

RVLife Demographics

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Age:

30's – 40's	11%
50's – 60's	71%
70's and older	18%

Gender:

Male	76%
Female	24%

Marital Status:

Married/Partnered	89%
Single	11%

Annual Household Income:

Less than \$50,000	28%
\$50,000-\$100,000	51%
\$100,000-\$150,000	15%
Over \$150,000	6%

Type of RV Owned:

Motorized	53%
Non-Motorized	47%

Years Spent RVing:

Less than 5 years	27%
5-20 years	41%
20-40 years	25%
Over 30 years	7%

Weeks Spent RVing Annually:

Less than 2 weeks	9%
2-4 weeks	28%
4-8 weeks	23%
8-12 weeks	19%
More than 12 weeks	13%
Full-timer	8%

Weeks Spent Traveling Outside of an RV Annually:

Less than 2 weeks	44%
2-4 weeks	40%
More than 4 weeks	16%

Favorite Activities When Traveling:

Sightseeing	93%
Scenic Byways	74%
Local Events & Festivals	67%
Outdoors/Hiking/Walking	60%
Dining Out	48%
Fishing	43%
Shopping	36%
Wineries	33%
Casinos	31%
Bicycling	28%

Boating	22%
Golfing	19%
Motorcycling/ATVing	7%
Geocaching	8%

Other: Museums, Microbreweries, Hunting, Dog Shows, 4-Wheeling, Antiques, Photography, Dancing, Socializing, Prospecting, Birding, Meeting Other RVers, Seeing New Places, Visiting Family, Cruising, Boondocking, Archery, Whitewater Rafting, Historical Sites, Adventuring, and Steam Trains

What Toys You Own:

Computer/Laptop	90%
GPS Device	71%
Bicycles	63%
Tow Vehicle	57%
Fishing/Hunting Equipment	52%
Smart Phones	51%
Boats/Kayaks/Canoes	31%
Golf Clubs	29%
Motorcycles/ATVs	27%
Metal Detectors	19%

Other: Digital Camera, iPad, Tablet, Ham Radio, Guns, Summer Home, and Airplane

How Long Have You Been Reading RV Life Magazine?

Less than 1 year	28%
1-5 years	38%
6-10 years	20%
11-20 years	11%
More than 20 years	3%

68% receive the monthly e-newsletter launching the digital edition of RV Life Magazine, accessible at RVLife.com

54% pick up free copies of RV Life Magazine throughout the seven western states

24% subscribe to the print edition of RV Life Magazine from every single state in the U.S.

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