

# Barclays Personal Loans research confirms Brits are happy campers



Released on: October 19, 2007, 9:15 am

Press Release Author: [Barclays](#)

Industry: [Financial](#)

**Press Release Summary: Brits spend more than £1 billion a year on camping and caravanning according to research from Barclays Personal Loans**

Press Release Body: Statistics from the latest **Barclays Personal Loans** research shows that over seven per cent of the UK adult population are active caravanners or campers – equating to over three million people in England and Wales.

[Barclays Personal Loans](#) has reported that spending has also soared in recent years with campers and caravanners spending an average of £382 a year on equipment, holidays, membership and subscriptions relating to camping and caravanning – over 50 per cent more than five years ago.

The idea that caravanning and camping is a passion of older people is laid to rest by the **Barclays research** with almost two thirds of the segment under the age of 40 and those in their 30's being the most active segment (26%).

According to the research caravanners on average are wealthier than the population at large. The average income per head is £32,725 compared to £25,400 for the population as a whole, making

caravanners on average nearly 30 per cent wealthier than non-caravanners.

**Gary Duggan, managing director for [Barclays Personal Loans](#)**, said: *"It is clear that camping and caravanning are experiencing something of a revival, despite the distinctly unfriendly camping weather we have experienced this summer! With holidaymakers shunning traditional package holidays in favour of more independent breaks and keen to support the UK tourist industry, camping or caravanning is a great alternative. Modern day caravans now come with all the mod cons and luxuries you would expect from a home on wheels and caravanners are happy to spend large sums of money on them as is evident from these statistics."*

Notes to editors:

The survey was conducted amongst a sample of 5.4 million **Barclays** current account customers analysing spending patterns in the 12 months to July 2007. Of these 365, 000 are active caravanners and campers, identified as those customers that have made payments for camping or caravan holidays, pay a subscription to a camping or caravan organisation, purchased a caravan or spent money at camping equipment stores. Amongst an active economic population of 45 million in England and Wales this equates to just over three million active caravanners and campers in England and Wales.

**About Barclays**  
**Barclays** is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services with an extensive international presence in Europe, the USA, Africa and Asia.

It is one of the largest financial services companies in the world by marketcapitalisation.

With over 300 years of history and expertise in banking, **Barclays** operates in over 50 countries and employs over 127,000 people.

**Barclays** moves, lends, invests and protects money for over 27 million customers and clients worldwide.

**Barclays Personal loans** provides personal loans, [homeowner loans](#), as well as graduate and career development loans and award winning [payment protection insurance](#). Subject to approval. Terms and conditions apply.

**Web Site:** <http://www.barclays.co.uk>

**Contact Details: For more information contact:**

**Elizabeth Holloway**

**Retail Banking PR Manager**

**1 Churchill Place**

**London**

**E14 5HP**

**020 7116 6229**

[www.barclays.co.uk](http://www.barclays.co.uk)