

CELEBRATING 75 YEARS



Everywhere RVers go

# WOODALL'S®

Everywhere RVers Go

## RVers

### AGES

25-34	2%
35-44	5%
45-54	14%
55-64	38%
65 & Over	41%

Average Age: 58

### ANNUAL INCOME

Less than \$20,000	2%
\$20,000-\$34,000	5%
\$35,000-\$49,000	14%
\$50,000-\$74,000	28%
\$75,000-\$99,000	20%
\$100,000 & Over	31%

Average Income: \$84,947

With an Average Net Worth Over  
\$1,000,000

### Woodall's Campground Directory Users:

- ◆ **LOAN** their Directories an average of three times a year
- ◆ **USE** their Directories an average of 11 times a year
- ◆ **96% READ** the Travel Sections at the front of each State or Province for RV Travel Information
- ◆ **93% READ** Discover One Tank Trips in the Front of the Directory
- ◆ **74% KEEP** their Directory 2 or more years
- ◆ **3 out of 4** Woodall users are more inclined to select locations that advertise over those that don't