

2016 American Camper Report

**PRESENTED BY THE COLEMAN COMPANY, INC.
AND THE OUTDOOR FOUNDATION**





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Introduction

From a conventional tent to the comfort of an RV, from a cozy cabin to a primitive bivy, camping enables people of all ages and skill levels to connect to the outdoors. The inherent flexibility of the activity makes it accessible to virtually everyone. In fact, camping can be such a varied activity, that there is no universally held definition of what camping is. Instead, it encompasses the spirit of escaping everyday life to embrace the outdoors. The *2016 American Camper Report* profiles the 40 million Americans who use camping to connect to the Great Outdoors in their own unique ways.

A Look Back at 2016: Overall Trends

Forty million Americans, or 14 percent of the population over age six, camped at least once in 2015. While the activity lost 500,000 participants, the participation rate remained steady. In fact, participation in camping has remained steady at 14 percent since 2012.

In total, participants camped 587.2 million days, or an average of 14.7 days per camper. This was an increase from 2014 when campers logged 572.4 million days, or an average of 14.1 days per camper.

As seen in previous reports, the majority of camping participants were Caucasian and skewed slightly male with an average age of 35. While participation was spread fairly evenly across the nation, the Mountain Region – which stretches from Montana down to Arizona and New Mexico – had a slightly higher participation rate than the other regions in the United States.

These campers went on an average of 3.8 camping trips per year that each lasted an average of 2.7 nights. They typically drove 146 miles to their destinations — which were often state campgrounds — and set up camp within one-fourth of a mile from their cars.

The Year Ahead: Future Opportunities

Each year, research in *The American Camper Report* underscores the importance of introducing Americans to the outdoors at an early age to instill a lifelong passion for camping and encourage healthy, active lifestyles. Similar to previous years, half of current adult campers participated in outdoor activities from ages six to 12, compared to just 23 percent of non-campers. The gap among campers who participated during adolescence was similar.

The outlook for camping appears bright. Eighty-eight percent of first-time campers said it was “very likely” or “likely” that they would continue camping next year. And, camping participants, new and old, plan to set off on an average of almost four trips.

To help stakeholders reach campers and non-campers alike, the *2016 American Camper Report* details camping participation and provides data and analysis on camping trends throughout the United States. The report also takes a look at first-time camping participants to understand what motivates non-campers to take their first outing and how to retain them as camping enthusiasts. The research in this report will help the camping industry — and the entire outdoor industry — be better equipped to engage campers and initiate an increase in camping participation.

Key Findings

Overview of Camping Participation

- Forty million Americans went camping at least once in 2015.
- Camping lost 500,000 participants from 2014 to 2015. Due to fluctuation in population size, the participation rate remained steady at 14 percent.
- Participants logged a total of 587.2 million camping days or 14.7 days per average camper.
- Tents were the most popular type of shelter.
- The Mountain Region had the highest camping participation rate at 19 percent.
- Eighty-eight percent of campers participated in multiple outdoor activities.
- The average camper was age 35.

Profile of a Camping Trip

- Campers went on an average of 3.8 camping trips, down slightly from 4.1 the year before.
- Forty-two percent of participants chose to camp at state park campgrounds.
- Camping outings lasted an average of 2.7 nights.
- Campers traveled an average of 146 miles to their camping destinations.
- Thirty-three percent of campers planned their trips at least one month in advance, but 38 percent did not make campsite reservations in advance.
- More than three-quarters of campers drove to their camping destinations and parked within one-fourth of a mile of their campsites.
- More than half of camping participants had access to electrical hook-ups, and of those, 78 percent used the available electricity.

Buying Behavior

- Sixty percent of camping purchases replaced lost or broken items.
- A majority of participants who purchased camping gear made the decision to buy camping gear prior to their outings.
- Flashlights were the most popular camping purchases in 2015.
- Campers were most likely to buy camping gear in a store without doing online research.
- Forty-two percent of campers spent between \$51 and \$200 on camping gear.

First-Time Campers

- Twelve percent of campers were new to the activity in 2015.
- The highest percentage of first-time campers were ages six to 12 and 25 to 35.
- Campers spent an average \$128.26 on their first trip.
- Coolers, sleeping bags and flashlights were popular purchases for first-time campers.
- Eighty-eight percent of first-time campers said it was "likely" or "very likely" that they would participate in camping next year.

Future of Camping

- More than three-quarters of campers took their first trip between birth and age 15.
- Fifty-eight percent of campers were exposed to outdoor activities as adolescents.
- Camping participants planned to take an average of 3.6 trips in the next twelve months.

CAMPING PARTICIPATION

Forty million Americans, or 14 percent of the population of the United States, went camping at least once in 2015. Overall, camping lost a marginal 500,000 participants from 2014 to 2015, and camping participation had a churn rate (those leaving and joining the activity) of 27 percent.

Participants camped for a collective 587.2 million days, or an annual average of 14.7 days per camper. This is up slightly from 572.4 million days, or 14.1 average days, during the previous year.

More than three-quarters of camping participants were Caucasian. Among genders, campers were more balanced — 55 percent were male and 45 percent female.

Understanding the demographics, motivations, behaviors and barriers of camping participants is critical for increasing participation rates and growing the activity. The following section provides a detailed look at camping participation in the United States over the past year.

40 Million

40 million Americans, or 14 percent of the population, went camping in 2015.

Tents

Sixty-nine percent of participants primarily camped in tents.

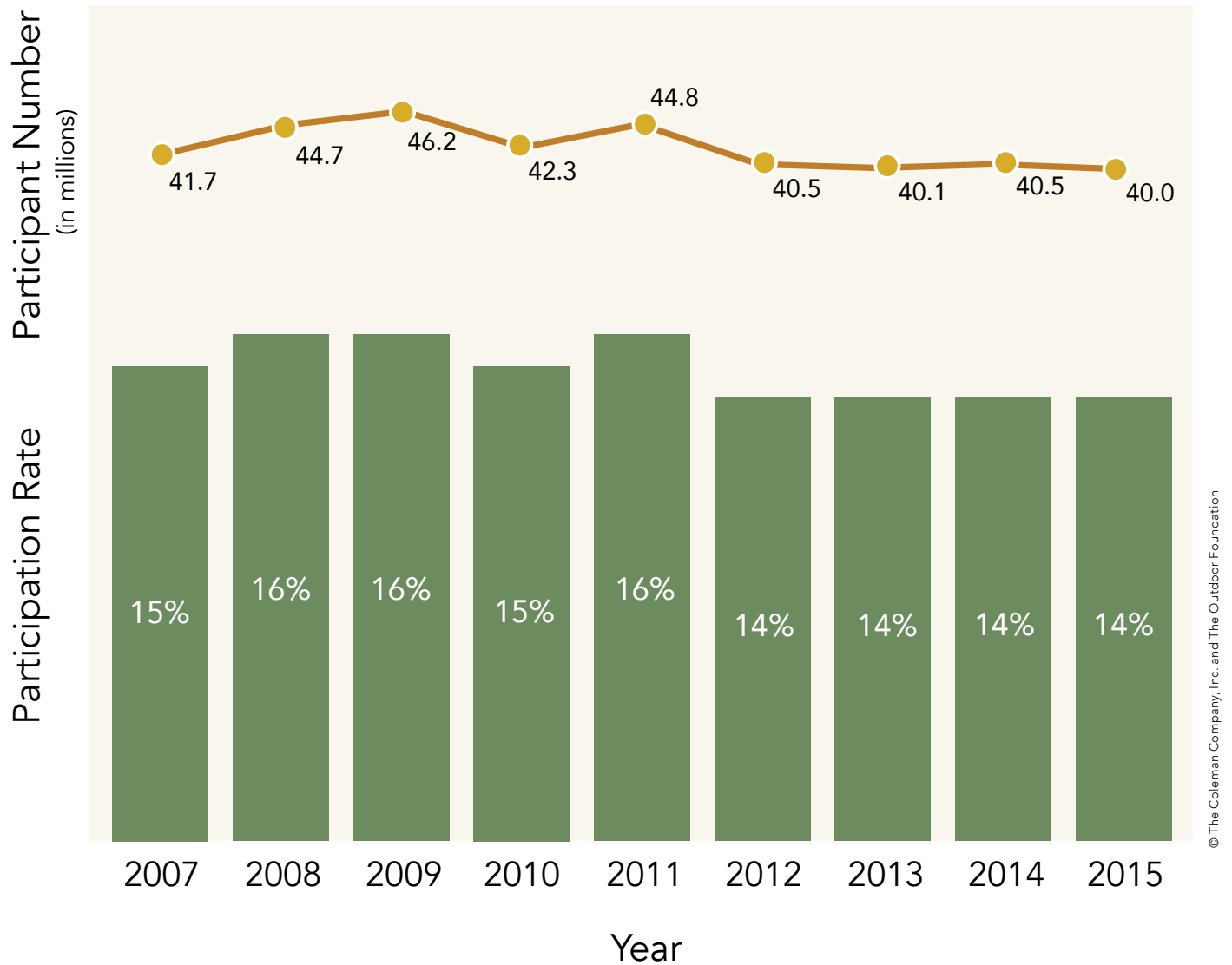
587.2 Million

Americans went camping a total of 587.2 million days in 2015.

Camping Participation Over Time

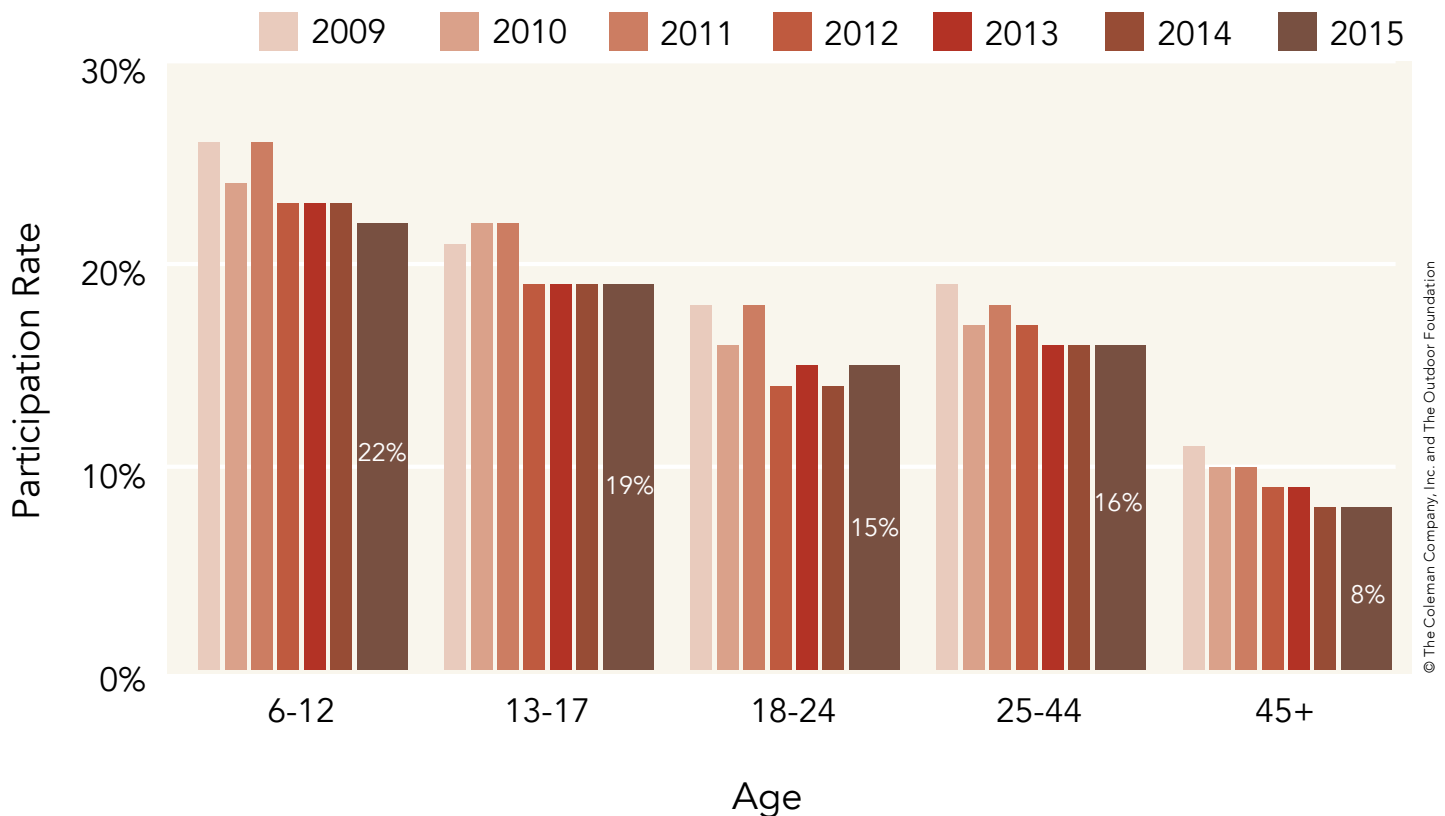
All Americans, Ages 6+

Forty million Americans, or 14 percent of the US population, camped at least once in 2015. The number of camping participants decreased by 500,000 since 2014, while the participation rate remained steady at 14 percent.



Camping Participation by Age

All Americans, Ages 6+



Camping Participation by Type of Camping

All Americans, Ages 6+

Camping Type	Participants (in millions)	Participation Rate	Total Days (in millions)	Average Days per Participant
Drive-up	27,742	9.4%	265,300	9.6
RV	14,699	5.0%	181,496	12.3
Backpacking	10,100	3.4%	140,443	13.9
All	40,015	17.9%	587,239	14.7

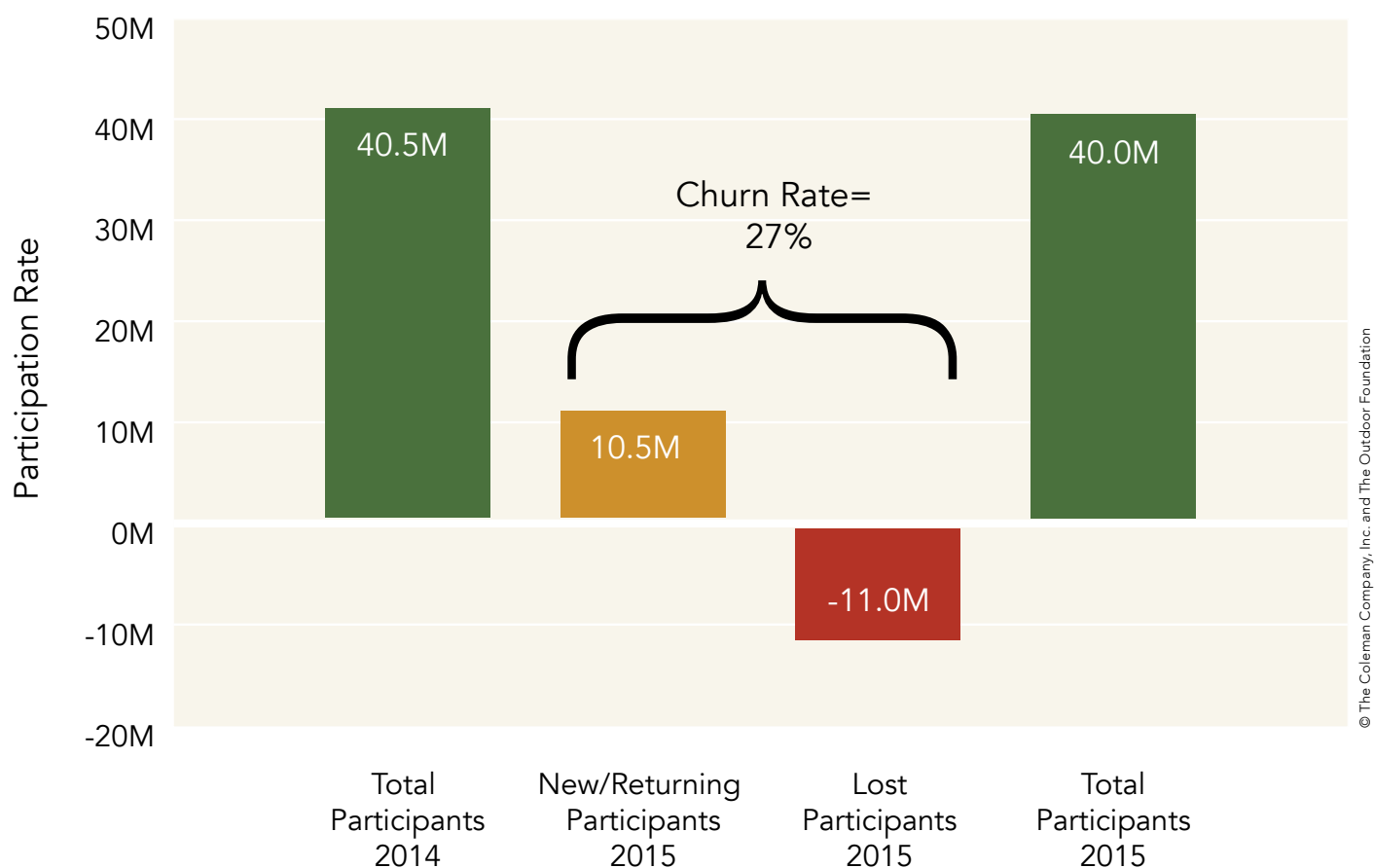
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Note: Some campers participated in several types of camping.

The Leaky Bucket

Campers, Ages 6+

The leaky bucket analysis shows that from 2014 to 2015 camping lost more participants than it attracted. While 10.5 million people started camping (or returned to the activity), it lost 11 million campers. This resulted in a net loss of 500,000 camping participants and a churn rate (those leaving and joining the activity) of 27 percent.



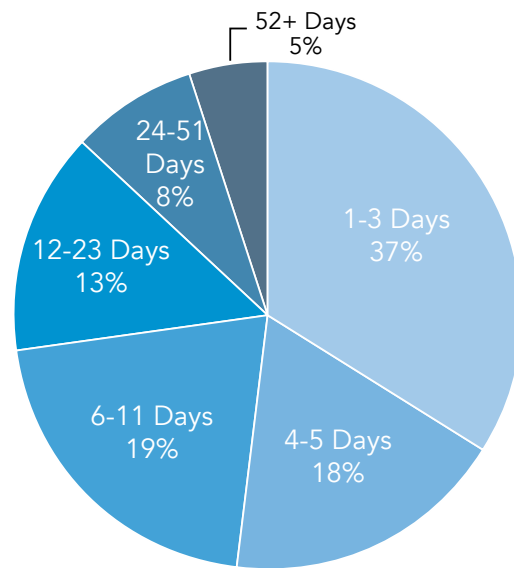
DEMOGRAPHICS OF CAMPING PARTICIPANTS

Annual Camping Days

In 2015, participants camped for a total of 587.2 million days.

14.7 days

The average participant camped for 14.7 days in 2015.

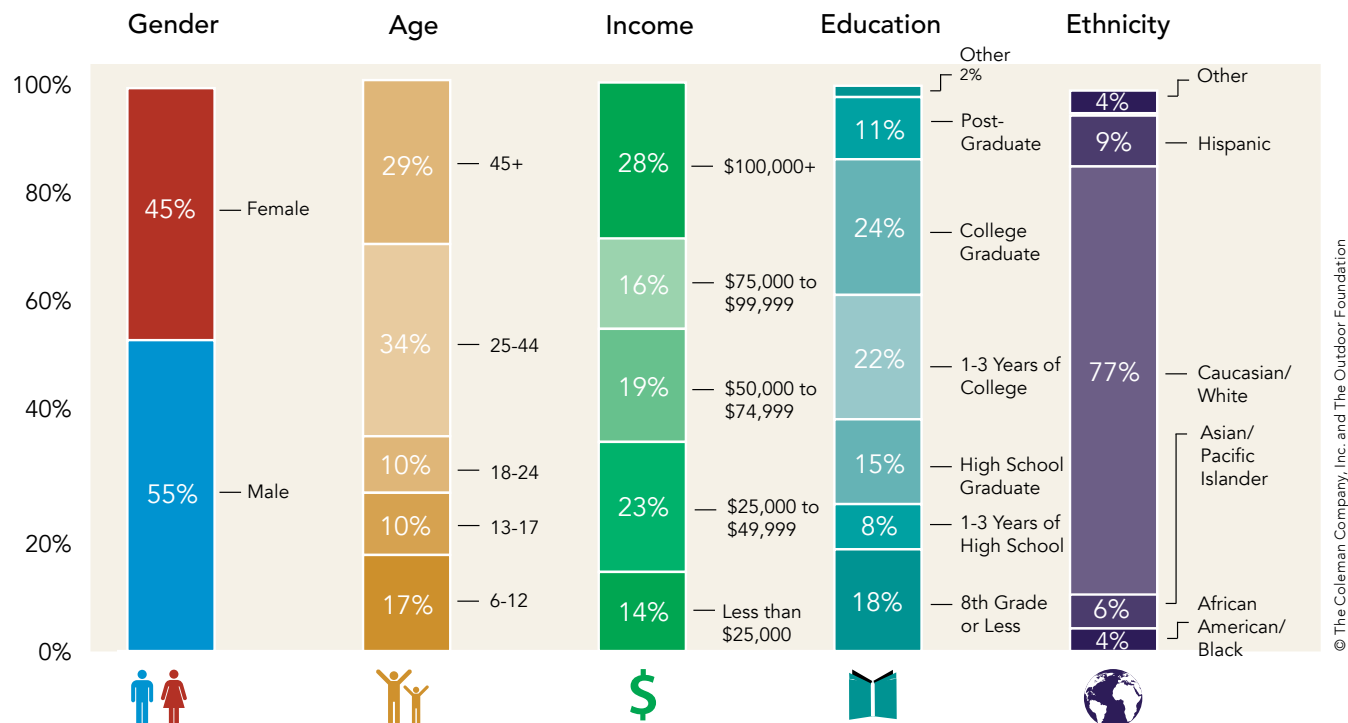


Campers, Ages 6+

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Demographics

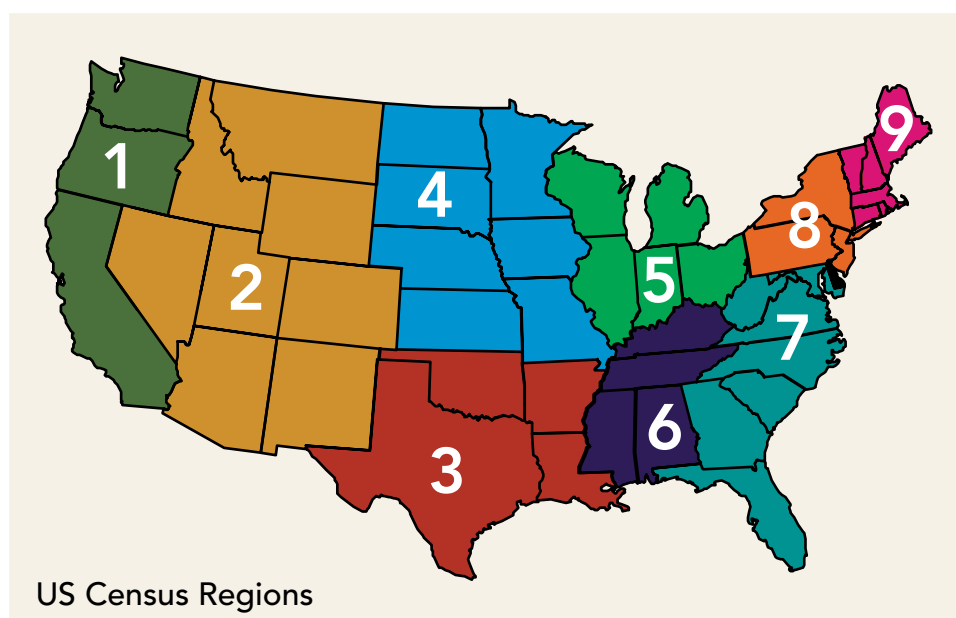
Campers, Ages 6+



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Geography of Camping Participants

Camper, Ages 6+



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Participation Rate by Region looks at camping participation within a geographic area. It shows the percentage of camping participants in each region of the US.

Percent of US Participants compares each region's participation to one another. It illustrates which regions have the highest participation rates within the US.

1. Pacific

Participation Rate by Region: 17%
Percent of US Participants: 20%

2. Mountain

Participation Rate by Region: 19%
Percent of US Participants: 10%

3. West South Central

Participation Rate by Region: 12%
Percent of US Participants: 10%

4. West North Central

Participation Rate by Region: 16%
Percent of US Participants: 8%

5. East North Central

Participation Rate by Region: 15%
Percent of US Participants: 17%

6. East South Central

Participation Rate by Region: 11%
Percent of US Participants: 5%

7. South Atlantic

Participation Rate by Region: 10%
Percent of US Participants: 15%

8. Middle Atlantic

Participation Rate by Region: 12%
Percent of US Participants: 11%

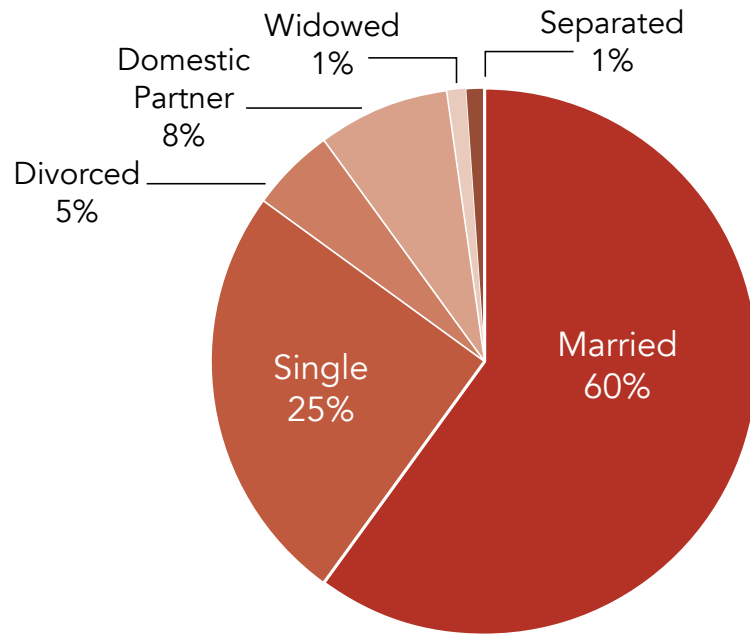
9. New England

Participation Rate by Region: 12%
Percent of US Participants: 4%



Participation in Camping by Marital Status

In 2015, 68 percent of adult camping participants were married or living with a domestic partner, which suggests that camping is a family-friendly activity.

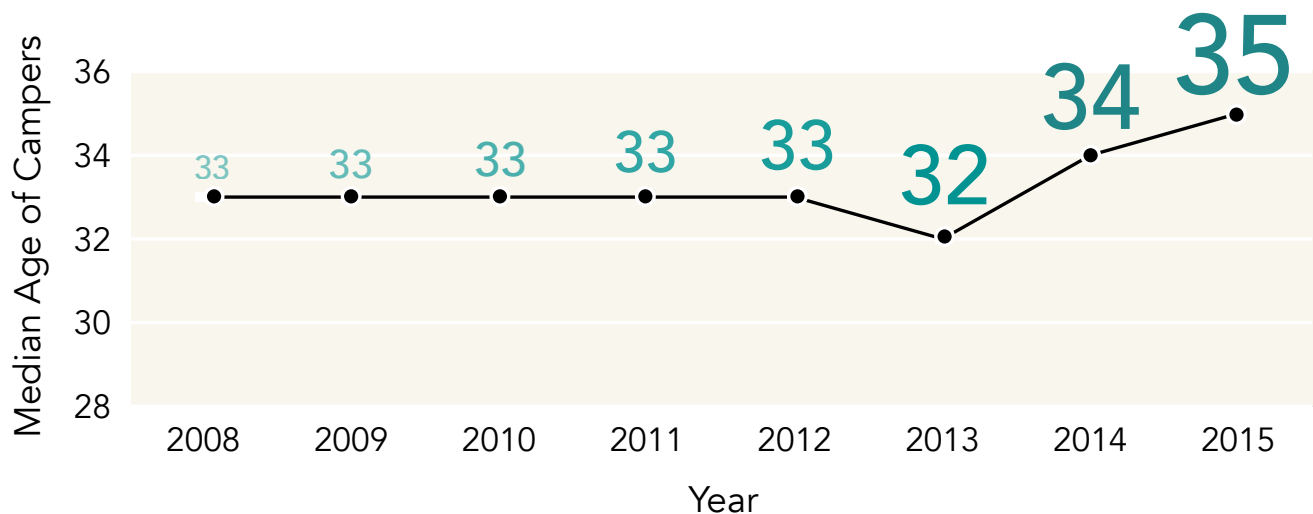


Campers, Ages 18+

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Median Age of Campers

Campers, Ages 6+

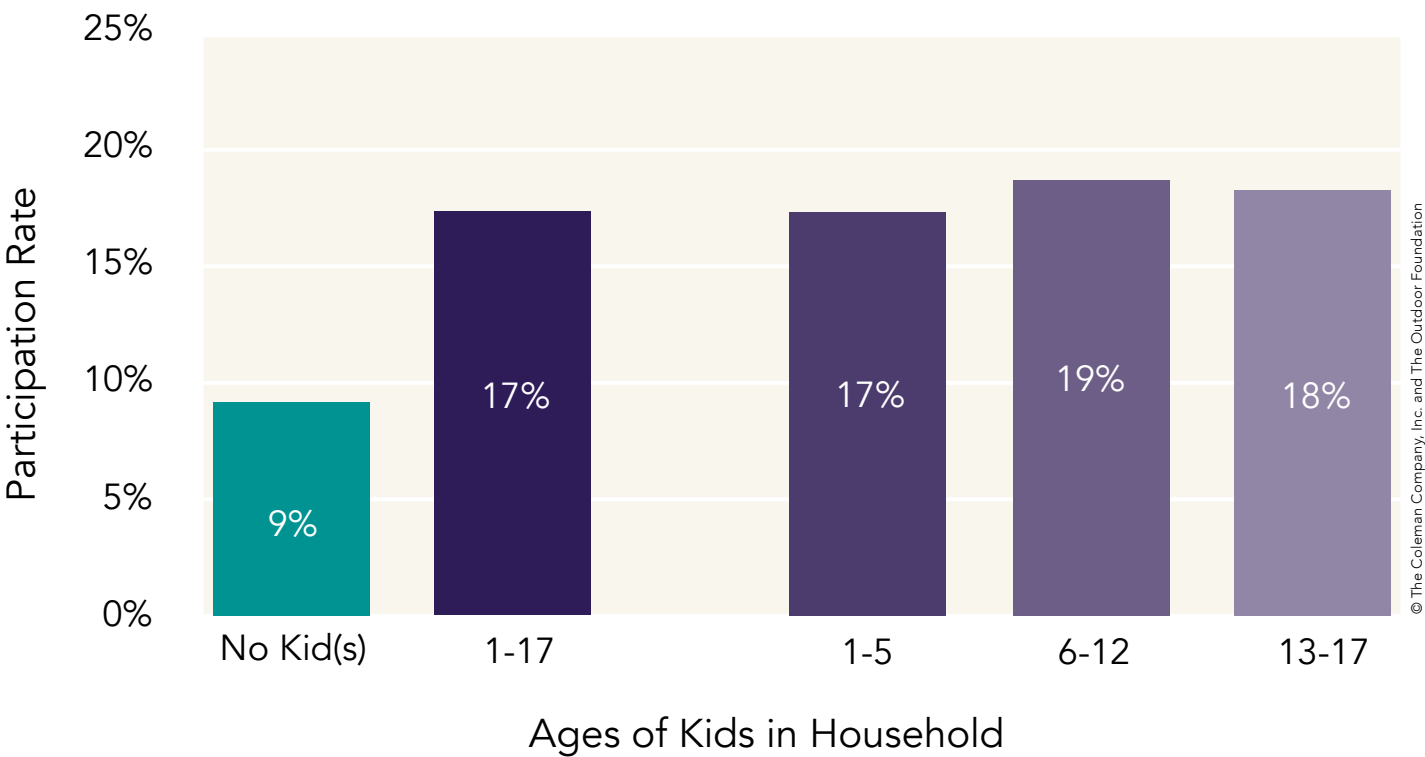


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Participation in Camping Among Adults with Youth in Their Households

Campers, Ages 18+

Adults with children in their households participated in camping at a rate eight percentage points higher than their peers without children. Campers with children, ages six to 12, participated at a slightly higher rate than those with young children or teenagers.



Level of Camping Participation

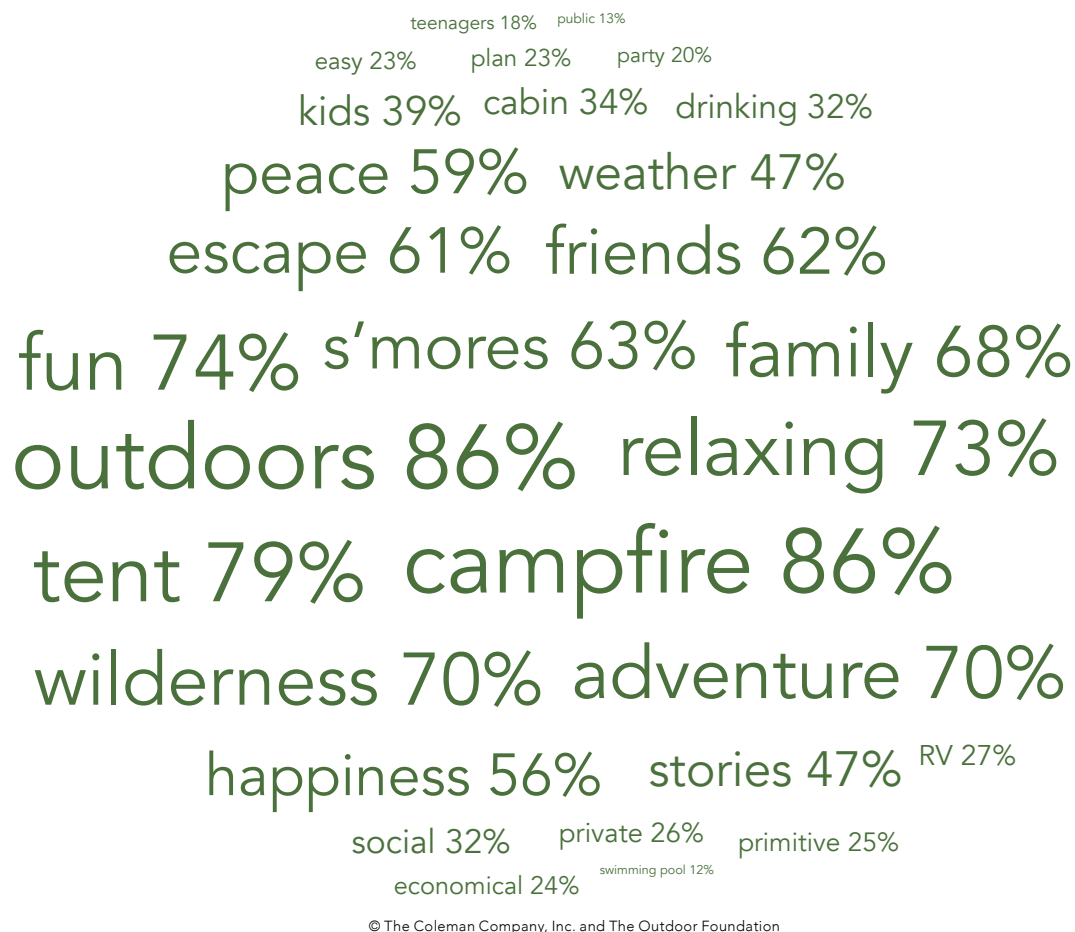
All Americans, Ages 6+

"How would you classify yourself as a camper?"	
I'm a fanatic. I love being outside, and it's my favorite activity.	19%
I'm "hooked." It's one of my favorite things to do.	21%
I'm a "casual" participant. It's one of several ways I like to spend my recreational time.	43%
It's OK. I most often choose to do something else with my recreational time.	11%
I don't really consider myself a participant. I usually only participate at the urging of others.	6%

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Words Associated with Camping

Campers, Ages 18+



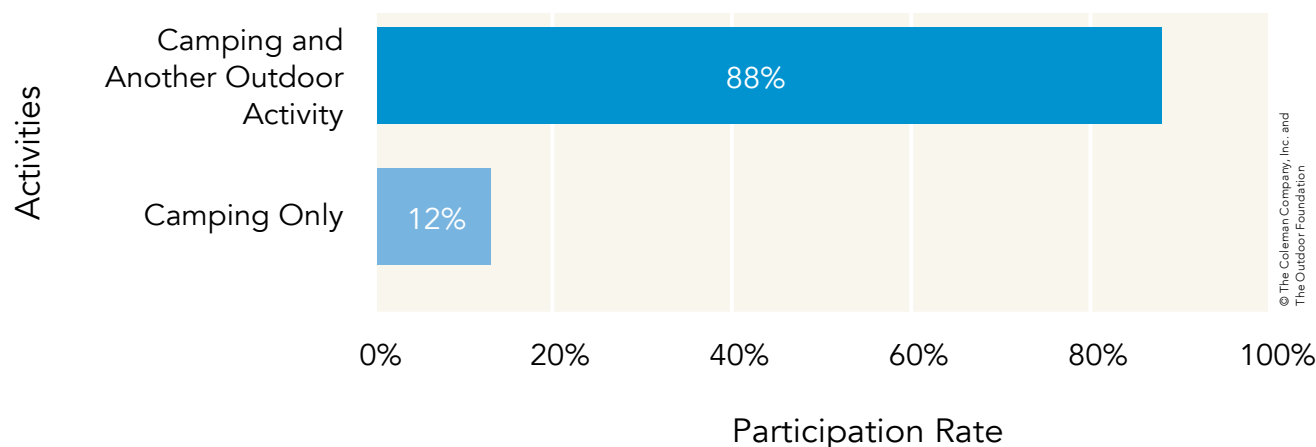
Words Least Associated

Playground 11%
Discomfort 8%
Electricity 8%
Intense 7%
Difficult 6%
Close to home 5%
WiFi 3%
Expensive 3%

A Gateway to the Outdoors

Campers, Ages 6+

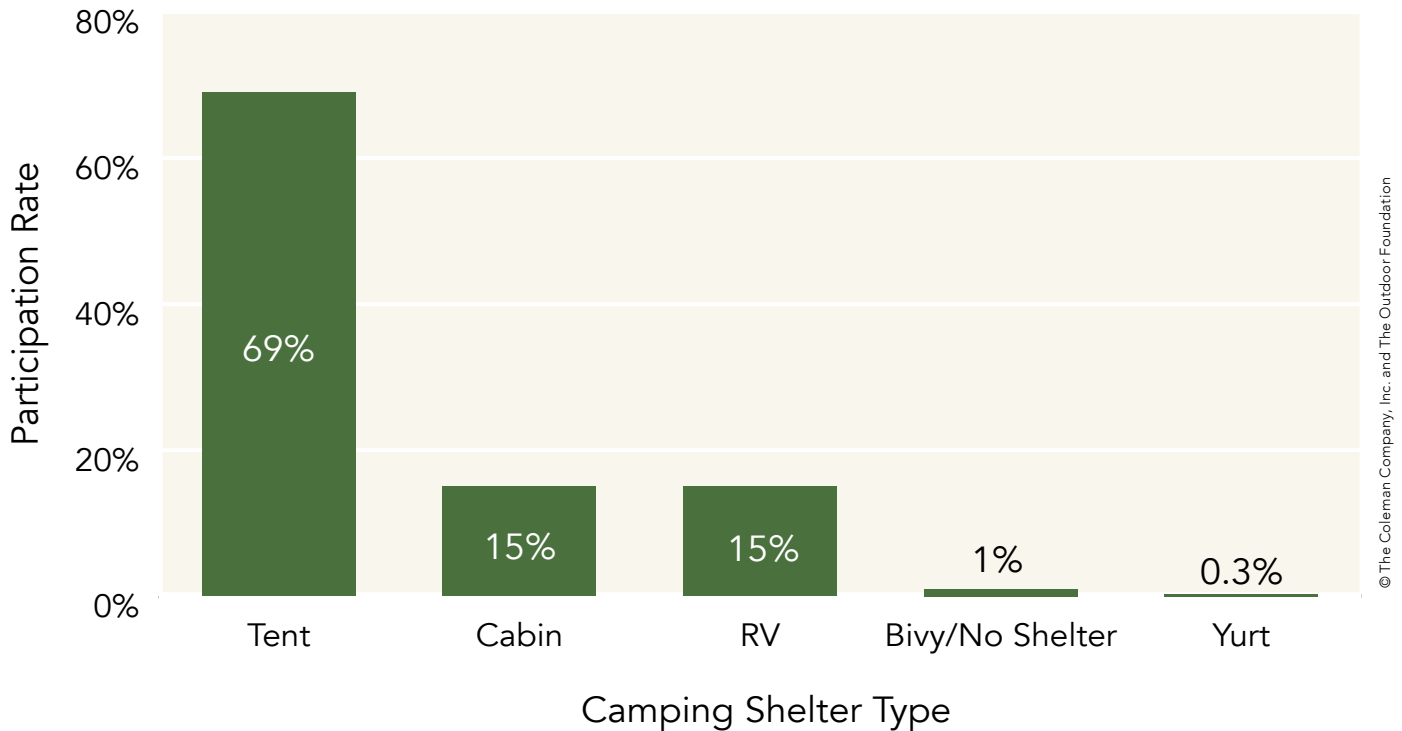
Camping is a gateway activity that often introduces participants to other outdoor pursuits. Eighty-eight percent of participants enjoyed multiple outdoor activities and only 12 percent participated in camping alone.



Primary Type of Camping Shelter

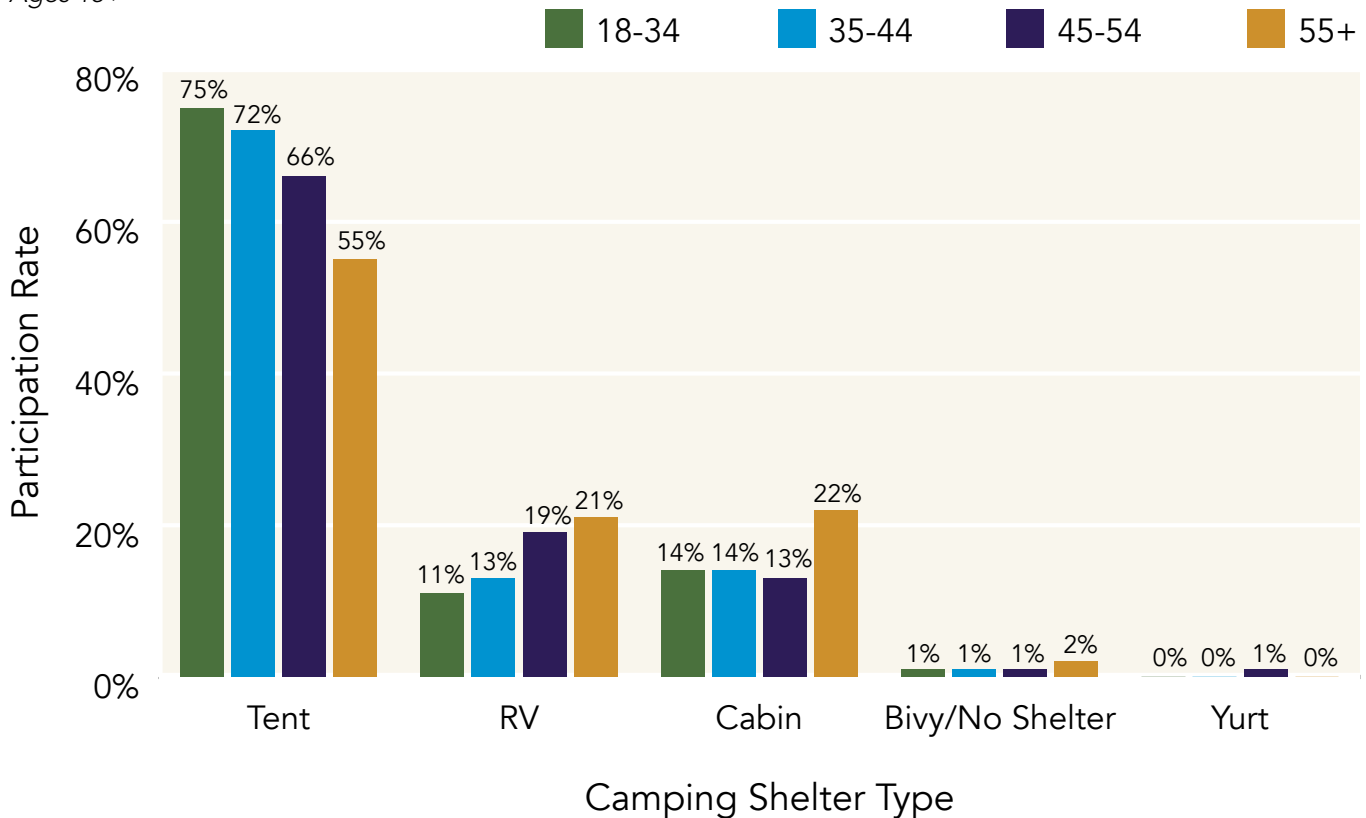
All Campers

Ages 18+



Campers by Age

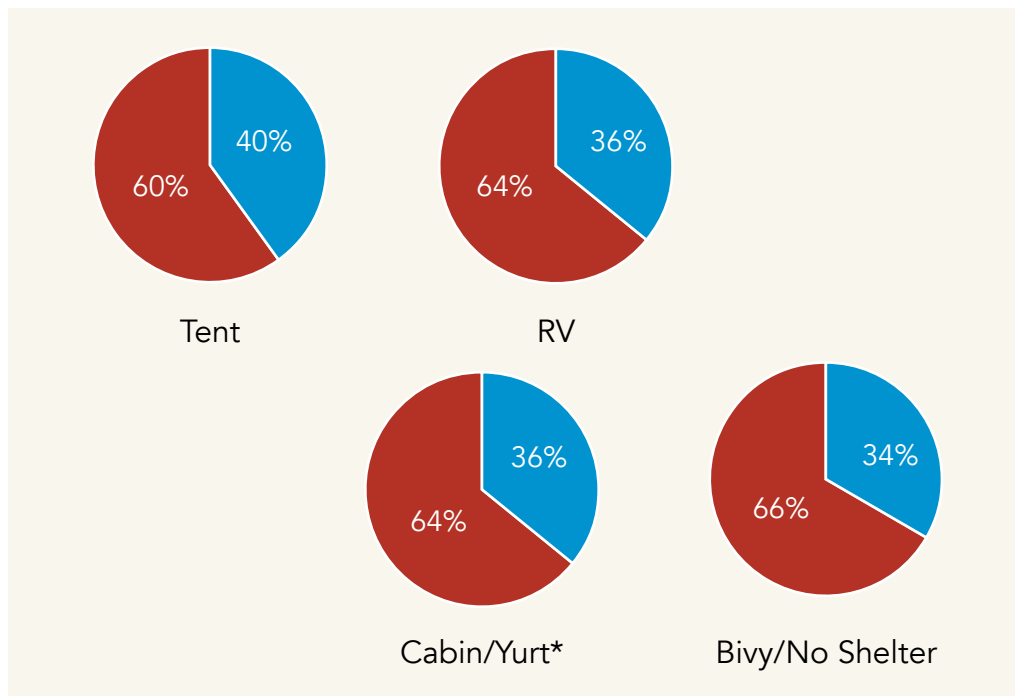
Ages 18+



Campers by Gender

Ages 18+

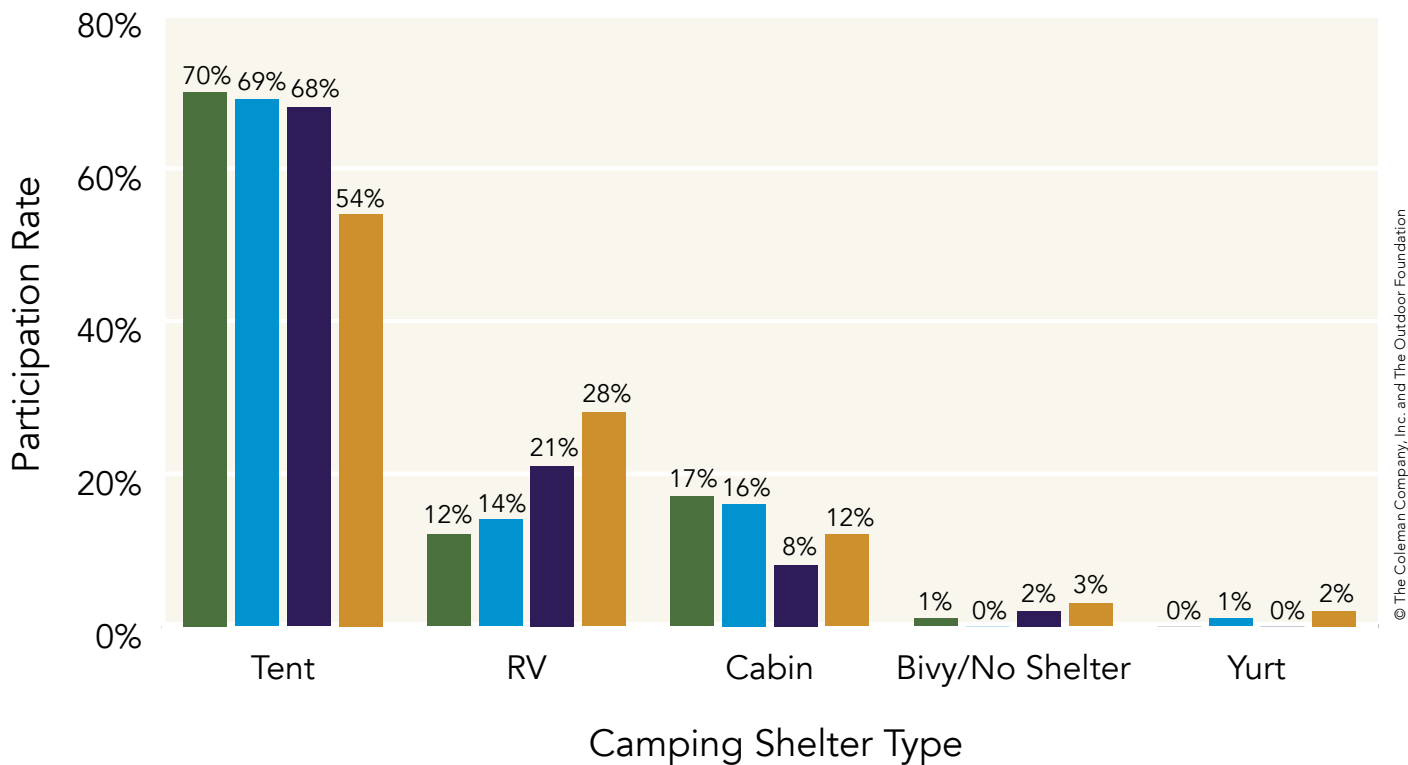
Female Male



Campers by Frequency

Ages 18+

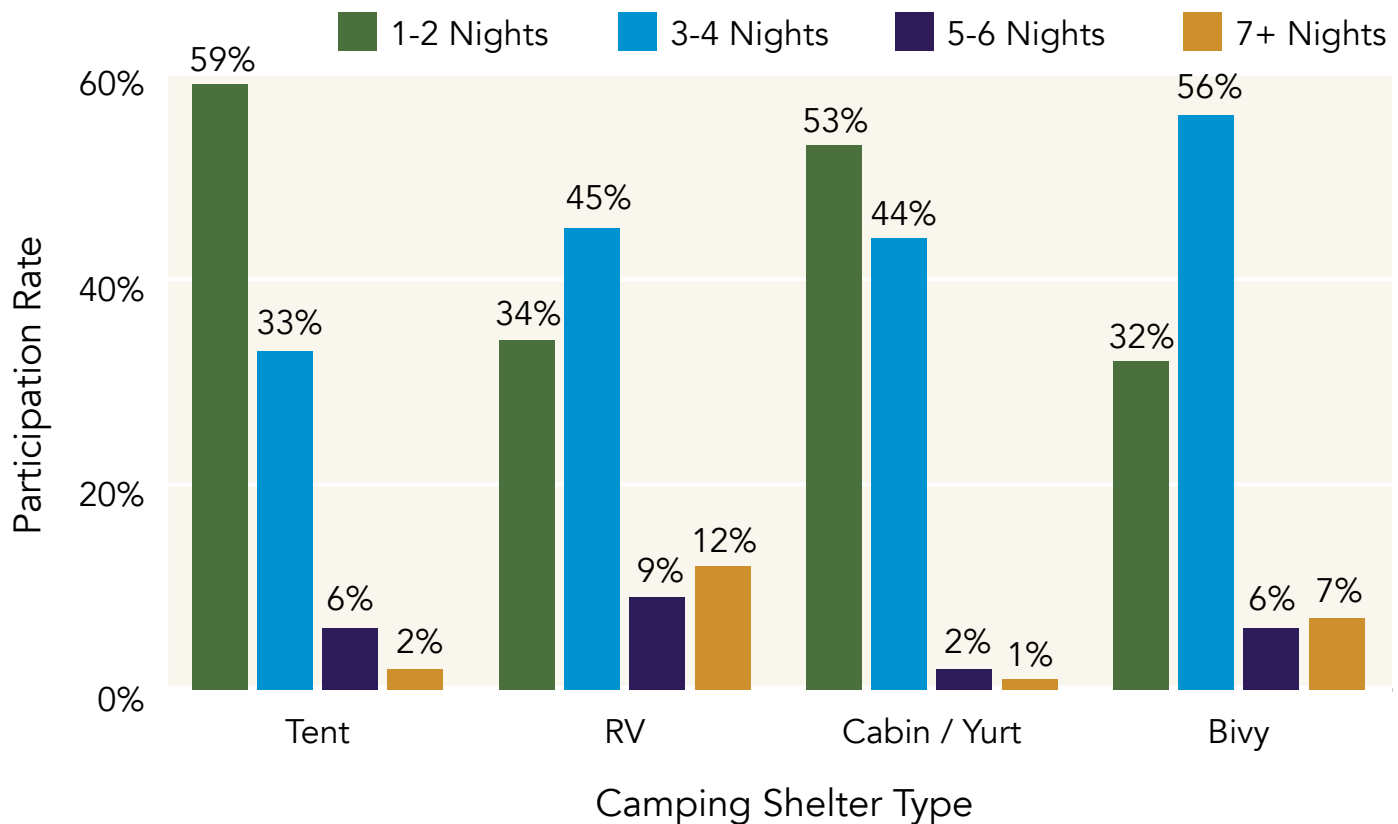
1-2 Outings 3-5 Outings 6-10 Outings 11+ Outings



Length of Trip by Primary Type of Camping Shelter

Campers, Ages 18+

The average camping trip lasted 2.7 nights. Camping participants who stayed in RVs took the longest trips — an average of 3.7 nights. Tent campers were slightly below the average, with their trips typically lasting 2.5 nights.



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**Yurt and cabin camping participants have been combined to determine length of stay due to the small number of these types of campers.*



PROFILE OF A CAMPING TRIP

Camping participants went on an average of 3.8 camping excursions last year, with each outing usually lasting 2.7 nights. The longest trips occurred during the summer months. As seen in previous years, state park campgrounds were the most popular camping venues. Camping participants drove about 146 miles, down ten miles since 2014, and parked within one-fourth of a mile from their chosen campsites.

While nearly 60 percent of camping trips were planned two weeks or more in advance, campsites were not usually reserved before the trip. Thirty-eight percent were walk-in reservations.

Many campers enjoyed the comforts of home while on their trips. Forty-six percent used an electrical hook-up and 69 percent used a Smartphone. Still, campers enjoyed the outdoors by hiking during the day and hanging out by a campfire at night.

The following section takes a comprehensive look at what happened before and during camping trips in the United States.

Phones

Sixty-nine percent of all campers used Smartphones during camping trips.

Drive-up

More than three-quarters of participants parked within one-fourth of a mile of campsites.

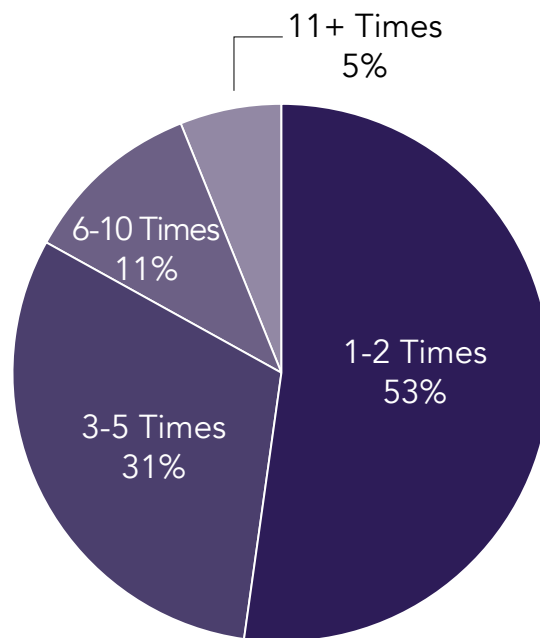
146 Miles

Campers traveled an average distance of 146 miles to their camping venue.

Camping in the last 12 months...

Number of Camping Trips per Year

Adult campers made an annual average of 3.8 camping trips in 2015. More than half camped one or two times, while a dedicated six percent went camping 11 or more times per year.



Campers, Ages 18+

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Camping Venue

Campers, Ages 18+

"In which venue did you camp in the last 12 months?"

State park campground	42%
Local park campground	18%
National park campground	18%
Event (e.g. festivals or public events)	9%
Backyard	4%

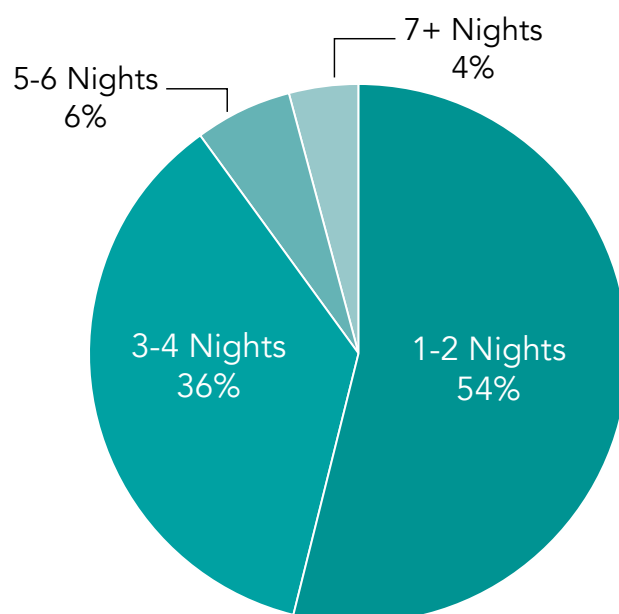
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Forty-two percent of adult participants camped at state park campgrounds, making them by far the most popular venue.

Most recent camping trip...

Length of Trip

In 2015, camping trips lasted an average of 2.7 nights. A majority of trips, 90 percent, lasted between one and four nights. Only 10 percent extended beyond four nights.



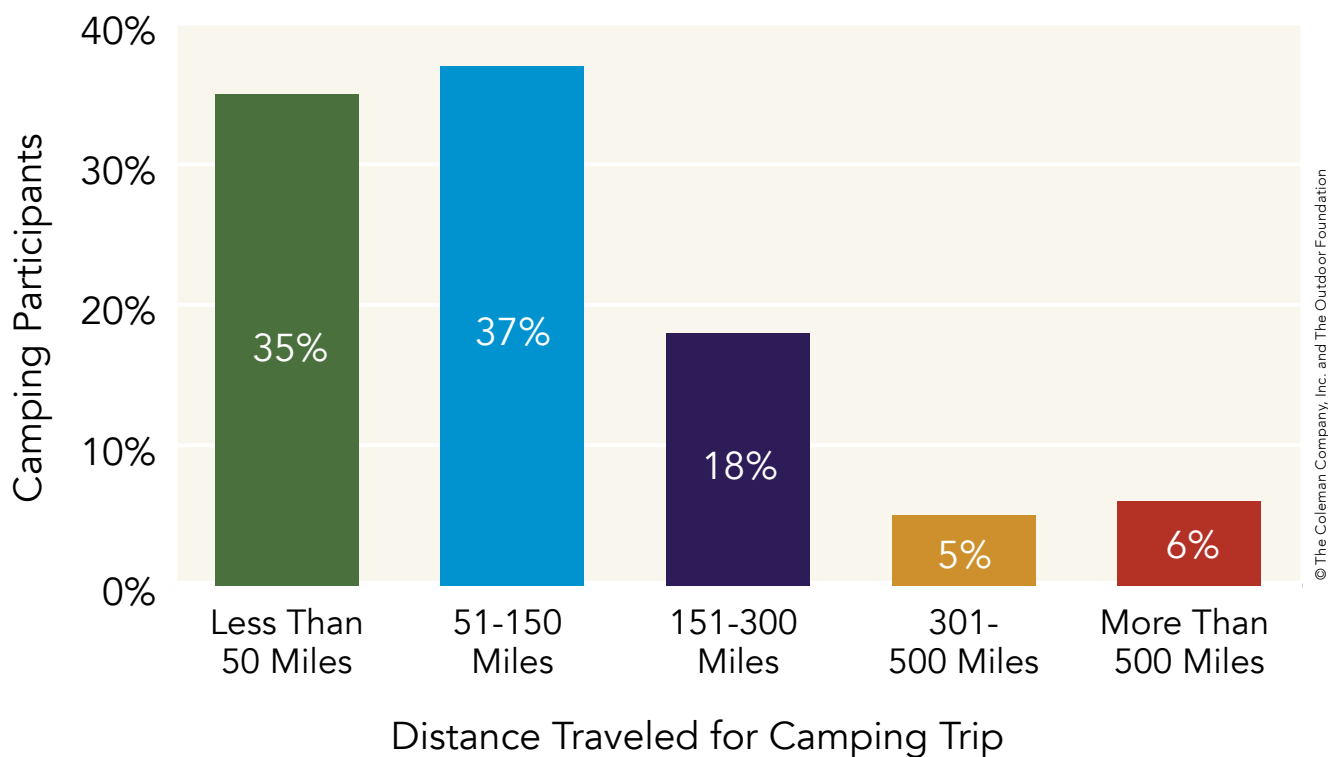
Campers, Ages 18+

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Distance from Home

Campers, Ages 18+

Participants traveled an average of 146 miles to their camping destinations in 2015. This was down slightly from almost 156 miles traveled the year before.



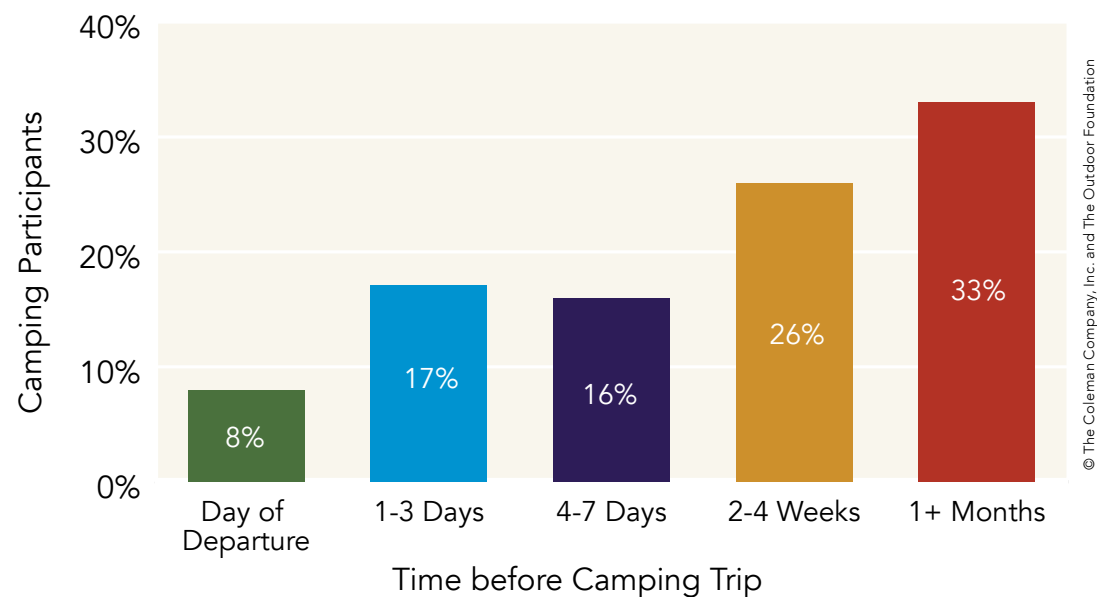
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Most recent camping trip...

Trip Planning and Preparation

Campers, Ages 18+

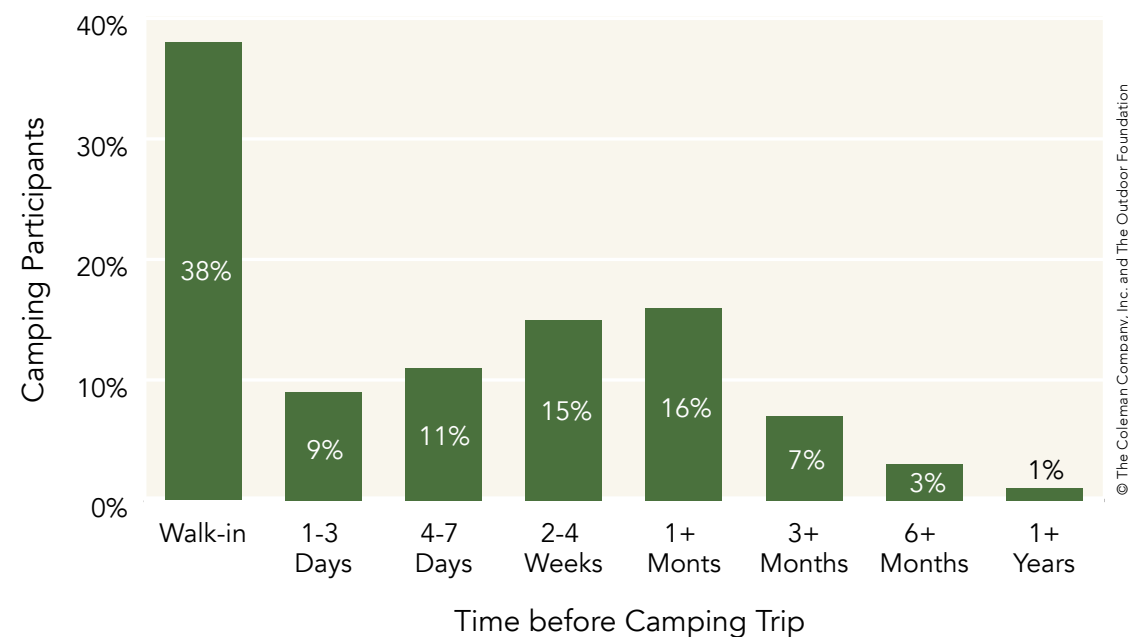
Camping excursions were planned almost a month in advance — an average of 26.4 days.



Campsite Reservations

Campers, Ages 18+

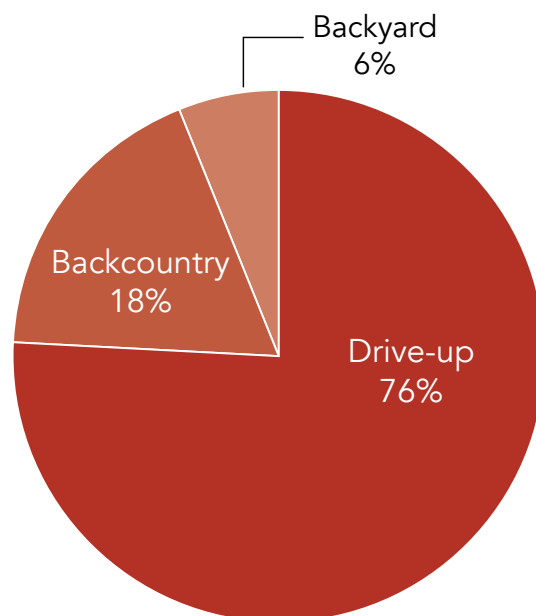
Of campers who stayed at campsites, 38 percent did not make reservations ahead of time.



Most recent camping trip...

Type of Trip

More than three-quarters of adult campers drove to their camping destinations and parked within one-fourth of a mile of their campsites. Eighteen percent hiked into the backcountry to camp, and six percent camped in their backyards.



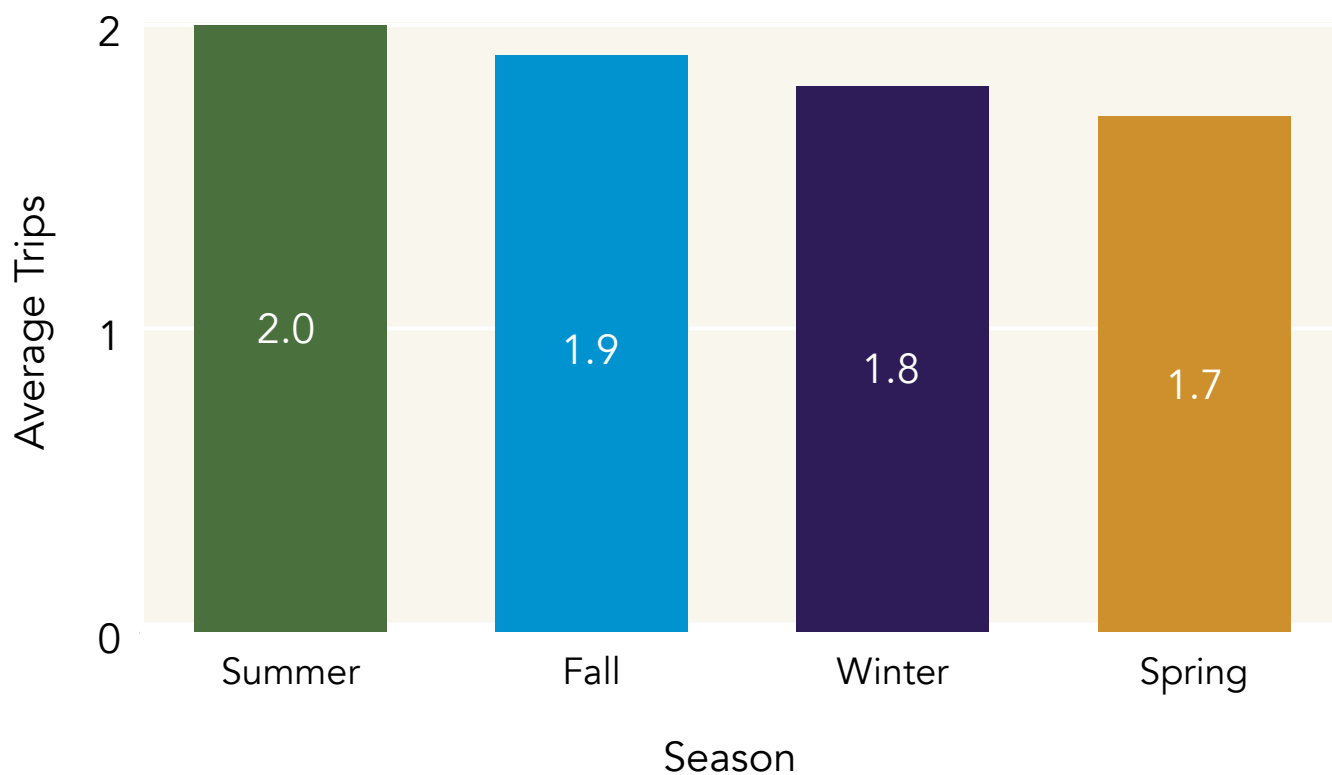
Campers, Ages 18+

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Number of Camping Trips by Season

Campers, Ages 18+

Summer was the most popular season to go camping, with an average of two trips during the season. Campers took an average of 1.9 trips in the fall, 1.8 in the winter and 1.7 in the spring.

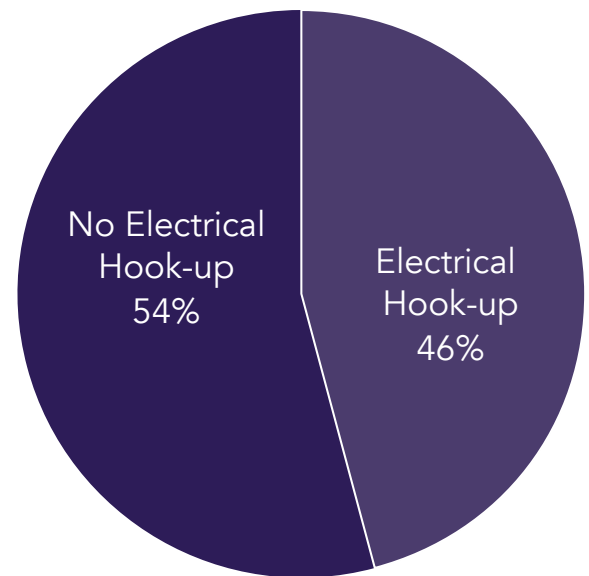


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Most recent camping trip...

Electrical Hook-up Availability

While more than 50 percent of campers did not have access to electrical hook-ups at their campsites, 46 percent did.

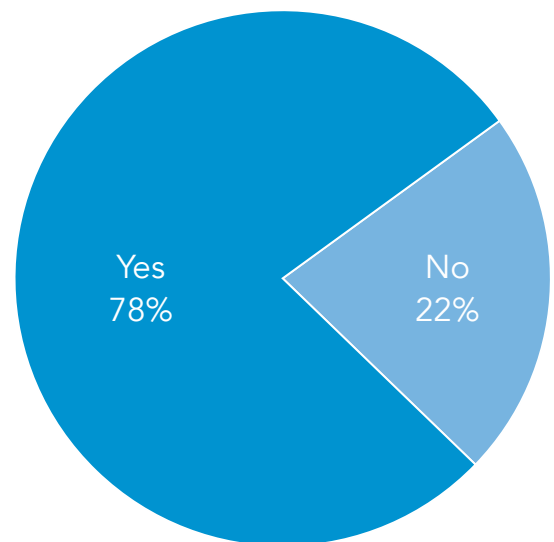


Campers, Ages 18+

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Use of Electrical Hook-up

Of the campers who had access to electrical hook-ups, 78 percent used them.



Campers, Ages 18+

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Camping in the last 12 months...

Camping Companions

Campers by Age

"With whom have you camped?"	Ages 18-35	Ages 35-44	Ages 45-54	Ages 55+	All Ages
Friends	71%	64%	63%	55%	65%
Spouse or significant other	57%	69%	63%	55%	60%
Immediate family	54%	46%	58%	32%	48%
Pets	28%	29%	29%	32%	29%
Kids or grandkids, ages 2 to 8	23%	30%	20%	21%	23%
Extended family	22%	19%	19%	29%	22%
Kids or grandkids, ages 9 to 14	15%	34%	25%	21%	22%
Kids or grandkids, ages 2 and younger	12%	10%	10%	8%	11%
Kids or grandkids, ages 15 to 17	6%	17%	16%	8%	11%
Scouts	1%	2%	0%	0%	1%
School	1%	1%	0%	2%	1%
Other organized groups/clubs	0%	1%	2%	2%	1%
Other	1%	1%	5%	2%	2%

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Friends and spouses were the most popular camping companions in 2015. Friends were more popular camping partners among younger campers, ages 18 to 35, and spouses were slightly more popular among those ages 35 to 44.

Decision Making

Campers by Age

"Who brings up the idea to go camping?"	Ages 18-34	Ages 35-44	Ages 45-54	Ages 55+	All Ages
Me	40%	41%	46%	48%	43%
Friends	18%	15%	13%	16%	16%
Male spouse or significant other	18%	23%	22%	14%	19%
Parents	10%	2%	3%	2%	5%
Children	6%	11%	9%	13%	9%
Female spouse or significant other	5%	6%	5%	6%	5%

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Many campers said that they made the decision to go camping by themselves.

Camping Arrangements

Campers by Age

"Who makes arrangements to camp?"	Ages 18-34	Ages 35-44	Ages 45-54	Ages 55+	All Ages
Me	55%	62%	71%	62%	61%
Friends	13%	9%	8%	17%	12%
Parents	13%	3%	3%	0%	6%
Male spouse or significant other	11%	14%	12%	8%	11%
Female spouse or significant other	4%	8%	3%	13%	6%
Children	2%	1%	2%	0%	1%

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Like making the decision to go camping, most adult participants said that they also made the camping arrangements on their own.

Motivation for Camping

Campers by Age

"What is your main motivation for camping?"	Ages 18-34	Ages 35-44	Ages 45-54	Ages 55+	All Ages
Camping itself	32%	30%	37%	40%	34%
Spend time with family	22%	31%	25%	32%	27%
Escape the grind	16%	14%	18%	8%	14%
Spend time with friends	11%	9%	8%	8%	9%
Equal mix of camping and sports activities	7%	31%	2%	2%	4%
Stay close to an event (e.g. music performance, festival)	5%	3%	3%	6%	5%
Teach my kids about the outdoors	5%	7%	4%	2%	4%
Enable participation in sports or active pursuits	2%	1%	2%	0%	1%
Save money compared to other vacation options	1%	2%	2%	3%	2%

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Camping itself was the primary motivation for most people to go camping. Slightly more participants, ages 35 to 44, said spending time with family was the primary motivation for camping.

Favorite Activities while Camping

Campers by Age

Across all age groups, hiking was the favorite activity to do while camping. Fishing rated as campers' second most favored activity for all age groups, except those ages 45 to 54. That age cohort rated outdoor cooking as their second most favorite activity.

Sports and Leisure Activities	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Hiking	50%	53%	51%	54%	52%
Fishing	35%	40%	42%	49%	40%
Outdoor cooking	34%	39%	50%	46%	41%
Card or board games	23%	28%	20%	5%	20%
Photography	22%	21%	15%	32%	22%
Traditional yard games (badminton, croquet, horseshoes)	16%	15%	19%	19%	17%
Kayaking	15%	12%	10%	13%	13%
Boating	14%	13%	20%	15%	15%
Canoeing	14%	12%	13%	21%	15%
Climbing	12%	5%	6%	3%	8%
Rafting	6%	5%	6%	2%	5%
Road bicycling	5%	2%	6%	13%	6%
Trail running	4%	2%	5%	0%	3%
Mountain bicycling	4%	3%	2%	2%	3%
Hunting	3%	4%	5%	0%	3%
Stand-up paddling	3%	2%	2%	0%	2%
Swimming	3%	5%	4%	2%	3%
Running or jogging	2%	1%	0%	2%	1%
Wakeboarding	2%	1%	1%	0%	1%
Snorkeling	1%	1%	3%	0%	1%
Sailing	1%	1%	2%	0%	1%
Sightseeing or exploring	1%	1%	0%	2%	1%
Family time	1%	0%	2%	0%	1%
Relaxing	0%	2%	2%	0%	1%
Campfire	0%	1%	4%	2%	1%
Other	1%	2%	1%	3%	2%
None	1%	2%	1%	2%	1%

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General Sports and Leisure Participation

Campers by Age

Hiking was many campers' favorite sports and leisure activity, while camping or not. Card or board games and fishing were also among the most popular activities.

Sports and Leisure Activities	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Hiking	48%	49%	36%	46%	45%
Card or board games	45%	46%	42%	24%	41%
Fishing	38%	43%	48%	43%	42%
Photography	33%	32%	26%	17%	28%
Outdoor cooking	32%	40%	37%	27%	34%
Traditional yard games (badminton, croquet, horseshoes)	27%	32%	22%	6%	23%
Running or jogging	27%	12%	14%	3%	16%
Boating	24%	25%	24%	30%	25%
Road bicycling	23%	18%	23%	30%	23%
Kayaking	21%	18%	18%	16%	19%
Canoeing	18%	15%	14%	30%	19%
Climbing	16%	10%	5%	2%	10%
Rafting	11%	8%	5%	3%	8%
Hunting	11%	13%	11%	7%	11%
Trail running	11%	6%	5%	3%	7%
Mountain bicycling	8%	7%	8%	10%	8%
Stand-up paddling	7%	6%	7%	10%	7%
Snorkeling	7%	7%	6%	8%	7%
Sailing	5%	4%	2%	2%	3%
Snowboarding	5%	3%	3%	0%	3%
Scuba diving	4%	3%	2%	3%	3%
Wakeboarding	4%	1%	1%	2%	2%
Alpine skiing	4%	6%	4%	5%	5%
Surfing	4%	3%	2%	0%	3%
Boardsailing or windsurfing	1%	2%	1%	0%	1%
Snowshoeing	1%	3%	1%	2%	2%
Swimming	1%	1%	1%	0%	1%
None of the above	59%	4%	6%	5%	5%

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Favorite Nighttime Activities while Camping

Campers by Age

Campfires were the quintessential nighttime activity for a majority of campers in all age groups.

Sports and Leisure Activities	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Hanging out by the campfire	77%	79%	89%	86%	81%
Looking at the stars	59%	63%	55%	60%	59%
Playing cards or board games	40%	40%	37%	24%	36%
Cooking	35%	41%	32%	38%	36%
Swimming	17%	12%	11%	3%	12%
Playing guitar or other instruments	17%	16%	18%	16%	17%
Reading	17%	20%	15%	16%	17%
Fishing	15%	15%	12%	14%	14%
Scavenger hunt	11%	12%	6%	11%	10%
Hiking	10%	9%	3%	8%	8%
Boating	6%	7%	6%	3%	6%
Hunting	3%	2%	3%	7%	4%
Sport Lighting	2%	2%	3%	2%	2%
Talking or socializing	0%	0%	2%	0%	1%

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Technology Use while Camping

Campers by Age

Sixty-nine percent of all campers used Smartphones while camping. Only twenty percent of participants did not use technology at all while camping.

Sports and Leisure Activities	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Smartphone	72%	68%	69%	65%	69%
iPod or music player	26%	22%	18%	6%	20%
Portable USB charger	20%	25%	27%	19%	22%
Tablet	14%	22%	16%	11%	15%
Handheld GPS	10%	10%	9%	9%	10%
Fitness monitor	9%	11%	12%	5%	9%
Laptop computer	8%	10%	14%	17%	11%
Watch-based GPS	6%	4%	4%	3%	5%
Kindle or e-reader	0%	0%	2%	0%	0%
TV or TV app	0%	0%	2%	2%	1%
None	16%	18%	21%	29%	20%

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BUYING BEHAVIOR

A majority of camping participants were either employed or were still students, who were not yet employed. Only three percent were unemployed and looking for a job.

Tents were considered to be the most essential camping equipment for many campers. The biggest luxury items were TVs or electronics, followed closely by electricity.

In 2015, camping-related purchases tended to be practical and predetermined. Sixty percent of purchases replaced lost or broken equipment. Purchases were typically not spontaneous. Decisions to buy equipment were made prior to the camping trip.

This section explores the buying behaviors of the nation's camping participants. The research gives the camping industry insights into the consumers of camping goods.

Replacement

Sixty percent of camping purchases were replacement items.

Store

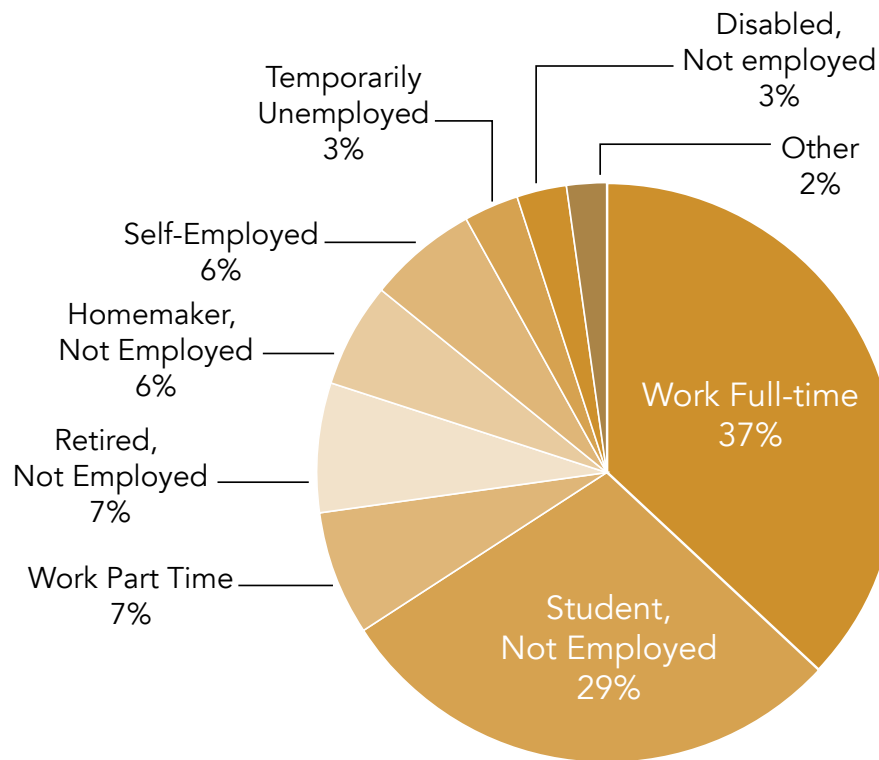
Campers were most likely to buy camping equipment in a store without doing online research.

Flashlight

Flashlights were the most purchased camping gear in 2015.

Camping Participants by Employment Status

A majority of camping participants — 66 percent — were either employed or were students who were not yet employed. Three percent of campers were temporarily unemployed.



Campers, Ages 6+

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Most Essential Camping Items

Campers by Age

Tents were considered the most essential camping item for all campers, regardless of age. Sleeping bags ranked second for all age groups, except for campers ages 55 and over. Those older campers considered bug spray second most essential.

Camping Item	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Tent	69%	66%	53%	41%	60%
Sleeping bag	44%	39%	38%	26%	38%
Bug spray	25%	24%	29%	37%	28%
Firewood	18%	23%	22%	16%	19%
Flashlights	17%	14%	12%	16%	15%
Clothes	17%	13%	9%	9%	13%
Toilet facilities	16%	19%	24%	21%	19%
Fire starters or matches	15%	18%	14%	6%	13%
Cooler or fridge	13%	17%	19%	17%	16%
Backpack	10%	8%	5%	3%	7%
Airbed or mattress	10%	15%	15%	22%	14%
Shoes	10%	9%	5%	6%	8%
Camper or RV	6%	9%	12%	14%	10%
Lanterns	5%	5%	8%	8%	6%
Tools	5%	4%	2%	3%	4%
Stove	4%	6%	12%	6%	7%
Chairs	4%	4%	6%	7%	5%
Shelter or tarpaulin	3%	3%	4%	2%	3%

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Most Luxury Camping Items

Campers by Age

TVs or electronics were thought to be the most luxury camping item. A slightly higher percentage of campers, ages 35 to 44, thought electricity or power was the most luxurious item. Additionally, younger campers seem to value wireless internet or GPS more than older campers.

Camping Item	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
TV or electronics	41%	37%	45%	52%	43%
Electricity or power	39%	39%	39%	40%	39%
WiFi or GPS	35%	32%	32%	27%	32%
Air conditioning or heating	32%	40%	32%	34%	34%
Camper or RV	29%	33%	34%	23%	30%
Airbed or mattress	21%	21%	22%	15%	20%
Shower or washing facilities	19%	24%	34%	31%	25%
Toilet facilities	11%	11%	10%	10%	11%
Stove	11%	14%	8%	2%	9%
Cooler or fridge	9%	8%	7%	11%	9%
Cooking utensils	8%	6%	5%	2%	6%
Tent	7%	7%	6%	13%	8%
Sleeping bag	6%	6%	2%	10%	6%
Flashlights or lanterns	5%	3%	2%	3%	4%
Clothes	4%	2%	4%	0%	3%
Coffee	4%	4%	3%	0%	3%
Pillow	3%	4%	3%	3%	3%
Chairs	3%	1%	2%	2%	2%
Trailer	3%	4%	3%	2%	3%

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In the last year...

Camping Item Purchased by Age

Camper by Age

In general, flashlights were the most purchased camping item; however, the percentage of older campers, ages 55 and over, who purchased flashlights was fairly low. Those participants were less likely to make camping-related purchases than participants in the younger age groups.

Camping Item	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Flashlight	41%	43%	44%	17%	37%
Backpack	30%	20%	15%	6%	20%
Tent	29%	23%	19%	13%	22%
Cooler	28%	33%	34%	21%	29%
Airbed	24%	29%	29%	30%	28%
Sleeping bag	24%	22%	21%	13%	21%
Head lamp	19%	21%	15%	9%	17%
Lantern	17%	19%	21%	8%	17%
Propane or liquid fuel lighting	17%	20%	20%	8%	16%
Portable grill	14%	13%	12%	8%	12%
Camp stove	9%	8%	10%	6%	8%
Camp furniture	7%	13%	9%	5%	8%
Bicycle	6%	4%	2%	3%	4%
RV	2%	6%	3%	0%	3%
Didn't purchase camping equipment	18%	17%	15%	34%	20%

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In the last year...

Camping Item Purchased by Camping Experience

Camper by Age

A slightly higher percentage of first-time campers bought tents than typical campers. Overall, typical camping participants purchased more camping gear than participants who were new to the activity.

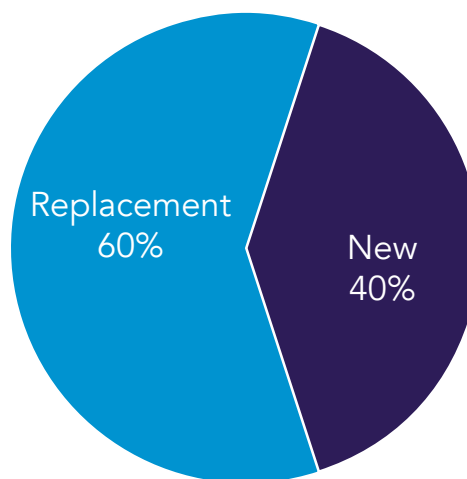
Camping Item	First-Time Camper	Typical Camper	Total
Tent	27%	22%	22%
Airbed	26%	28%	28%
Flashlight	26%	38%	37%
Cooler	23%	30%	29%
Sleeping bag	19%	21%	21%
Lantern	17%	17%	17%
Backpack	13%	21%	20%
Head lamp	12%	17%	17%
Propane or liquid fuel lighting	10%	17%	16%
Portable grill	8%	13%	12%
RV	6%	2%	3%
Camp stove	6%	9%	8%
Camp furniture	5%	8%	8%
Bicycle	4%	4%	4%
Didn't purchase camping equipment	30%	19%	20%

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Most recent purchase...

Kind of Purchase

The majority of adult campers bought replacement camping equipment for lost or broken goods instead of buying equipment that was new to them.



Campers, Ages 18+

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Purchasing Decision

Campers by Age

Sixty-four percent of all adult campers planned camping-related purchases before their camping trips. A small percentage made spontaneous buying decisions.

"When was the purchase decision made?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Prior to a camping trip	61%	62%	69%	64%	64%
While at a general store	12%	11%	6%	12%	11%
After a camping trip	6%	9%	6%	5%	7%
While at a camping equipment store	6%	5%	4%	7%	5%
While on a camping trip	5%	4%	3%	0%	3%
While reviewing camping equipment online	3%	3%	5%	5%	4%
A gift	3%	1%	2%	2%	2%
While at a garage or yard sale	1%	1%	2%	0%	1%
Family or friends offered to borrow	1%	0%	1%	2%	1%
Special offer or clearance	0%	2%	0%	0%	0%

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In the last year...

Spending on Camping Equipment

Campers by Age

Forty-two percent of camping participants spent between \$51 and \$200 on camping equipment in 2015. Older campers, ages 55 and over, were less likely to spend money on camping gear than younger ones.

"How much do you think you spent on camping equipment in the last 12 months?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
None	5%	5%	5%	10%	6%
\$10 or less	5%	5%	3%	0%	4%
\$11-\$20	4%	5%	4%	5%	4%
\$21-\$50	11%	12%	13%	22%	14%
\$51-\$100	20%	16%	27%	29%	22%
\$101-\$200	22%	22%	18%	16%	20%
\$201-\$400	18%	18%	13%	7%	15%
\$401-\$500	7%	6%	8%	7%	7%
\$500-\$1,000	6%	4%	5%	5%	5%
\$1,001-\$2,500	2%	3%	1%	0%	2%
\$2,501-\$5,000	0%	1%	0%	0%	0%
\$5,001-\$10,000	0%	2%	4%	0%	1%
Over \$10,000	0%	1%	0%	0%	0%

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Most recent purchase...

Preparation and Purchase by Age

Campers by Age

Thirty-two percent of camping participants made camping purchases in a store without doing online research. Older campers, ages 55 and over, were more likely to spend time doing online research about a product before purchasing it in a store.

"Which best describes how you made your purchase?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Went to a store to make my purchase without doing online research ahead of time	33%	31%	39%	20%	32%
Did some online research about the product, went to a store to see the item and made my purchase in the store	28%	23%	28%	42%	29%
Did some online research about the product and purchased the product online without seeing it in person	12%	11%	12%	24%	14%
Did some online research about the product and went to a store to see the item in person, but made my purchase online	9%	10%	5%	10%	9%
Impulse purchase because of discounted price or special offer	8%	13%	10%	2%	8%
Went to a store without intent to purchase the item	7%	8%	4%	0%	5%
Given as a gift or borrowed from family or friends	2%	2%	3%	2%	2%

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Most recent purchase...

Preparation and Purchase by Camping Experience

Campers by Camping Experience

First-time campers and typical campers did online research about a product and then made the purchase in a store at about the same rate. First-time campers, however, made online purchases without seeing the item at a higher rate than typical campers.

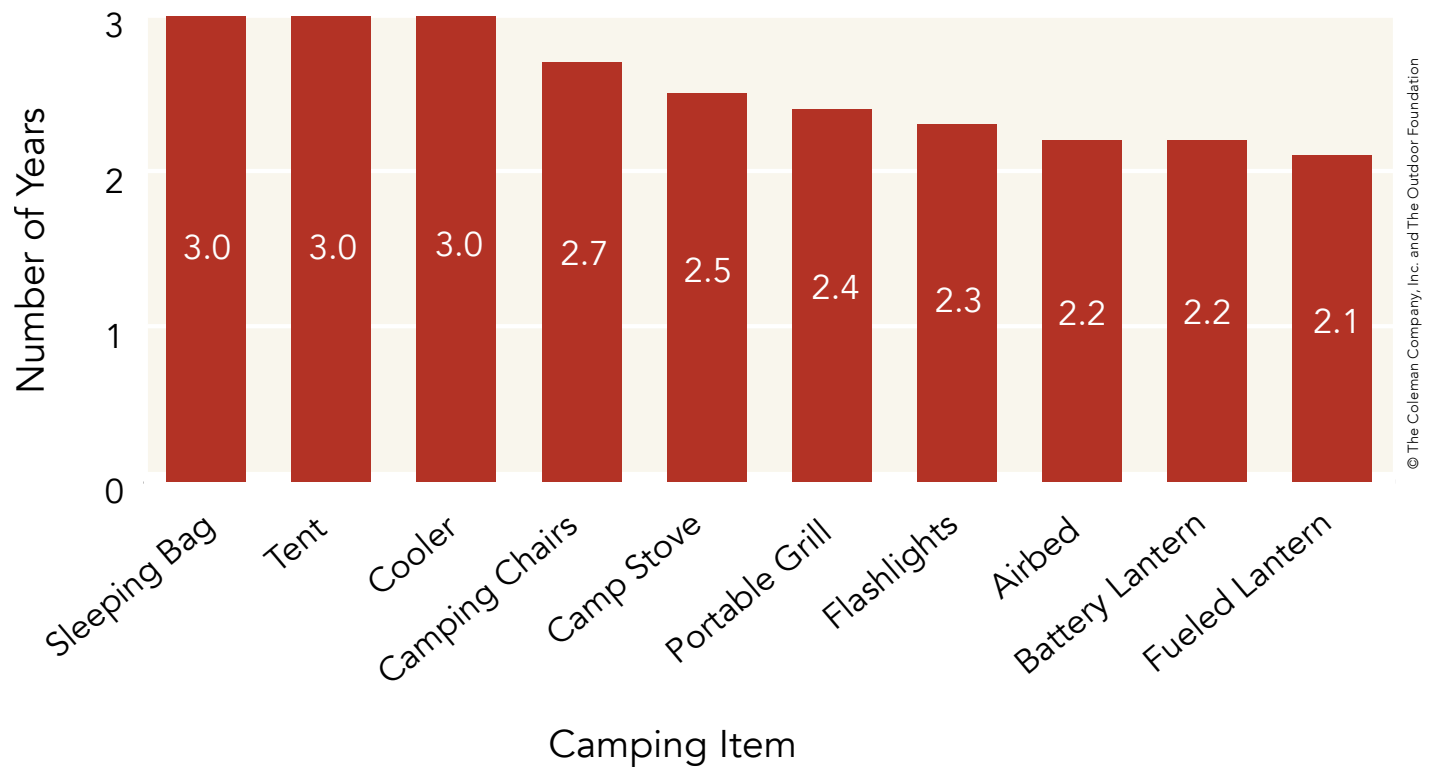
"Which best describes how you made your purchase?"	First-Time Camper	Typical Camper	Total
Did some online research about the product, went to a store to see the item and made my purchase in the store	28%	30%	29%
Did some online research about the product and purchased the product online without seeing it in person	26%	12%	14%
Went to a store to make my purchase without doing online research ahead of time	24%	33%	32%
Did some online research about the product and went to a store to see the item in person, but made my purchase online	10%	8%	9%
Impulse purchase because of discounted price or special offer	5%	9%	9%
Given as a gift or borrowed from family or friends	4%	2%	2%
Went to a store without intent to purchase the item	3%	6%	6%

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Frequency of Purchasing Items

Campers, Ages 18+

Camping participants replaced most camping equipment every two or three years. Sleeping bags and tents lasted the longest and were replaced an average of every three years. Fueled lanterns were purchased the most often, at an average of every 2.1 years.



Spending Less on Sports and Recreation

Campers, Ages 6+

	Campers	Non-Campers
Outdoor recreational activities	13%	6%
Sports or recreational clothing	13%	7%
Sports or recreational footwear	10%	6%
Travel to take part in sports or recreation	9%	4%
Winter sports	9%	3%
Sports or recreational equipment	8%	6%
Gym memberships	8%	4%
Golf memberships or fees	7%	3%
Team sports outside of school	6%	2%
Lessons or sports camps	5%	3%
Individual sporting events	5%	3%
Team sports at school	4%	2%
Tennis memberships or fees	4%	1%

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A moderate 13 percent of camping participants cut spending on outdoor recreational activities and sports or recreational clothing in 2015.

Spending More on Sports and Recreation

Campers, Ages 6+

	Campers	Non-Campers
Outdoor recreational activities	9%	3%
Sports or recreational footwear	9%	4%
Travel to take part in sports or recreation	9%	3%
Sports or recreational clothing	9%	4%
Gym memberships	8%	3%
Sports or recreational equipment	8%	3%
Individual sporting events	6%	2%
Team sports outside of school	6%	2%
Team sports at school	5%	2%
Lessons or sports camps	5%	2%
Winter sports	4%	1%
Golf memberships or fees	4%	2%
Tennis memberships or fees	3%	1%

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While 13 percent of camping participants cut spending on outdoor recreational activities and sports or recreational clothing, nine percent increased spending on the same activities and items.

FIRST-TIME CAMPERs

Twelve percent of camping participants were new to the activity in 2015.

First-time campers tended to be between the ages of six and 12 or 25 to 34. After age 34, the likelihood of taking a first camping trip decreased.

Spouses or significant others were the preferred camping companions for first-time campers.

In preparation for a first camp, participants spent about \$128 on gear, down approximately \$75 since last year. Sixty-three percent of first-timers bought coolers. Sleeping bags and flashlights were also popular purchases.

With "fun" used by 54 percent of participants to describe their first outings and with 88 percent of campers saying it is "likely" or "very likely" that they will participate in camping next year, it can be assumed that the majority of first trips were successful.

This section examines participants who camped for the first time in 2015 to better understand what motivated them to take a first outing and how to retain them as lifelong camping participants.

Spouse

Forty-five percent of first-time campers were motivated to camp by a spouse.

\$128

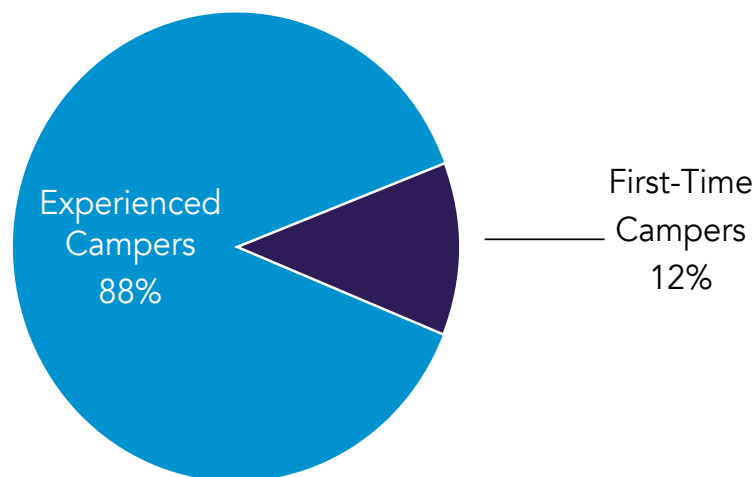
Campers spent an average of \$128.26 on their first camping trips.

Fun

More than half of first-time campers associated their first trips with the word "fun."

First-Time Campers

In 2015, twelve percent of all campers were new to the activity. The majority of participants, 88 percent, had been camping in previous years.



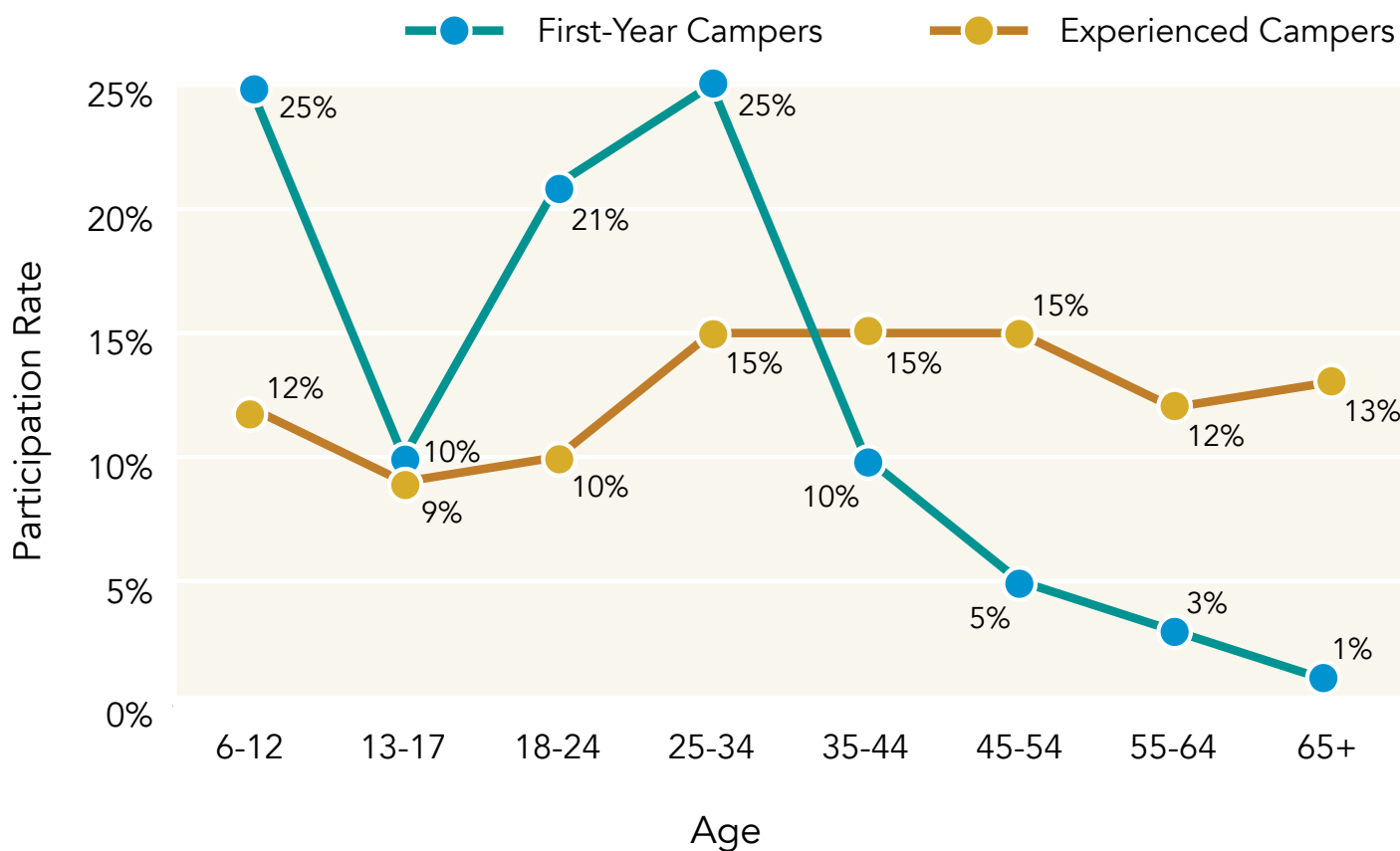
Campers, Ages 6+

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Age of First-Time vs Experienced Campers

Campers, Ages 6+

Campers who were new to camping in 2015 tended to be younger than campers who had previously participated. The highest percentage of first-time campers were ages six to 12 and 25 to 35.



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First-Time Camping Companions

First-Time Campers, Ages 18+

"With whom did you camp with on your first camping trip?"

Spouse or significant other	57%
Friends	54%
Immediate family	36%
Pets	24%
Kids or grandkids, ages 2-8	13%
Kids or grandkids, ages 9-14	12%
Extended Family	8%
Kids or grandkids, ages 15-16	8%
Kids or grandkids, ages 0-2	1%
Girl Scouts	1%

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First-time camping companions preferred to camp with a spouse or significant other.

Motivation for First Camping Trip

First-Time Campers, Ages 18+

"Which was an influence in you taking your first camping trip?"

Spouse or significant other took me	45%
Spend time with family	28%
Spend time with friends	27%
Thought it would be fun	27%
Wanted to try a new outdoor experience	26%
Love being outdoors	25%
Friend took me	23%
An affordable getaway	23%
Relative took me	19%
Children asked me to take them camping	15%
Wanted to give my family a new outdoor experience	12%
Escape the grind	8%
Always wanted to go camping	8%
Enable participation or competition in other sports or active pursuits	2%

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For 45 percent of all first-time campers, a spouse or significant other provided the motivation for the introductory camping trip.

Equipment Bought for First Camping Trip

First-Time Campers, Ages 18+

"What equipment did you purchase in preparation for your first camping trip?"

Cooler	63%
Sleeping bag	60%
Flashlight	60%
Tent	57%
Airbed	47%
Backpack	39%
Camp stove	38%
Lantern	29%
Portable grill	28%
Propane or liquid fuel lighting	21%
Head lamp	19%
Camp furniture	14%
Bicycle	10%
RV	4%

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To prepare for a first camping trip, 63 percent of first-time camping participants bought a cooler. More than half of first-time campers also bought sleeping bags and flashlights.

Equipment Rented for First Camping Trip

First-Time Campers, Ages 18+

"Did you rent or borrow any equipment in preparation for your first camping trip?"

Airbed	27%
Tent	22%
Lantern	16%
Flashlight	14%
Propane or liquid fuel lighting	12%
Sleeping bag	12%
Camp furniture	11%
Backpack	11%
Camp stove	10%
RV	9%
Bicycle	8%
Cooler	8%
Portable grill	8%
Head lamp	7%
Kayak	1%
Nothing	10%

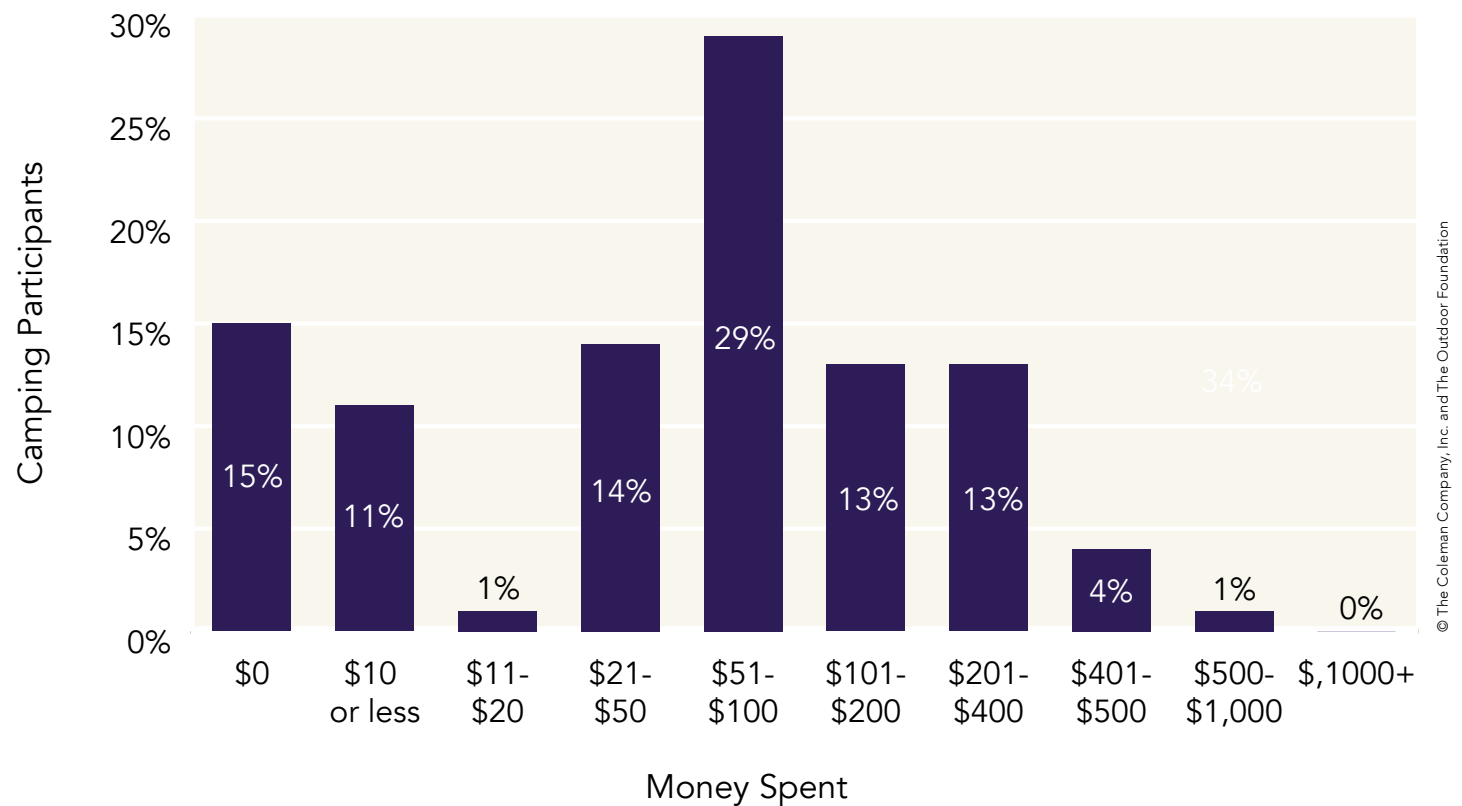
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Twenty-seven percent of first-time campers rented or borrowed an airbed, which was the most popular item to rent or borrow.

Spending on Equipment for First Camping Trip

First-Time Campers, Ages 18+

Campers spent an average of \$128.26 on their first trip, down from \$203.65 the year before.



Helpful Equipment Not Taken on First Trip

First-Time Campers, Ages 18+

"Was there gear you wished you had brought?"

Bug spray	7%
Lights, lanterns or flashlights	6%
Rain cover	3%
RV	3%
Air mattress	3%
Grill or stove	2%
Camping furniture	2%
Nothing	57%

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More than half of first-time campers were satisfied with the equipment they brought on their first trip. Only seven percent wished they had brought bug spray and six percent wanted lanterns or flashlights.

Words Associated with First Camping Trip

First-Time Campers, Ages 18+



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Motivation for Camping in the Future

First-Time Campers, Ages 18+

"What would encourage you to continue camping in the future?"

Spouse or significant other encouraged me to go	52%
Good weather	43%
Friends encouraged me to go	37%
Family encouraged me to go	31%
More free time or vacation time	28%
Campgrounds that offer a few "luxuries" (e.g. WiFi, showers, bathrooms, general store)	21%
Campgrounds that offer activities or support for people camping with children	15%
Better equipment	14%
More resources to help me figure out what to bring or to be better prepared	10%
Online resources to help meet other people to camp with	6%

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More than half of adult campers said they would continue to camp in the future if a spouse or significant other encouraged them to go. Forty-three percent said good weather would be the motivating factor.

Reason for Not Camping Next Year

First-Time Campers, Ages 18+

"Why are you unlikely or undecided in your decision to continue camping next year?"

Prefer the comfort of a hotel or lodge	47%
No one to go camping with	37%
Need better or different equipment	31%
Didn't like being "disconnected" from electronics (e.g. social media and internet)	26%
Too expensive	14%
Lack of time due to work or school commitments	13%
Didn't enjoy my first experience	9%
Lack of time due to family commitments	4%

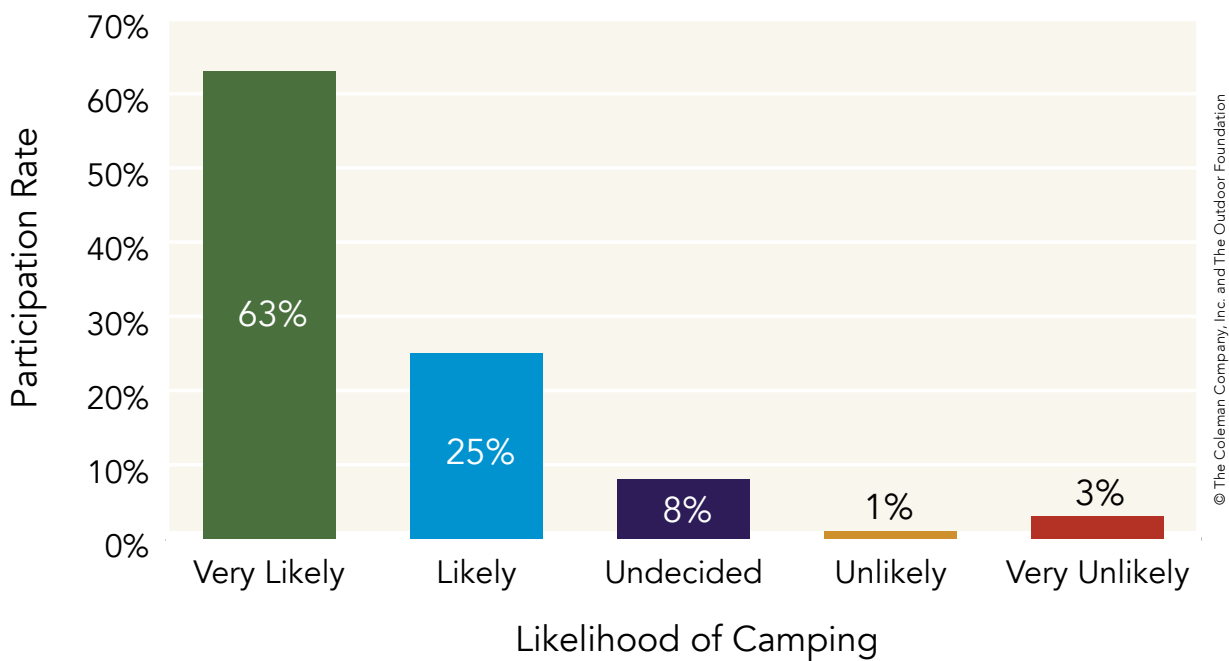
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Of adult campers unlikely to go camping next year, 47 percent said they preferred the comforts provided by hotels or lodges.

Camping in the next 12 months...

Likelihood of Camping Next Year

First-Time Campers, Ages 18+



THE FUTURE OF CAMPING

More than three-quarters of current adult campers were introduced to camping between infancy and age 15. The percentage of Americans being introduced to camping fell after age 15 and generally declined as age increased.

The impact of exposing young people to outdoor recreation was also seen in the percentage of current adult campers who participated in recreational activities at a young age. Half of adult campers participated in outdoor activities from ages six to 12, compared to just 23 percent of non-campers. The gap among campers who participated during adolescence was similar.

The future of camping looks bright, with camping participants estimating that they would set off on an average of 3.6 trips next year.

Age 15

More than three-quarters of campers took their first trip between ages 0 and 15.

3.6 Trips

Participants planned to take an average of 3.6 camping trips next year.

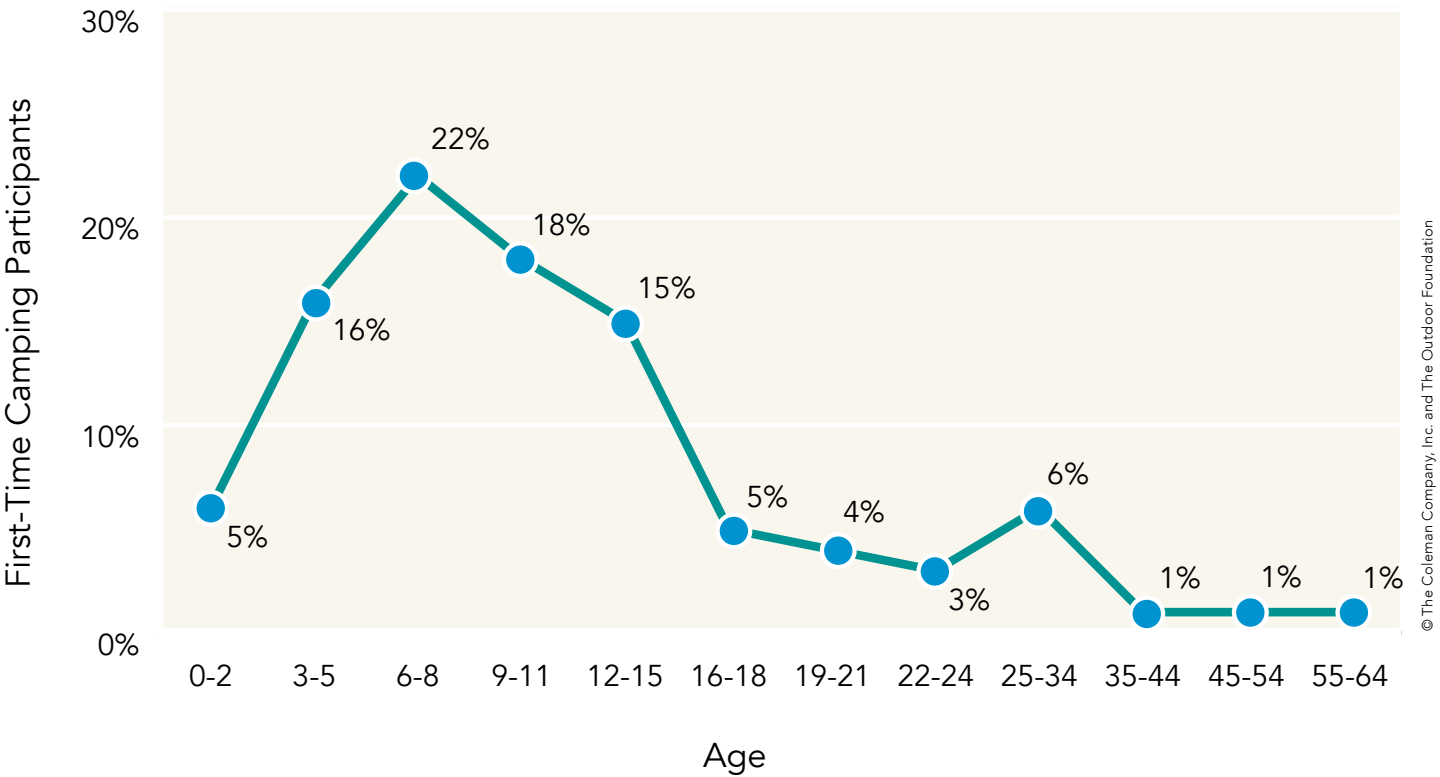
Outdoors

Fifty-eight percent of campers were exposed to outdoor activities as adolescents.

Introducing Camping for the First Time

Campers, Ages 18+

Among current adult campers, 76 percent took their first camping trip between infancy and age 15. The percentage of people being introduced to camping after age 15 sharply dropped, and the likelihood of being introduced to camping generally decreased as age increased.



Youth Participation in Sports and Recreation Among Current Adult Campers

Americans, Ages 6+

Half of adult campers participated in outdoor activities from ages six to 12, compared to 23 percent of non-campers. During adolescence, 58 percent of adult campers participated in outdoor activities, while only 35 percent did not.

"Which activities did you regularly participate in?"	Campers Ages 6-12	Non-Campers Ages 6-12	Campers Ages 13-17	Non-Campers Ages 13-17
Physical education at school	72%	63%	70%	64%
Outdoor activities	50%	23%	58%	35%
Team sports	40%	27%	45%	35%
Cycling	36%	26%	38%	28%
Running or jogging	24%	15%	36%	26%
Swimming for fitness	23%	14%	25%	17%
Water sports	22%	11%	24%	17%
Winter sports	17%	8%	22%	15%
Racquet sports	8%	5%	13%	11%
Golf	8%	3%	12%	9%
Fitness or health club-based activities	6%	3%	11%	8%
None of the above	11%	26%	11%	21%

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Number of Trips Taken

Campers by Age

More than one-quarter of camping participants reported no significant change in the amount or length of their camping trips over the last three years.

"In the last three years, how would you characterize your camping activity?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
No significant change in our activity	28%	31%	27%	24%	28%
Fewer trips now and they are shorter	17%	22%	27%	21%	21%
More trips now and they are longer	16%	14%	11%	20%	15%
More trips now but they are shorter	14%	12%	9%	19%	14%
About the same number of trips but they are shorter	11%	11%	13%	6%	10%
Fewer trips now but they are longer	9%	6%	11%	6%	8%
The same number of trips, but they are longer	5%	4%	2%	3%	4%

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Reasons for Taking Fewer Trips

Campers who Took Fewer Trips, by Age

Campers blamed lack of time due to work or school commitments as the reason for taking fewer trips. Participants, ages 55 and over, said they had family commitments or didn't have enough vacation time.

"What keeps you from participating in camping more often?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Lack of time due to work or school commitments	65%	53%	63%	6%	51%
Not enough vacation time	37%	17%	16%	12%	23%
Lack of time due to family commitments	36%	33%	12%	60%	34%
Too expensive	18%	10%	10%	6%	12%
No one to go with	14%	13%	8%	6%	11%
Need better or different equipment	11%	11%	8%	6%	9%
Poor weather	8%	6%	4%	6%	6%
Price of fuel	7%	9%	6%	12%	8%
Prefer the comfort of a hotel or lodge	6%	19%	16%	17%	14%
Could not get a reservation	4%	3%	2%	0%	3%
Small children	2%	3%	0%	0%	2%
Park closed	2%	2%	4%	0%	2%
Health reasons	1%	2%	0%	6%	2%
Getting older	0%	0%	4%	0%	1%

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Most Time-Consuming Aspect of Camping

Campers by Age

All campers, except those ages 18 to 34, tended to say packing and unpacking were the most time-consuming parts of camping. Young adult campers, however, said it was just finding the time to get away.

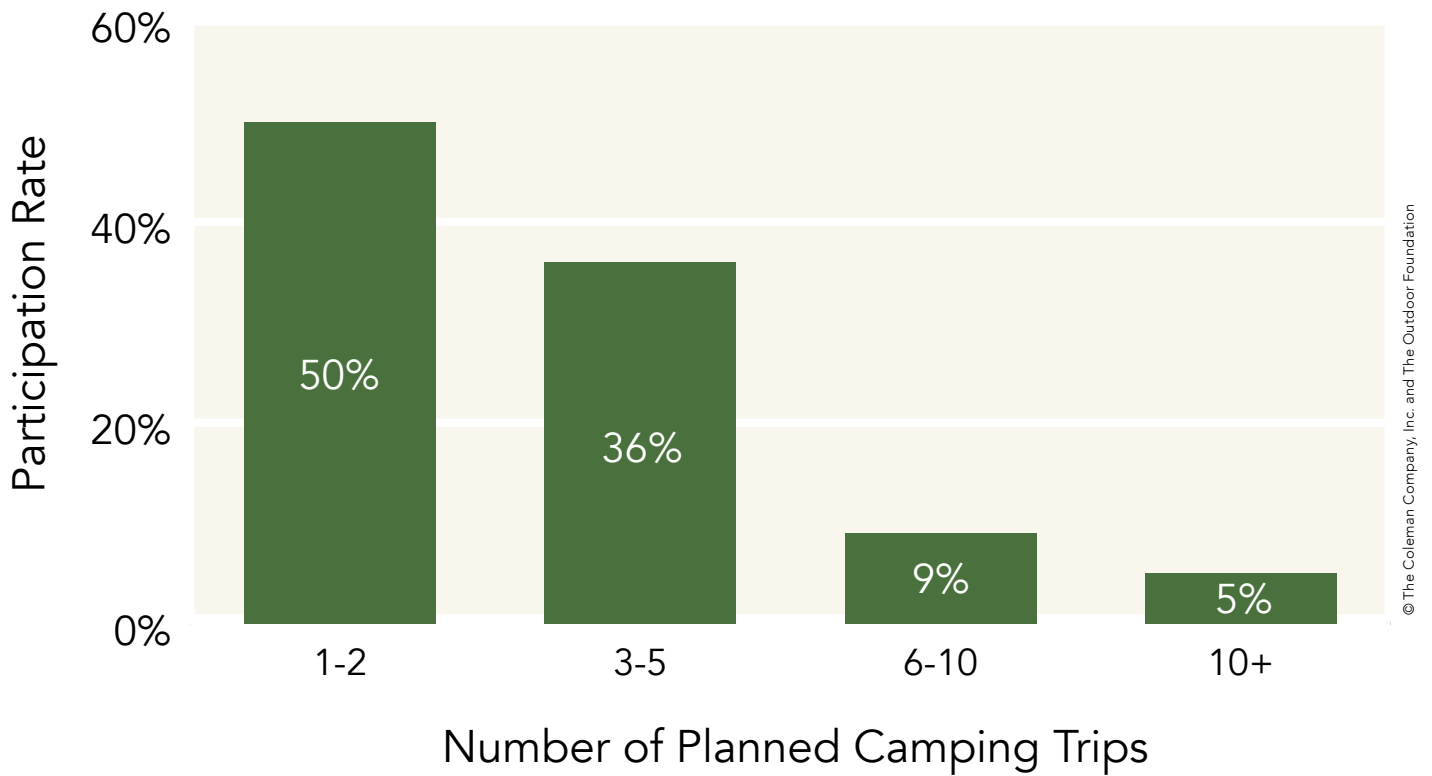
"What is the most time-consuming aspect that you lack the time to complete?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Finding time to get away	33%	26%	18%	24%	26%
Planning (e.g. making reservations, shopping, meals)	23%	21%	21%	8%	19%
Packing and unpacking	20%	29%	38%	38%	29%
Traveling	12%	10%	11%	11%	11%
Clean-up and maintenance of gear upon return	12%	13%	11%	19%	13%

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Camping in the next 12 months...

Number of Trips Planned

Camper, Ages 18+





CROSSOVER PARTICIPATION

The following section shows which sport and recreational activities campers enjoy outside of camping. The table reports on the number of participants, participation rate and index.

Camping Crossover Participation

<i>Campers, Ages 6+</i> Activity	Participants (in millions)	Participation Rate	Index
Abdominal Machine/Device	4,459	11.1%	172
Adventure Racing	1,648	4.1%	423
Aerobics (High Impact/Intensity & Training)	6,819	17.0%	245
Aquatic Exercise	2,968	7.4%	236
Archery	4,206	10.5%	369
Badminton	3,407	8.5%	348
Barre	1,318	3.3%	270
Baseball	5,259	13.1%	282
Basketball	6,736	16.8%	212
Bicycling (BMX)	1,552	3.9%	424
Bicycling (Mountain/Non-Paved Surface)	3,932	9.8%	348
Bicycling (Road/Paved Surface)	12,620	31.5%	242
Birdwatching	5,256	13.1%	295
Boardsailing/Windsurfing	1,325	3.3%	551
Boot Camp style cross-training	1,974	4.9%	216
Bowling	13,573	33.9%	217
Boxing for Competition	1,038	2.6%	563
Boxing for Fitness	2,266	5.7%	307
Calisthenics/Bodyweight Exercise & Body-weight Accessory-Assisted Training	6,496	16.2%	216
Canoeing	6,196	15.5%	445
Cardio Cross Trainer	2,391	6.0%	220
Cardio Kickboxing	2,389	6.0%	262
Cardio Tennis	899	2.2%	363
Cheerleading	1,611	4.0%	328
Climbing (Sport/Indoor/Boulder)	2,953	7.4%	463
Climbing (Traditional/Ice/Mtn)	2,119	5.3%	606
Cross-Training Style Workouts	4,005	10.0%	251
Dance, Step, and Other Choreographed Exercise to Music	5,797	14.5%	198
Elliptical Motion Trainer	5,777	14.4%	152
Field Hockey	1,004	2.5%	472
Fishing (Fly)	3,213	8.0%	388
Fishing (Freshwater/Other)	14,864	37.1%	290
Fishing (Saltwater)	4,346	10.9%	267

Activity	Participants (in millions)	Participation Rate	Index
Football (Flag)	2,726	6.8%	344
Football (Tackle)	2,427	6.1%	287
Football (Touch)	2,671	6.7%	303
Free Weights (Barbells)	6,348	15.9%	184
Free Weights (Dumbbells) over 15lbs	7,890	19.7%	185
Free Weights (Hand Weights) under 15lbs	8,944	22.4%	154
Golf (on a golf course)	6,310	15.8%	192
Gymnastics	1,605	4.0%	252
Hiking (Day)	16,166	40.4%	319
Hunting (Bow)	2,654	6.6%	428
Hunting (Handgun)	1,659	4.1%	359
Hunting (Rifle)	5,333	13.3%	364
Hunting (Shotgun)	4,196	10.5%	366
Ice Hockey	1,391	3.5%	402
Ice Skating	4,155	10.4%	291
Jet Skiing	2,639	6.6%	310
Kayaking (Recreational)	4,527	11.3%	350
Kayaking (Sea/Touring)	1,817	4.5%	434
Kayaking (White Water)	1,665	4.2%	486
Kettlebells	3,671	9.2%	259
Lacrosse	1,029	2.6%	361
Martial Arts	2,283	5.7%	305
Mixed Martial Arts for Competition	758	1.9%	432
Mixed Martial Arts for Fitness	1,147	2.9%	323
Paintball	1,918	4.8%	417
Pickleball	1,448	3.6%	425
Pilates Training	2,323	5.8%	199
Racquetball	1,802	4.5%	341
Rafting	2,354	5.9%	446
Roller Hockey	1,381	3.5%	532
Roller Skating (2x2 Wheels)	2,774	6.9%	307
Roller Skating (Inline Wheel)	2,753	6.9%	336
Rowing Machine	2,894	7.2%	210
Rugby	851	2.1%	464
Running/Jogging	12,666	31.7%	192
Sailing	1,973	4.9%	354
Scuba Diving	1,594	4.0%	358

Activity	Participants (in millions)	Participation Rate	Index
Shooting (Sport Clays)	2,923	7.3%	401
Shooting (Trap/Skeet)	2,514	6.3%	423
Skateboarding	2,847	7.1%	325
Skiing (Alpine/Downhill)	3,837	9.6%	301
Skiing (Cross-Country)	2,744	6.9%	486
Skiing (Free ski/Freestyle)	2,242	5.6%	369
Snorkeling	3,242	8.1%	269
Snowboarding	3,524	8.8%	337
Snowmobiling	2,430	6.1%	544
Snowshoeing	1,974	4.9%	373
Soccer (Indoor)	1,869	4.7%	286
Soccer (Outdoor)	4,351	10.9%	253
Softball (Fast-Pitch)	1,162	2.9%	347
Softball (Slow-Pitch)	2,877	7.2%	297
Squash	936	2.3%	402
Stair-Climbing Machine	3,667	9.2%	204
Stand-Up Paddling	1,441	3.6%	351
Stationary Cycling (Group)	2,756	6.9%	234
Stationary Cycling (Upright or Recumbent)	6,615	16.5%	137
Stretching	8,025	20.1%	165
Surfing	1,388	3.5%	378
Swimming for Fitness	7,911	19.8%	221
Swimming on a Team	1,354	3.4%	344
Table Tennis	5,588	14.0%	248
Tai Chi	1,245	3.1%	251
Target Shooting (Handgun)	5,333	13.3%	249
Target Shooting (Rifle)	5,906	14.8%	316
Telemarking (Downhill)	1,415	3.5%	405
Tennis	5,346	13.4%	219
Track & Field	1,960	4.9%	341
Trail Running	4,274	10.7%	386
Treadmill	9,921	24.8%	145
Triathlon (Non-Traditional/Off Road)	1,113	2.8%	469
Triathlon (Traditional/Road)	1,399	3.5%	412
Ultimate Frisbee	2,074	5.2%	346
Volleyball (Court)	2,176	5.4%	249
Volleyball (Grass)	1,947	4.9%	368

Activity	Participants (in millions)	Participation Rate	Index
Volleyball (Sand/Beach)	2,369	5.9%	364
Wakeboarding	1,753	4.4%	399
Walking for Fitness	19,384	48.4%	130
Water Skiing	1,956	4.9%	364
Weight/Resistance Machines	7,166	17.9%	149
Wildlife Viewing	8,619	21.5%	306
Wrestling	1,132	2.8%	421
Yoga	5,897	14.7%	171

Method

During the 2015 calendar year, a total of 32,658 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 15,167 individual and 17,491 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2015 participation survey sample size of 32,658 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 US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.24 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 294,141,894 people ages six and older.

In many charts, sums less than two percent have been omitted.

Supplemental Survey

Profile and projection data representing ages six and over are from the national represented survey. An additional survey was completed recontacting 1,092 respondents, ages 18 and over, who camped in 2014 to collect data on more specific camping experiences. The collection method in both surveys was the same.

Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age 6 to 12, and they are asked to complete the

survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

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