

# Camper Type Tool<sup>©</sup>

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# About The Survey

The Camper Type Tool© was produced by Cairn Consulting Group as a camper-focused survey that lets campers identify what type of camper they are through segmented attribution. In less than 15 questions, campers are categorized based on their unique response, and each category has unique qualities and characteristics. These traits align with marketing or buyer personas that can be leveraged by organizations to streamline and tune their marketing efforts.

According to HubSpot marketing trends for 2023, one of the largest marketing firms and an established buyer person development benchmark company:

“ Use deeper data to know the ins and outs of your audience. Go beyond basic demographic information - it's crucial to know their interests and hobbies, how they like to shop, where they consume media, the online communities they are part of, the challenges they face, and the social causes they care about. ”

- **HubSpot** ([link](#))

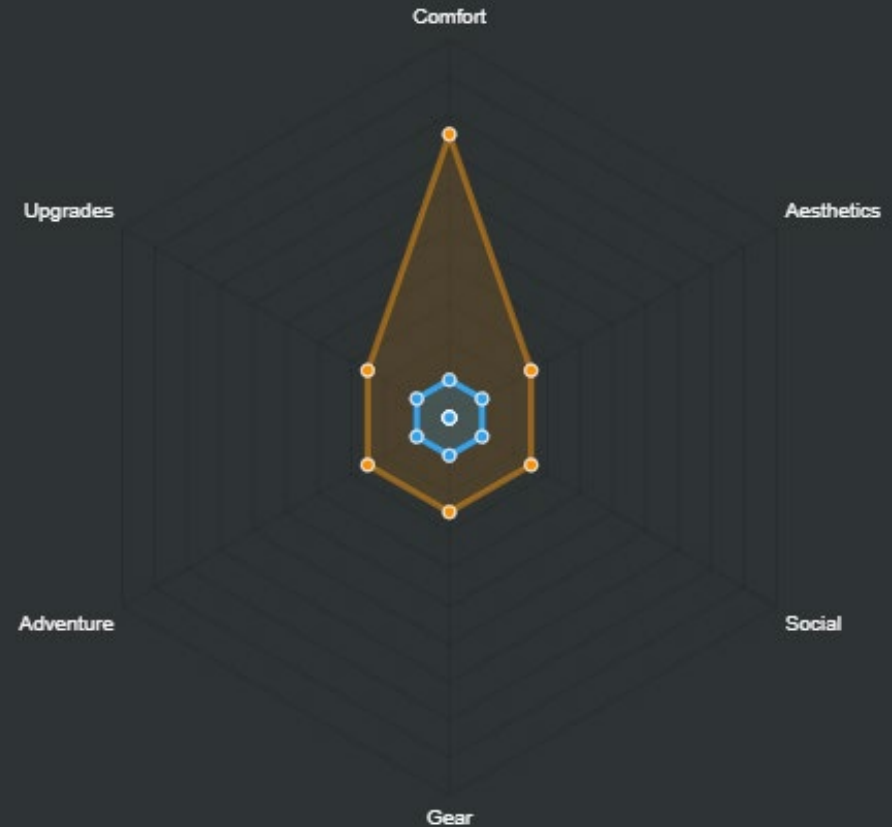
# **About** The Camper Types



# Comfort Camper

+ High Comfort Score

The Comfort Camper currently camps in comfort accommodations and surroundings and intends to continue camping in comfort. They are not attracted to a lot of other forms of camping and may or may not be social (being social takes a back seat to being comfortable while camping and travelling). They are likely to have some camping "toys" and any crossover travel will include stays at more comfortable locations.

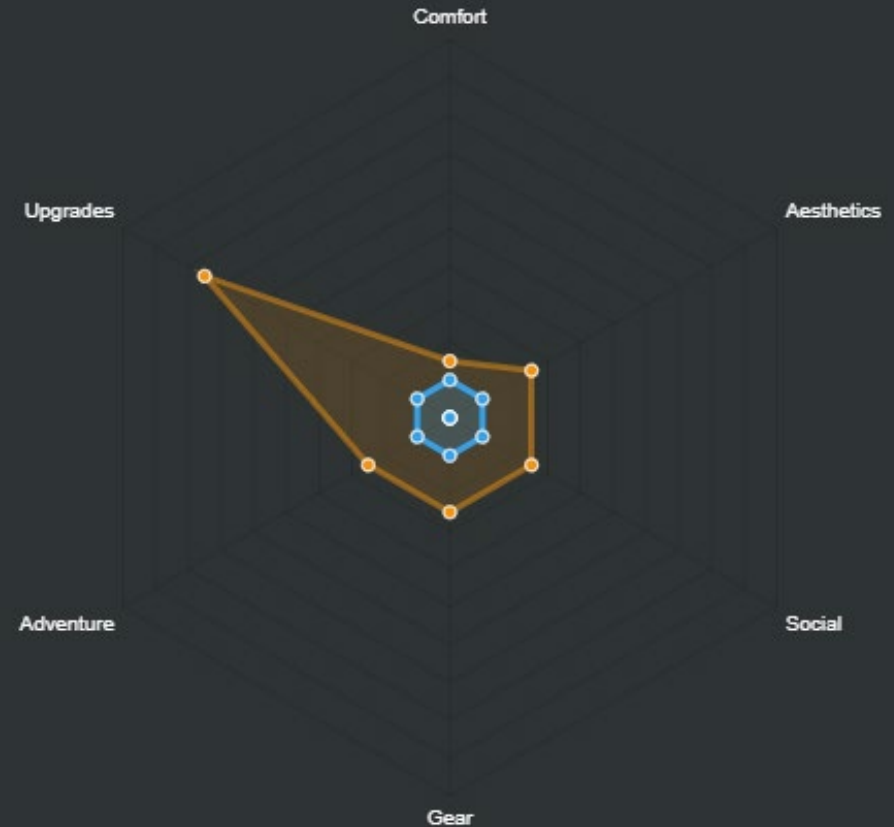




# Comfort Seeker

- + Mid-Low Comfort Score
- + Mid-High Upgrades Score

This camper type is likely to camp in less comfortable accommodations but seeks to stay more comfortably in the future. They might be newer to camping, or have recently started back up, and are seeking to have more comfort in their experiences. They are less likely to be motivated by camping aesthetics, but still enjoy the idea of camping.

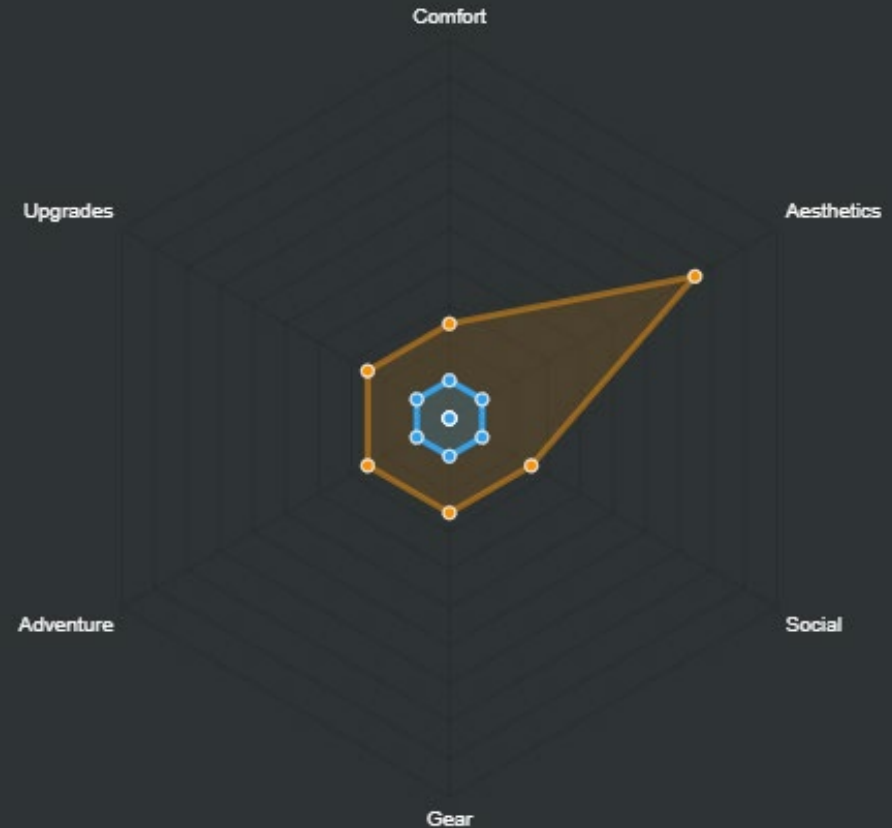




# Traditionalist or "Aesthetic" Camper

+ High Aesthetics Score

A camper who is motivated by the camping experience, and has a sense of nostalgia, and likely to enjoy the emotional connections to camping such as enjoying nature and the outdoors. Their gear is probably the typical camping gear that they associate with their past camping experiences and are less likely to upgrade or buy the latest gear. Most likely to be tent campers.





# Social Enthusiast

+ High Social Score

As the name implies, what is most motivating for these campers is being around others. They want to enjoy their outdoor experiences with friends and family, and are likely to camp with similar groups of people year to year. They are equally likely to enjoy the comforts of camping as well as the aesthetics, but steer away from solo or smaller group adventures.

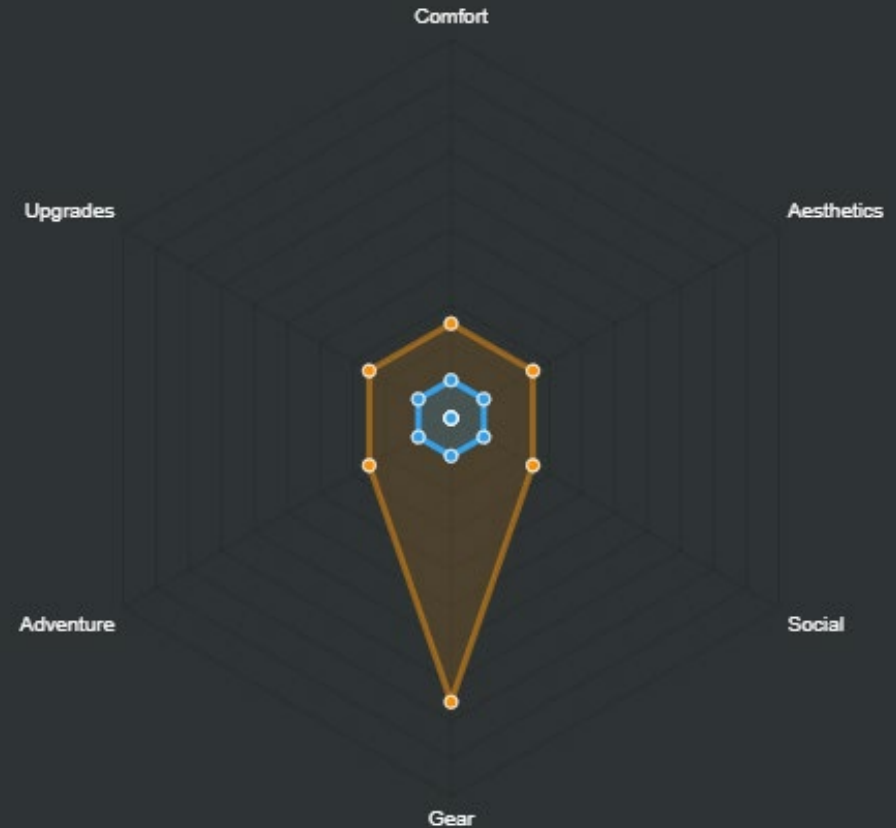




# Gear Junkie

+ High Gear Score

Gear junkies not only have a lot of gear, but they also are looking to get the latest gear. Gear is a big part of their camping adventures, and their adventures may include those that require the most specific types of gear. To them, the gear is part of the adventure, and they will take pride in the gear they have and how that makes their camping experiences shine.







# Adventure Seeker

+ High Adventure Score

The camping adventurer is always up for a new type of experience, seeing new places, or getting off the beaten path. They are impacted more by the novel experience than they are with finding comfort (in fact, they may prefer to get out of their comfort zones), or even tradition. They can be social, but that's of less importance than how they travel.

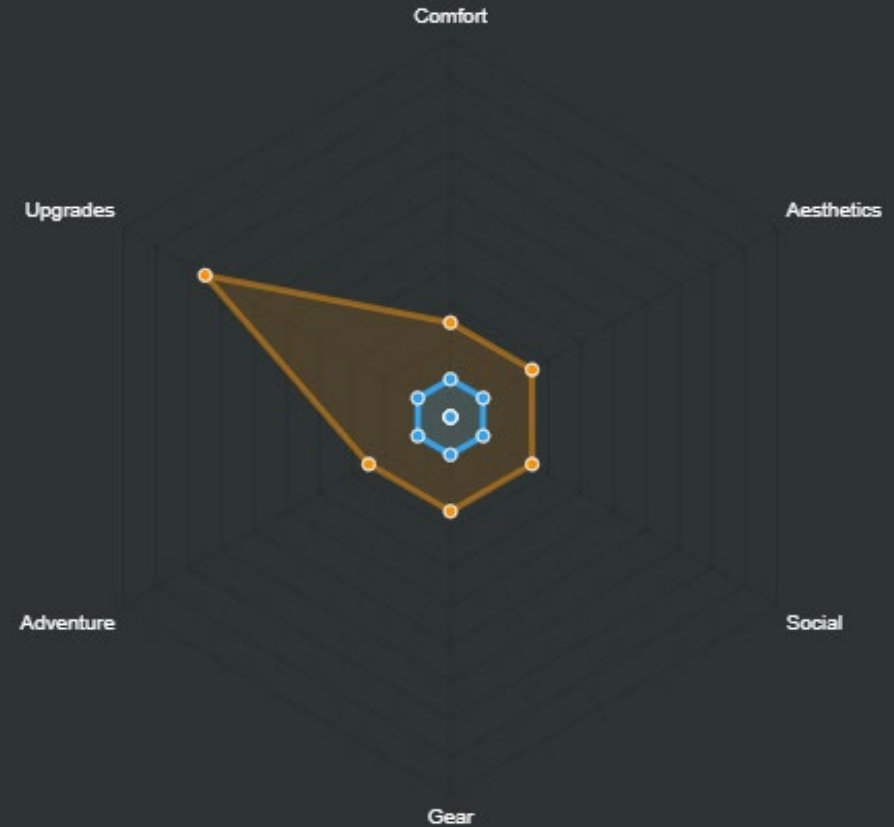




# Upgrading Evolver

+ High Upgrades Score

A camper who is always seeking new camping experiences, especially as it applies to their gear and accommodations. They tend to not only upgrade their gear, but how they camp as well, and identify themselves as still learning and experiencing.

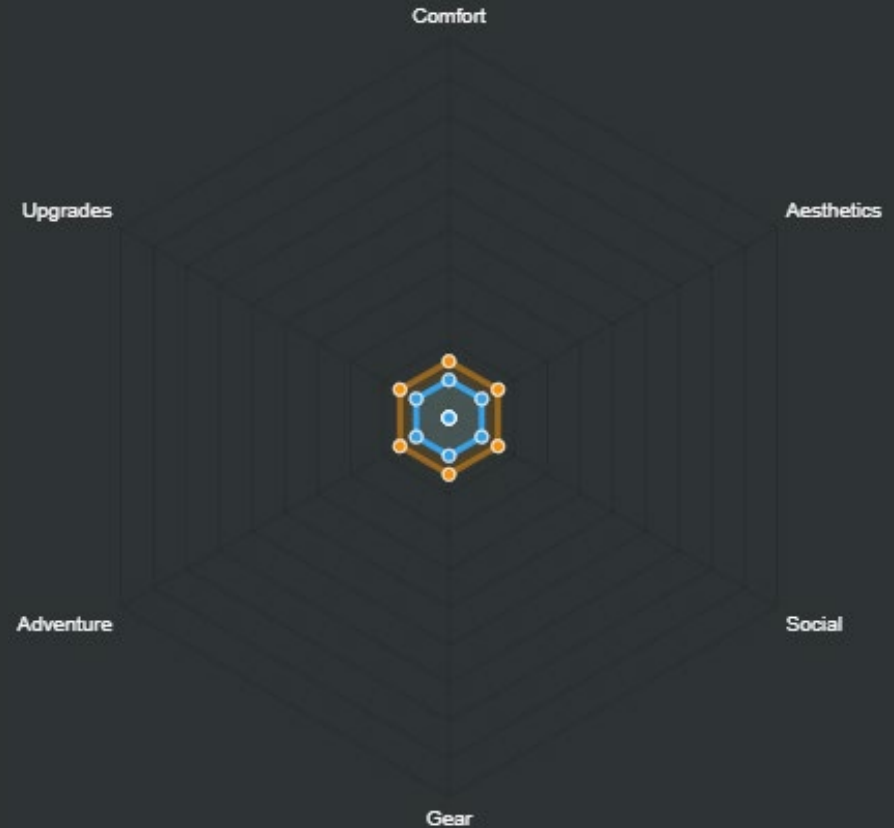




# Casual Camper

+ All Low-Mid Scores

The casual camper finds enjoyment in camping from time-to-time and may be open to new types of experiences. They find themselves getting outdoors at times but are not avid campers and may go with family maybe once a year. While they do enjoy outdoors experiences, they finding comfort in the occasional outdoor adventure as part of tradition. They can be social, and that may be the only reason they go camping at all. Outdoor travel is an option, but not a go to.



# **About** The Camper Type Tool

# About Us

Camper Surveys is affiliated with Cairn Consulting Group LLC., a market research group based out of Portland, Maine with clients all over North America.

CCG is also the primary research firm conducting data collection and analysis for one of the largest outdoor surveys in North America, known as the North American Camping Report or NACR.

Please contact them for questions, concerns, and future opportunities.

[info@cairnconsultinggroup.com](mailto:info@cairnconsultinggroup.com)  
[cairnconsultinggroup.com](http://cairnconsultinggroup.com)



**Why**

**The Camper Type Tool**

# For Survey Respondents

## Problem

All, if not most, people at this point have taken a survey long, short, and in-between. Some of us have even had the joy, in the corporate world, of taking a personality test. While these long-form tests can be useful tools, they are very long and are rarely ever used to their fullest potential.

Quizzes, on the flip side, can be a much more fun than tests and are an easier way of gathering characteristic data for personality tests.

# For Business Clients

## Problem

“[Consumers] want more personalized content. They want faster service. They want better experiences. And they want it all now.” - HubSpot, 2022 Social Media Trends

All businesses could benefit from more targeted ads, marketing, and sales. If organizations can better understand their ideal customer profile (ICP), then they can tune all their efforts to make customers happy and curate a profitable organization.



# For Survey Respondents

## Solution

The 6-point Camper Type Tool is different. This blended-form personality survey combines the light-heartedness of a short-form quiz with the accuracy and context of a long-form test, making it more fun and interactive than any other personality test on the market. We do this by combining our 6-point trait ranking with our highly tuned algorithm and a highly engaging visual attribution and trait infographic.

# For Business Clients

## Solution

Businesses must create data-driven marketing with rich customer data leveraging buyer intent data. Enriched analytics and market research provide insight into consumer traits, trends, and buying signals. All of which, can be directly mapped to buyer and marketing personas. These personas map directly to, in this case, the camper types; meaning businesses have customer buying trend and intent data from just one survey.

