

# RV Life Magazine's Demographics

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## Age:

Under 50	8%
50's	26%
60's	51%
70's and older	15%

## Gender:

Male	76%
Female	24%

## Marital Status:

Married/Partnered	93%
Single	7%

## Annual Household Income:

Less than \$50,000	29%
\$50,000-\$100,000	53%
\$100,000-\$150,000	12%
Over \$150,000	6%

## Type of RV Owned:

Class A Motorhome	37%
Travel Trailer	22%
5th Wheel	19%
Class C Motorhome	11%
Truck Camper	9%
Other	2%

## Years Spent RVing:

Less than 5 years	27%
5-15 years	33%
15-30 years	21%
Over 30 years	19%

## Weeks Spent RVing Annually:

Less than 2 weeks	6%
2-4 weeks	17%
4-6 weeks	24%
6-12 weeks	19%
More than 12 weeks	21%
Full-timer	13%

## Weeks Spent Traveling Outside of RVing Annually:

Less than 2 weeks	66%
2-4 weeks	26%
More than 4 weeks	8%

## Favorite Activities When Traveling:

Sightseeing	93%
Scenic Byways	72%
Outdoors/Hiking/Walking	59%
Local Events & Festivals	58%
Dining Out	43%
Fishing	40%
Shopping	36%
Bicycling	30%
Boating	19%
Golfing	16%
Motorcycling/ATVing	13%
Geocaching	8%
Snow Sports	3%

## What Toys You Own:

Computer/Laptop	87%
GPS Device	75%
Bicycles	63%
Tow Vehicle	54%
Fishing/Hunting Equipment	52%
Boats/Kayaks/Canoes	31%
Golf Clubs	29%
Motorcycles/ATVs	20%
Metal Detectors	18%
Snow Sports Equipment	7%

## How Long Have You Been Reading RV Life Magazine?

Less than 1 year	23%
1-5 years	52%
5-10 years	17%
10-20 years	8%

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