

# ESCAPEES RV Club | DEMOGRAPHIC SURVEY 2005

Total Respondents: 4,343



## MEDIAN AGE OF ESCAPEES MEMBERS

<b>Member</b>	<b>Spouse/other</b>
<b>68</b> (1938)	<b>65</b> (1941)
<b>Oldest • 65-68</b>	<b>Youngest • 27-33</b>

## ESCAPEES MEMBERS EMPLOYED

21% - Yes | 79% - No

Percents below based on those that answered "Yes" above.  
(Multiple answers for each question possible)

39% Full-time • 54% Part-time • 48% Work-camping  
38% Two employed • 26.9% One employed  
84.5% Work to fulfill budget requirement  
65% Work to fulfill personal goal

## MEDIAN NET WORTH

35% | No answer  
15% | Less than \$100,000  
16% | \$100,000–249,999  
14% | \$250,000–499,999  
12% | \$500,000–999,000  
8% | \$1,000,000 and over

## MEMBERS WHO READ ESCAPEES MAGAZINE?

3% | No answer  
74% | Cover to cover  
6% | Select articles only  
1% | Select department material  
16% | Combination of articles/department

## MEMBERS INFLUENCED BY AN ADVERTISEMENT IN ESCAPEES MAGAZINE TO MAKE A PURCHASE

64% - Yes | 36% - No

## ACCESS ESCAPEES WEBSITE

75% - Yes | 25% - No

## TYPE OF RV OWNED BY ESCAPEES MEMBERS

**Class-A** | 49%  
Average length: 36ft

**Class-B** | 1.8%  
Average length: 20ft

**Class-C** | 6%  
Average length: 26ft

**Bus** | 1%  
Average length: 40ft

**Camper** | 1.5%  
Average length: 14ft

**5th-wheel** | 31%  
Average length: 34ft

**Trailer** | 8%  
Average length: 29ft

**Medium-duty truck** | 8%  
Gas vs. diesel: 11% vs. 89%

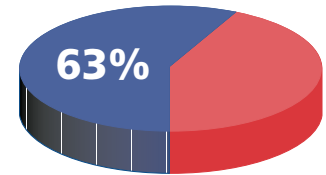
**Pickup truck** | 25%  
Gas vs. diesel: 30% vs. 70%

## MONTHS SPENT PER YEAR IN RV

Average: 8.9 months

Median: 12 months

63% travel for eight or more months per year



## THE YEAR ESCAPEES BEGAN TRAVELING.

Average: 1988 • Median: 1993 • Earliest: 1930

17 years traveling on average

## AVERAGE NUMBER OF MILES TRAVELED PER YEAR.

Average: 11,821 • Median: 10,000

Reported realistic maximum: 75,000

## NUMBER OF NIGHTS PER YEAR ESCAPEES:

Boondock

40

Stay in an RV park

204



## TRAVEL WITH PET

28%-Dog • 14% Cat • 2%-Other