

Camping

Flash Report: November 2019

We polled our Inner Circle members about their camping frequency and preferences. 266 members answered our poll and 126 joined the discussion.

88% of members have been camping



163 Index

Participated in camping in the last 12 months*

40%

Are likely to go camping in the next 12 months

1 in 3






Typically use an RV or a camper when camping

73%

Say an RV or a camper is their ultimate preference

Trusted Media Brands Inner Circle is an online insights community of more than 1,500 readers and visitors of *Reader's Digest*, *Taste of Home* and *Family Handyman*. Through weekly interaction, members provide insight through discussion boards, quick polls, surveys and more.

Top Camping Activities

-  **88%** Relaxing
-  **72%** Building a fire
-  **70%** Barbecuing/Grilling
-  **68%** Reading
-  **58%** Hiking

*"We usually go for a weekend to a State Park. We **enjoy fishing, hiking, building a campfire, grilling/cooking**, looking for arrowheads, rocks, old bottles, spotting wildlife, **relaxing** and just enjoying our time in nature and away from home."*

*"We went on a family camping trip that lasted 6 days. It was at a campground centrally located, so all family members had a reasonable trip to the site. Close to 50 people came. We enjoyed **swimming, fishing, hiking, many fires, great food**, an all-day lawn dice tourney, and many laughs."*