

A SPECIAL REPORT ON CAMPING



24.7% of camping participants have household incomes between \$50,000 and \$75,000.

25.7% of camping participants are ages 17 and younger, and 14.9% are ages 6 to 12.

Pacific
18.9% of camping participants live in Washington, Oregon and California.

A Partnership
Project of:



CAMPING

Camping is a unique American tradition that has evolved from a primarily back-to-nature pastime for passionate outdoor enthusiasts to a standard holiday for vast numbers of families and individuals. Today, the camping experience can fit any lifestyle and accommodate any preference, from

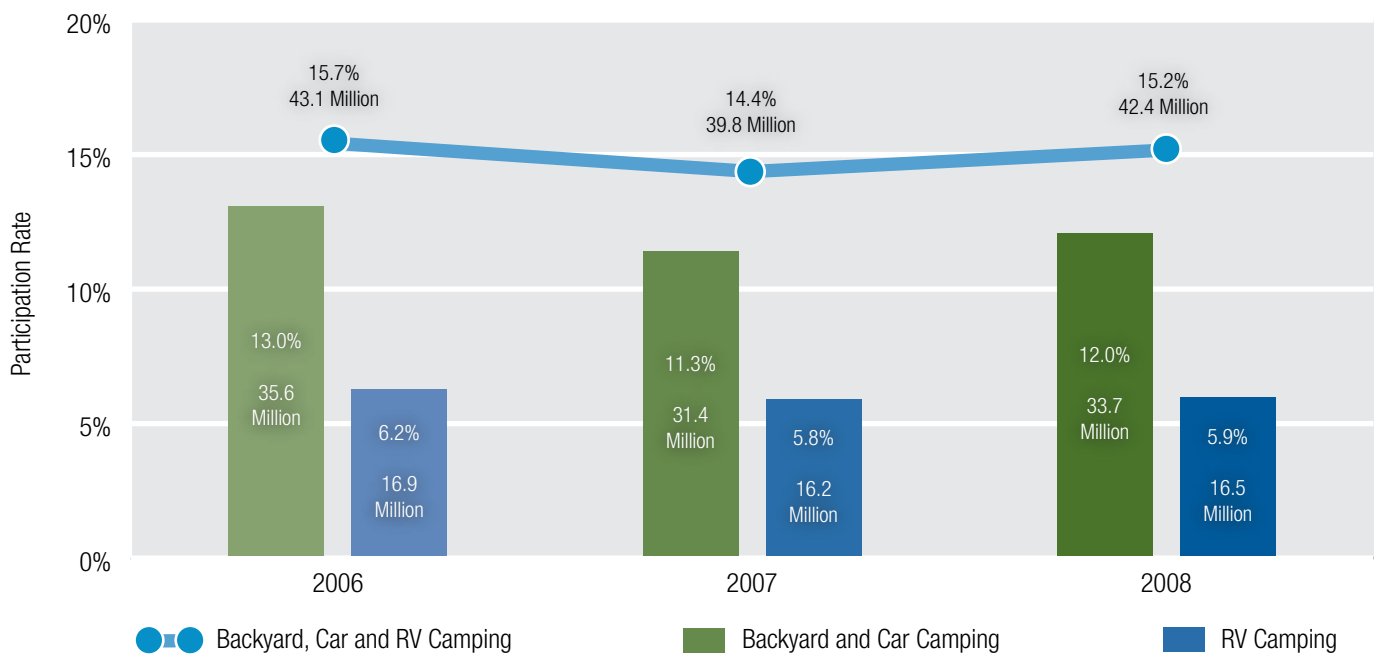
close-to-home comforts to backcountry wilderness and everything in between.

In fact, this activity is one of the most popular outdoor pursuits, attracting 42.4 million participants in 2008. These participants averaged 14 camping days

each for a total of over 597.8 million days. This Special Report gives an overview of camping in the United States, presenting detailed information on participation by gender, age, ethnicity, income, education and geographic region. Data is also provided on common barriers to entry as well as popular “crossover” sports for this important group.

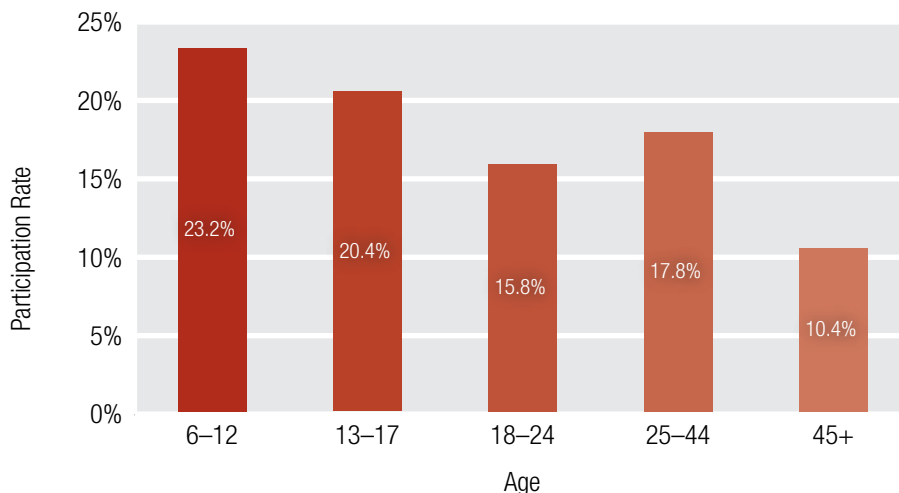
Participation in Camping by Year

All Participants Ages 6+



Participation in Camping Among All Americans by Age

Backyard, Car and RV Camping in 2008



Participation in camping varies by age. A one-year snapshot of camping participation reveals the popularity of the activity among specific age groups and suggests the life cycle of participation.

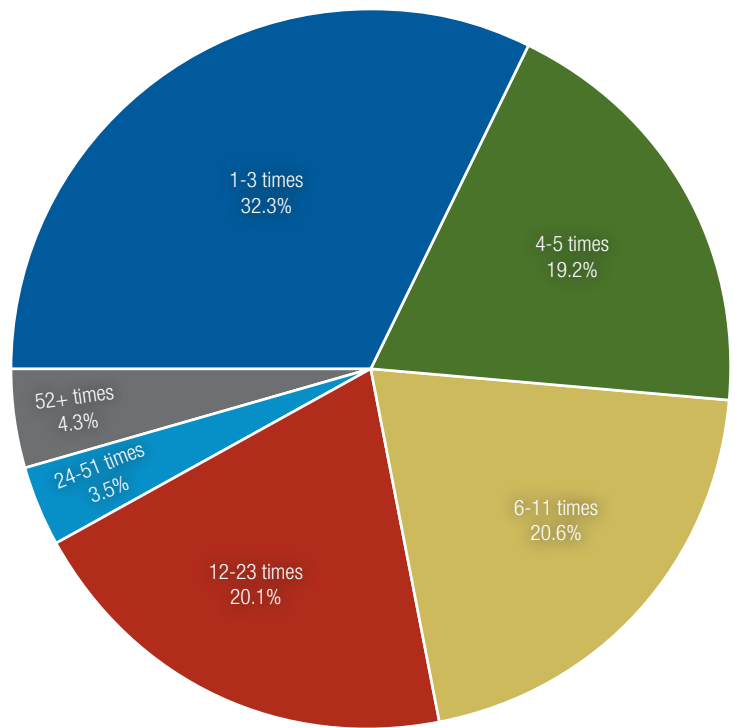
The life cycle of camping participation is very similar to the life cycles of other outdoor activities. Although youth participation is initially high, it declines sharply in adolescence and young adulthood, recovering slightly among adults ages 25 to 44.

Annual Outings

In 2008, camping participants made 597.8 million annual outings. For some participants, this meant getting out once a season and for others, once a month or week.

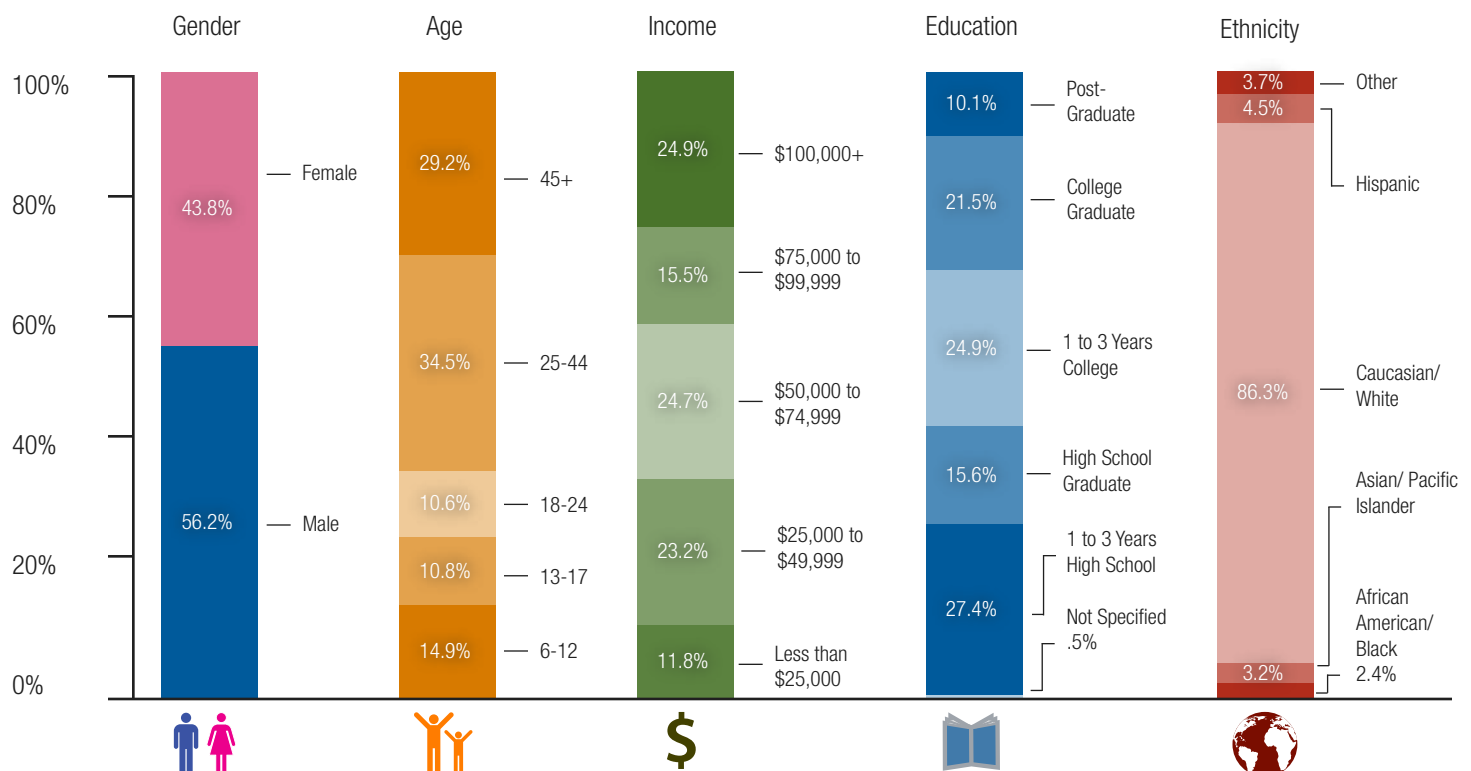
14.1 days

The average camper went camping 14.1 days in 2008.



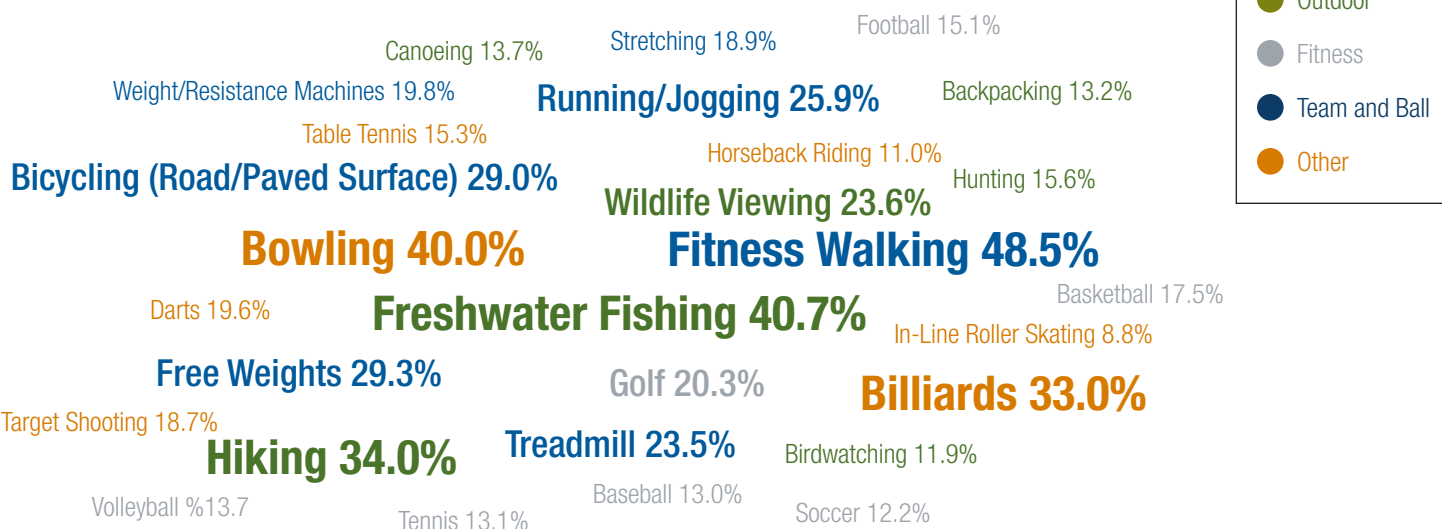
Demographics

Division of Camping Participants by Demographic



Crossover Participation

What are the top outdoor, fitness, team/ ball and other activities enjoyed by camping participants?



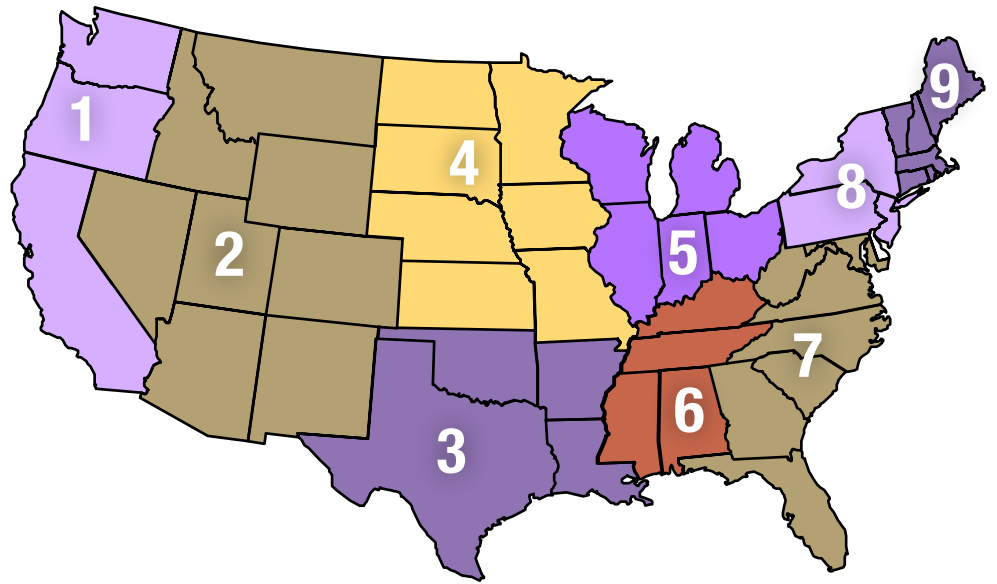
Walking (Fitness)	48.5%	Weight/Resistance Machines	19.8%	Tennis	13.1%
* Fishing (Fly, Freshwater and Saltwater)	45.4%	Darts	19.6%	Baseball	13.0%
Fishing (Freshwater/Other)	40.7%	Stretching	18.9%	Soccer (Indoor and Outdoor)	12.2%
Bowling	40.0%	Shooting and Target Shooting (Sport Clays, Trap/Skeet, Rifle, and Shotgun)	18.7%	Birdwatching More Than 1/4 Mile From Home/Vehicle	11.9%
Hiking (Day)	34.0%	Stationary Cycling (Upright Bikes, Recumbent Bikes and Spinning)	17.8%	Fishing (Saltwater)	11.9%
Billiards/Pool	33.0%	Basketball	17.5%	Abdominal Machine/Device	11.3%
* Bicycling (Road/Paved Surface, Mountain or BMX)	31.8%	Hunting (Rifle, Shotgun, Hand Gun and Bow)	15.6%	Horseback Riding	11.0%
Free Weights (Barbells, Dumbells and Hand Weights)	29.3%	Table Tennis	15.3%	Other Indoor Exercise to Music	10.5%
Bicycling (Road/Paved Surface)	29.0%	Aerobics (High Impact, Low Impact and Step)	15.1%	Softball (Regular and Fast Pitch)	9.8%
* Running (Running/Jogging or Trail Running)	26.8%	Football (Touch, Tackle and Flag)	15.1%	Yoga	9.1%
Running/Jogging	25.9%	Home Gym Exercise	14.6%	Roller Skating (In-line)	8.8%
* Wildlife Viewing or Bird Watching	25.3%	Swimming (Fitness/Competition)	14.0%	Stair-Climbing Machine	8.4%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	23.6%	Canoeing	13.7%	Ice Skating	8.4%
Treadmill	23.5%	Volleyball (Court, Grass and Beach)	13.7%	Archery	8.4%
* Paddling (Kayaking (White Water, Sea/Tour, Recreational) Canoeing or Rafting)	21.5%	Elliptical Motion Trainer	13.5%	Climbing (Sport, Indoor, Bouldering, Traditional, Ice or Alpine/Mountaineering)	8.4%
Golf (9/18 Hole or Driving Range)	20.3%	Backpacking	13.2%	Badminton	8.2%

* Denotes participation in at least one of the multiple activities listed.

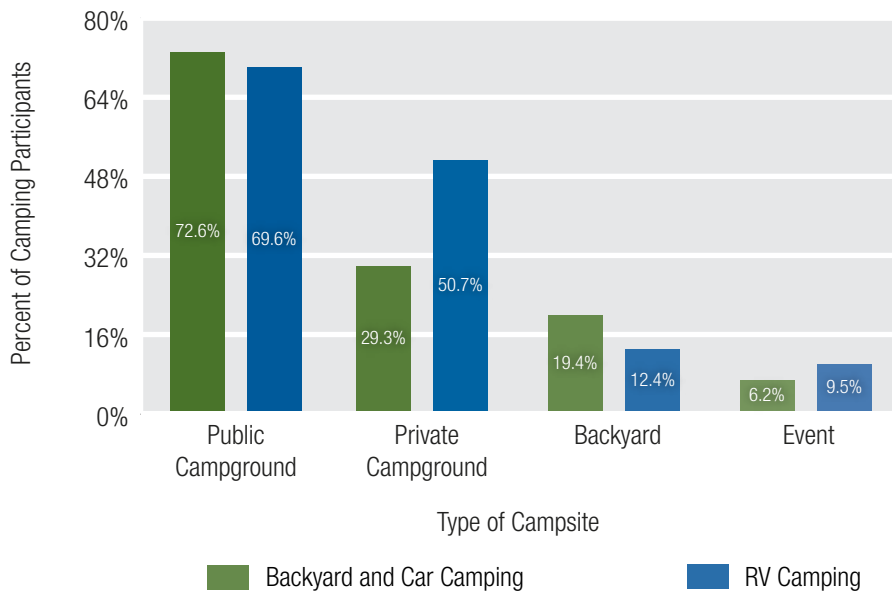
Geography of Participants

Distribution of Camping Participants by US Census Regions:

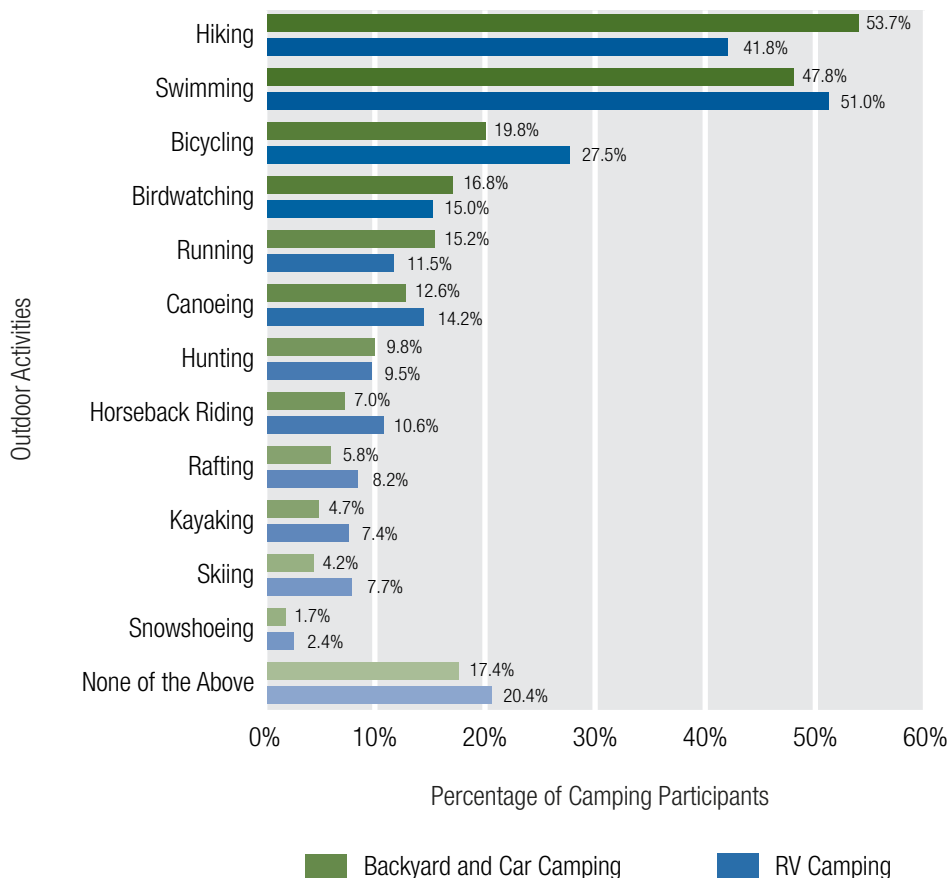
- 1. Pacific: **18.9%**
- 2. Mountain: **11.7%**
- 3. West South Central: **9.8%**
- 4. West North Central: **8.8%**
- 5. East North Central: **16.9%**
- 6. East South Central: **5.4%**
- 7. South Atlantic: **14.1%**
- 8. Middle Atlantic: **9.7%**
- 9. New England: **4.6%**



What Type of Campsites do Camping Participants Choose? ^{NOTE}



What Outdoor Activities do Camping Participants Enjoy While Camping? ^{NOTE}



Note: Based on 2006 data.





Camping: A Gateway to the Outdoors

Participation in outdoor recreation often begins with specific “gateway” outdoor pursuits. These activities — fishing, bicycling, running/jogging/trail running, camping and hiking — are popular, accessible and often lead to participation in other outdoor activities.

Camping is one of the most popular of these important and influential activities.

Over three quarters of camping participants participate in multiple outdoor activities. Only a small percentage participates in camping alone.

Camping Participants: Outdoor Enthusiasts



Who Introduces Camping Participants to Outdoor Activities?

“Who influenced your decision to participate in outdoor activities?”		Ages 6+
Friends		43.4%
Parents		38.2%
Brothers, sisters or other relatives		29.1%
Myself (no one else influenced me)		28.3%
Community program (Boy Scouts, YMCA, neighborhood program)		12.3%
TV, movies, magazines, books or web sites about the outdoors		5.6%
School program		4.8%
Experienced mentor (trained and skilled)		4.1%
Outdoor education program such as Outward Bound		1.5%
Media icon, sports figure or accomplished athlete		1.0%

What Do Camping Participants Enjoy About Outdoor Activities?

"What motivated your decision to participate in outdoor activities?"

Ages 6+

It's fun.	64.8%
It's relaxing.	64.3%
I get away from my usual routine.	55.6%
I enjoy discovery and exploration.	50.7%
It's a great way to get exercise.	46.1%
I like new experiences.	36.4%
I want to be healthy.	34.9%
I get to spend time with my friends.	31.5%
I can participate in outdoor activities near my house.	29.1%
I like challenges.	26.4%
I get a feeling of accomplishment.	22.6%



What Keeps Camping Participants From Getting Outdoors More Often?

"What keeps you from participating in outdoor activities more often?"

Ages 6 +

I don't have the time.	51.9%
I'm not interested.	18.3%
I don't want to spend the money on gear or equipment.	15.7%
I have too much work/schoolwork.	11.9%
I'm not in physical shape.	11.1%
I don't know people to go with.	10.6%
I'm involved in other activities such as team sports and fitness activities.	10.5%
I would rather spend free time watching TV/movies, surfing the net or playing video games.	9.8%
I'd rather spend time with friends.	7.9%
There aren't places to participate in outdoor activities near where I live.	6.9%
I don't know how to get started, what to do or where to go.	6.5%
I don't enjoy exercise.	4.6%
My parents don't participate in outdoor activities.	4.2%
I don't like bugs or dirt.	4.0%
I'm worried I might get hurt.	2.9%
I think it is spooky in the outdoors.	1.0%



National and Regional Camping Events

Great American Backyard Campout

Every summer in late June, the National Wildlife Federation sponsors this one-day event as part of a larger campaign to get American families outdoors. The Backyard Campout reconnects kids with nature through the exploration and discovery of a local destination, as close to home as their own backyard. Participants can register their campsites on the website, find activities and share their stories. www.backyardcampout.org

Come Kamp and Care With Us

Kampgrounds of America (KOA) holds this national event every year in May to kick off the summer camping season and raise money for their KOA Care Camps – summer camps dedicated to giving children with cancer the opportunity to have a real camp experience while continuing their treatments (koacarecamps.com). Last year, more than 14,000 families raised just over \$250,000 for the care camps through fundraising auctions, crafts and games.

www.koa.com/comecampwithus

Outdoor Nation

Held in one of the world's most prestigious venues, New York City's Central Park, Outdoor Nation in June 2010 will be the country's first multi-faceted outdoor lifestyle event for youth, by youth. Restoring 'cool' to the outdoors, the event will spark a revolution led by a 'youth-roots' movement that will inspire the next generation to demand a 3.0 life that is real, authentic and weaves natural experiences into activities and adventures, education and activism, music and technology.

www.outdoorfoundation.org

Trail Days 2009

Held in Damascus, Virginia, in May, this festival celebrates the past, present and future of the Appalachian Trail. Hikers, volunteers and fans gather to hike,

watch films, attend talks, share stories and parade down main street to share in the brotherhood of the trail. Although Damascus boasts a population of less than 1,000 people, more than 20,000 people fill the streets every year for this festival.

www.traildays.us

Camping Life Go Camping! Weekend

It only makes sense for a magazine dedicated to camping to have a special weekend dedicated to getting people hooked on camping. Held at the San Diego Metro KOA in October, this weekend features hayrides, a costume contest, an outdoor movie, city tours and bike rides for everyone. Several camping retailers are also on site to answer questions and demonstrate new products and techniques. www.campinglife.com

TrailFest

Similar to Trail Days for the Appalachian Trail, the Continental Divide Trail has TrailFest, a celebration of the 3,100-mile trail that runs from Mexico to Canada along the Continental Divide. While Trail Days celebrates the AT's lengthy history, TrailFest, in August of each year, concentrates on the current efforts to build and maintain the CDT with guided hikes, bike rides and group trail building.

www.cdtrail.org

RV Shows

Held throughout the year and across the country, RV shows are a great source for the latest and coolest gadgets to outfit your rig. Shows in larger cities can draw upwards of 40,000 people for a weekend of family fun, music, camping exhibits and prize drawings. For more information on regional shows, visit the Recreational Vehicle Industry Association web site or contact a state RV association in your region.

www.rvia.org

2010 National Scout Jamboree

While the National Scout Jamboree is held every few years, the 2010 Jamboree will prove to be a special event, celebrating 100 years of Scouting. Approximately 43,000 scouts and leaders from across the country and across the world will attend this gathering in Virginia – July 26 through August 4, 2010 – to celebrate physical fitness, environmental conservation, our national heritage, and the true spirit of Scouting.

www.bsajamboree.org

Yogi Bear's Jellystone Resorts

Jellystone is not the typical roadside campground. With more than 70 locations in the US and Canada, Jellystone specializes in making camping more than just sleeping outside by featuring family activities like swimming, volleyball and mini golf. Specific Jellystone locations also offer themed weekends, like Redneck Weekend in North Carolina and Toga Party in Colorado, that make the family camping experience unforgettable.

www.campjellystone.com

Music Festivals

There is no question that music festivals are the largest group-camping events in the country. While multi-day festivals like Bonnaroo in Tennessee attract more than 70,000 people, there are hundreds of smaller, local festivals in every state. These events are a great way to get the family out, listen to good music, enjoy summer and celebrate being together.

www.festivalfinder.com



Report Methodology

During January and February 2009 a total of 41,500 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 26,487 household surveys were completed. The total panel has over one million members and is maintained to be representative of the US population. Over sampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged six and above. The following variables were used: gender,

age, income, household size, region and population density. The total population figure used was 279,568,000 people aged six and above. The report details participation among all Americans, youth, young adults and adults.

The 2008 participation survey sample size of 41,500 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of five percent of the total population has a confidence

interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants. Small groups, especially those with less than one million participants, can be expected to fluctuate from year to year.

The survey methodology changed slightly in 2007 to include household interviews in addition to individual interviews. The two methodologies are comparable and all results are indicative of the state of sports and leisure participation. Caution is recommended, however, in placing undue emphasis on trends extending back to 2006.

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