

2013 American Camper Report

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





TABLE OF CONTENTS

Introduction	1
Key Findings	2
Camping Participation.....	3
Profile of a Camping Trip	17
Buying Behavior: A Focused Look	27
The Future of Camping	37
Method	45

Introduction

Camping is part of the American tradition, allowing people of all ages and backgrounds to reconnect with their extraordinary natural inheritance. Whether it's a night under the stars in the backyard or backcountry, whether sleeping in a conventional tent or a convenient RV, camping allows people to see the country and experience the outdoors in an intimate way.

A Look Back: Overall Trends

The *American Camper Report* shows that camping participation dropped slightly over the past year. In 2012, 38 million Americans — or 13 percent of the US population over age six — enjoyed camping. That compares to 42.5 million Americans, or 15 percent of the US population, in 2011.

Although camping lost some of its more casual participants, those who continued camped more frequently and travelled farther to their destinations. Staying in tents, RVs, cabins, bivvies or yurts, each participant spent 13.6 days camping — up a full day from the year before. On average, they packed up their gear and travelled more than 200 miles to get to their camping spot, ten miles farther than campers travelled in 2011.

Participants most often say that the simple act of camping is the biggest motivation for taking a camping trip. This need for time under the stars was recently made tangible by University of Colorado researchers who found that after a week of camping, campers' circadian rhythms reset to follow Mother Nature's sunrise and sunset. Perhaps this profound ability to reconnect with nature is what keeps drawing campers back and what will maintain the popularity of camping.

The Year Ahead: Future Opportunities

Research continues to confirm that reaching Americans at an early age is one of the best ways to instill a lifelong love of camping and the outdoors. Sixty percent of current campers participated in regular outdoor activities during childhood, while a mere quarter of non-participants were exposed to the outdoors. Participation during adolescence has a similar effect. If camping is to be accessible, we must reach children early when they are still open to new and different experiences.

In addition to introducing camping to the next generation, the camping industry must re-engage and re-inspire current camping participants. While camping attracted an impressive 9.1 million Americans in 2012, it failed to retain its current participants. Nearly 14 million participants stopped camping, dragging down the participation rate.

Despite the decline in participation, the future of camping looks bright. Campers are planning 5.5 camping trips for next year, with 81 percent planning on taking three or more trips.

To help stakeholders reach campers and non-campers alike, the 2013 *American Camper Report* details camping participation and provides data and analysis on camping trends throughout the United States. Also, for the first time, the report takes an in-depth look at the buying behaviors of camping participants to provide insights about practices and preferences. By understanding the research in this report, the camping industry will be better equipped to engage campers and initiate a massive increase in camping participation.

Key Findings

Overview of Camping Participation

- Thirty-eight million Americans went camping in 2012 for a total of 516.6 million days. Participation is down from 42.5 million campers and 534.9 million days in 2011.
- Young adults lost the largest percentage of participants, down from 17 percent in 2011 to 13 percent in 2012.
- Camping lost a net of 4.5 million participants from 2011 to 2012 due to a high churn rate of 32 percent.
- Among adult campers, more females than males participated in RV and cabin camping. More males enjoyed tent and bivy/no shelter camping.
- The Mountain Region has the highest camping participation rate.
- Sixty-two percent campers ages 16 and over are married or living with a domestic partner.
- Eighty-seven percent of campers participate in multiple outdoor activities.

Profile of a Camping Trip

- Seventy-four percent of participants camped in a public campground.
- The average camper went on 5.8 camping trips, up from 5.0 trips in 2011.
- Participants traveled a mean of 200.7 miles away from home to camp, up from 190.6 miles in 2011.
- Forty-four percent of campers plan their trips at least one month in advance.

- Seventy-eight percent of adult participants camp with friends.
- Hiking is the most popular activity to participate in while camping.

Buying Behavior

- More than two-thirds of participants are employed or are students and are not yet employed.
- Propane or liquid fuel was the most popular purchase during the past year.
- More than half of all campers rarely or never buy camping items for someone other than themselves.
- If campers are not buying for themselves, camping items are most often purchased for a spouse or significant other.
- Most participants decide to purchase their camping item at home, prior to their outing.

Future of Camping

- Sixty percent of current adult campers participated in outdoor activities between the ages of six and 12, compared to just 25 percent of non-campers.
- The most cited reason for reducing the number of camping trips is a lack of time due to work and family commitments.
- Campers are planning an average of 5.5 trips next year, an increase from last year's 4.3 planned trips.
- Eighty-one percent of participants plan to go on three or more camping trips in the next year.

CAMPING PARTICIPATION

In 2012, 38 million Americans went camping. This equates to 13 percent of the US population over the age of six. Since 2011, camping lost 4.5 million participants, and participation dropped by two percentage points.

The decline in participation is due to a high churn rate among campers. While 9.1 million Americans started camping, 13.6 million stopped. This is a churn rate of 32 percent and leads to an unstable participation rate.

Although camping participation dropped, those who continued to participate got outside more frequently. Each participant enjoyed an average 13.6 camping days in 2012. This is an entire day more than campers enjoyed last year.

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.

516.6 Million

Americans went camping a total of 516.6 million days in 2012.

13.6 Days

Camping participants averaged 13.6 camping days each.

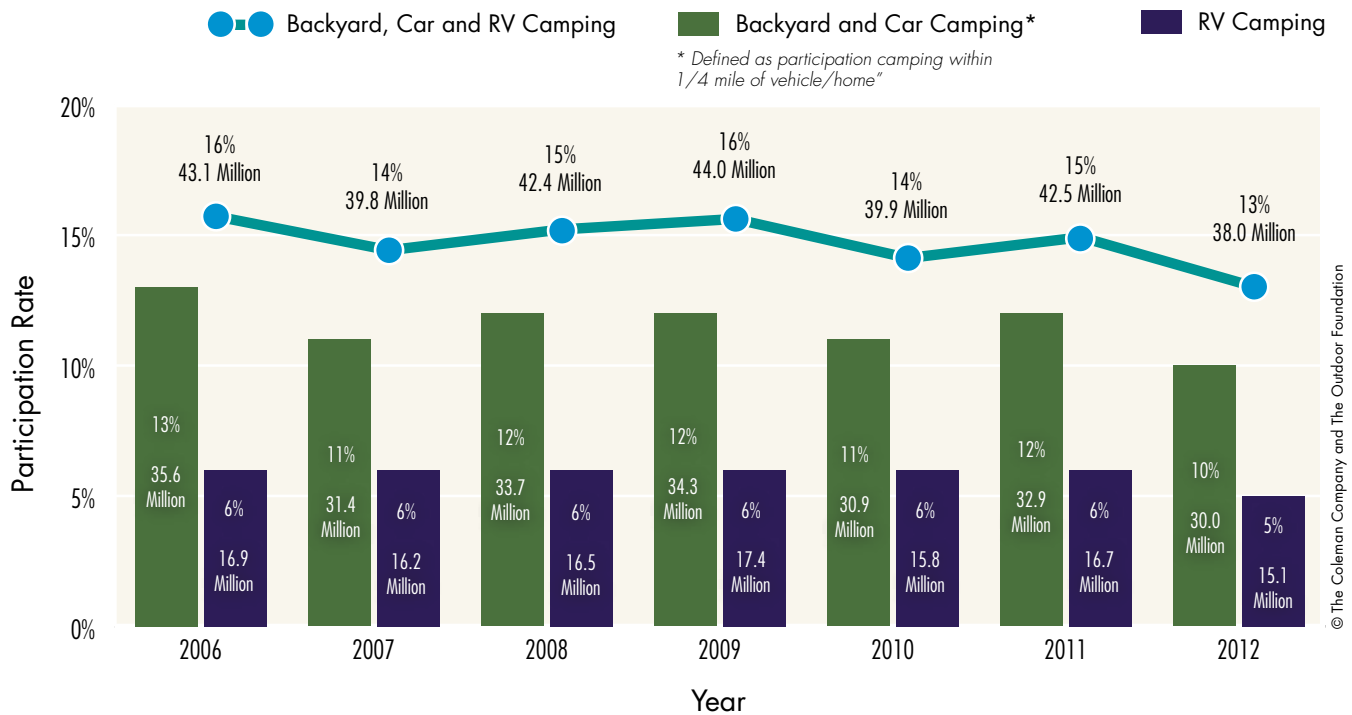
38.0 Million

38.0 million Americans, or 13 percent of the population, went camping in 2012.

Overall Camping Participation

Participation in Camping by Year

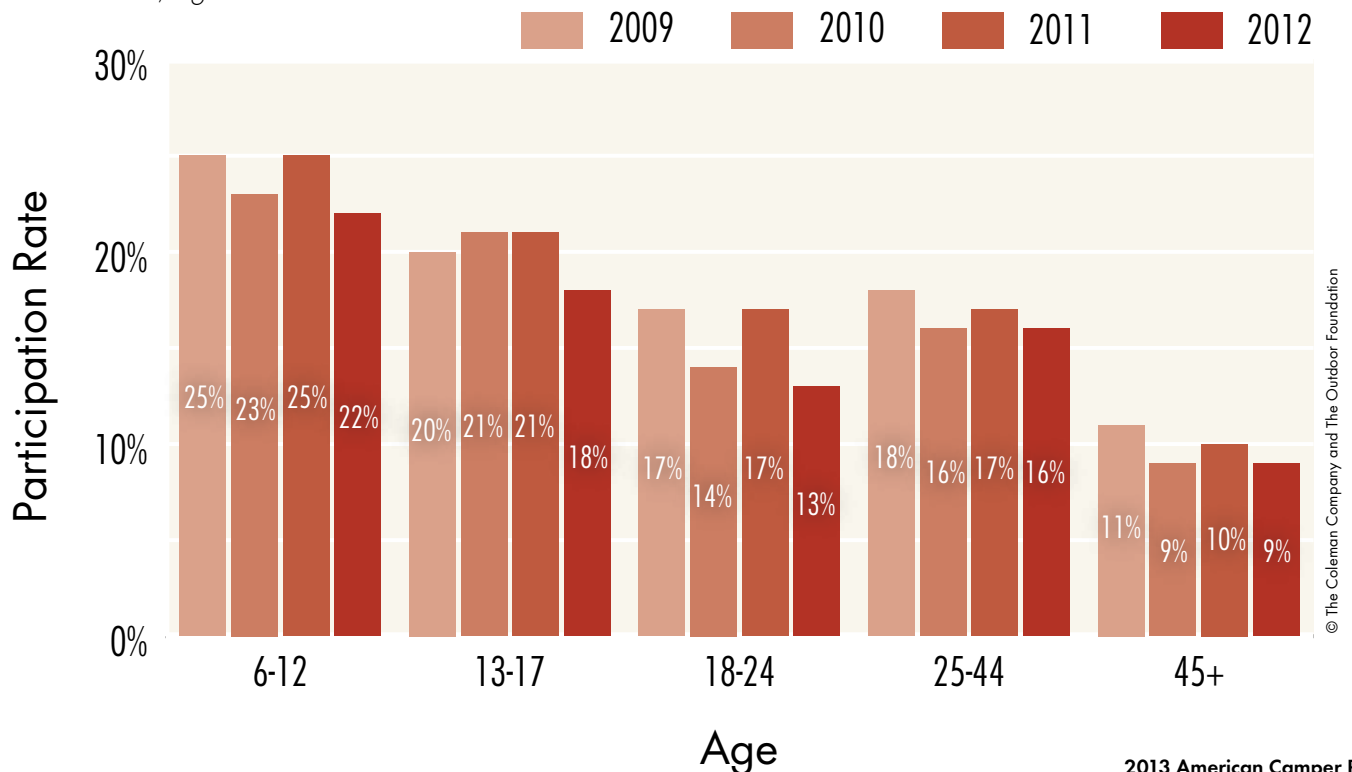
All Americans, Ages 6+



Note: Some campers participated in both backyard/car camping and RV camping.

Participation in Camping by Age

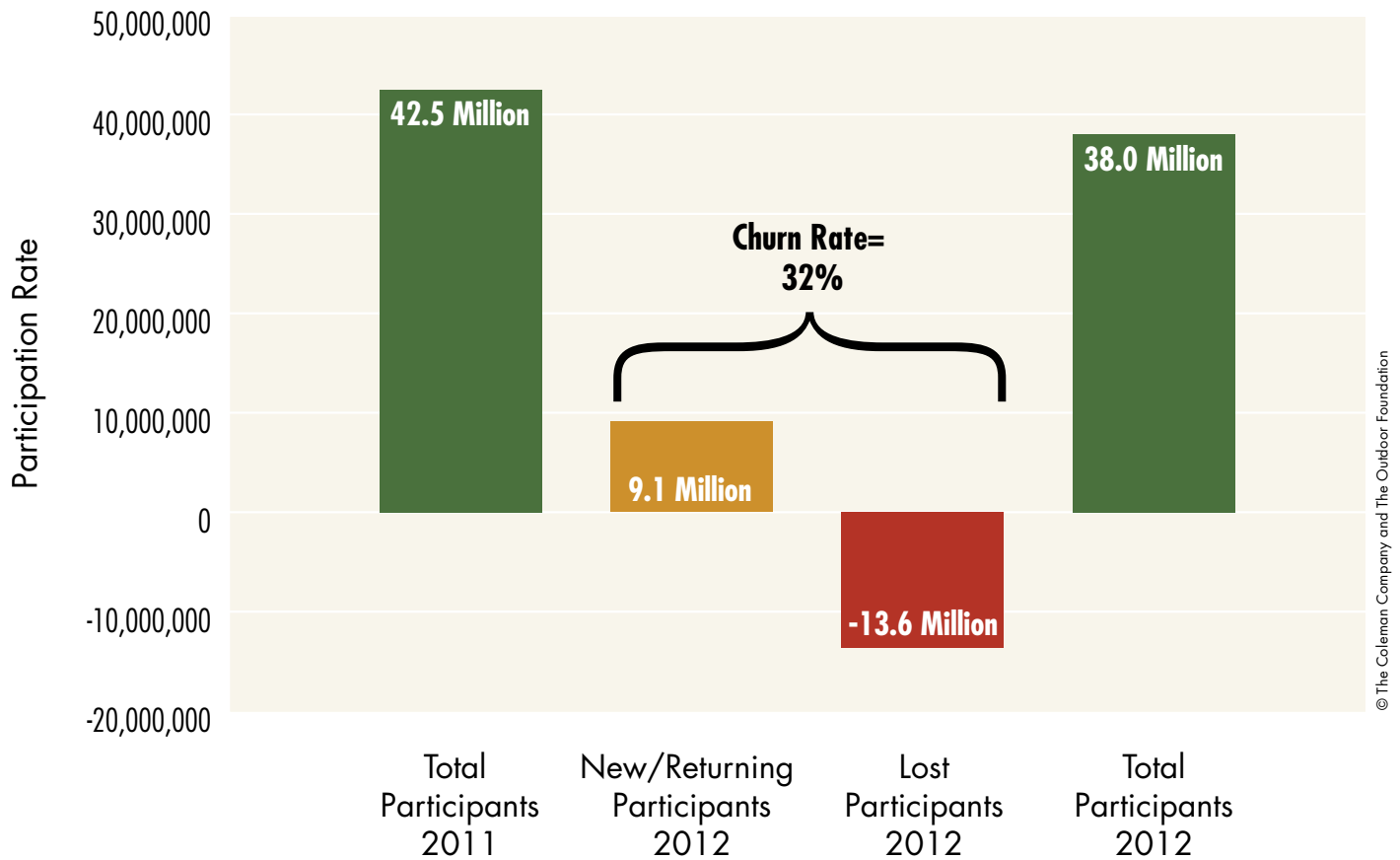
All Americans, Ages 6+



The Leaky Bucket

Campers, Ages 6+

The Leaky Bucket Analysis illustrates why camping participation declined from 2011 to 2012. While camping attracted 9.1 million new or returning participants, it lost 13.6 million participants at the same time. This equates to a high churn rate of 32 percent. To increase participation in camping, stakeholders should focus on re-engaging current campers who may be reconsidering their participation.



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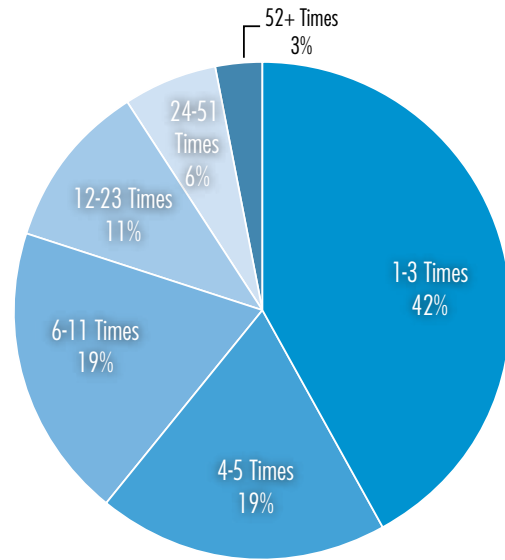
DEMOGRAPHICS OF CAMPING PARTICIPANTS

Annual Camping Days

In 2012, participants camped for 516.6 million days, down from 2011's 534.9 million days. For some of these campers, this meant getting out once a season, and for others, once a month or week.

13.6 days

The average camper went camping for a total of 13.6 days in 2012.

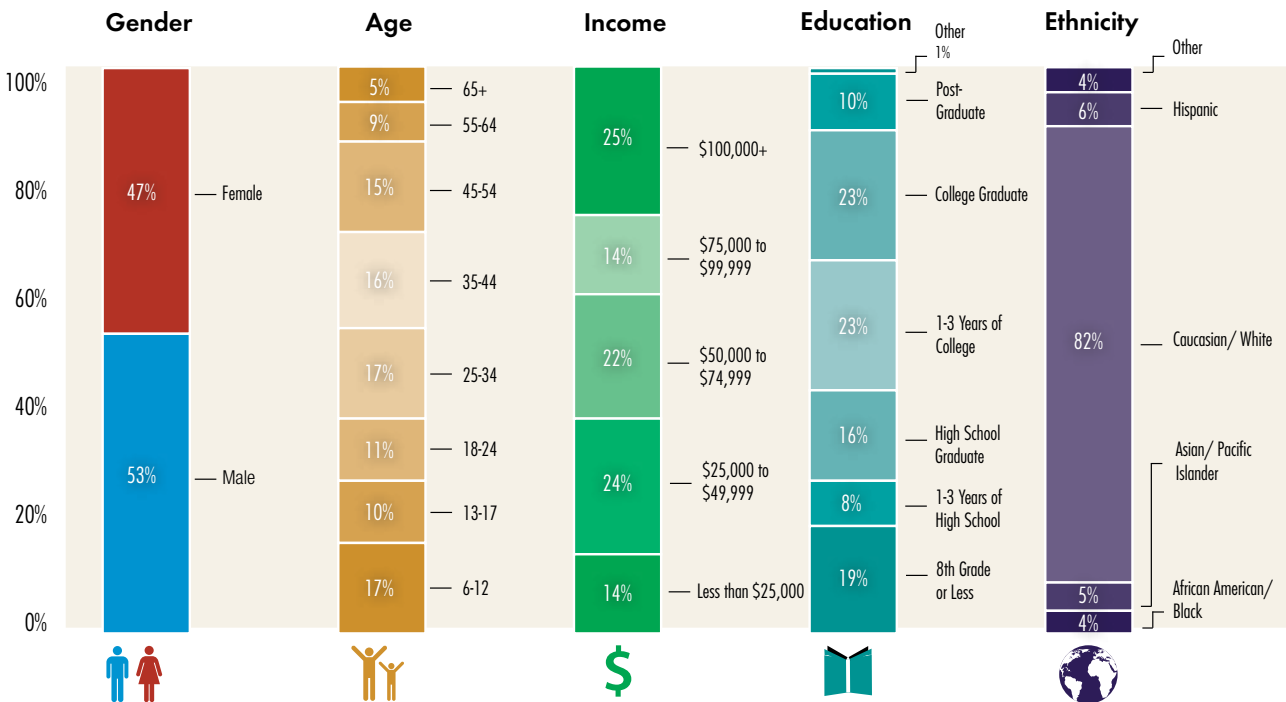


Camper, Ages 6+

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Demographics

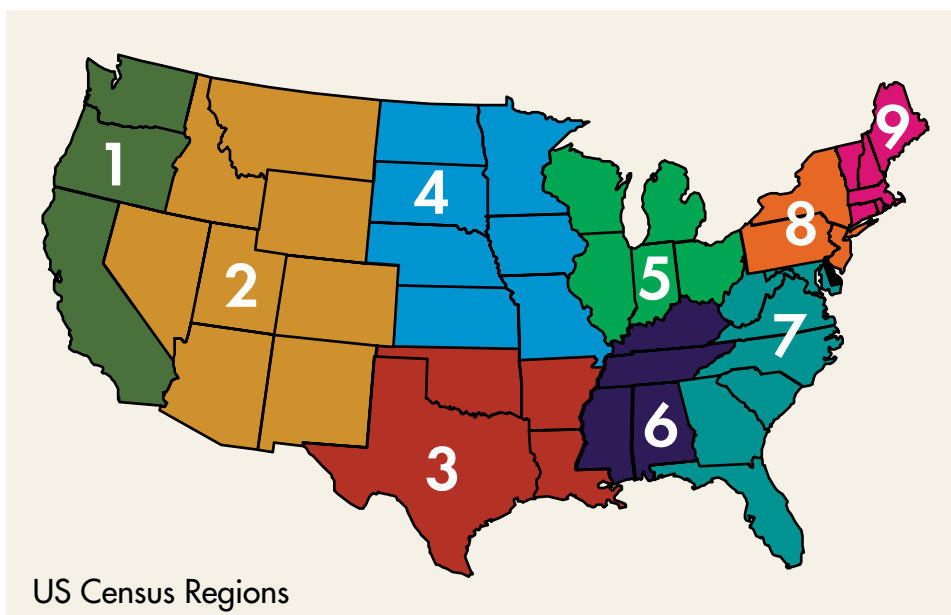
Camper, Ages 6+



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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 refers to the what percentage of each region's population participates in camping.

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: 15%
Percent of US Participants: 19%

2. Mountain

Participation Rate by Region: 23%
Percent of US Participants: 12%

3. West South Central

Participation Rate by Region: 11%
Percent of US Participants: 10%

4. West North Central

Participation Rate by Region: 18%
Percent of US Participants: 9%

5. East North Central

Participation Rate by Region: 14%
Percent of US Participants: 15%

6. East South Central

Participation Rate by Region: 12%
Percent of US Participants: 5%

7. South Atlantic

Participation Rate by Region: 10%
Percent of US Participants: 14%

8. Middle Atlantic

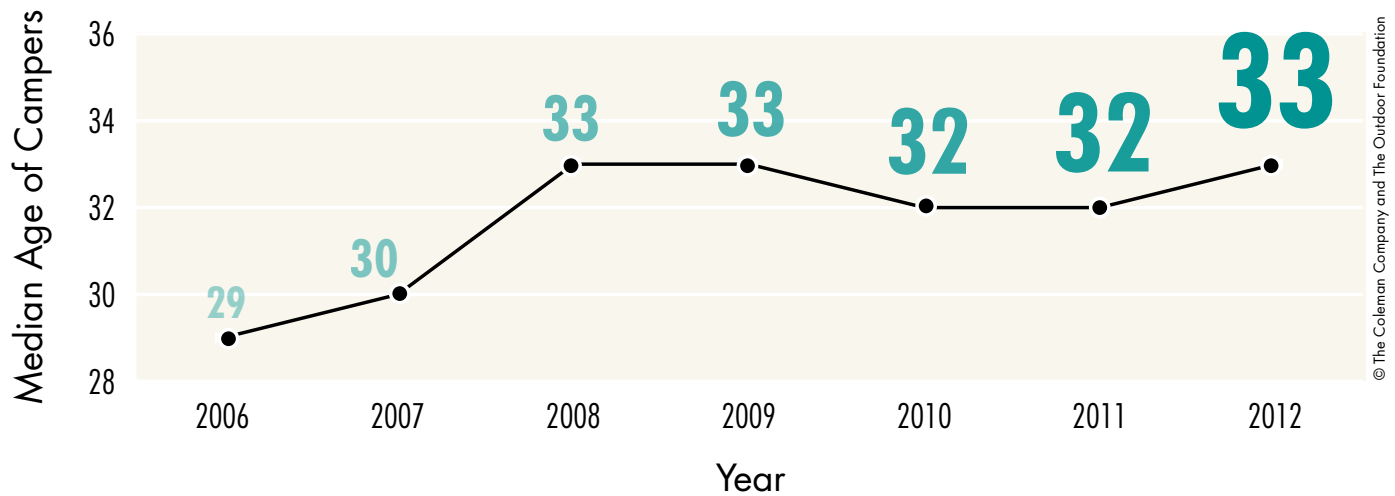
Participation Rate by Region: 11%
Percent of US Participants: 11%

9. New England

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

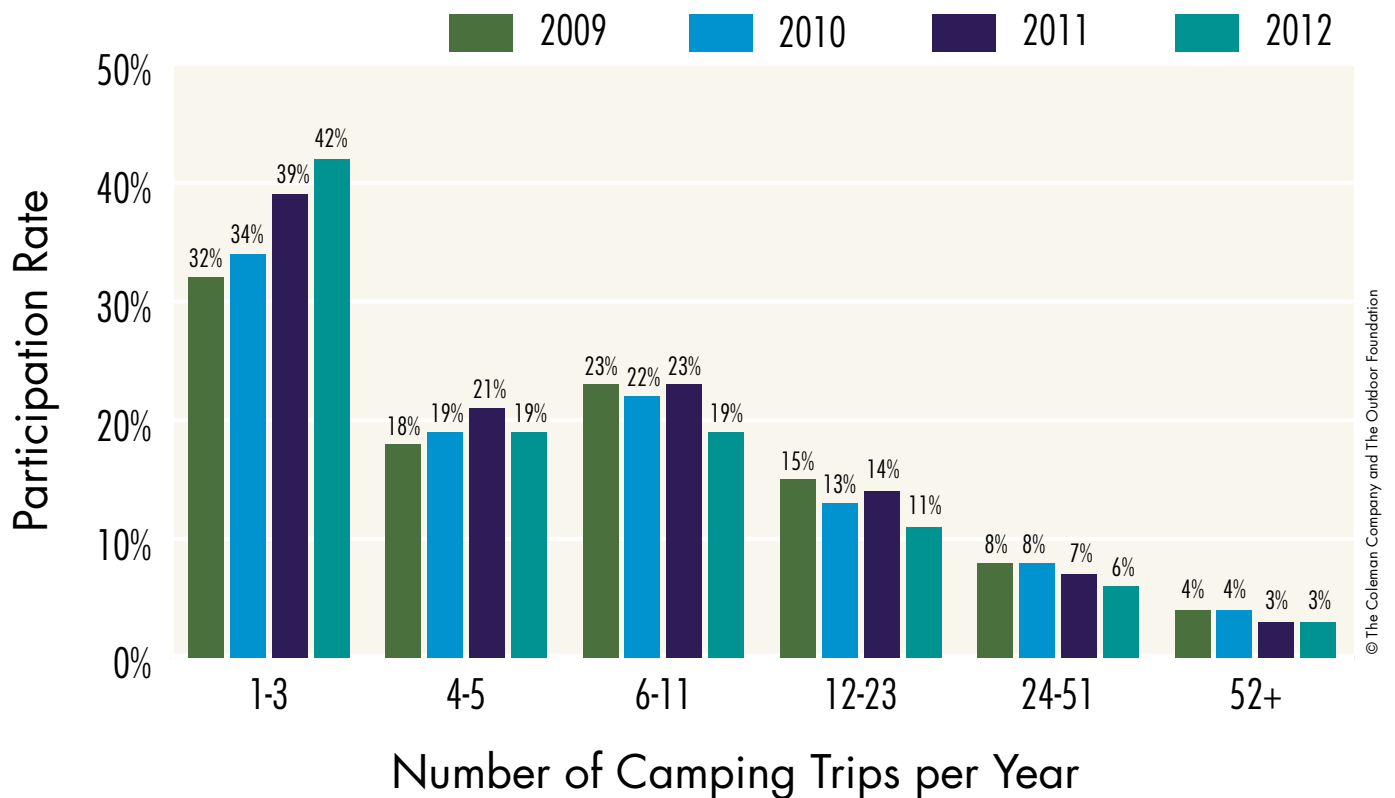
Median Age of Campers

Campers, Ages 6+



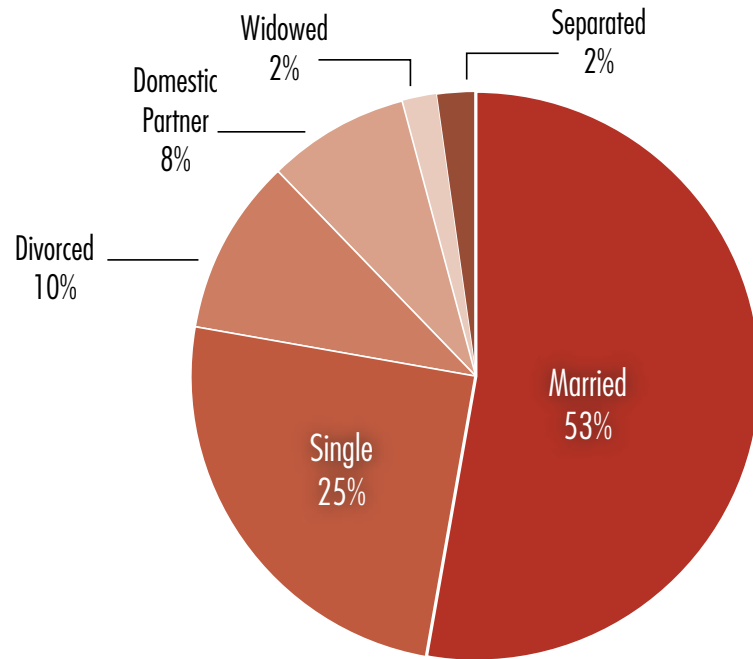
Number of Camping Trips

Campers, Ages 6+



Participation in Camping by Marital Status

Among camping participants ages 16 and over, sixty percent are married or living with a domestic partner, suggesting that camping is a family-friendly activity.



Campers, Ages 16+

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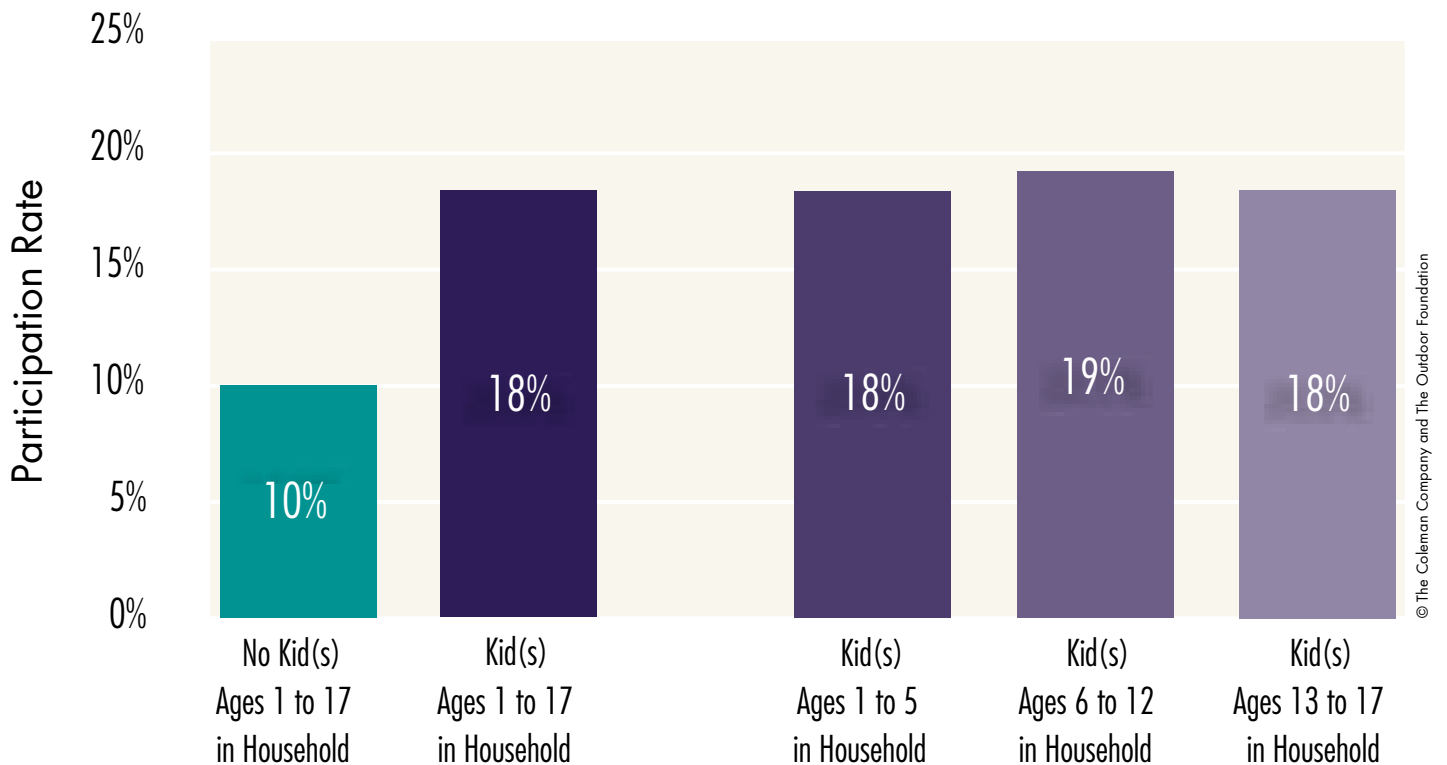


Participation in Camping Among Adults with Youth in Their Households

Campers, Ages 18+

A higher percentage of adults ages 18 and older with children in their households participate in camping than adults without children in their households. This highlights the family-friendly nature of camping.

While 18 percent of adults with children in their households participate in camping, only 10 percent of adults without children in their households participate. Adults with children ages six to 12 participate at the highest level, 19 percent.



Words Associated with Camping

Campers, Ages 18+

RV 16%

Peace 67%

Escape 75% Party 12% Stories 42%

Family 56% Adventure 79%

Weather 50% Tent 85% S'mores 48%

Kids 29% **Outdoors 95%** Primitive 37%

Public 10%

Easy 23%

Fun 82% Campfire 87%

Wilderness 81% Friends 65%

Private 26%

Plan 31%

Happiness 70%

Economical 39% Cabin 10%

Intense 16%

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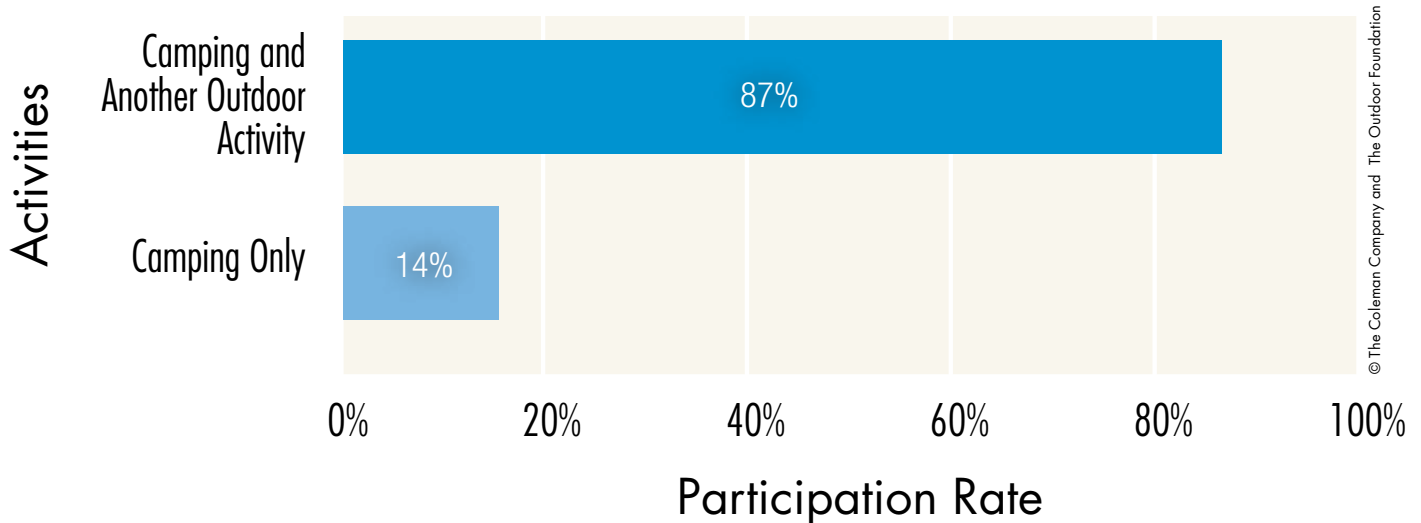
Words Least Associated

- Playground 7%
- Difficult 7%
- Teenagers 6%
- Discomfort 6%
- Electricity 5%
- Close-to-Home 4%
- Swimming Pool 3%
- Wireless Internet 3%
- Expensive 1%

A Gateway to the Outdoors

Campers, Ages 6+

Camping is often a gateway to various other outdoor pursuits. Eighty-seven percent of campers participate in multiple outdoor activities, while only 14 percent participate in camping only.

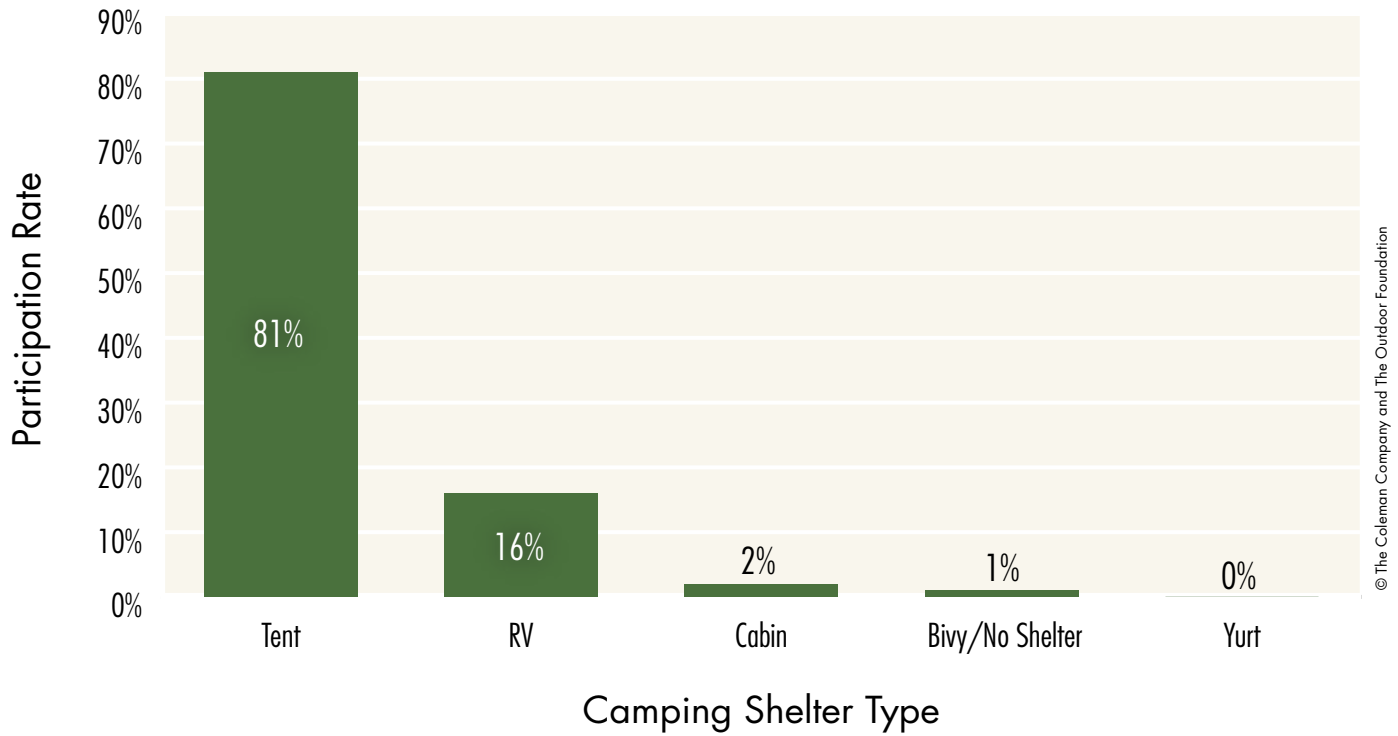


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Primary Type of Camping Shelter

All Campers

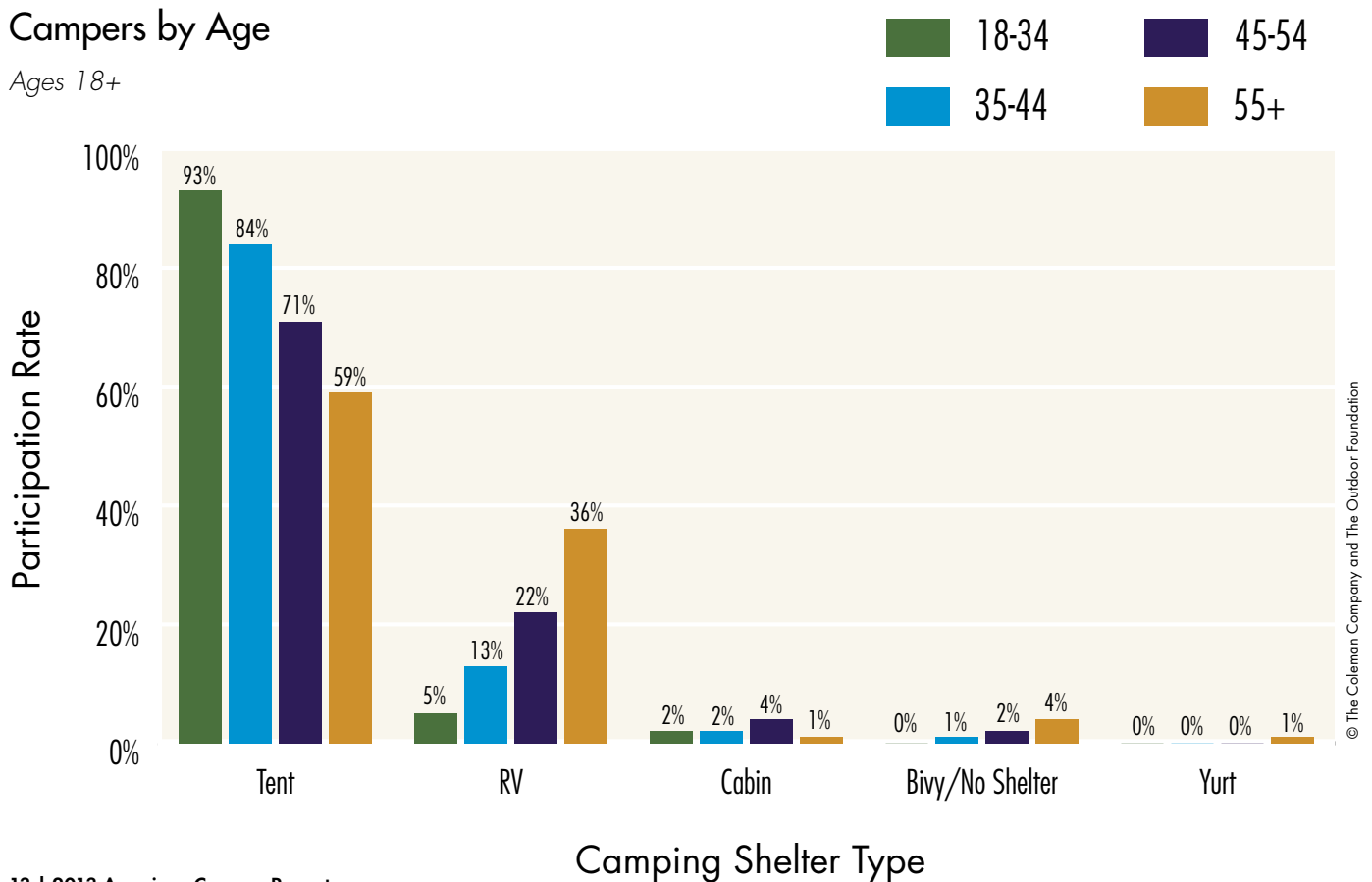
Ages 18+



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Campers by Age

Ages 18+

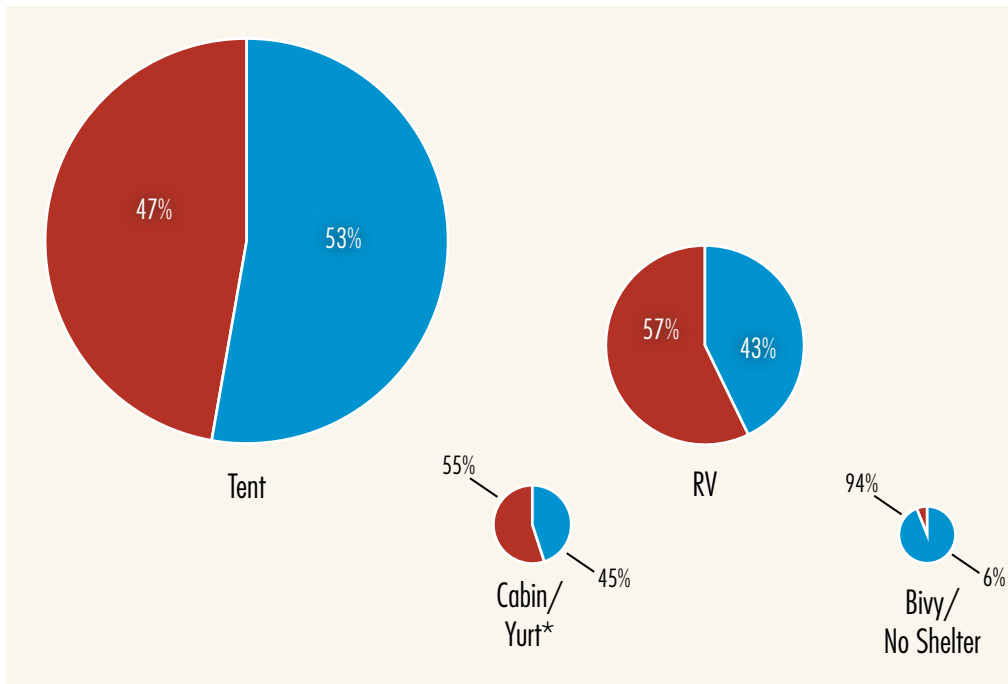


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Campers by Gender

Ages 18+

Female
Male



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

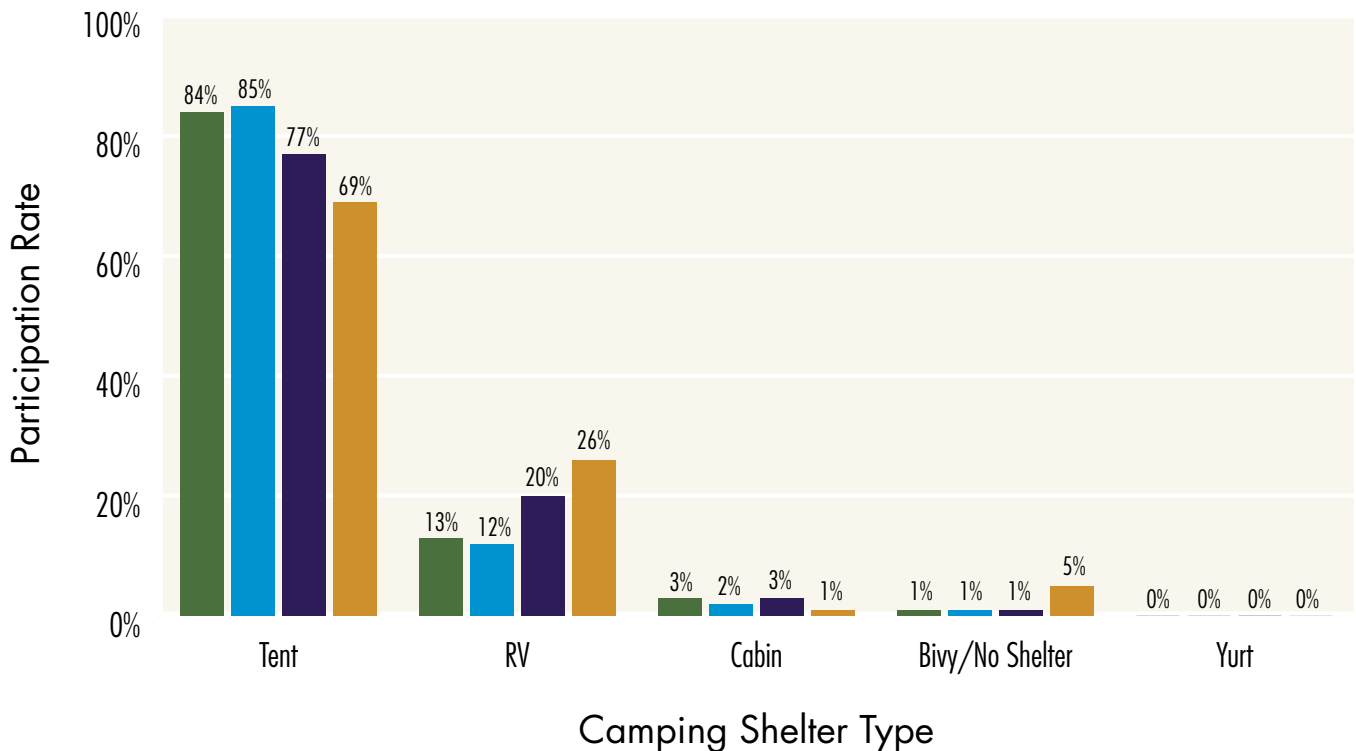
Note: Data on this page only includes adult campers, ages 18+.

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Campers by Frequency

Ages 18+

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

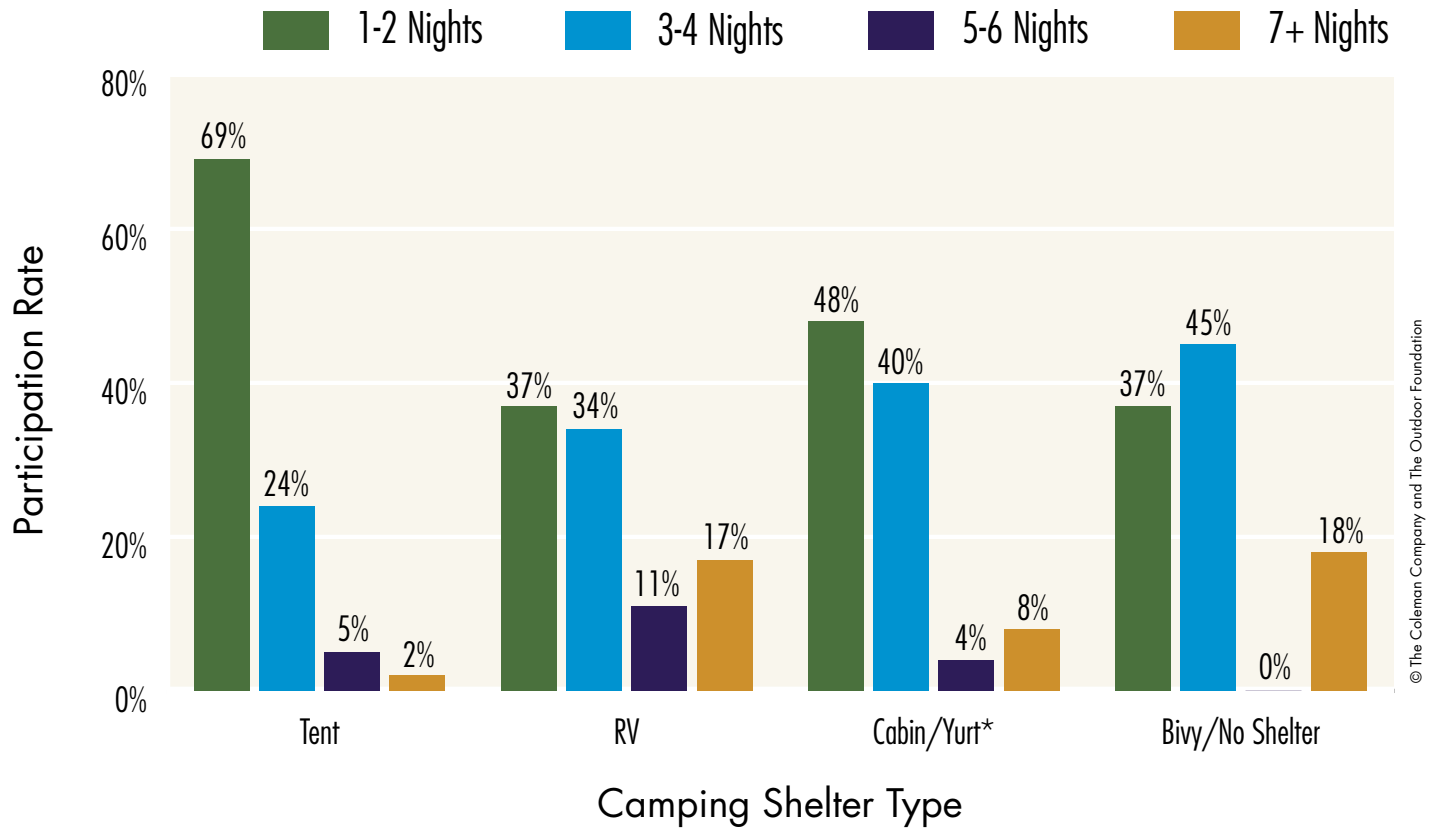


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Length of Stay by Type of Camping Shelter

Campers, Ages 18+

Although tents are the most popular camping shelters, campers who stay in tents tend to have the shortest outings. Nearly 70 percent of tent campers have one to two-night outings. RV campers tend to have the longest outings, with 28 percent spending five or more nights on a trip.



**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

American adults average 5.8 camping trips per year. Trips usually last for one to two nights, with the longest trip occurring during the summer months. To reach their destinations, campers travel an average of more than 200 miles. The most popular camping destination is a public campground.

The decision to go camping is usually not spontaneous. Forty-four percent of campers make the decision to go camping at least a month in advance. On the other hand, many campers do not make campsite reservations until the day of their trip. Forty-five percent make walk-in reservations.

Camping is social for many of those who enjoy the activity. Seventy-eight percent of participants camped with friends. Young adults are especially social campers, with 93 percent camping with friends.

Hiking is the favorite activity among campers — whether on a camping trip or not.

Hiking

While camping, participants are most likely to enjoy hiking over any other activity.

Summer

The longest camping trips are taken during the summer and last an average of 2.8 days.

200.7 Miles

Campers travel an average distance of 200.7 miles for camping trips.

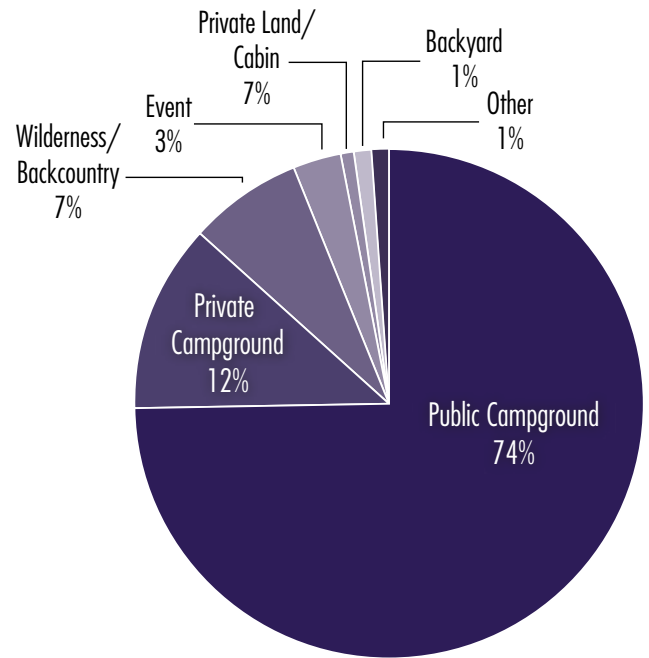
Camping in the last 12 months...

Camping Trip Venue

In 2012, 74 percent of adult camping participants camped in public campgrounds, which include local, state and national park campgrounds.

5.8 Times

The average camper went on 5.8 camping trips in 2012.

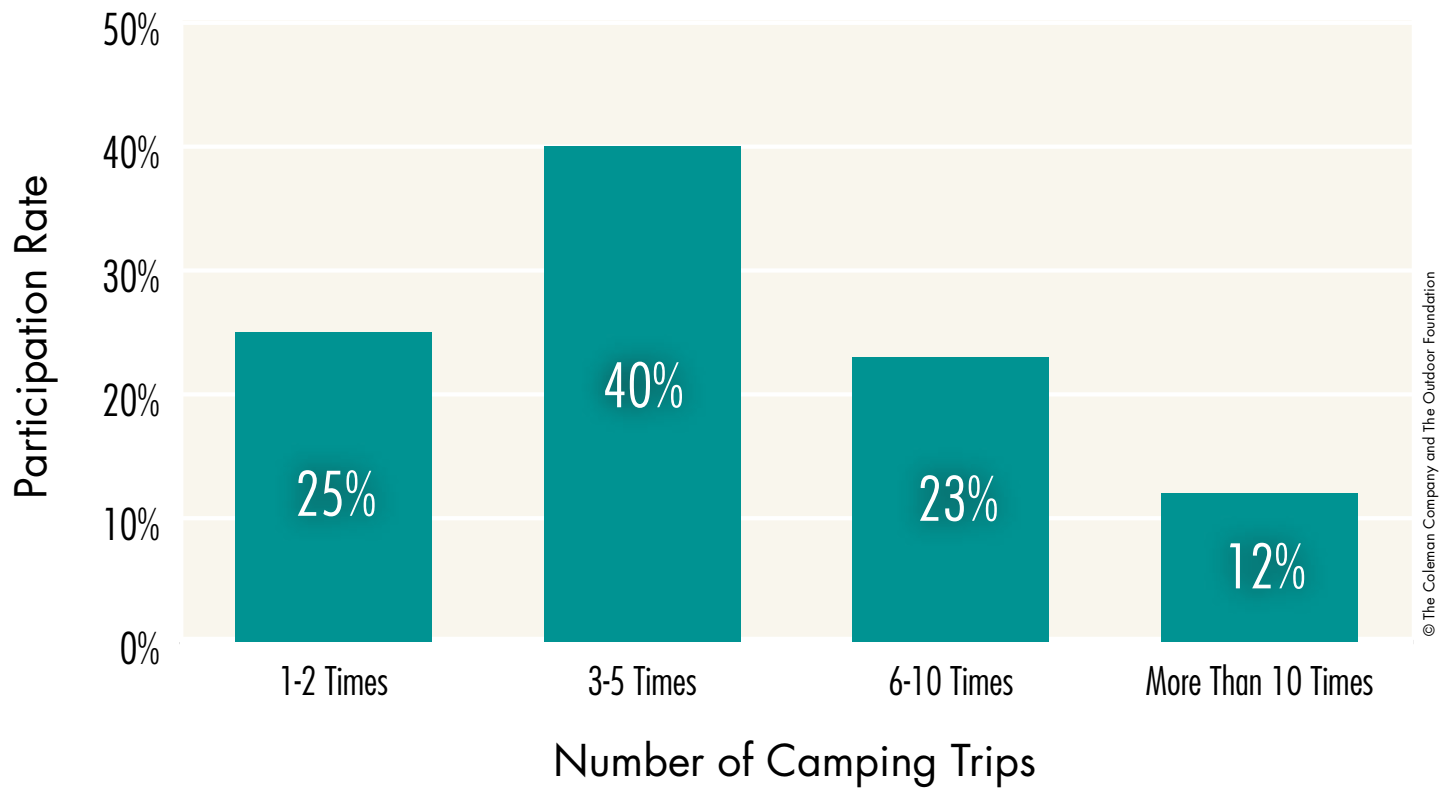


Campers, Ages 18+

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Frequency of Camping Trips

Campers, Ages 18+

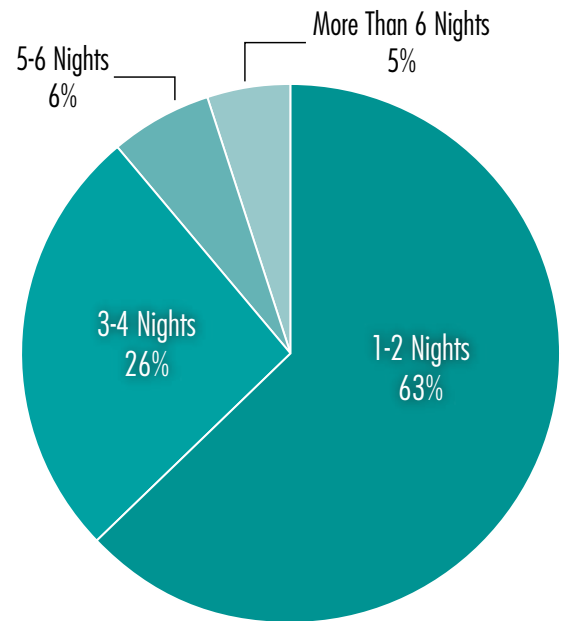


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Most recent camping trip...

Length of Trip

During their last outing, most campers, 63 percent, took camping trips that lasted one or two nights. Only 11 percent took trips that lasted five nights or more.



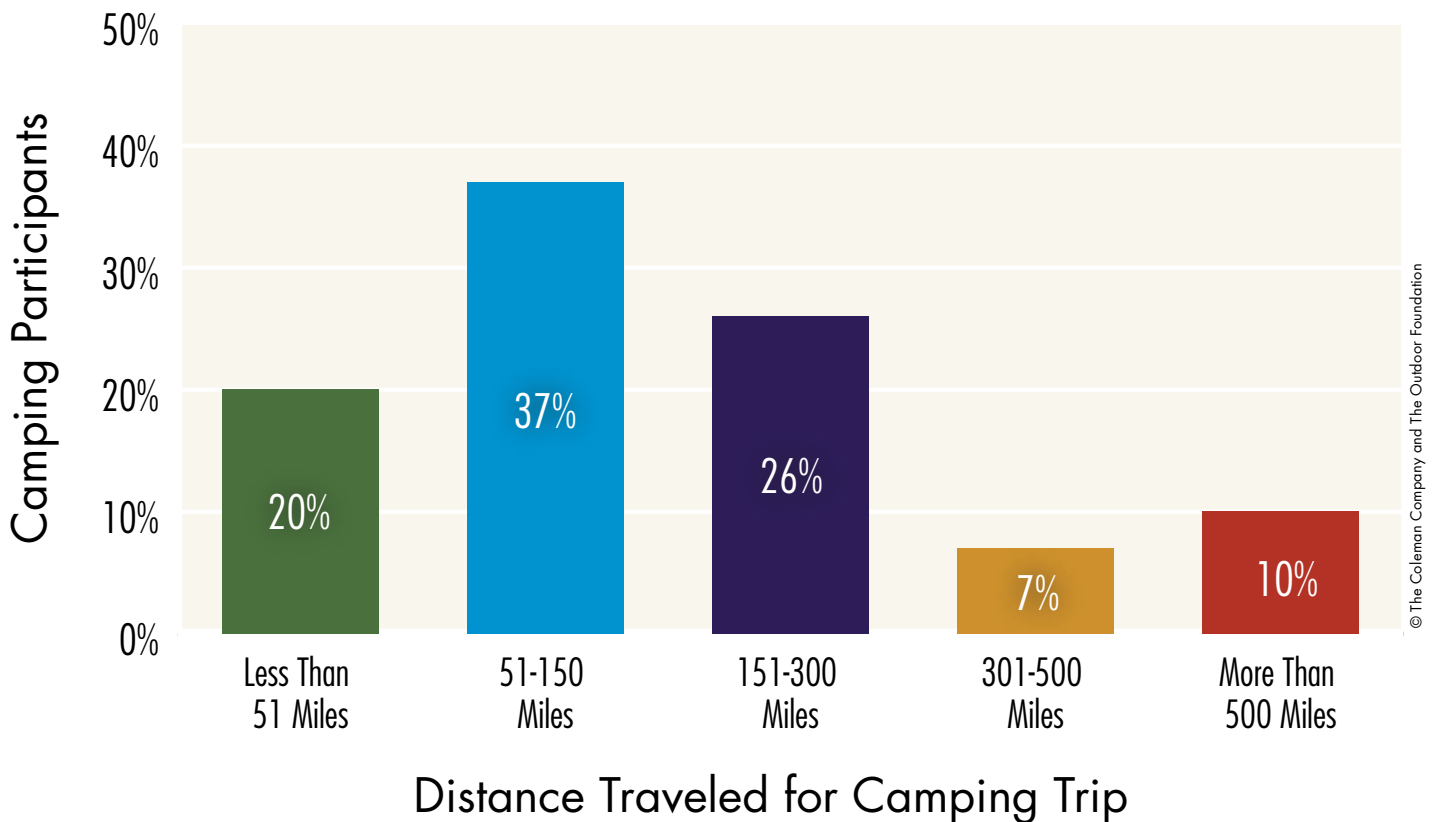
Campers, Ages 18+

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Distance from Home

Campers, Ages 18+

The majority of campers, 57 percent, stay within 150 miles of home on their camping trips. A mere 10 percent went on trips that took them further than 500 miles from home.



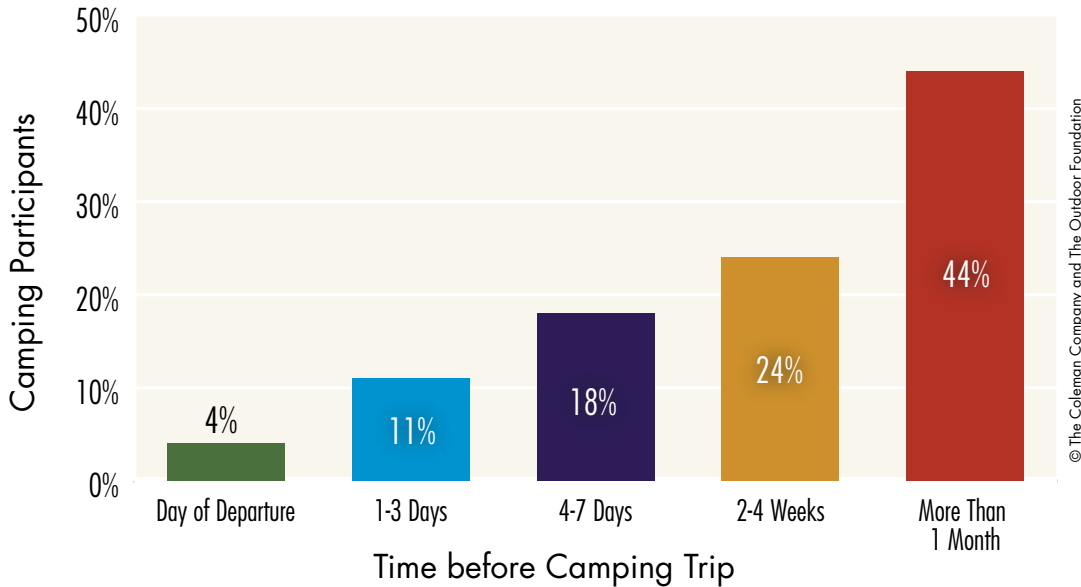
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Most recent camping trip...

Trip Planning and Preparation

Campers, Ages 18+

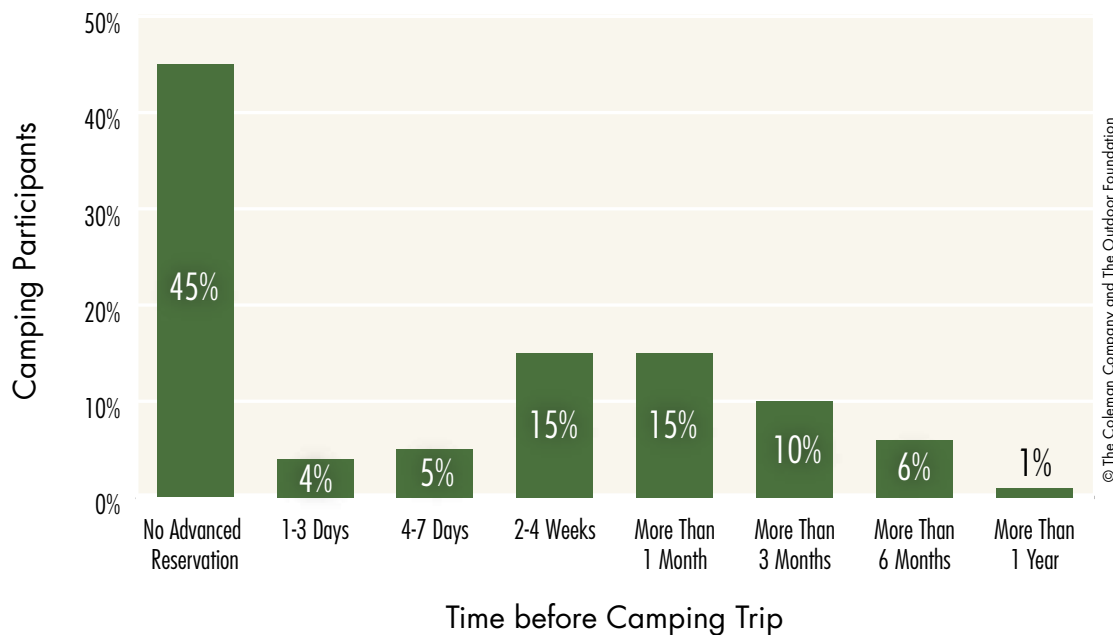
Forty-four percent of campers planned trips a month in advance. Only 15 percent took less than four days to decide to go camping.



Campsite Reservations

Campers, Ages 18+

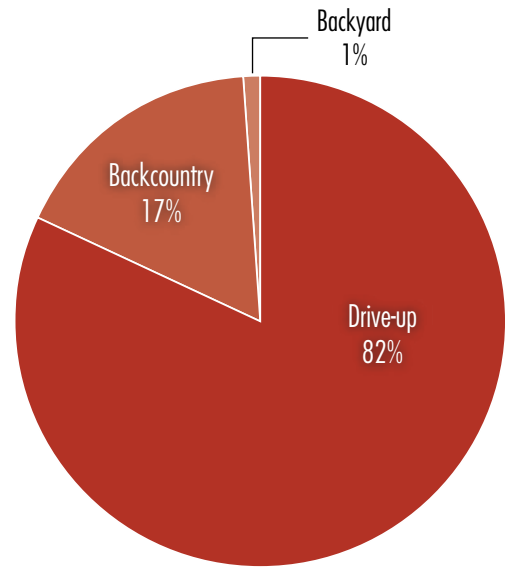
Although campers decided to go camping well before their trips, most did not get advance reservations. Of those campers who stayed at campsites, 45 percent had no prior reservation.



Most recent camping trip...

Type of Trip

During their last trip, most campers, 82 percent, drove to their camping destination. Only 17 percent journeyed into the backcountry and one percent camped in a backyard.



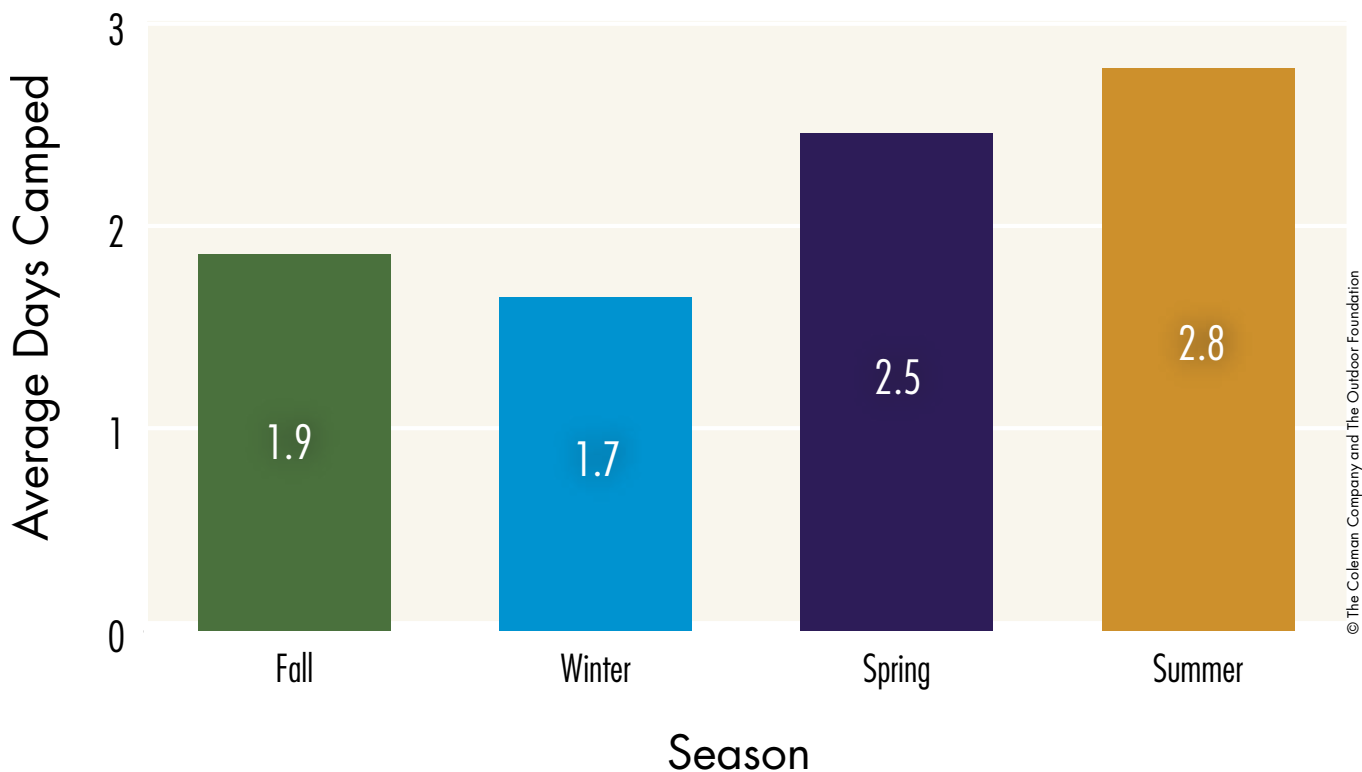
Campers, Ages 18+

© The Coleman Company and The Outdoor Foundation

Camping Days by Season

Campers, Ages 18+

Perhaps due to pleasant weather and kids' summer vacations, the longest camping trips occur during the summer months. Campers spend nearly three days on each trip. As the weather gets colder, the trips get progressively shorter.



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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
Friend(s)	93%	71%	72%	65%	78%
Spouse/Significant Other	67%	61%	64%	61%	64%
Immediate Family	36%	59%	58%	43%	47%
Extended Family	8%	25%	18%	23%	17%
Kids/Grandkids, Ages 2-8	7%	36%	12%	22%	17%
Kids/Grandkids, Under Age 2	5%	8%	3%	8%	6%
Kids/Grandkids, Ages 9-14	3%	32%	21%	17%	16%
Other Individual/Group	3%	2%	7%	8%	4%
Kids/Grandkids, Ages 15-17	1%	10%	16%	13%	8%
Scouts	1%	4%	6%	1%	3%
Work Colleagues	1%	0%	0%	1%	1%
Sporting Team Mates	0%	2%	1%	3%	1%
Alone	0%	0%	0%	2%	1%
Church	0%	0%	1%	2%	0%
Pets	0%	1%	0%	1%	0%
School	0%	0%	0%	1%	0%

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Friends are the most popular camping companions. Seventy-eight percent of campers ages 18 and older say friends accompany them on trips, and among young adult participants, 93 percent say they camp with friends.

Motivation for Camping

Campers, Ages 18+

"What is the main motivation for camping?"	
Camping itself	43%
Mix of camping and sports activities	19%
Spending time with family and friends	15%
Escaping the grind	11%
Teaching my kids/the next generation about the outdoors	5%
Enabling participation or competition in sports or active pursuits	3%
Saving money compared to other vacation options	2%
Staying close to an event	1%

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The simple act of camping is the biggest motivation for taking a camping trip. Forty-three percent of participants camp just because they enjoy it, which indicates that camping is here to stay.

Decision Making

Campers by Age

"In general, who decides to go camping?"	Ages 18-34	Ages 35-44	Ages 45-54	Ages 55+	All Ages
Me	71%	61%	65%	68%	67%
Friends	14%	9%	5%	9%	10%
Spouse/Significant Other (Male)	11%	14%	15%	13%	13%
Spouse/Significant Other (Female)	2%	8%	6%	5%	5%
Parents	1%	1%	1%	0%	1%
Children	0%	6%	4%	4%	3%
Scouts	0%	0%	3%	1%	1%
Joint Decision (Me and Spouse)	0%	0%	0%	1%	0%

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The majority of camping participants say they usually made the decision to go camping themselves. Friends and male spouses or significant others also have some influence over the decision to go camping.

Camping Arrangements

Campers by Age

"In general, who makes the arrangements to go camping?"	Ages 18-34	Ages 35-44	Ages 45-54	Ages 55+	All Ages
Me	75%	71%	71%	78%	74%
Friends	14%	7%	5%	4%	9%
Spouse/Significant Other (Male)	8%	10%	11%	9%	9%
Parents	2%	1%	0%	0%	1%
Spouse/Significant Other (Female)	1%	8%	10%	6%	6%
Children	0%	0%	0%	2%	0%
Joint Decision (Me and Spouse)	0%	1%	0%	1%	0%
Scouts	0%	0%	2%	0%	0%
Other Relative	0%	0%	1%	0%	0%
Grandparents	0%	1%	0%	0%	0%
Club/Group	0%	0%	0%	1%	0%

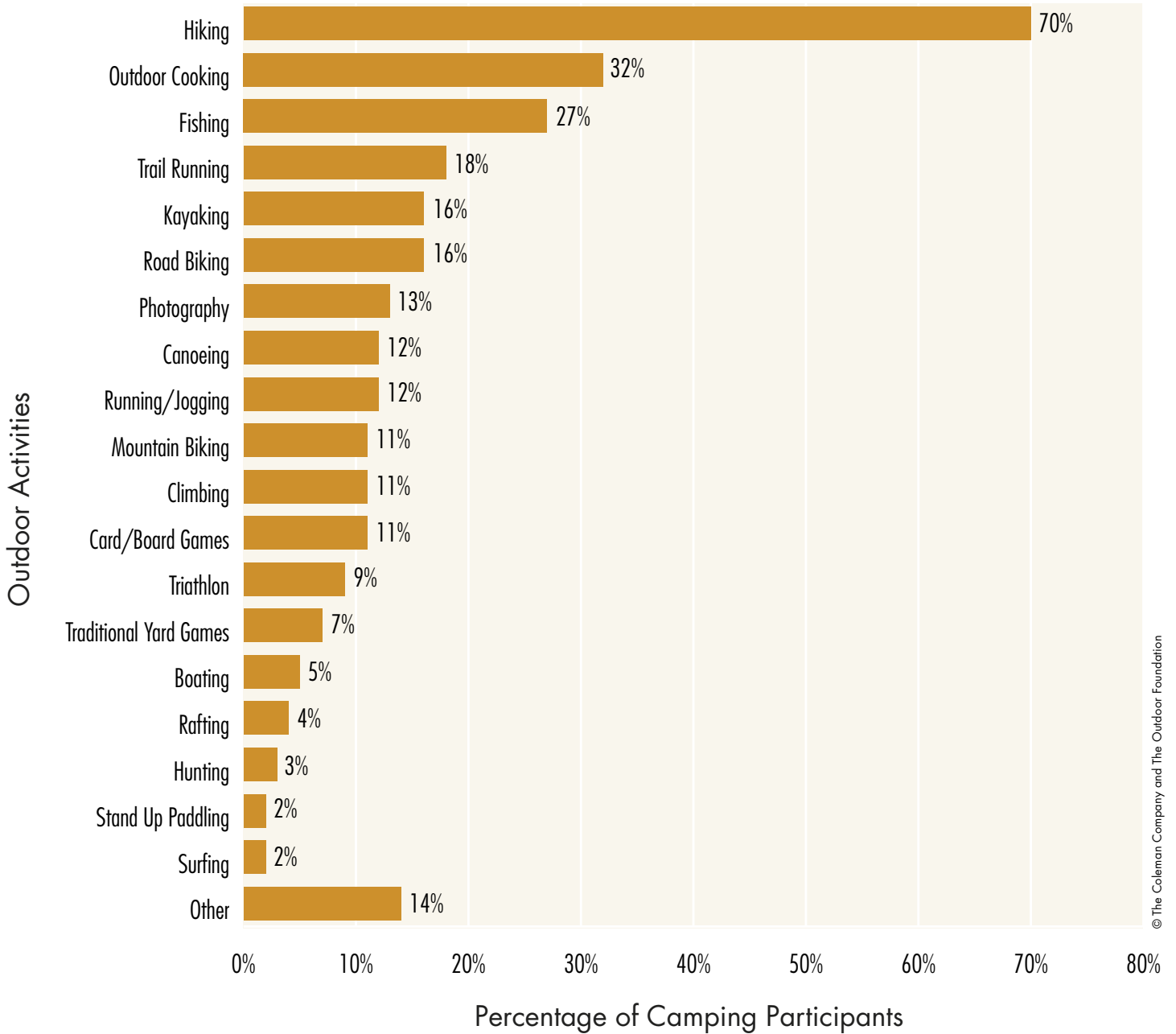
© The Coleman Company and The Outdoor Foundation

Like making the decision to go camping, most people say they also make the camping arrangements themselves. Again, friends and male spouses or significant others also make the arrangements for some camping participants.

Favorite Activities while Camping

Campers, Ages 18+

Hiking is, by far, the most popular sports and leisure activity to participate in while camping. Seventy percent of camping participants say they enjoy hiking while camping. Outdoor cooking is a distant second at 32 percent.



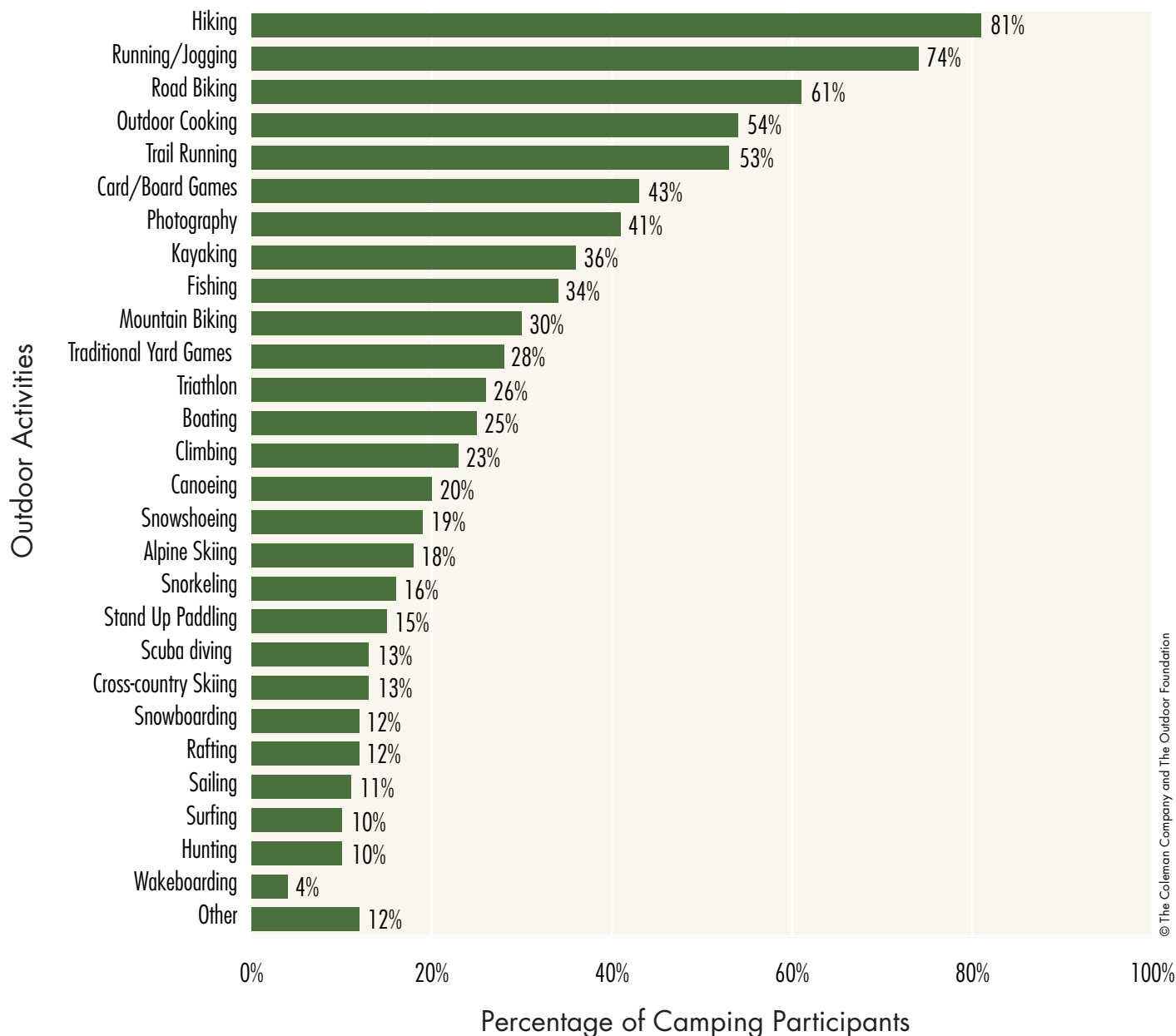
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Note: Activities that received less than two percent response are not included.

General Sports and Leisure Participation

Campers, Ages 18+

Even when camping participants are not camping, they still enjoy hiking. Running comes in a close second at 74 percent. Interestingly, running or jogging is not a favorite activity while camping. Only 12 percent of camping participants like to run or jog during their camping trips.



Note: Activities that received less than two percent response are not included.

BUYING BEHAVIOR: A FOCUSED LOOK

For the first time, the *American Camper Report* takes an in-depth look at the buying behavior of the nation's camping participants. This section gives the camping industry insights into the consumers of camping goods.

More than two-thirds of camping participants are employed or are full-time students. This may imply that these individuals feel they can afford camping expenses, like gear and campsite reservations.

Campers consider sleeping bags the most essential piece of camping gear to take on an outing, and tents come in a close second. Showers or some sort of washing facilities are considered the biggest luxury items. The most popular camping equipment to purchase, however, is propane or other liquid fuel.

More than half of campers rarely or never shop for camping items for someone other than themselves. When the camping equipment is a gift, recipients of these gifts are usually spouses or significant others, and the gifts are usually sleeping bags.

Shower

A shower or some kind of washing facility is considered the greatest luxury to have on a camping trip.

48%

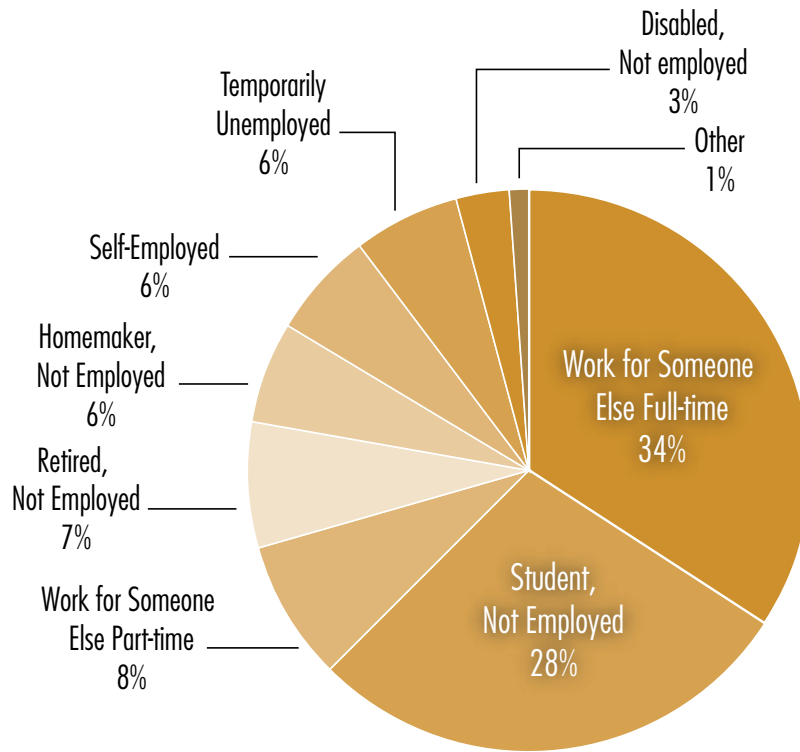
Almost half of campers, 48 percent, are employed part-time or full-time. Twenty-eight percent are students.

Propane

Propane or other liquid fuel was the most popular camping purchase.

Camping Participants by Employment Status

More than two-thirds of camping participants are either employed or are students and are not yet employed. Only six percent of campers are temporarily unemployed.



Campers, Ages 6+

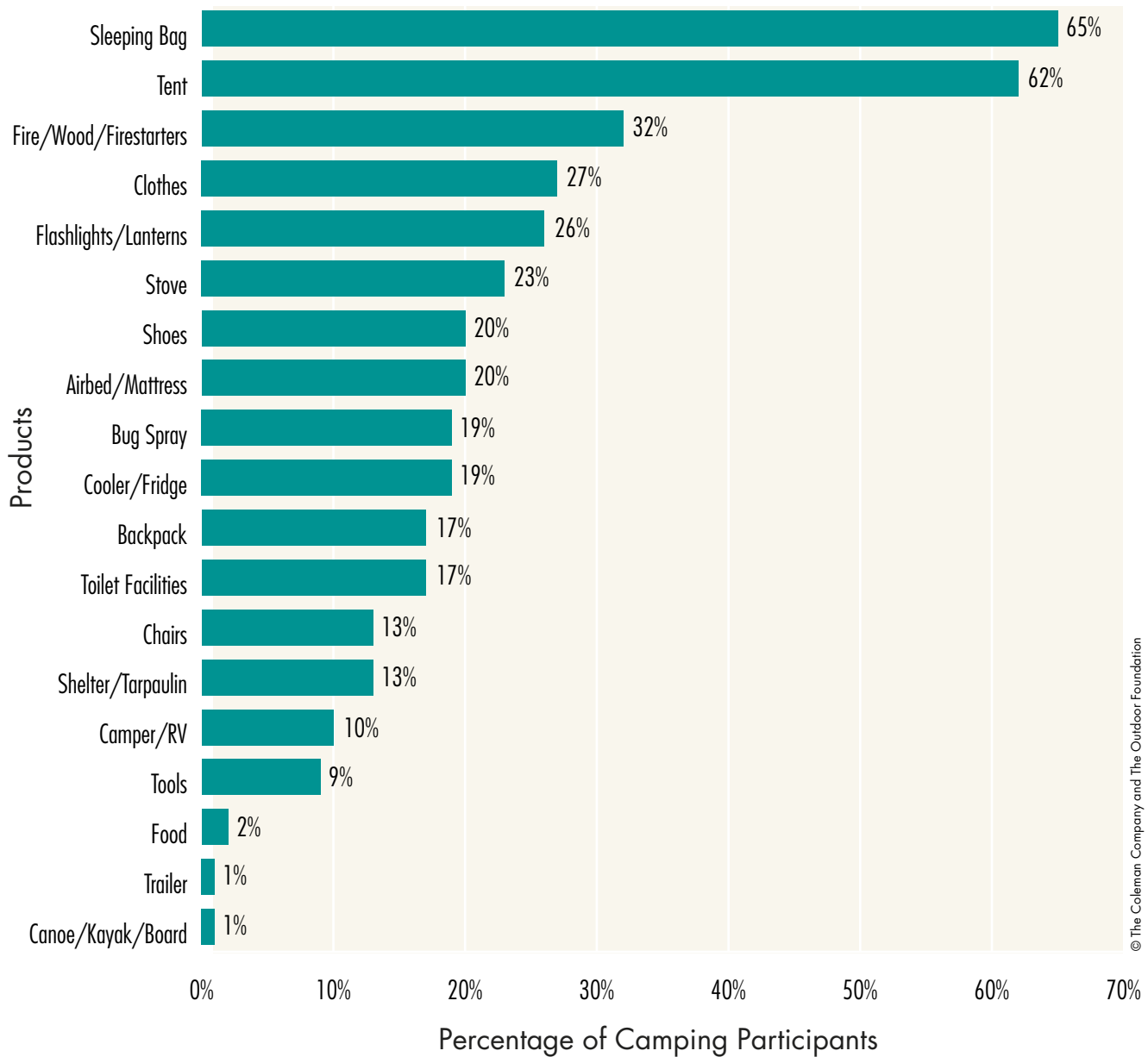
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Most Essential Camping Items

Campers, Ages 18+

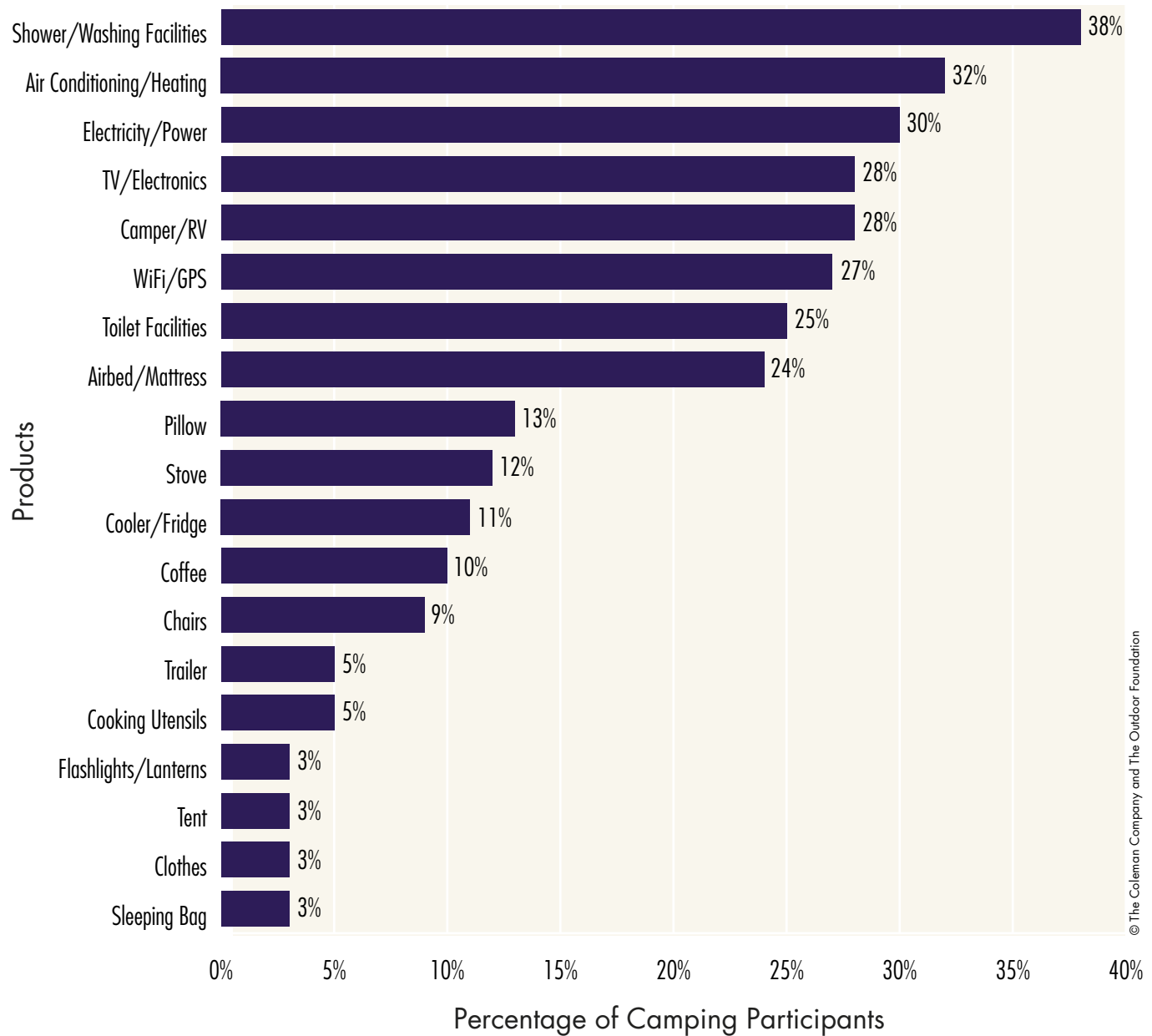
Sixty-five percent of campers say that a sleeping bag is the most essential camping equipment to take on an outing, and tents come in second at 62 percent.



Most Luxury Camping Items

Campers, Ages 18+

Thirty-eight percent of campers say showers and washing facilities are the most luxurious items to have on a camping trip. Air conditioning and electricity are also popular luxury items.

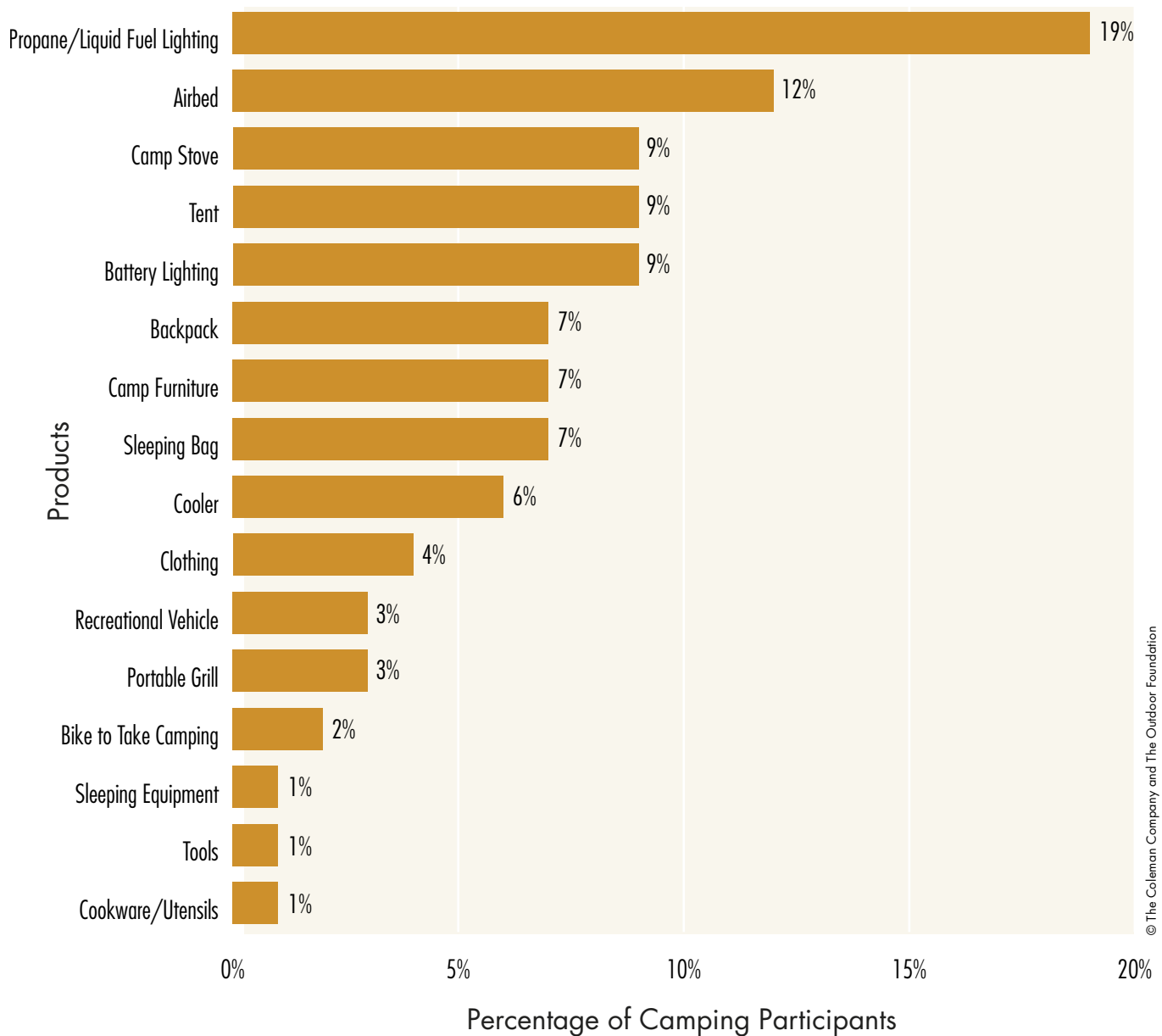


Most recent purchase...

Camping Item Last Purchased

Campers, Ages 18+

Propane or liquid fuel is the most popular camping purchase for 19 percent of participants. Airbeds are the second most recently purchased item, followed by camp stoves, tents and battery lighting.

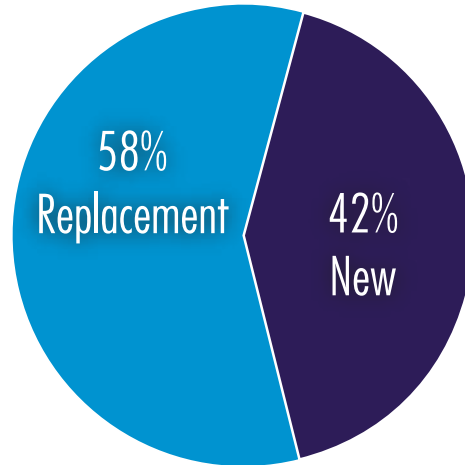


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Most recent purchase...

Kind of Purchase

Adult campers tend to buy more replacement camping equipment for lost or broken goods over new coming equipment.



Campers, Ages 18+

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Purchasing Decision

Campers by Age

Sixty-eight percent of campers plan a purchase before setting off on a camping trip. Very few camping purchases are made spontaneously.

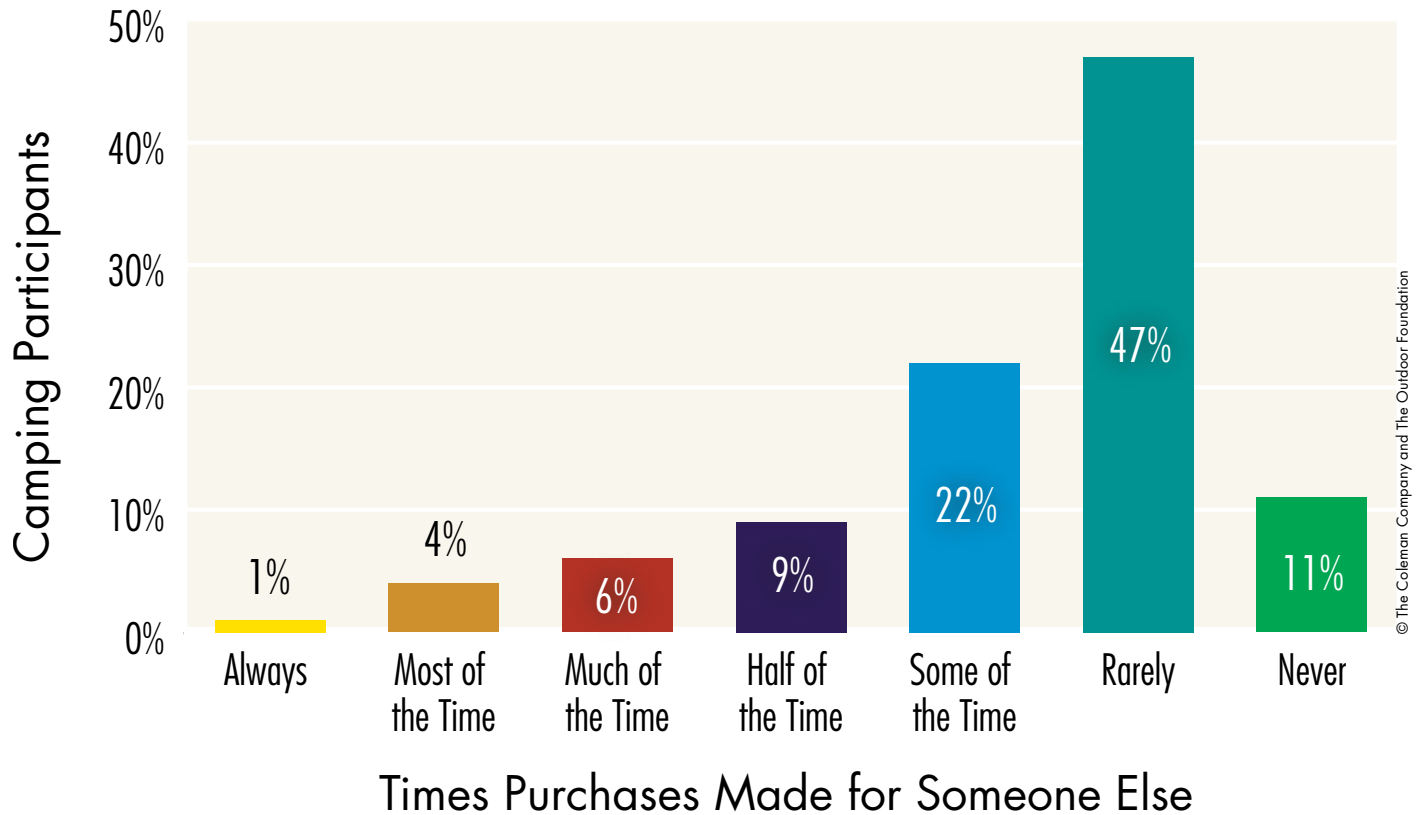
"When was the purchase decision made?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
At home, prior to the camping trip	72%	65%	64%	67%	68%
While camping	14%	13%	9%	14%	13%
Reviewing camping equipment online	5%	7%	10%	11%	8%
While in a camping equipment store	5%	7%	7%	2%	6%
Looking through a printed catalog	2%	2%	3%	1%	2%
At store/when seen	0%	1%	3%	2%	1%
After previous trip	0%	0%	1%	0%	1%
Consulting friends	0%	0%	0%	1%	0%
Gift	0%	1%	0%	0%	0%
Other	0%	1%	1%	2%	1%

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How Often Campers Buy for Others

Campers, Ages 18+

Campers usually buy camping items for themselves. More than half of campers rarely or never buy camping items as a gift for someone else. Only one percent say they always buy for others.



Gift Recipient

Campers, Ages 18+

Primary User	
Spouse/Significant Other	47%
Child	24%
Friend(s)	21%
Other Family	6%
Pet(s)	1%

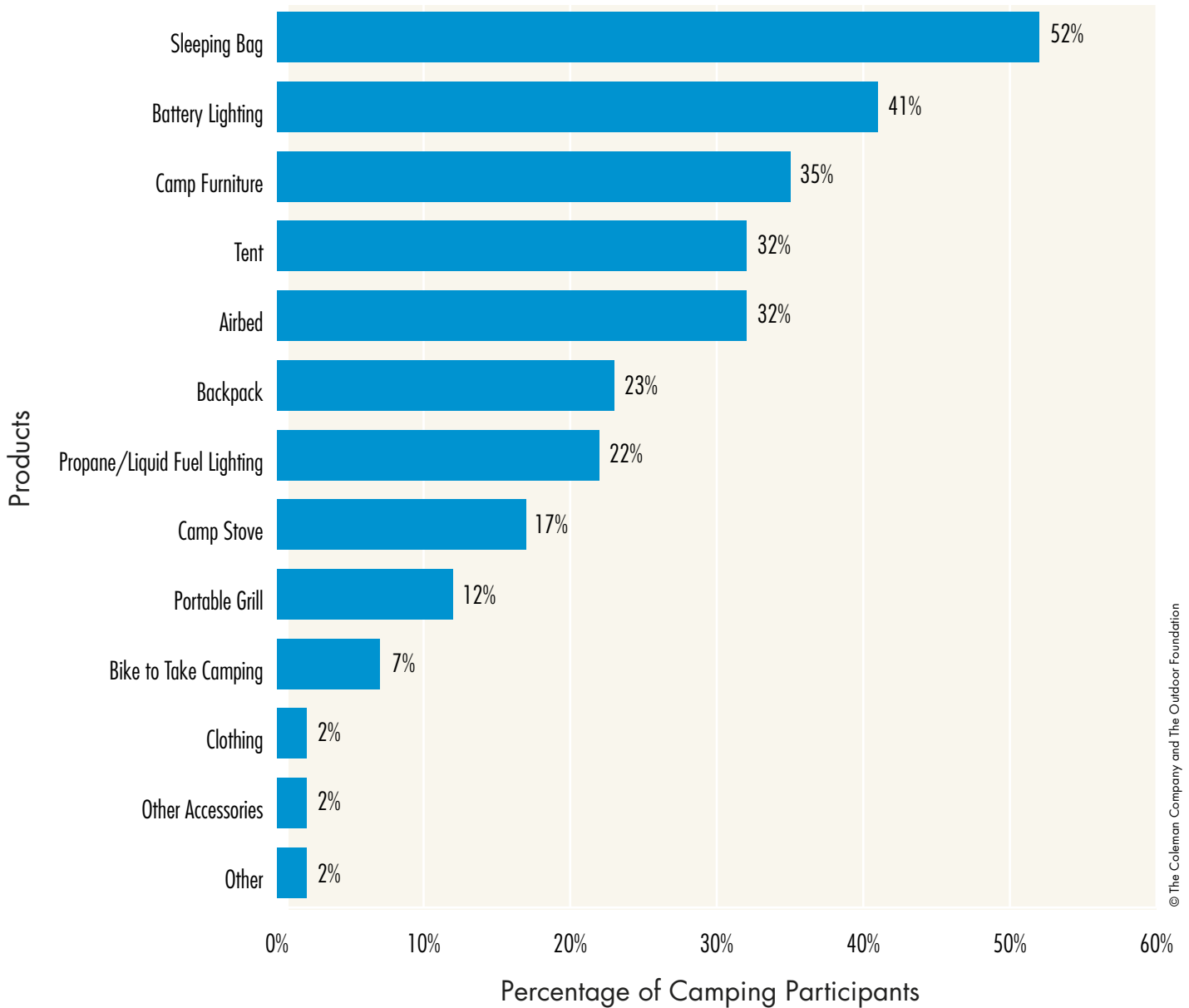
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The recipient of most camping-related gifts is a spouse or significant other. Almost half of campers say they make camping purchases for their spouse or significant other.

Camping Items Purchased as a Gift

Camper, Ages 18+

Fifty-two percent of campers who purchase camping-related gifts for someone give a sleeping bag. Battery lighting and camp furniture are also popular gifts.



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Note: Items that received less than two percent response are not included.

Spending on Sports and Recreation in 2012

Campers, Ages 6+

	More Than In 2011	Less Than In 2011
Outdoor recreation activities	14%	8%
Clothing for sports and recreation	14%	10%
Footwear for sports and recreation	13%	10%
Equipment for sports and recreation	13%	12%
Team sports at school	10%	5%
Team sports outside of school	10%	7%
Travel to take part in sports and recreation	9%	8%
Gym membership	8%	8%
Lessons, instructions and sports camps	8%	7%
Individual sporting events	7%	6%
Winter sports	5%	6%
Golf membership and fees	4%	4%
Tennis membership and fees	3%	3%

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Planned Spending on Sports and Recreation in 2013

Campers, Ages 6+

	More Than In 2012	Less Than In 2012
Outdoor recreation activities	19%	7%
Footwear for sports and recreation	14%	9%
Clothing for sports and recreation	13%	10%
Travel to take part in sports and recreation	13%	6%
Equipment for sports and recreation	11%	11%
Team sports outside of school	11%	4%
Team sports at school	10%	4%
Individual sporting events	9%	5%
Lessons, instructions and sports camps	9%	5%
Winter sports	8%	5%
Gym membership	8%	5%
Golf membership and fees	5%	4%
Tennis membership and fees	3%	3%

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Camping Purchases in the Last Year

Campers by Age

The most popular camping-related purchase is propane or liquid fuel. Battery lighting comes in a close second, with airbeds, camp stoves and camp furniture following.

"What did you purchase in the last 12 months?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Propane or liquid fuel	37%	33%	40%	41%	37%
Battery lighting	31%	35%	28%	35%	32%
Camp stove	31%	16%	14%	18%	21%
Airbed	29%	23%	22%	22%	25%
Backpack	22%	20%	17%	14%	19%
Sleeping bag	20%	23%	17%	11%	19%
Portable grill	17%	11%	11%	11%	13%
Tent	13%	23%	16%	14%	16%
Bicycle to take camping	13%	2%	6%	7%	8%
Clothing	12%	0%	1%	1%	5%
Camp furniture	8%	26%	21%	34%	20%
Cooler	8%	20%	19%	9%	13%
Recreational Vehicle (RV)	2%	2%	4%	10%	4%
Equipment - Pumps/Filters	1%	1%	1%	2%	1%
Sleeping Equipment - Pads/Pillows etc	1%	2%	2%	0%	1%
Cookware/Utensils	0%	2%	1%	2%	1%
Tools	0%	1%	0%	2%	1%
RV Accessories	0%	0%	0%	1%	0%
Other Accessories	0%	1%	0%	2%	1%
Other	0%	0%	1%	2%	1%

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THE FUTURE OF CAMPING

Ten percent of campers went on their first camping trip in 2012. The highest rate of new campers, 29 percent, were between the ages of six and 12.

Regularly participating in outdoor activities has a lasting effect on children and adolescents. Sixty percent of current campers participated in regular outdoor activities as children. That compares to a mere 25 percent of non-campers. Outdoor recreation during adolescence had a similar effect — getting Americans outdoors and active in their adult years.

Time is the biggest barrier keeping participants from camping more often. Campers say that finding an opportunity to get away is the most time-consuming aspect of camping. Additionally, 59 percent of participants blame lack of time due to school and work for not going on more camping trips.

There is good news for the future of camping. In the next year, campers are planning an average of 5.5 camping trips, up from the 4.3 camping trips planned for the previous year.

Time

More than half of adult campers say that finding the time to get away is the hardest aspect of camping.

59%

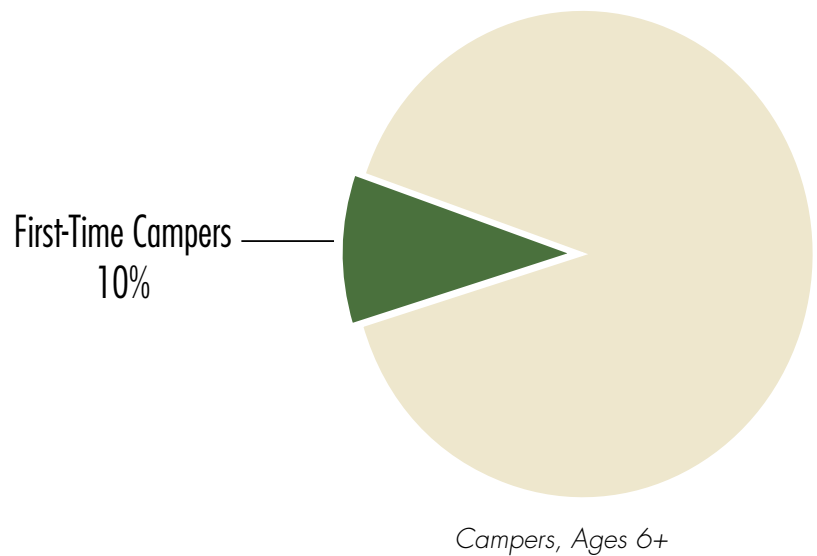
Fifty-nine percent of campers are taking fewer trips because of work or school commitments.

5.5 Trips

Campers plan to take an average of 5.5 trips next year.

First-Time Campers

In 2012, 10 percent of all camping participants went camping for the first time.

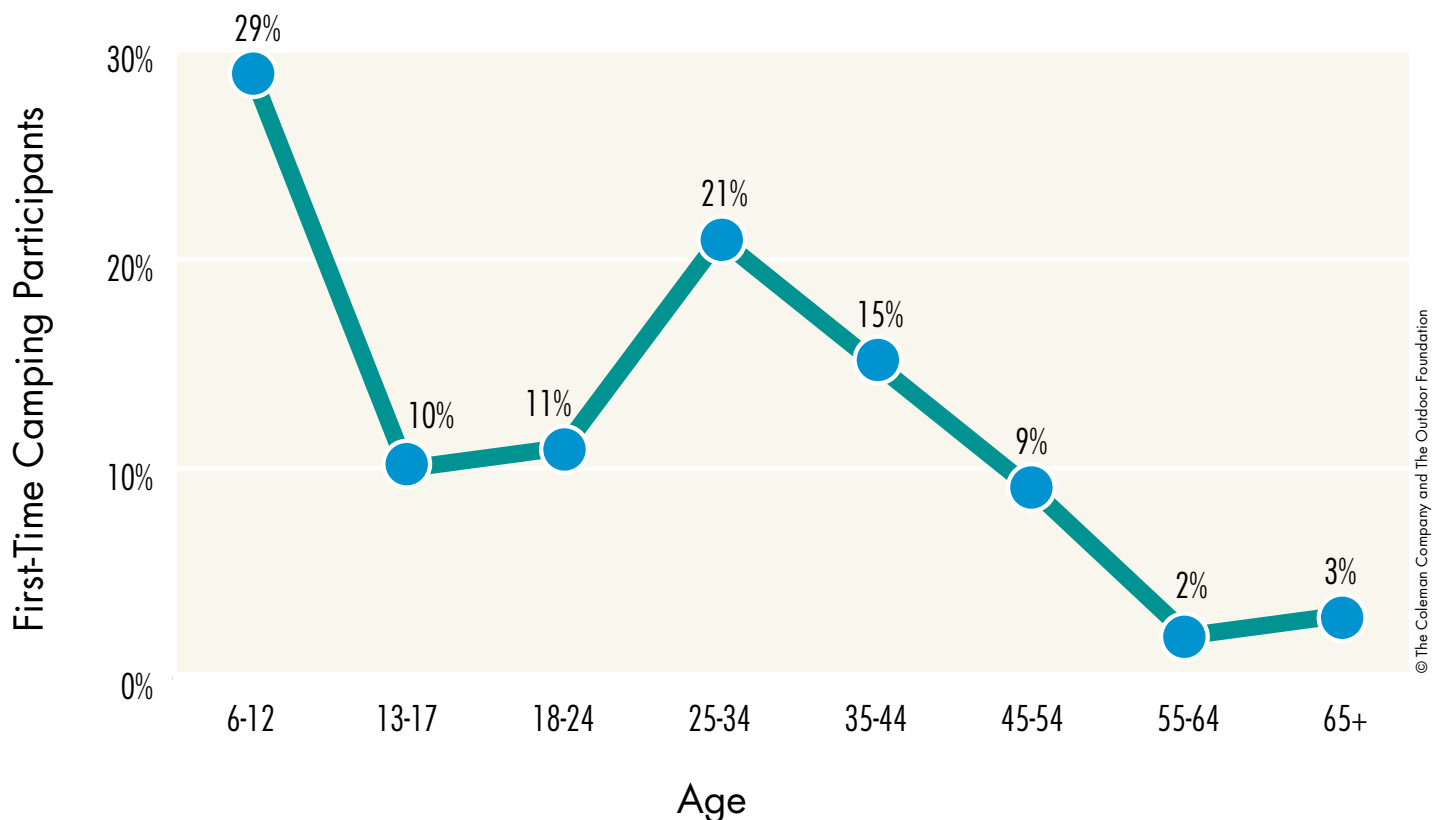


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Introducing Camping for the First Time

First-Time Campers by Age

Twenty-nine percent of camping participants take their first camping trip between the ages of six and 12. The likelihood of going on a first camping outing drops to 10 and 11 percent, respectively, during adolescence and young adulthood. There is an increase in new campers from ages 25 to 34 and then the likelihood of camping for the first time generally declines as people age.



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Youth Participation in Sports and Recreation Among Current Adult Campers

All Americans

Early exposure to outdoor activities and other recreation has a powerful effect on future choices. Among adults who are campers, 60 percent participated in regular outdoor activities between the ages of six and 12. That compares to a mere 25 percent of non-campers. Outdoor recreation during adolescence had a similar impact on future lifestyle choices — inspiring adults to get outdoors and active.

“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
PE at school	79%	67%	76%	65%
Outdoor activities	60%	25%	66%	28%
Team sports	43%	30%	48%	34%
Cycling	43%	29%	41%	27%
Swimming for fitness	27%	17%	32%	18%
Running/Jogging	26%	18%	41%	27%
Water sports	23%	12%	28%	14%
Winter sports	17%	9%	24%	12%
Racquet sports	9%	5%	17%	11%
Fitness/Health club-based activities	7%	4%	16%	8%
Golf	7%	3%	12%	7%
None of the above	6%	21%	7%	21%

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Number of Trips Taken

Campers by Age

In the last three years, 38 percent of camping participants have not changed the amount or length of their camping trips. Nearly the same amount say they are taking fewer trips that are shorter.

"In the last three years (including this year), how would you characterize your camping activity?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Fewer trips now, and they are shorter	41%	26%	28%	20%	31%
No significant change in our activity	32%	38%	43%	43%	38%
More trips now, but they are shorter	13%	12%	7%	5%	10%
More trips now, and they are longer	6%	12%	7%	15%	9%
Fewer trips now, but they are longer	4%	3%	7%	7%	5%
About the same number of trips, but they are shorter	3%	6%	5%	6%	5%
About the same number of trips, but they are longer	0%	3%	3%	4%	2%

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Most Time-Consuming Aspect of Camping

Campers by Age

Just finding the time to get away can be the biggest barrier to getting out the door and into the outdoors. The majority, 55 percent, of campers agreed that finding the time to get away is the most time-consuming aspect of camping. Among young adults, 62 percent said they can't find 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	62%	51%	56%	43%	55%
Clean-up/maintenance of gear upon return	21%	12%	10%	19%	16%
Planning	9%	11%	11%	9%	10%
Packing/unpacking	4%	19%	16%	13%	12%
Traveling	3%	5%	5%	5%	4%
Finding company	1%	0%	0%	2%	1%
Finances	0%	0%	0%	1%	0%
None, time not a problem	0%	1%	1%	8%	2%

Reasons for Taking Fewer Trips

Campers by Age

Of those who are taking fewer trips, 59 percent blame work or school commitments. Among young adults, 79 percent cited work and school commitments the reason for taking fewer trips.

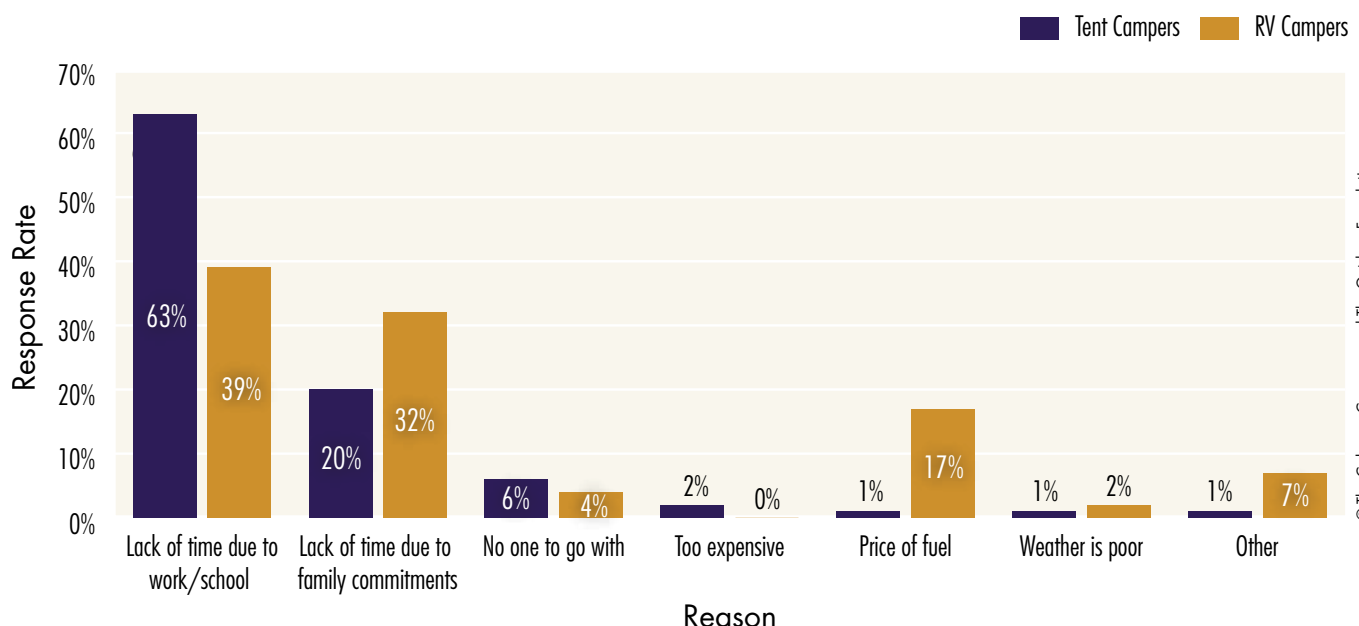
"What keeps you from participating in outdoor activities more often?"	Age 18-34	Age 35-44	Age 45-54	Age 55+	All Ages
Lack of time due to work/school commitments	79%	45%	49%	25%	59%
Lack of time due to family commitments	12%	40%	30%	12%	21%
No one to go with	5%	5%	4%	19%	6%
Weather is poor	2%	0%	1%	2%	1%
Price of fuel	1%	1%	4%	13%	3%
Couldn't get reservation	1%	0%	2%	4%	1%
Too expensive	0%	1%	2%	8%	2%
My age/health	0%	0%	1%	8%	1%
Need better/different equipment	0%	5%	0%	2%	1%
Not enough vacation time	0%	0%	5%	0%	1%
Prefer other destinations/hotels	0%	0%	1%	0%	0%
Fire ban	0%	0%	0%	2%	0%
Other	1%	2%	0%	6%	2%

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Fewer Trips Among Tent and RV Campers

Campers by RV and Tent Campers

Reasons for taking fewer trips vary among tent and RV campers. While work commitments are a bigger barrier for tent campers, RV campers are more likely to stay home due to family commitments. The price of fuel is also a much bigger concern for RV campers than tent campers (17 percent compared to one percent).



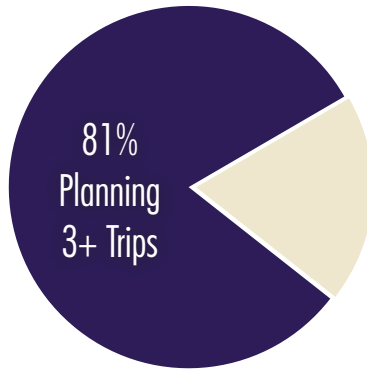
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Note: Reasons that received less than two percent response are not included.

Camping in the next 12 months...

Camping Plans

Eighty-one percent of camping participants plan to go on three or more camping trips in the next year.



Campers, Ages 18+

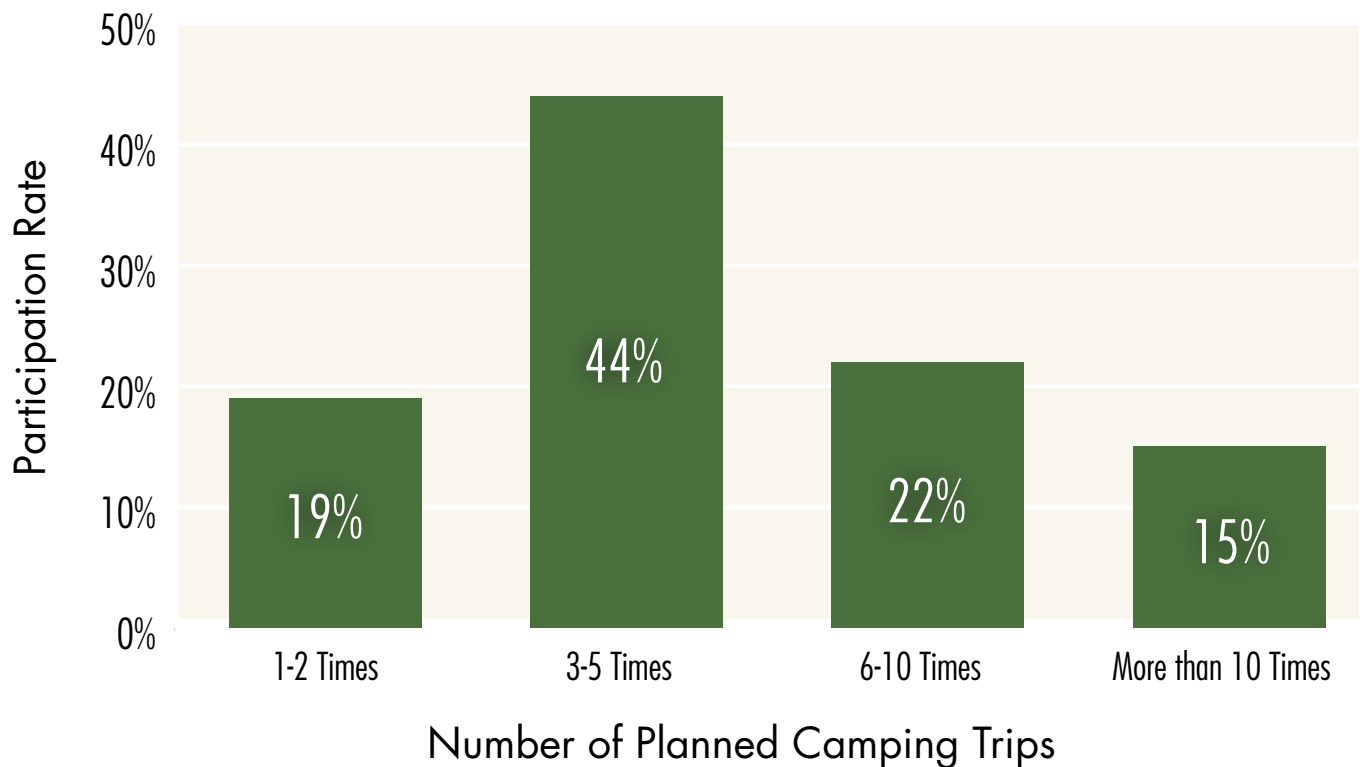
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5.5 trips

Camping participants are planning on taking an average of 5.5 camping trips next year.

Number of Trips Planned

Campers, Ages 18+



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Method

During January and early February of 2013, a total of 42,363 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate/IPSOS. A total of 15,770 individual and 26,593 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 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, population density and panel join date. The total population figure used was 287,138,000 people aged 6 and above. The 2013 participation survey sample size of 42,363 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 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

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.

Unless otherwise noted, the data in this report was collected during the latest 2013 participation survey, which focused on American participation in the 2012 calendar year. 2006, 2007, 2008, 2009, 2010 and 2011 data noted in the report was collected in previous surveys.

Charts in this report may not always add up to 100 percent exactly. This is a result of rounding errors and the errors do not persist in the unrounded data.

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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