

a lifestyle magazine
RV Life Magazine's Demographics

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Age:

18-29	1%
30-39	3%
40-49	10%
50-59	35%
60-69	40%
70-79	10%
80+	1%

Gender:

Male	76%
Female	24%

Marital Status:

Married/Partnered	91%
Single	9%

Households With:

Children	16%
Pets	63%

Work Status of Respondent:

Work Full-Time	37%
Work Part-Time	10%
Retired	53%

Work Status of Spouse/Partner:

Work Full-Time	36%
Work Part-Time	12%
Retired	52%

Annual Household Income:

Less than \$50,000	27%
\$50,000 - 100,000	45%
Over \$100,000	28%

Type of RV Owned:

Class A	36%
5th Wheel	16%
Travel Trailer	14%
Truck Camper	12%
Class C	10%
Do Not Own	7%
Other	5%

Planning to Purchase:

In the Next 12 Months	14%
In the Next 24 Months	19%

Other Toys:

Fishing Gear	64%
Bicycles	63%
Golf Clubs	39%
Boats	32%
Motorcycles	17%
ATV's	10%
Kayaks	7%

Days Spent RVing or Camping Annually:

Less than 14 Days	7%
15-30 Days	19%
30-60 Days	30%
60-90 Days	11%
90-180 Days	13%
Over 180 Days	8%
Full-Timer	12%

Days Spent Traveling Outside of RVing or Camping Annually:

Less than 14 Days	40%
15-30 Days	32%
30-60 Days	19%
60-90 Days	4%
Over 90 Days	5%

How Many Years Spent RVing or Camping?

Less than 10 Years	27%
11-24 Years	18%
Over 25 Years	55%

How Long Have You Been Reading RV Life?

Less than 1 Year	15%
1-5 Years	53%
6-10 Years	18%
Over 11 Years	14%

Respondents by Location:

Washington	36%
Oregon	17%
California	10%
Canada	7%
Arizona	4%
Texas	4%
Florida	3%
Nevada	3%
Utah	3%
Other	15%

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