



# GET KIDS OUTDOORS WITH CAMPING!

We've conducted research into camping and the positive benefits on kids' health and wellbeing. Here's what we discovered...

Our research for 2016 shows that 88% of parents and grandparents think the outdoors and camping improves kids' mental health.\*

This reinforces our 2011 research that camping enriches kids' lives!\*\*\*

Nearly two thirds of adults say travelling to places by caravan or motorhome would appeal to them.

**44%**

of adults worry their kids aren't as happy as they were as children

More than 40% of adults think they would be unable to survive a night with nature without any help or supplies.

**50%**

think kids don't spend enough time outdoors

4 out of 5 parents say camping had a positive effect on their children's school education\*\*

**72%**

of parents and grandparents believe social media affects children's ability to interact with others



## FAMILY CAMPING: THE REAL SOCIAL NETWORK

2015

**95%**

said their kids  
were happier  
when camping

**96%**

of adults believe  
they were happier  
as a child because  
they spent more  
time outdoors

2016

**8 in 10**

campers feel that  
camping brings  
you closer together  
as a family

2011

## GET KIDS OUTDOORS WITH CAMPING: 2016 RESEARCH

We surveyed 2000 UK  
parents and grandparents,  
and these are our findings:

**86%**

think kids spending  
time outdoors and  
camping improves  
fitness

**69%**

of parents think  
their kids spend  
more time indoors  
than outside

**38%**

think it's their  
role to educate  
younger children  
in the family on  
practical skills



**The**  
**Camping and**  
**Caravanning**  
**Club**  
*The Friendly Club*

\*Based on 2016 Club research, in which we polled 2000 UK adults on their views of camping and the outdoors.

\*\*Get Kids Camping 2015: Research conducted by the Institute of Education at Plymouth University.

\*\*\*Real Richness 2011: research conducted by Liverpool John Moores University