



## Snowbird Snapshot

Today's seniors have more disposable income than any demographic in the history of the human race. That means they're not just an economic force – they're a force to be reckoned with! That bodes very well for Owners, Property Managers, Hotel staff, and advertisers who have something useful to offer this growing, and financially powerful group. To help you get a better understanding of who these people are in terms of numbers and statistics, we provide the following *Snowbird Snapshot*.

- The Snowbird season typically runs from November to Easter weekend, with a peak in January and February.
- Snowbirds tend to have a higher income and are better educated as a whole than the general population
- Nearly 45% of Snowbirds are college graduates and over 15% have incomes greater than \$100,000 annually
- Snowbirds are not tied down to a 9 to 5, five-day-a-week job or career.
- There are an estimated 9 million Snowbirds in the US at any given time.
- About 10% of snowbirds in the US are from Europe.
- The greatest number of Snowbirds are over the age of 50 with most between 60 and 74.
- The length of stay ranges from one to nine months, with the average being around five months.
- A little less than half of Snowbirds spend at least eight weeks away from their base residence.
- The mean or average age is right around 68 – 70
- About three-fourths of Snowbirds are married and travel as a couple, although many are single, divorced, or have lost their spouse.
- Snowbirds are solidly middle class. Studies indicate an average annual income between \$40,000 and \$65,000 to be fairly common.
- Snowbirds tend to be wealthier, as measured by net worth, than the U.S. population as a whole.
- Around one-third of Snowbirds have total household net worth between \$100,000 and \$250,000. Nearly as many claim a net worth in the \$250,000 to \$500,000 range.
- About 90% of Snowbirds own their northern residence.
- Almost two-thirds of Snowbirds rate their overall health as very good or excellent.
- The Recreational Vehicle Industry Association estimates that there are over 2 million Snowbirds spending the winter in RVs
- The population of some cities nearly doubles each winter from the Snowbird invasion.
- About three-fourths claim to have returned to the same location for the past five years, many for the past fifteen years.

Snowbird Beaches LLC dba **The Snowbird Company**

**Web:** [www.TheSnowbirdCompany.com](http://www.TheSnowbirdCompany.com) **Telephone:** 800-270-2457 **Mailing Address:** PO Drawer 1265, Daphne, AL 36526

**Facebook:** [facebook.com/SnowbirdCompany](https://facebook.com/SnowbirdCompany) **Twitter:** [twitter.com/snowbirdrentals](https://twitter.com/snowbirdrentals)