

Sample And Structure of Survey	Where Study was Conducted (state(s))	Sample Size?	How was survey conducted (who were respondents)	any way to get info broken down by state?	Differences state to state? By Region?
	Nationally with all 50 states represented. There is also a cohort of the study that was conducted in Canada.	n=2,400 in the U.S./n=500 in Canada	Respondents are selected from a nationally representative sample. The sample it was drawn from is continuously monitored and updated to ensure that it is in proportion to U.S. residents overall. The sample drawn from was statistically balanced to ensure the proportions across key demographics are in line with U.S. population demographics.	Even though all 50 states are represented, the sample size by state is too small to analyze. However, we can look at all results by region (the 4 census regions), or we can create groups of states to bolster sample size.	There are results by census region (4) that can be looked at and some of those are in the overall report, primarily incidence. Results by state are not available due to small sample size.

Deeper Dive into Some Core Questions	What are the trends of avid campers (areas, interests, activities)	Has staying in cabins always been considered camping? Any data without cabins meaning camping?	any "average nights stayed" info by groups?	Info on why people are getting out of camping?	any info on why campers might be uncertain to camp next season?	How old are "Younger Campers"	what is considered "Child Friendly"	any more info on teen group?
	There is a trend toward visiting national parks as well as those who are seeking "off the beaten path" areas. With younger campers becoming more avid, they are also more likely to be novelty seekers, and are always looking for new places to explore. In terms of activities, mountain biking is growing, and campers are looking for access to recreation both on and off site, but need some direction. Apps that help campers interact with the outdoors (e.g., plant/animal identification, constellations, foraging, etc.) are popular and gaining in popularity.	We included cabins because those are accommodations that are included at many campgrounds. It was our view that if you could rent an Airstream at a campground, then a cabin at a campground wasn't much different. Cabin campers are a different profile, typically (if they stay exclusively in cabins), we do break out a lot of the results by primary accommodation.	In our results, the group campers tend to stay only a couple of days, typically over a long weekend. Average stay is about 3 nights.	The primary barriers include: lack of interest by others, access to gear or transportation, expense, safety/security concerns, or they simply had a bad experience. Given it is viewed as a social experience, the lack of interest by others (friends or family) is the top reason.	This is a common response for those who only camp once a year. If something arises such as work/family commitments or even bad weather, their trip will be cancelled. Essentially, these are less avid campers who have other vacation interests and will camp if the opportunity arises, but they don't lock themselves into the commitment.	My references to younger campers is almost always millennials. There are times when there is some overlap with younger GenXers, so I will use a more general term if the difference between those groups is relatively small.	What we have found is that campers define child friendly as a place that first, has a lot of families with children who stay there. They look for campgrounds with other kids as they understand that those campers are more likely to be on the same page as them, and not complain about the activity and energy of having other children around. In my opinion, that is the most important	If anyone wants a deeper dive into the teen data, please reach out to me individually and I can share a more detailed summary of findings (sbahr@cairnconsultinggroup.com)

Clarifying Questions on Public Lands	More camping on National Forest than in National Parks so lumping USFS into Public Lands which is shown much smaller than NPS would be incorrect.	Difference Between Public Lands/state&national parks	Are county/regional parks private or public?
	For the public lands summary, the categories were fairly general and we tried to capture the primary places people could camp. We grouped all public lands based on whether they were not privately owned.	The state and national parks were their own categories while other public lands (including campgrounds) were combined.	Public.

RV Questions	Best way to reach RV/ Camper owners	Any Trends in sizes of RV's?	Any info on different size RV's ammentity needs?
SORP Webinar #2 will Work to Address these issues			

Recreational Amenties	Any ideas on different kids play areas?, open play areas etc.
	We don't address this directly in the study, but what we hear from parents overall is that they are seeking activities that keep their kids active and engaged. Boredom is the killer of family camping trips, thus parents will seek campgrounds where they know that there will be opportunities for their kids to stay active, interact with other kids and stay safe.

Other Information Queried?	Any info on average cost of wifi set ups on campgrounds?	Trends/Interests in disabled population	Top 3 ways campgrounds can adapt for the future	any info on places to find or interest in becoming summer seasonal workers?
	We do not gather this information, but I can put anyone interested in touch with some resources who can assist with this area.	This will be part of 2017/18 study.	<ol style="list-style-type: none"> 1. Ensure that your campers are immersed in the camping experience. Once they experience the outdoors and the benefits of being outdoors, they will come back, and tell their friends. Create an environment that promotes the experience beyond the basic amenities. 2. Find your unique positioning. Campers and especially millennials are seeking unique experiences. 3. Accommodating groups and gatherings, having the flexibility to bring these groups together and enjoy the experience of being together. Keep in mind that within these groups, you may have people with differing types of accommodations, so it will be imporant to understand that you could have tenters, camping vans and towables all as part of the same group (and as the RV webinar will address, there are a lot of changes in the types of RVs that are being produced and sold). 4. (I needed 1 more) Keep in mind that as camping becomes a more diverse activity that it will be up to campground operators to ensure that all campers feel welcome. Make sure campers are greeted when they arrive, and make sure they have what they need for their stay. 	I can put anyone interested in this in touch with someone who knows of these resources.

Networking Questions	Is there a PDF of this?	Can we get the attendance list for networking purposes?
	The PDF of the Presentation and the Full Study is on the SORP website	The Attendee list is not public. However, the SORP membership list is available to SORP members as a networking tool . Join us!