

# Off-Road Adventures



## Active, Involved, Affluent

Whether it's being outdoors, going off-roading, adventure travel, or exploring, ORA readers are 'out-there' with their vehicles. They are mobile, high-energy, and involved. With education & income levels well above the U.S. average, our readers are responsible for the care of other family vehicles/SUV's as well!

### Outdoor enthusiasts who use their vehicles in their work and play lifestyles:

Use Vehicle Off-Road .....	72.1%
Go Off-Road 20+ times per year .....	16.3%
Use Vehicle for Towing/Hauling/Cargo .....	48.9%
Go Camping .....	34.6%
Go Fishing .....	29.5%
Go Hunting .....	20.5%
Go Power Boating .....	11.3%

### Passionate owners:

Own a 4WD .....	78.8%
Own a Truck .....	86.2%
Own a SUV .....	59.2%
Own a Motorcycle .....	31.3%
Own an ATV .....	32.2%
Own a Boat .....	18.0%
Own a Personal Watercraft .....	4.8%
Own a Snowmobile .....	5.6%

Source: 2007 Spectrum Readership Study

# Off-Road Adventures



ORAs' readers are customers of 4 Wheel Parts; known owners of trucks, SUV's and sport vehicles, and the related aftermarket accessories. Their lifestyle is the wide-open spaces, outdoors, travel oriented. They are involved and adventurous, using their vehicles as their primary form of recreation. Education and income levels are well above the U.S. average.

### DEMOGRAPHIC PROFILE

**Male:** 94.0%  
**Single:** 44.3%  
**Married:** 55.7%  
**Working Full Time:** 79.6%  
**Median Household Income:** \$62,131  
**Median Age:** 35.4

### AGE

<b>18 to 24:</b>	18.2%
<b>25 to 34:</b>	31.2%
<b>35 to 44:</b>	30.8%
<b>45 to 54:</b>	13.8%
<b>55+:</b>	6.1%

### EDUCATION

<b>College Grad:</b>	15.4%
<b>Some College:</b>	34.5%
<b>HS Grad:</b>	39.6%
<b>&lt; HS Grad:</b>	10.5%

### HOUSEHOLD INCOME

<b>&lt; \$25k</b>	6.7%
<b>\$25k to \$49k</b>	24.4%
<b>\$50k to \$74k</b>	34.3%
<b>\$75k to \$99k</b>	15.4%
<b>\$100k to \$149k</b>	12.9%
<b>\$150k+</b>	6.3%

Source: 2007 Reader Survey