agree that there is a great deal of stress in their life. Moreover, nearly two in ten active campers have a lot of debt to reduce compared to approximately one in ten RV owners. This might be a factor of active campers' life stage: they are more likely to be younger and full-time workers who have children residing with them.

	Active Campers %	RV Owners %
Agree:*		
Vacations are very important to my well-being	69	66
I feel the need to spend more time with my family	55	53
I am always looking for new ways of reducing the stress in my life	45	43
work hard at coming out on top in every situation	46	42
I need to manage my time more efficiently	38	31
I think of today and let tomorrow take care of itself	32	31
I often let go of control of the little things in my life	30	30
Sometimes you must compromise your principles to succeed	20	23
There is a great deal of stress in my life	30	22
In order to succeed, it is more important to fit in than to be different	15	19
I have a lot of debt that I need to reduce	17	12

* Top two box score based on a scale of one to five where one equals "strongly disagree" and five equals "strongly agree."

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EXPERIENTIAL ORIENTATION
2005

RV owners and active campers both seem to value family life and children as nearly nine in ten agree that family life is important to them, and approximately two-thirds agree it is important to have children.

Moreover, both groups are vacation-oriented and experiential: In majority, they prefer two weeks of vacation rather than two weeks' salary and agree it is extremely important to experience new things to do and discover new and different places on vacation. Approximately one-half prefers to spend their money on enriching experiences rather than on buying stuff and wish they had more opportunities to enjoy distinctive or unique experiences. In addition, more than four in ten RV owners and nearly six in ten active campers agree it is important to have adventure on vacation. Roughly four in ten of both groups find it extremely important to learn something new on vacation. In general, it is noted that active campers seem to be more experiential than RV owners.

	Active Campers %	RV Owners %
Agree:*		
Family life is extremely important to me	87	91
It is important to have children	65	67
I prefer two weeks' vacation rather than two weeks' salary	63	62
On vacation, it is extremely important to experience new things to do and discover new and different places	60	54
I prefer to spend my money on enriching experiences than on buying stuff	56	47
I wish I had more opportunities to enjoy distinctive or unique experiences	56	47
On vacation, it is extremely important to have adventure	56	43
On vacation, it is extremely important to learn something new	45	41
I wish I had the opportunities to share special events in my life	45	40
I wish I had more pleasure in my life	32	25
I feel the need for more excitement in my life	23	17

* Top two box score based on a scale of one to five where one equals "strongly disagree" and five equals "strongly agree."

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SUBSCRIPTIONS TO OUTDOOR, CAMPING OR RV MAGAZINES
2005

Nearly four in ten RV owners and nearly two in ten active campers have a subscription to an outdoor, camping or RV magazine. *Highways* is the most popular magazine among both groups, with nearly two-thirds of RV owners who subscribe to a magazine, subscribing to *Highways* and nearly four in ten active campers. *Motorhome* and *Camping Life Magazine* follow for both groups, although *Motorhome* is more popular with the RVing segment, and *Camping Life Magazine* is more popular with the camping segment. Nearly four in ten RV owners and active campers mention a magazine not on our list, with nearly two in ten RV owners and nearly one in seven active campers mentioning *Trailer Life*.

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SUBSCRIPTIONS TO OUTDOOR, CAMPING OR RV MAGAZINES (Cont'd)

	Active Campers %	RV Owners %
Currently Have A Subscription:		
Yes	17	38
No	83	62
Have A Subscription To The Following:*		
Highways	37	65
Motorhome	14	21
Camping Life Magazine	15	17
Coast to Coast	12	14
Trailer Travel	11	13
Family Motor Coaching	9	11
Trailblazer	11	7
Camperways	3	3
Florida RV Traveler	3	3
Northeast Outdoors	4	2
Workamper News	1	2
Pop up Times	1	1
Other (NET)	40	35
Trailer Life	12	17
Sam Club/Good Sam Club	3	5
Camping World	1	2
RV Living	1	1
Escapees	0	1
Passport Magazine	1	1
Discoveries	0	1
Cabela's	1	<1
Kayaking and Canoeing	1	0
Outdoor Life	4	0
Backpacker	2	0
Other	12	7

* Among those with a subscription to an outdoor, camping or RV magazine. Does not equal 100% due to multiple responses.

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INTERNET ACCESS
2005

Approximately eight in ten RV owners and active campers have Internet access from home. More than one-third of RV owners and approximately one-half of the active campers have Internet access from the office. Nearly one in six in both groups have Internet access while on the road.

Of those with Internet access in the respective areas, more than eight in ten have high-speed Internet access from the office. More than one-half of RV owners and six in ten active campers have high-speed Internet access from home. Nearly four in ten RV owners have high-speed Internet access while on the road, while more than one-half of the active campers have the same.

	Active Campers %*	RV Owners %*
Have Internet Access:		
From your home	80	78
From your office	49	35
While on the road	16	15
Have High-Speed Internet Access:**		
From your office	81	84
From your home	60	53
While on the road	55	38

* Does not equal 100% due to multiple responses.

** Among those with Internet access in the respective area.

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HOURS SPENT ONLINE IN A TYPICAL MONTH
2005

On average, RV owners spend just over 30 hours online in a typical month with a median of 15 hours spent online. Active campers spend an average of 36 hours online during a typical month, and a median of 20 hours spent online.

Approximately one-half of RV owners and active campers spend sixteen hours or more online during the typical month. Approximately one-quarter spends at least one to five hours per month online.

	Active Campers %	RV Owners %
Number of Hours Spent Online In A Typical Month:*		
None	4	9
1–5	24	24
6–10	14	14
11–15	6	6
16 or more	52	47
Mean	36.0	30.1
Median	20	15

* Among those with Internet access.

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Custom analysis of the active campers/RV owners database is available upon request.

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2005 CAMPING/RV QUESTIONNAIRE

[PROGRAMMER NOTE: PLEASE ALLOW DK AS AN OPTION FOR ALL QUESTIONS, ALTHOUGH DO NOT READ IT. HOWEVER, IN THE SCREENER, DK WILL NOT QUALIFY THEM, OF COURSE.]

SCREENERS

S1. In the last TWO years, have you taken an OVERNIGHT TRIP where you stayed in a campground or RV Park/Resort (RV Resort)? Please answer yes or no.

[Interviewer note: If respondent asks what is an RV, it stands for "recreational vehicle" such as a camper or motor home]

☐1 Yes [CONTINUE]

☐2 No [THANK AND TERMINATE]

S2. Thinking of these overnight trips in the last two years where you stayed in a campground or RV Park/Resort (RV Resort), did you stay in one or more of the following? Please answer yes or no. **[ROTATE]**

[Interviewer note: Please pause before continuing to next attribute and allow respondent to answer yes or no]

		YES	NO	DON'T KNOW [DO NOT READ]
a.	A cabin	1	2	7
b.	A tent	1	2	7
c.	A park trailer (also referred to as park models)	1	2	7
d.	A motorized RV (motorhome)	1	2	7
e.	A towable RV that you pull along such as a popup camper, travel trailer or something similar that is either rented or owned	1	2	7
f.	An RV rented on site	1	2	7
g.	Other [If Yes, specify_______________; DO NOT ROTATE]	1	2	7

[IF NONE of the options in A through F is equal to "YES," then TERMINATE. Note that saying "YES" to option G alone will not qualify them.]

S3. Do you own an RV including a motorhome or towable RV?

☐1 Yes **[Please continue the survey]**

☐2 No **[PLEASE TERMINATE RV SEGMENT/LISTED SAMPLE ONLY]**

SECTION A: DEFINE THE AUDIENCE OF CAMPERS/RVERS

1) Do you consider yourself to be: **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	A seasonal camper, that is one who rents a camping or RV site for a month or longer	1	2	7
b.	A snowbird, that is one who travels to a sunbelt state in the winter and stays for several months	1	2	7
c.	A touring camper, that is one who travels from park to park and may stay a day or a few days in each while touring the area	1	2	7
d.	A destination camper, that is one who is going to spend their vacation at one destination	1	2	7
e	[Among RV owners only, If S3=1] A full-time RVer, that is one who lives in and travels in his or her RV year round	1	2	7

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The next few questions concern the trips you have taken in which you stayed at a campground or RV Park/Resort during the past 2 years.

2) First, how many OVERNIGHT TRIPS have you taken in which you stayed in a campground or RV Park/Resort during the last TWO years? _________ **[TERMINATE IF "NONE"]**

3) Of the [Insert # of trips] trips you took to visit a campground or RV Park/Resort during the last TWO years, did you take one or more of these trips:

		YES	NO	DON'T KNOW [DO NOT READ]
a.	Weekday trips, that is, a trip of one-to-four nights that did NOT involve a stay over a Saturday night	1	2	7
b.	Weekend trips, that is, a trip of one-to-four nights that INCLUDED a stay over a Saturday night	1	2	7
c.	One or more trips of five or more consecutive nights, but NOT for a season	1	2	7
d.	One or more trips staying for a season in a park model or RV	1	2	7

4) **[If took a respective trip in Q3]** On average, approximately how many miles from home were your:
   a. [if they took one or more weekday trips in Q3a] Weekday trips to visit a campground or RV Park/Resort, that is, a trip of one-to-four nights that did NOT involve a stay over a Saturday night ....___________
   b. [if they took one or more weekend trips in Q3b] Weekend trips to visit a campground or RV Park/Resort, that is, a trip of one-to-four nights that INCLUDED a stay over a Saturday night ....___________
   c. [if they took one or more extended trips in Q3c] Your non-seasonal trips of five or more consecutive nights to visit a campground or RV Park/Resort ....___________
   d. [if they took one or more seasonal trips in Q3d] Your trips in which you stayed for a season in a park model or RV...........___________

5) Of the trips you took to visit a campground or RV Park/Resort during the last TWO years, did you take one or more of these trips:

		YES	NO	DON'T KNOW [DO NOT READ]
a.	By yourself	1	2	7
b.	With a spouse or one other adult with children	1	2	7
c.	With a spouse or one other adult without children	1	2	7
d.	With extended family or a group of friends with children	1	2	7
e.	With extended family or a group of friends without children	1	2	7
f.	With children only	1	2	7

6) Considering your trips in which you stayed in a campground or RV Park/Resort during the past TWO years, did you take one or more trips with the primary purpose of: **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	A weekend getaway	1	2	7
b.	A family Vacation	1	2	7
c.	Entertainment	1	2	7
d.	A class or family reunion	1	2	7
e.	Visiting friends or relatives in the area	1	2	7
f.	Working in the area	1	2	7
g.	A vacation to participate in a particular activity, such as fishing, snow skiing, rock climbing, etc.	1	2	7
h.	A vacation to visit a specific destination	1	2	7
i.	Another reason (specify_______________) [DO NOT ROTATE]	1	2	7

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7) During the past TWO years, have you RENTED any of the following: **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	A motorized RV	1	2	7
b.	A towable RV	1	2	7
c.	A cabin	1	2	7
d.	A park trailer or park model	1	2	7
e.	A tent	1	2	7
f.	A motorboat	1	2	7

8) Which of the following activities did you participate in while staying in a campground or RV Park/Resort during the previous TWO years? This should include activities you participated in both the campground or RV Park/Resort and nearby the campground or RV Park/Resort while on these trips. **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	Fishing	1	2	7
b.	Hiking	1	2	7
c.	Kayaking, canoeing, or other non-motorized boating	1	2	7
d.	Motorized boating	1	2	7
e	Visiting a lakeside area	1	2	7
f.	Visiting a beach	1	2	7
g.	Swimming	1	2	7
h.	Hunting	1	2	7
i.	Biking/cycling	1	2	7
j.	Playing golf	1	2	7
k.	Bird or animal watching	1	2	7
l.	Water skiing or knee boarding	1	2	7
m.	Whitewater rafting	1	2	7
n.	Horseback riding	1	2	7
o.	Exploring nature	1	2	7
p.	Having fun with friends	1	2	7
q.	Cooking over a campfire	1	2	7
r.	Eating out in restaurants	1	2	7
s.	Visiting a theme park	1	2	7
t.	ATVing or off-road riding	1	2	7
u.	Visiting a historic or cultural site	1	2	7
v.	Participating in planned park activities	1	2	7
w.	Some other activity(please specify ______________) **[DO NOT ROTATE]**	1	2	7

9) Now, thinking of your <u>most recent trip</u> in which you stayed in a campground or RV Park/Resort during the past TWO years, approximately how much did you spend per night to stay in the campground or RV Park/Resort? ____________

10) Again, thinking of your <u>most recent trip</u> in which you stayed in a campground or RV Park/Resort during the past TWO years, approximately how much did you spend per day on all other expenses excluding those spent to stay at the campground or RV Park/Resort? _______

The next few questions concern the trips you have taken in which you stayed at a campground or RV Park/Resort during the past ***12 months.***

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11) First, how many OVERNIGHT TRIPS have you taken in which you stayed in a campground or RV Park/Resort during the last 12 months? ________ [WRITE '0' FOR "NONE"]
[This amount MUST BE LESS THAN OR EQUAL TO the amount in Q2.]

12) [If they took one or more trips in Q11] Thinking about your trips to visit a campground or RV Park/Resort during the past 12 months, approximately how many nights did you spend in total on these trips? _______
[This amount MUST BE 1 or more.]
[This amount MUST BE GREATER THAN OR EQUAL TO the amount in Q11.]

13) Of the **[insert # of nights from Q12]** nights you took to visit a campground or RV Park/Resort during the past 12 months, how many nights did you spend in a: **[ROTATE]**
   a. Government run national, state or local campground or RV Park/Resort.............. ____________
   b. A commercial or privately-owned campground or RV Park/Resort .... ____________
   c. A public parking area, such as a store parking lot .... ____________
   d. Other (specify_________________) .... ____________

14) **[If Q13b is 1 or more]** Overall, how satisfied were you with your overnight stay at commercial or privately-owned campgrounds or RV Parks/Resorts? Please use a scale from 1 to 5, where 1 is "not at all satisfied" and 5 is "extremely satisfied."

Not at all satisfied				Extremely Satisfied
1	2	3	4	5

15) **[If Q13b is 1 or more]** Which of the following types of commercial or privately-owned campgrounds or RV Parks/Resorts did you use during the past 12 months? **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	One that was Family-Oriented	1	2	7
b.	One for people of ages 55 and older	1	2	7
c.	One with lots of activities (activity-oriented)	1	2	7
d.	One that was part of a franchise	1	2	7
e.	A membership campground or RV Park/Resort	1	2	7
f.	A Condo or timeshare that was part of a campground or RV Park/Resort	1	2	7

16) Now, thinking about the next 12 months, how many OVERNIGHT TRIPS in which you will stay in a campground or RV Park/Resort do you plan to take? ________

17) **[if they are planning fewer camping trips during the next 12 months: If Q16<Q11]** You mentioned that you are planning to take fewer trips in which you plan to stay in a campground or RV park/resort in the next 12 months than you took in the past 12 months. What are your reasons for planning fewer trips?

____
____
____
____

18) **[Among RV owners only, If S3=1]** Which type of RV do you own--a motorized RV or a towable RV? **[Allow for multiple responses]**

☐1 Motorized RV

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☐2 Towable RV

19) [Among motorized RV owners from Q18] Do you own a type A, type B or type C motorized RV?

☐1 Type A

☐2 Type B

☐3 Type C

☐4 [DO NOT READ] Don't Know

20) [Among towable RV owners from Q18] Is your towable RV classified as a folding camping trailer, truck camper, travel trailer, or fifth-wheel travel trailer?

☐1 folding camping trailer

☐2 truck camper

☐3 travel trailer

☐4 fifth-wheel travel trailer

☐5 [DO NOT READ] Don't Know

21) To what extent do you agree with the following statements? Please use a scale from 1 to 5 where 1 equals "strongly disagree" and 5 equals "strongly agree." [ROTATE]

		Strongly Disagree				Strongly Agree
a	Unless the price of gasoline decreases, I will take fewer camping or RV trips in the next 12 months	1	2	3	4	5
b	I like to stay at the same campgrounds or RV Parks/Resorts every year	1	2	3	4	5
c	I like to stay at campgrounds or RV Parks/Resorts that I have not previously visited	1	2	3	4	5
d	I like to stay at campgrounds or RV Parks/Resorts close to home	1	2	3	4	5
e	I like to stay at campgrounds or RV Parks/Resorts far from home	1	2	3	4	5
f	I am thinking of purchasing a park trailer or park model	1	2	3	4	5
g	I am thinking of purchasing a site in a campground or RV Park or resort	1	2	3	4	5
h	It is becoming increasingly hard to find a place to camp in the geographical areas I am interested in	1	2	3	4	5
i	[RV owners only, If S3=1] I often have trouble finding a site large enough for my RV	1	2	3	4	5
j	I plan to go camping and RVing more when I get older and approach retirement	1	2	3	4	5

SECTION B: IDENTIFY THE PROCESS OF PRE-TRIP PLANNING

22) During the past TWO years, which of the following information sources did you use when planning your trips in which you stayed in a campground or RV park or resort? [ROTATE]

		YES	NO	DON'T KNOW [DO NOT READ]
a.	National Camping Web sites	1	2	7
b.	An Internet search engine	1	2	7
c.	Online message board	1	2	7
d.	Other online sources	1	2	7
e.	Advice from friends or relatives	1	2	7

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f.	A national camping directory	1	2	7
g.	State camping Directories	1	2	7
h.	My previous experience with a campground or RV park/resort	1	2	7

23) During the past TWO years, which of the following sources did you use when booking your trips in which you stayed in a campground or RV park or resort? **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	Booked online through a national camping website	1	2	7
b.	Booked online directly through the campground or RV Park/Resort	1	2	7
c.	Booked by telephone directly through the campground or RV Park/Resort	1	2	7
d.	Booked by mail or fax machine	1	2	7
e.	Booked using a national camping directory	1	2	7
f.	Didn't book the trip in advance—we just showed up at the chosen campground or RV Park/Resort	1	2	7

24) Using a 5-point scale where 1 equals "not at all influential" and 5 equals "extremely influential," please tell me how influential each of the following is in your decision to select a specific campground or RV Park/Resort: **[ROTATE]**

		Not at all Influential				**Extremely influential**
a	Availability of discounts	1	2	3	4	5
b	Safety of the campground or RV Park/Resort	1	2	3	4	5
c	Near water (beach/lake/river)	1	2	3	4	5
d	Scheduled recreation activities available onsite at the campground or RV park/resort	1	2	3	4	5
e	Scheduled recreation activities available near the campground or RV park/resort	1	2	3	4	5
f	To be close to nature	1	2	3	4	5
g	Availability of clean, high-quality restrooms on premises	1	2	3	4	5
h	Availability of a store on premises	1	2	3	4	5
i	Availability of a restaurant or snack bar on premises	1	2	3	4	5
j	Availability of a boat ramp at or nearby the campground or RV park/resort	1	2	3	4	5
k	A campground or RV Park/Resort which offers some sort of privacy between individual sites.	1	2	3	4	5
l	A campground or RV Park/Resort with 50 amp electric available at each site.	1	2	3	4	5
m	A campground or RV Park/Resort with cable available at each site or TV access via satellite.	1	2	3	4	5
n	A high quality lodge-like recreation area with nice furniture, fireplace, pool tables, ping pong, and a big screen TV on the premises	1	2	3	4	5
o	The availability of nature trails on premises	1	2	3	4	5
p	Offers a lot of space between sites	1	2	3	4	5
q	Offers sites that are secluded	1	2	3	4	5
r	A campground or RV Park/Resort that allows me to bring my pet along	1	2	3	4	5
s	Planned monitored activities for my children	1	2	3	4	5
t	Near national tourist attractions (such as our national parks)	1	2	3	4	5
u	A fitness center on premises	1	2	3	4	5
v	Availability of activities for children and teens at or near the	1	2	3	4	5

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	campground or RV Park/Resort					
w	Wireless Internet access at the site	1	2	3	4	5
x	A rating of the campground or RV Park/Resort in a national camping directory	1	2	3	4	5
y	A location close to theme parks	1	2	3	4	5
z	Availability of Internet access	1	2	3	4	5
aa	A Swimming pool on premises	1	2	3	4	5
bb	The cost to stay	1	2	3	4	5
cc	The location	1	2	3	4	5

25) **[if they rate "A rating of the campground..." as influential (TOP 2 Box for Q24x)]** Which sources do you use to find ratings of campgrounds or RV Parks/Resorts? **[Probe for specifics such as the NAMES of the companies/national camping directories used]**

____

____

____

____

SECTION C: ATTRIBUTES/ISSUES RELATED TO THE TRIP

26) Please rate the following attributes on a scale from 1 to 5 where 1 equals "not at all desirable" and 5 equals "extremely desirable." **[ROTATE]**

		Not at all Desirable				Extremely Desirable
a	A high rating of the campground or RV Park/Resort in a national campground directory	1	2	3	4	5
b	Fishing	1	2	3	4	5
c	Hiking	1	2	3	4	5
d	Kayaking, canoeing or other non-motorized boating	1	2	3	4	5
e	Motorized boating	1	2	3	4	5
f	Visiting a lakeside area	1	2	3	4	5
g	Visiting a beach	1	2	3	4	5
h	Swimming	1	2	3	4	5
i	Hunting	1	2	3	4	5
j	Biking/cycling	1	2	3	4	5
k	Playing golf	1	2	3	4	5
l	Bird or animal watching	1	2	3	4	5
m	Water skiing or knee boarding	1	2	3	4	5
n	Whitewater rafting	1	2	3	4	5
o	Horseback riding	1	2	3	4	5
p	Having fun with friends	1	2	3	4	5
q	Cooking over a campfire	1	2	3	4	5
r	Visiting a casino	1	2	3	4	5
s	An off-road or ATVing experience	1	2	3	4	5
t	Participating in planned park activities	1	2	3	4	5
u	Water park style activities	1	2	3	4	5
v	Discount shopping	1	2	3	4	5
w	Playing tennis	1	2	3	4	5

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x	More water-oriented activities such as spray parks and lazy rivers for the kids	1	2	3	4	5
y	Onsite food service in a restaurant or an open-air pavilion	1	2	3	4	5
z	Spa activities such as facials and massages	1	2	3	4	5
aa	Larger sites	1	2	3	4	5
bb	More attractive outdoor cooking areas	1	2	3	4	5
cc	Attractively landscaped common areas	1	2	3	4	5
dd	Instructional classes	1	2	3	4	5
ee	Concierge-like services, such as transportation to local attractions/restaurants, obtaining tickets to a local event, etc.	1	2	3	4	5
ff	Quicker check-ins	1	2	3	4	5
gg	Packages provided by the park that include accommodations, activities, restaurants individualized for each guest	1	2	3	4	5

27) Which state or states would you be interested in visiting for a camping or RV trip during the next two years? **[DO NOT READ LIST. CIRCLE AS MANY AS APPLY. NOTE: IF WASHINGTON IS MENTIONED, PROBE TO DETERMINE IF IT IS THE STATE OR WASHINGTON, D.C., THE CAPITAL.]**

Alabama ....-1
Alaska ....-2
Arizona ....-3
Arkansas ....-4
California ....-5
Colorado ....-6
Connecticut ....-7
Delaware ....-8
Florida ....-9
Georgia ....-10
Hawaii ....-11
Idaho ....-12
Illinois ....-13
Indiana ....-14
Iowa ....-15
Kansas ....-16
Kentucky ....-17
Louisiana ....-18
Maine ....-19
Maryland ....-20
Massachusetts ....-21
Michigan ....-22
Minnesota ....-23
Mississippi ....-24
Missouri ....-25
Montana ....-26
Nebraska ....-27
Nevada ....-28
New Hampshire ....-29
New Jersey ....-30
New Mexico ....-31
New York ....-32
North Carolina ....-33
North Dakota ....-34
Ohio ....-35
Oklahoma ....-36
Oregon ....-37
Pennsylvania ....-38
Rhode Island ....-39
South Carolina ....-40
South Dakota ....-41
Tennessee ....-42
Texas ....-43
Utah ....-44
Vermont ....-45
Virginia ....-46
Washington ....-47
Washington, D.C. ....-48
West Virginia ....-49
Wisconsin ....-50
Wyoming ....-51
None (Voluntary.) ....-52

28) Thinking about the rising cost of gasoline, please tell me at which price per gallon you would definitely reevaluate your plans to visit a campground or RV Park or Resort in the upcoming year? $__________

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29) [RV owners only, If S3=1] Considering how the rising cost of gasoline will change your behavior with respect to camping and/or RVing, how likely are you to do the following things? Please use a scale from 1 to 5, where 1 is "not at all likely" and 5 is "extremely likely." [ROTATE]

		Not at all Likely				Extremely Likely
a	Request a seasonal site	1	2	3	4	5
b	Camp closer to home	1	2	3	4	5
c	Sell the RV and buy a park model onsite in an RV park or resort	1	2	3	4	5
d	Leave your RV in one place year round	1	2	3	4	5
e	Camp overnight more often in a public parking area such as a store parking lot	1	2	3	4	5
f	Downsize your unit	1	2	3	4	5
g	Get out of RVing altogether	1	2	3	4	5
h	Leave your RV at home and opt to camp in a tent	1	2	3	4	5
i	Take fewer camping or RV trips	1	2	3	4	5
j	Purchase an RV site for your RV or Park Model	1	2	3	4	5
k	It won't affect my travel at all **[DO NOT ROTATE]**	1	2	3	4	5

30) **[RV owners only, If S3=1]** During the past TWO years, have you stayed overnight in an RV in a public parking lot, such as a store parking lot?

☐1 Yes

☐2 No

☐3 **[DO NOT READ]** I don't know

31) **[if YES to Q30]** For which of the following reasons did you stay overnight in an RV in a public parking lot. **[ROTATE]**

		YES	NO	DON'T KNOW [DO NOT READ]
a.	Convenience	1	2	7
b.	You were tired & just needed to pull over	1	2	7
c.	Parks were full	1	2	7
d.	Parks were too hard to find	1	2	7
e.	Didn't want to pay to stay	1	2	7
f.	Didn't want any amenities, just a place to park	1	2	7
g.	Other (specify ______________) **[DO NOT ROTATE]**	1	2	7

32) How important are each of the following attributes when considering whether or not to return to a specific campground or RV Park/Resort? Please use a scale from 1 to 5, where 1 is "not at all important" and 5 is "extremely important." **[ROTATE]**

		Not at all Important				Extremely Important
a	The friendliness of the staff	1	2	3	4	5
b	The helpfulness of the staff	1	2	3	4	5
c	The maintenance of facilities	1	2	3	4	5
d	Sufficient electric power	1	2	3	4	5
e	The cleanliness	1	2	3	4	5
f	The privacy	1	2	3	4	5
g	The security	1	2	3	4	5
h	The value for the money I spent	1	2	3	4	5

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i	Swimming pool	1	2	3	4	5
j	On-site activities for kids	1	2	3	4	5
k	Size of site	1	2	3	4	5
l	Internet access	1	2	3	4	5
m	Enforced quiet hours	1	2	3	4	5
n	Ambience of the park	1	2	3	4	5

SECTION D: STATEMENTS THAT ILLUMINATE SOCIAL VALUES OF AUDIENCE

33) Using a scale where 1 is "strongly disagree" and 5 is "strongly agree," please tell me how much you agree with each of the following statements: **[ROTATE]**

		Strongly Disagree				Strongly Agree
a	I prefer to spend my money on enriching experiences than on buying stuff	1	2	3	4	5
b	I often let go of control of the little things in my life	1	2	3	4	5
c	I feel the need for more excitement in my life.	1	2	3	4	5
d	I wish I had the opportunities to share special events in my life.	1	2	3	4	5
e	There is a great deal of stress in my life	1	2	3	4	5
f	Sometimes you must compromise your principles to succeed.	1	2	3	4	5
g	I am always looking for new ways of reducing the stress in my life.	1	2	3	4	5
h	Vacations are very important to my well being	1	2	3	4	5
i	I work hard at coming out on top in every situation	1	2	3	4	5
j	I wish I had more pleasure in my life.	1	2	3	4	5
k	I think of today and let tomorrow take care of itself	1	2	3	4	5
l	In order to succeed, it is more important to fit in than to be different.	1	2	3	4	5
m	I wish I had more opportunities to enjoy distinctive or unique experiences.	1	2	3	4	5
n	I have a lot of debt that I need to reduce	1	2	3	4	5
o	I need to manage my time more efficiently	1	2	3	4	5
p	I feel the need to spend more time with my family	1	2	3	4	5
q	Family life is extremely important to me	1	2	3	4	5
r	It is important to have children	1	2	3	4	5
s	I prefer two weeks vacation rather than two weeks salary	1	2	3	4	5
t	On vacation, it is extremely important to experience new things to do and discover new and different places	1	2	3	4	5
u	On vacation, it is extremely important to have adventure	1	2	3	4	5
v	On vacation, it is extremely important to learn something new	1	2	3	4	5

SECTION E: MEDIA HABITS

34) When considering possible travel destinations, how much confidence do you place in each of the following? Please use a five-point scale where 1 equals "no confidence at all" and 5 equals "a great deal of confidence." **[ROTATE]**

		No Confidence At All				A Great Deal Of Confidence
a	Recommendations of a friend or family member	1	2	3	4	5
b	Information found in advertising	1	2	3	4	5
c	Articles in newspapers and magazines, or programs on TV and radio	1	2	3	4	5

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d	Information found in camping directories	1	2	3	4	5
e	Information found in National Camping Web sites	1	2	3	4	5
f	Information found in other websites	1	2	3	4	5

35) Do you currently have a subscription to an outdoor, camping, or RV magazine?

☐1 Yes

☐2 No

☐3 [DO NOT READ] Refused

36) **[IF YES to Q35]** Do you currently have a subscription to any of the following outdoor, camping, or RV magazines?

		YES	NO	DON'T KNOW [DO NOT READ]
a.	Camping Life Magazine	1	2	7
b.	Camperways	1	2	7
c.	Coast to Coast	1	2	7
d.	Family Motor Coaching	1	2	7
e.	Florida RV Traveler	1	2	7
f.	Highways	1	2	7
g.	Motorhome	1	2	7
h.	Northeast Outdoors	1	2	7
i.	Pop Up Times	1	2	7
j.	Trailblazer	1	2	7
k.	Trailer Travel	1	2	7
l.	Workamper News	1	2	7
m.	Other (specify________________) **[DO NOT ROTATE]**	1	2	7

37) Do you have Internet access:

		YES	NO	DON'T KNOW [DO NOT READ]
a.	From your home	1	2	7
b.	From your office	1	2	7
c.	While on the road	1	2	7

38) **[if they have Internet access for each respective area in Q37]** Do you have high-speed Internet access:

		YES	NO	DON'T KNOW [DO NOT READ]
a.	From your home	1	2	7
b.	From your office	1	2	7
c.	While on the road	1	2	7

39) **[Among those with Internet access in Q37a, Q37b OR Q37c]** How many hours do you spend online during a typical month? ________________

SECTION F: DEMOGRAPHICS

40) Gender: **[RECORD BY OBSERVATION. DO NOT ASK. MARK ONLY ONE ANSWER]**

☐1 Male

☐2 Female

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41) What is your marital status? [READ LIST. MARK ONLY ONE ANSWER.]

☐1 Married
☐2 Separated
☐3 Divorced
☐4 Widowed
☐5 Unmarried couple living together
☐6 Never married
☐7 [DO NOT READ] Refused

42) Are you a grandparent?

☐1 Yes
☐2 No
☐3 **[DO NOT READ]** Refused

43) **[IF YES to Q42]** During the past TWO years, have you taken a trip to visit a campground or RV Park/Resort with your grandchildren?

☐1 Yes
☐2 No
☐3 **[DO NOT READ]** Don't Know/Refused

44) What is your primary occupational status? **[READ LIST. MARK ONLY ONE ANSWER.]**

☐1 Employed full-time
☐2 Employed part-time
☐3 Temporarily unemployed
☐4 Homemaker full-time
☐5 Student full-time
☐6 Retired
☐7 **[DO NOT READ]** Refused

45) What is/was your primary occupation? **[PROBE FOR SPECIFIC JOB AND POSITION.]**

____

46) How many people live in this household (including yourself and children away at school)? _____

47) **[If there is more than one person in the household in Q46]** How many children under 18 live in the household (including children away at school)? _____
[This amount MUST BE LESS THAN OR EQUAL TO Q46-1.]

48) During which year were you born? ________

49) What is the last educational level you completed? **[READ LIST. MARK ONLY ONE ANSWER.]**

☐1 Less than 4 years of high school
☐2 4 years of high school
☐3 1-3 years college
☐4 4 years college
☐5 1 year graduate school or more

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☐6 [DO NOT READ] Refused

50) What is the total combined annual income of everyone living in your household? **[READ LIST IF NECESSARY. MARK ONLY ONE ANSWER.]**

☐1 Under $30,000 a year

☐2 $30,000-$49,999 a year

☐3 $50,000-$74,999 a year

☐4 $75,000-$99,999 a year

☐5 $100,000-$149,999 a year

☐6 $150,000 a year or more

☐7 [DO NOT READ] Refused

51) Do you consider yourself to be: **[READ LIST. MARK ONLY ONE ANSWER.]**

☐1 White, non-Hispanic

☐2 White, Hispanic

☐3 Black, non-Hispanic

☐4 Black, Hispanic

☐5 Native American

☐6 Asian or Oriental

☐7 Other

☐8 [DO NOT READ] Refused

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