

SPECIAL REPORT ON CAMPING 2010

A look at American participation in car, backyard and RV camping.



A Partnership
Project of:



CAMPING

Camping is part of the very fabric of American society – accommodating just about every lifestyle from luxury experiences to close-to-home overnights to rustic adventures. Despite economic uncertainty, camping participation has continued to increase. In fact, this activity is one of the most popular outdoor

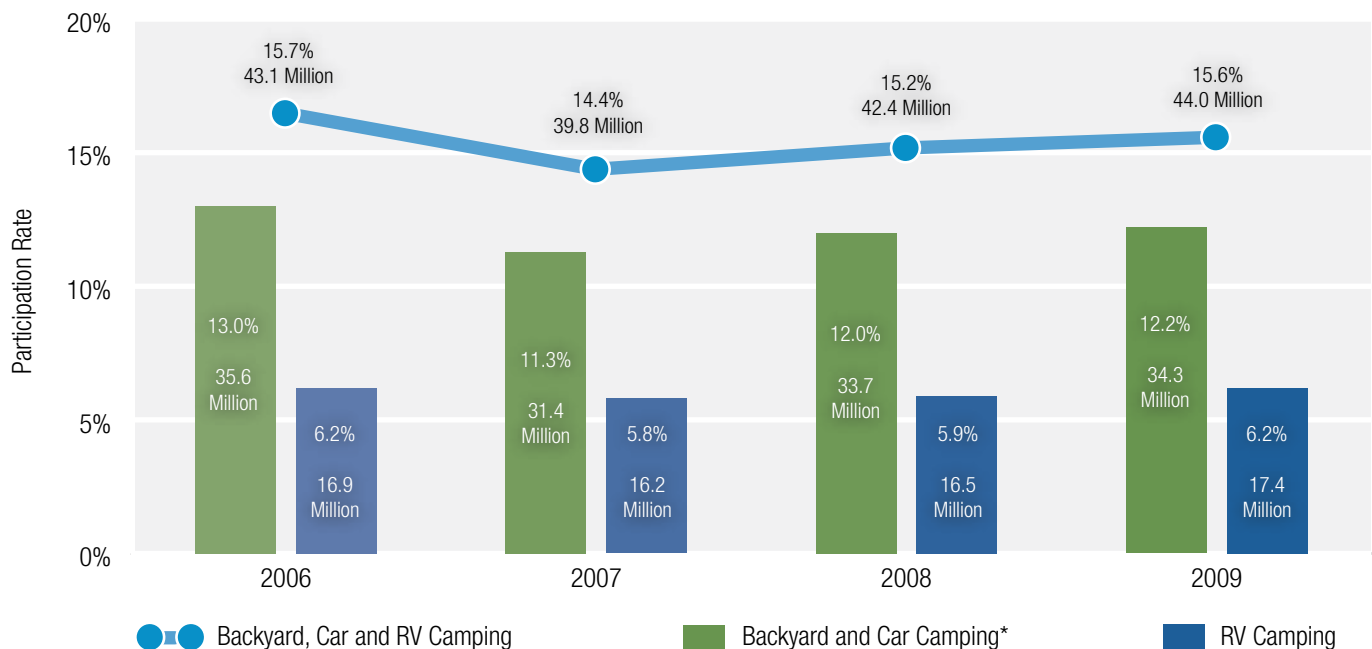
pursuits, attracting 44 million participants in 2009.

These participants averaged 13 camping days each for a total of over 580 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. Also, for the first time, the Report looks at how far campers travel and the most preferred type of camping experience.

Participation in Camping by Year

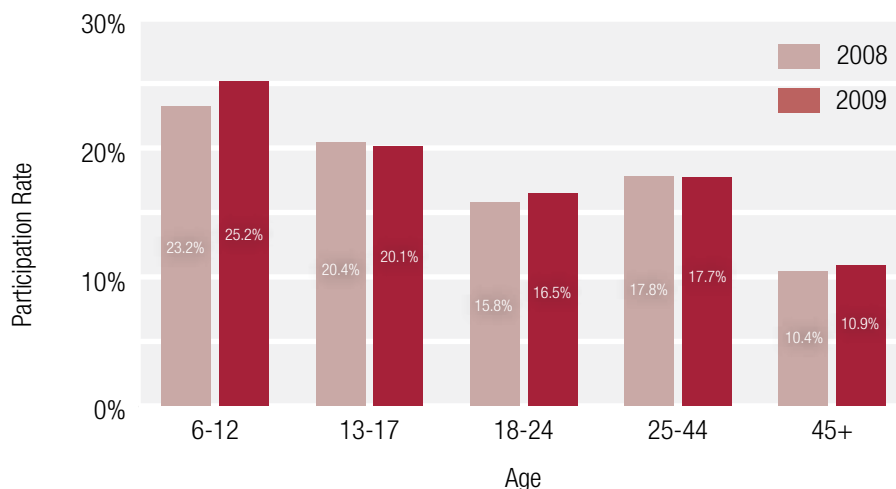
All Participants Ages 6+



* Defined as participation in “Camping within 1/4 mile of vehicle/home”

Participation in Camping by Age

Backyard, Car and RV Camping in 2008 and 2009



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.

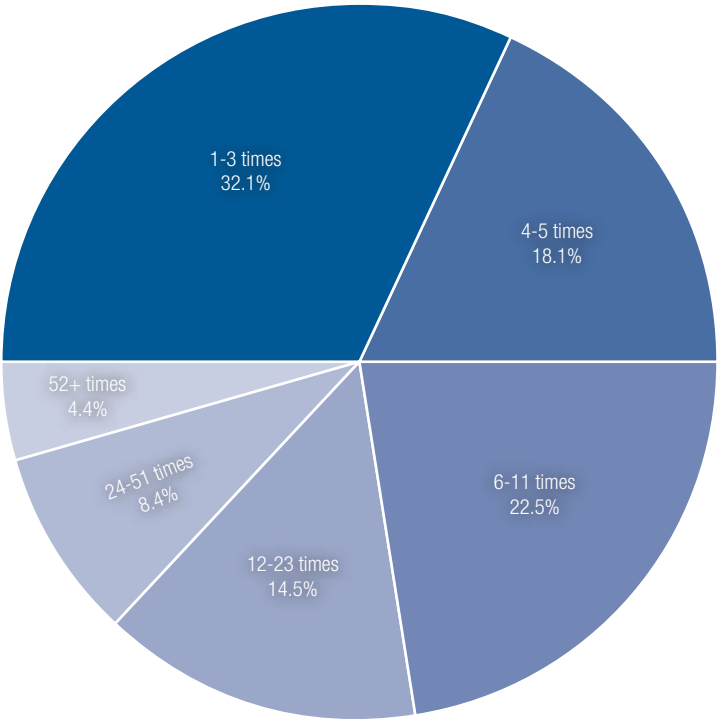
The life cycle of camping participation is very similar to the life cycles of other outdoor activities. Although youth participation is initially high, it declines sharply in adolescence and young adulthood, recovering slightly among adults ages 25 to 44.

Annual Outings

In 2009, camping participants made 580.7 million annual outings. For some participants, this meant getting out once a season and for others, once a month or week.

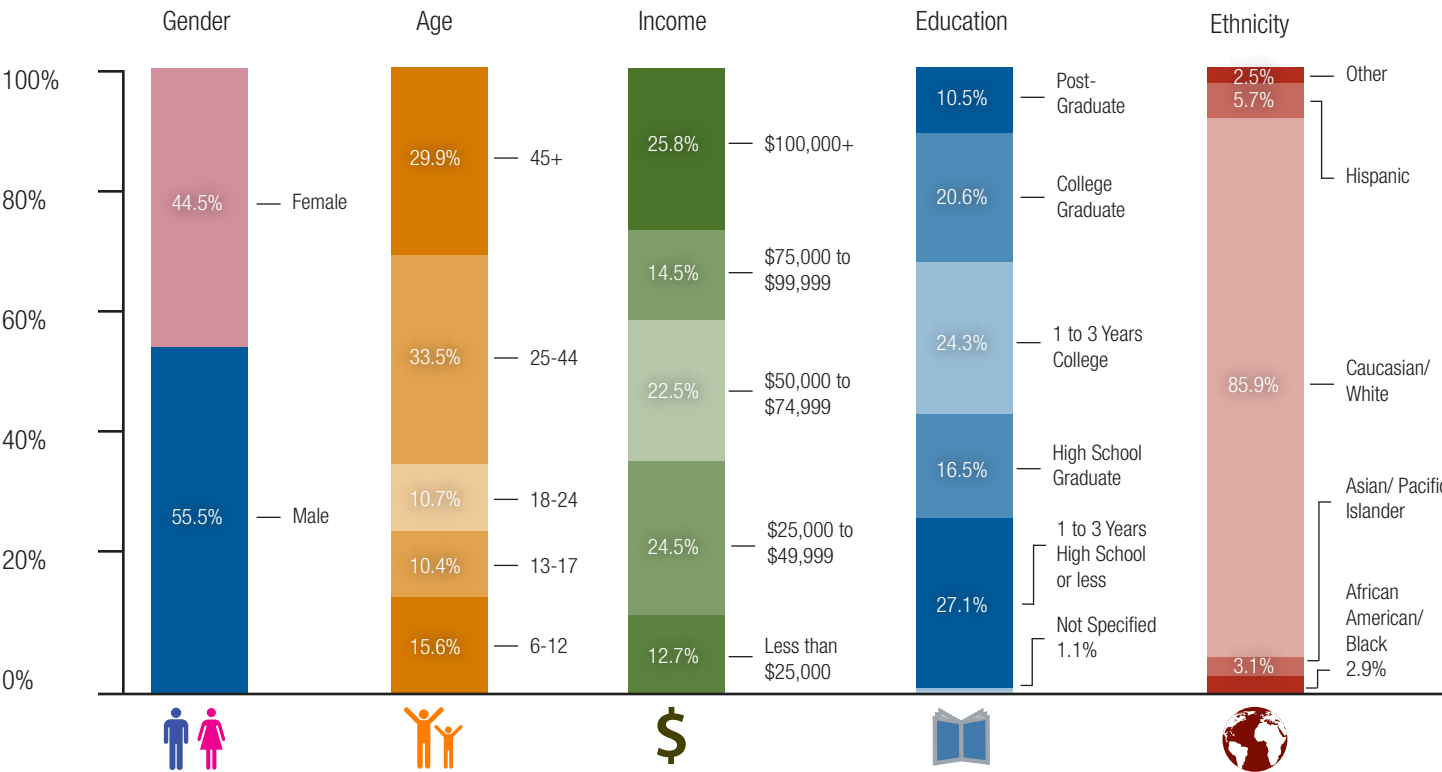
13.2 days

The average camper went camping 13.2 days in 2009, down from 14.1 days in 2008.



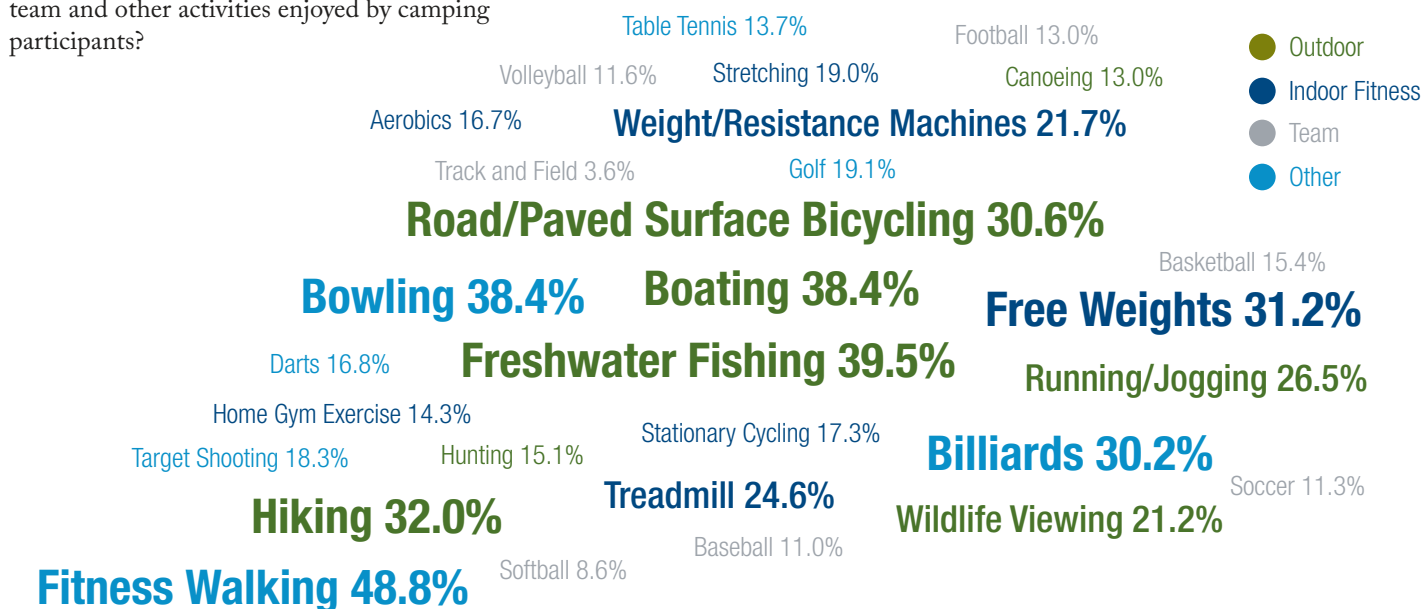
Demographics

Division of Camping Participants by Demographic



Crossover Participation

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



Walking (Fitness)	48.8%	Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	21.2%	Elliptical Motion Trainer	13.3%
* Fishing (Fly, Freshwater or Saltwater)	43.6%	* Paddling (Kayaking (White Water, Sea/Tour or Recreational), Canoeing or Rafting)	20.6%	Canoeing	13.0%
Fishing (Freshwater/Other)	39.5%	Free Weights (Dumbells)	19.8%	Target Shooting (Rifle)	13.0%
Boating	38.4%	* Golf (9/18 Hole or Driving Range)	19.1%	* Football (Touch, Tackle and Flag)	13.0%
Bowling	38.4%	Stretching	19.0%	Stationary Cycling (Upright)	12.7%
* Bicycling (Road/Paved Surface, Mountain/Non-Paved Surface or BMX)	33.2%	* Shooting and Target Shooting (Sport Clays, Trap/Skeet, Rifle, and Shotgun)	18.3%	Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	12.4%
Hiking (Day)	32.0%	* Stationary Cycling (Upright Bikes, Recumbent Bikes and Spinning)	17.3%	Aerobics (Low-Impact)	12.2%
* Free Weights (Barbells, Dumbells and Hand Weights)	31.2%	Darts	16.8%	Other Exercise to Music	12.2%
Bicycling (Road/Paved Surface)	30.6%	* Aerobics (High Impact, Low Impact and Step)	16.7%	Swimming (Fitness/Competition)	12.2%
Billiards/Pool	30.2%	Free Weights (Barbells)	15.8%	Tennis	12.2%
* Running (Running/Jogging or Trail Running)	27.5%	Golf (9/18 Hole Course)	15.5%	Birdwatching More Than 1/4 Mile From Home/Vehicle	11.7%
Running/Jogging	26.5%	Basketball	15.4%	* Volleyball (Court, Grass and Beach)	11.6%
Treadmill	24.6%	* Hunting (Rifle, Shotgun, Hand Gun and Bow)	15.1%	* Soccer (Indoor and Outdoor)	11.3%
* Wildlife Viewing or Bird Watching	23.3%	Golf (Driving Range)	14.4%	Hunting (Rifle)	11.2%
Free Weights (Hand Weights)	23.2%	Home Gym Exercise	14.3%	Baseball	11.0%
Weight/Resistance Machines	21.7%	Table Tennis	13.7%	Abdominal Machine/Device	10.8%

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

Geography of Camping Participants

US Census Regions

1. Pacific

Participation rate: 18.5%

Percent of all US participants: 18.6%

Percent of first-time US participants: 15.1%

2. Mountain

Participation rate: 26.9%

Percent of all US participants: 12.2%

Percent of first-time US participants: 10.9%

3. West South Central

Participation rate: 14.4%

Percent of all US participants: 10.4%

Percent of first-time US participants: 15.9%

4. West North Central

Participation rate: 18.1%

Percent of all US participants: 7.7%

Percent of first-time US participants: 5.9%

5. East North Central

Participation rate: 16.6%

Percent of all US participants: 16.4%

Percent of first-time US participants: 12.7%

6. East South Central

Participation rate: 15.7%

Percent of all US participants: 6.0%

Percent of first-time US participants: 3.7%

7. South Atlantic

Participation rate: 12.0%

Percent of all US participants: 14.9%

Percent of first-time US participants: 21.6%

8. Middle Atlantic

Participation rate: 11.0%

Percent of all US participants: 9.5%

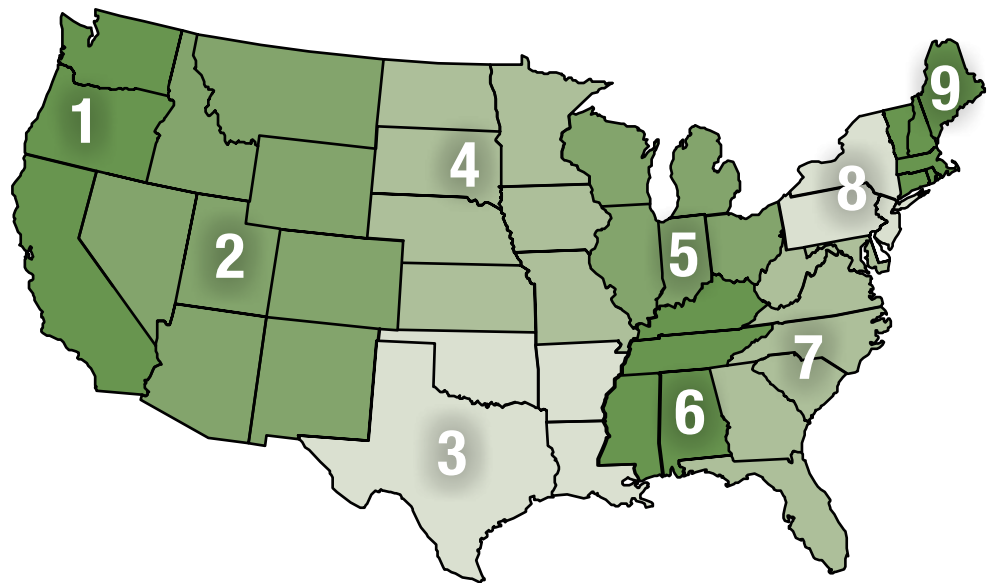
Percent of first-time US participants: 9.9%

9. New England

Participation rate: 13.5%

Percent of all US participants: 4.1%

Percent of first-time US participants: 4.2%



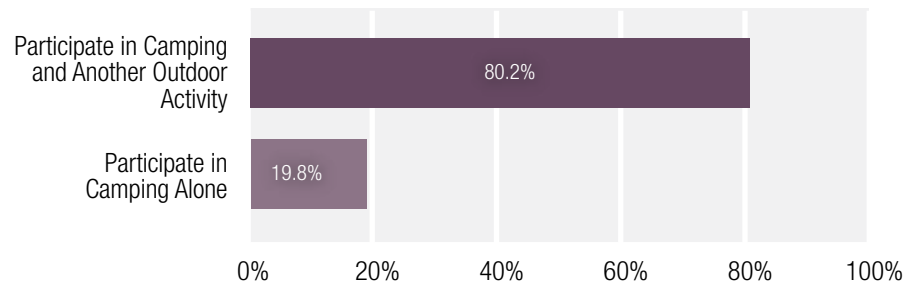


Camping: A Gateway to the Outdoors

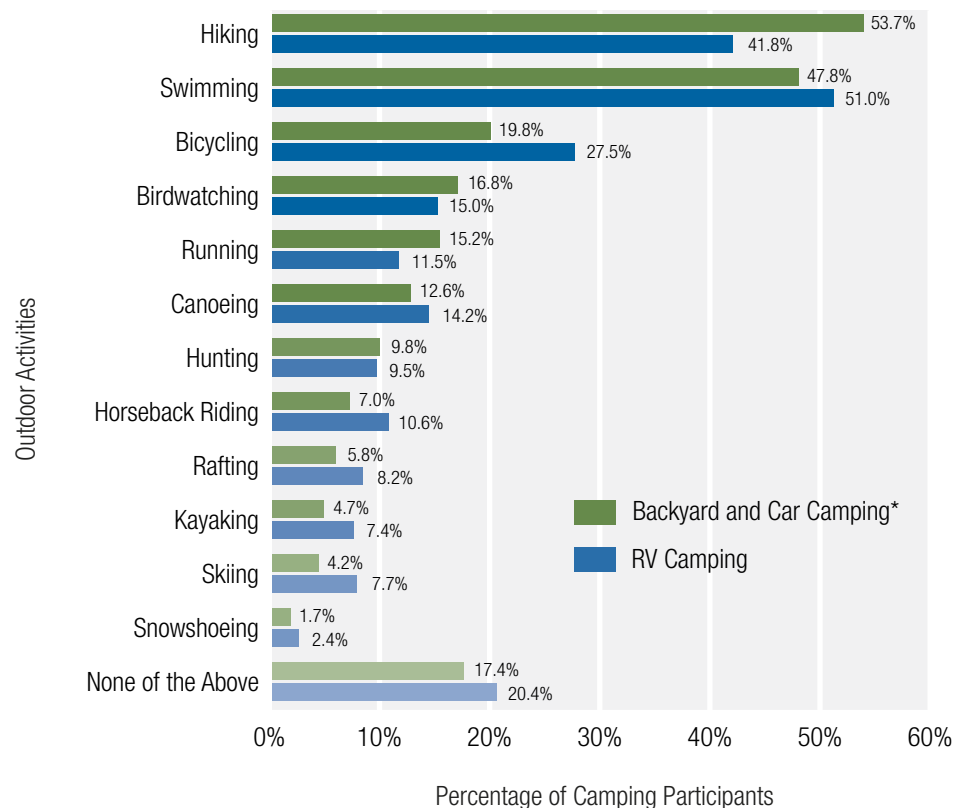
Participation in outdoor recreation often begins with specific “gateway” outdoor pursuits. These activities — fishing, bicycling, running/jogging/trail running, camping and hiking — are popular, accessible and often lead to participation in other outdoor activities. Camping is one of the most popular of these important and influential activities.

Over three quarters of camping participants participate in multiple outdoor activities (80.2% down slightly from 84.3% in 2008). Only a small percentage participates in camping alone.

Camping Participants: Outdoor Enthusiasts



Which Outdoor Activities do Campers Enjoy While Camping?



Based on 2006 data.

* Defined as participation in “Camping within 1/4 mile of vehicle/home”

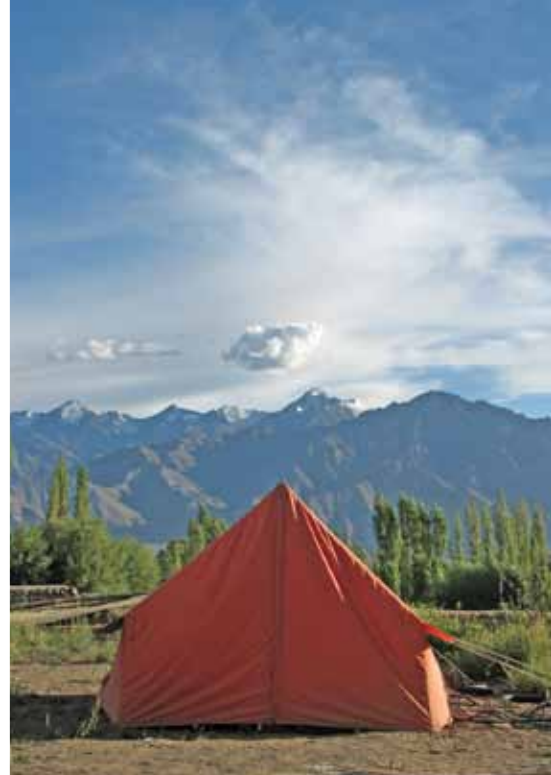
Who Introduces Campers to Outdoor Activities?

"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%

Based on 2008 data.



What Do Campers 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%

Based on 2008 data.





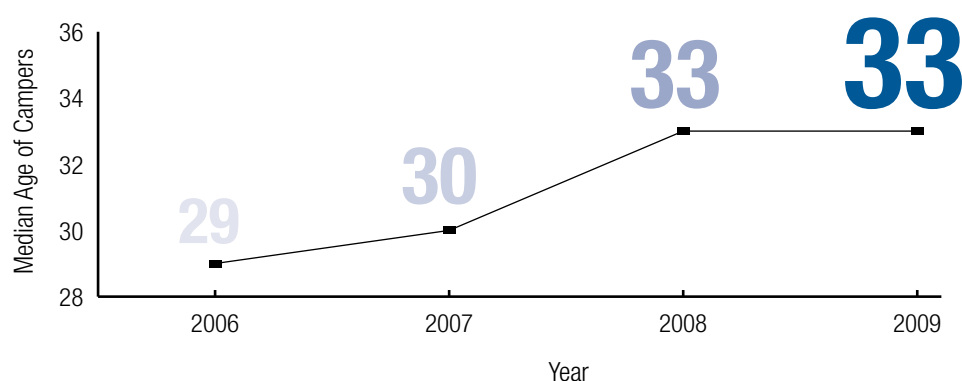
What Keeps Campers From Getting Outdoors More Often?

"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 internet 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%

Based on 2008 data.

Median Age of Campers, 2006-2009

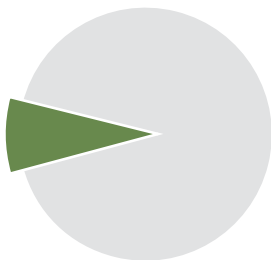
Ages 6+



First Time Participants in Camping

All Americans, Ages 6+, 2009

8.2% of campers tried the activity for the first time in 2009



25

median age of first-time campers in 2009

DIVERSE

25.8% of first-time campers in 2009 are ethnically diverse compared to 14.1% of all campers



Campers' Perceptions of the Outdoors Among Youth

Ages 6 to 24

"Please indicate whether you agree with the following statements?"	Ages 6 -12	Ages 13-17	Ages 18-24
Outdoor activities help me stay healthy.	97.9%	97.7%	94.4%
Outdoor activities are a fun way to get exercise.	96.4%	97.3%	94.7%
Outdoor activities are cool.	96.0%	93.5%	91.9%
My friends participate in outdoor activities.	92.8%	91.2%	84.4%
Outdoor activities give me a chance to relax and manage stress.	81.3%	87.1%	88.6%
My parents participate in outdoor activities.	89.7%	88.1%	70.7%
I have participated in outdoor activities in physical education classes.	83.4%	90.2%	76.8%
Outdoor activities are difficult and/or scary.	16.7%	9.1%	17.3%
There are no places close to my home to participate in outdoor activities.	8.9%	7.5%	13.5%

Campers' Perceptions of Common Recreation Issues

Ages 6+

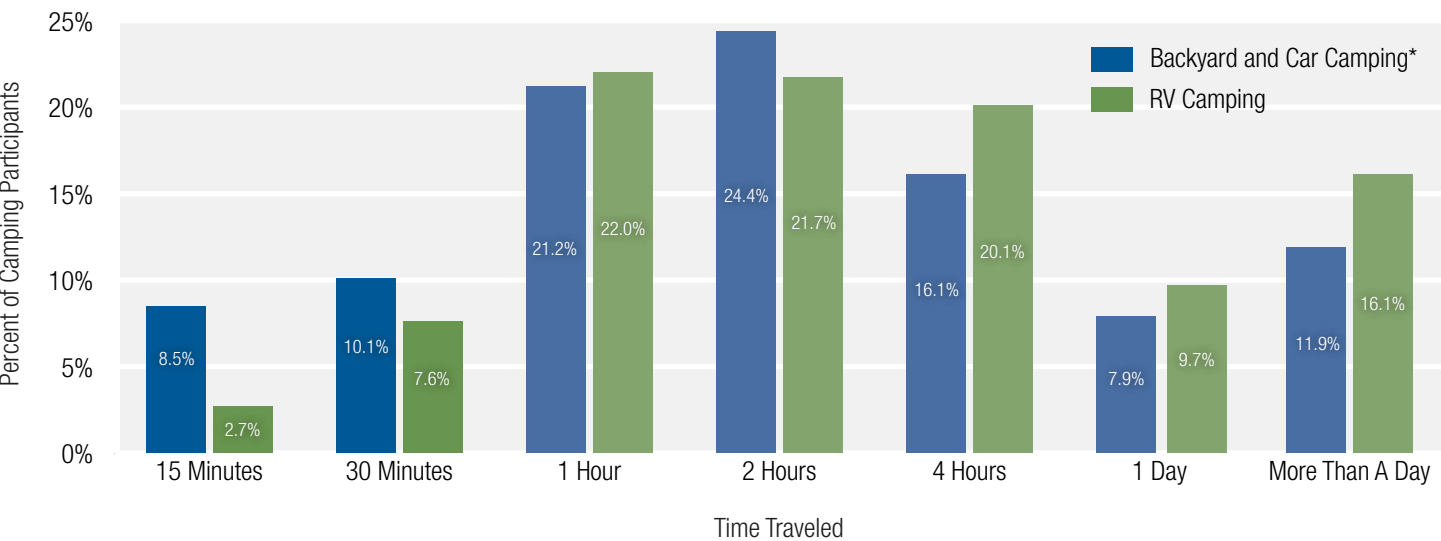
"Please indicate whether you agree with the following statements?"	Campers	Non-Campers
Preserving undeveloped land for outdoor recreation is important.	90.9%	80.1%
Developed parks/biking/walking trails in my neighborhood are important.	85.3%	76.0%
There should be more outdoor education/activities during the school day.	83.6%	72.7%
I regularly vote.	62.7%	66.5%
I have volunteered/donated to support environmental/conservation efforts.	41.9%	28.3%





How Far Do Campers Travel?

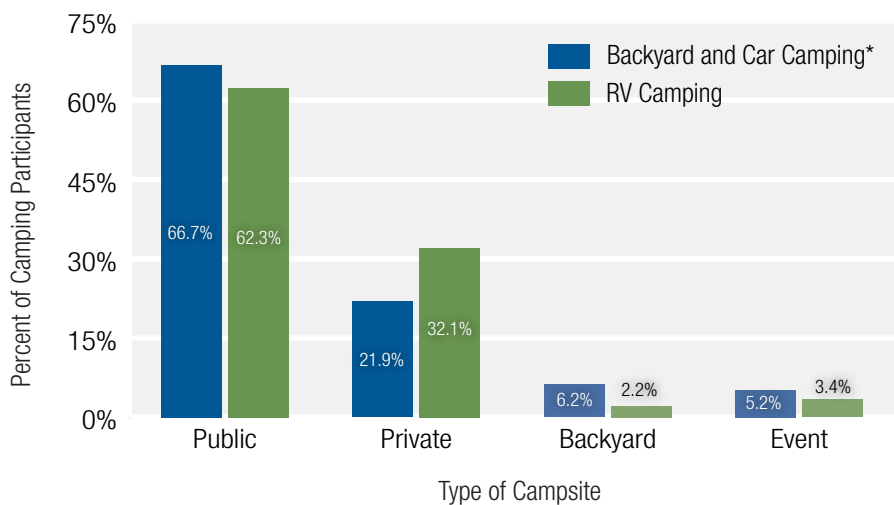
Time Participants Traveled from Home on their Last In-Season Camping Trip, Ages 6+



** Defined as participation in "Camping within 1/4 mile of vehicle/home"*

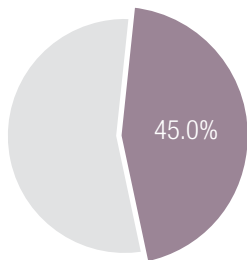
What Type of Campsites do Campers Choose?

Type of Campsites Campers Select Most Often, Ages 6+



** Defined as participation in "Camping within 1/4 mile of vehicle/home"*

Camping Participants' Time Outdoors

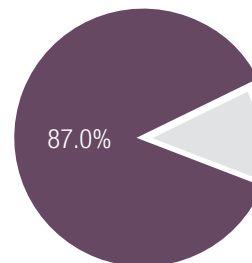


The Economy

45.0% of camping participants say the economy impacts how often they participate in outdoor activities.

Plans for 2010

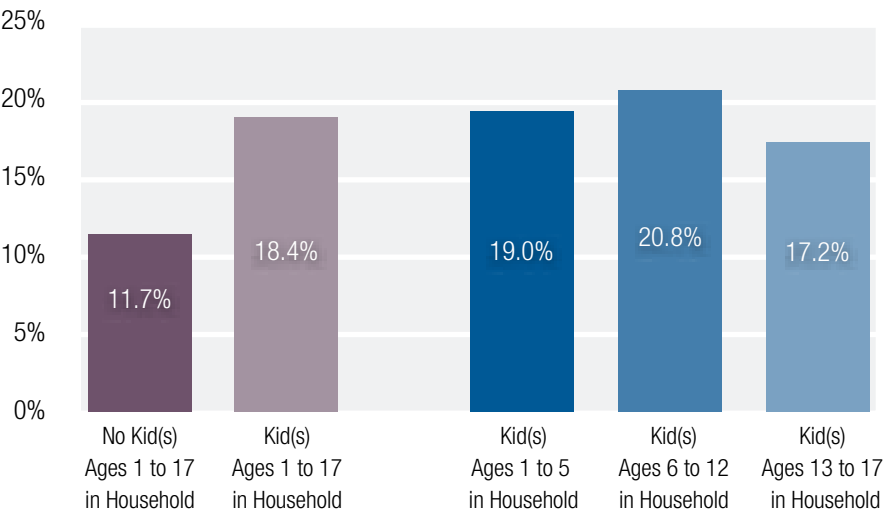
87.0% of camping participants plan to spend more time participating in outdoor activities in 2010.



Participation in Camping Among Adults with Youth in Their Households

Adults 18 and older with children in their household participate in camping at higher levels than adults without children — despite the responsibilities and time commitments often associated with having younger children in the home.

18.4 percent of adults age 18 and older with children ages 1 to 17 in their household participate in camping, while only 11.7 percent of adults without children in their household participate.



Report Methodology

During January and February 2010, a total of 40,141 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,067 individual and 25,074 household surveys were completed. The total panel has over one million members and is maintained to be representative of the US population. Oversampling of ethnic groups took place to boost response from typically underresponding 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 281,658,000 people aged six and above. The report details participation among all Americans: youth, young adults and adults.

The 2009 participation survey sample size of 40,141 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' participation, 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.

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.

Notes

Unless otherwise noted, the data in this report was collected during the latest 2010 participation survey, which focused on American participation in the 2009 calendar year. 2006, 2007 and 2008 data noted in the report was collected in previous surveys.

Hunting represents a combination of four individually measured activities, including hunting (rifle), hunting (shotgun), hunting (handgun) and hunting (bow).

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