

RV Life Magazine's Demographics

18717 76th Avenue West, Suite B, Lynnwood, WA 98037 • Phone: (425) 775-2911 • Fax: (425) 775-1760 • www.rvlife.com

Age:

Under 40	3%
40-59	39%
60 and over	58%

Gender:

Male	73%
Female	27%

Marital Status:

Married/Partnered	91%
Single	9%

Work Status of Respondent:

Work Full-Time	33%
Work Part-Time	10%
Retired	57%

Work Status of Spouse/Partner:

Work Full-Time	30%
Work Part-Time	9%
Retired	52%
N/A	9%

Annual Household Income:

Less than \$75,000	49%
\$75,000-150,000	45%
Over \$150,000	6%

Type of RV Owned:

Class A Motorhome	34%
5th Wheel	22%
Travel Trailer	17%
Class C Motorhome	15%
Truck Camper	12%
Other	5%

Years Spent RVing or Camping:

Less than 10 years	39%
11-24 years	25%
Over 25 years	36%

Time Spent RVing or Camping Annually:

Less than 2 weeks	10%
2-6 weeks	42%
6-12 weeks	19%
12 weeks to full-timing	29%

Time Spent Traveling Outside of RVing or Camping Annually:

Less than 2 weeks	64%
2-6 weeks	27%
6-12 weeks	5%
More than 12 weeks	4%

Favorite States for Destinations:

Oregon	62%
Washington	54%
Arizona	51%
California	37%
Utah	34%
Nevada	25%
Idaho	23%

Favorite Activities When Traveling:

Sightseeing	91%
Scenic Byways	69%
Outdoors/Hiking/Walking	67%
Local Events & Festivals	55%
Dining Out	45%
Shopping	35%
Fishing	31%
Bicycling	26%
Motorcycling/ATVing	15%
Golfing	14%
Boating	11%

What Toys You Own:

Computer/Laptop	91%
Bicycles	66%
Fishing/Hunting Equipment	48%
Boats/Kayaks/Canoes	32%
Golf Clubs	29%
Metal Detectors	21%
Motorcycles	15%
ATVs	13%

How will the economy affect your RV plans in the future?

Little or no effect	62%
Travel closer to home, but stay longer	28%
Travel more by RV and see the USA	14%
Modernize current RV and keep going	13%
Buy another RV	8%

How Long Have You Been Reading RV Life Magazine?

Less than 1 year	23%
1-5 years	54%
6-15 years	15%
Over 15 years	8%

Are You Going to Continue Enjoying the RV Lifestyle?

Yes	98.9%
No	1.1%