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OUTSIDE magazine

InsideOutsideMag.com

WE LIVE FOR THE OUTDOORS!!!

A Healthy, Outdoor Lifestyle

In our neck of the country you typically find homes in neighborhoods that have kayaks, bikes, roof racks and other assorted outdoor gear stacked in yards and filling up garages. We live for the outdoors. This is our turf.

Depending on the season, we hike, ski, snowboard, mountain bike, rock or ice climb, adventure race, kayak, raft... well, you get the drift.

AVERAGE NUMBER OF OUTDOOR ACTIVITIES PER READER

The average number of outdoor activities our readers annually participate in

8+

HOW OFTEN OUR READERS ARE ACTIVE OUTDOORS

Weekends only	9%
2 - 4 times per week	52%
5 - 6 times per week	11%
Daily	28%

WHERE WE RECREATE IN THE FOUR CORNERS REGION

Arizona	18%
Colorado	44%
New Mexico	18%
Utah	20%

WHERE WE TRAVEL IN THE FOUR CORNERS TO RECREATE

	Arizona	Colorado	New Mexico	Utah
Day trips	11%	45%	19%	16%
Weekend Getaways	14%	31%	22%	24%
1 week +	15%	26%	13%	19%
2 weeks +	12%	21%	8%	14%

OUTDOOR ACTIVITIES OUR READERS ENJOY

- Adventure race
- Alpine
- Alpine Tour
- Backpack
- Biking - mountain
- Biking - road
- Bird watching
- Camp
- Canoe
- Climb - free
- Climb - ice
- Climb - rock
- Concert/festival
- Equestrian
- Fish
- Kayak
- Mountaineer
- Raft
- Snowboard
- Snowshoe
- Telemark