

ESCAPEES RV Club | 2010 SURVEY RESULTS

Total Respondents: 3,366



MEDIAN AGE OF ESCAPEES MEMBERS

Member 68 (1943) Oldest • 94	Spouse/other 67 (1944) Youngest • 27
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ESCAPEES MEMBERS EMPLOYED

15% - Yes 85% - No

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

27% Full-time • 32% Part-time • 41% Work-camping

TOTAL NET WORTH

The following percentages are as a percent of the total that listed an amount.

- 20.3% | $-\\$100,000$
- 22.3% | $\\$100,000-249,000$
- 22% | $\\$250,000-499,000$
- 21.3% | $\\$500,000-999,000$
- 14% | $\\$1,000,000+$

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

61%

TYPE OF RV OWNED BY ESCAPEES MEMBERS

- Class-A | 48.5%**
Average length: 38ft
- Class-B | 2%**
Average length: 23ft
- Class-C | 7.4%**
Average length: 23ft
- Bus | 1%**
Average length: 32ft
- Camper | 1.3%**
Avg length: 12ft
- 5th-wheel | 30%**
Avg length: 35ft
- Trailer | 8%**
Avg length: 27ft
- Med-duty truck | 6.3%**
Gas vs. diesel: 15.5% vs. 85.5%
- Pickup truck | 20.8%**
Gas vs. diesel: 24% vs. 76%

TOP CHOICES OF WHAT YOU LOOK FOR IN AN RV PARK:

- | | |
|---------------------|------------------------|
| 1 Well-maintained | 5 WiFi |
| 2 Friendly | 6 50-amp |
| 3 Large site | 7 Pet-friendly |
| 4 Laundry | 8 Nearby attractions |

AVERAGE NUMBER OF MILES TRAVELED PER YEAR

Average: 9,521 • Median: 8,000

PERCENTAGE OF THE YEAR ESCAPEES:

Boondock 19.75%	Stay in an RV park 80.25%
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TRAVEL WITH PET

46.8% - Yes 53.2% - No

MEMBERS WHO READ ESCAPEES MAGAZINE?

- 75% | Cover to cover
- 16% | Combination of articles/department
- 8% | Select articles only
- 1% | Select department material
- 82.5% | Don't change a thing

49%

OF ESCAPEES MEMBERS SPEND 12 MONTHS A YEAR IN THEIR RV.

ARE PLEASED WITH THEIR ESCAPEES MEMBERSHIP.

97%

RECOMMEND ESCAPEES TO OTHERS.

98%