

CURRENT RV OWNERS:

COVID BUYERS &

OTHER FIRST TIME OWNERS

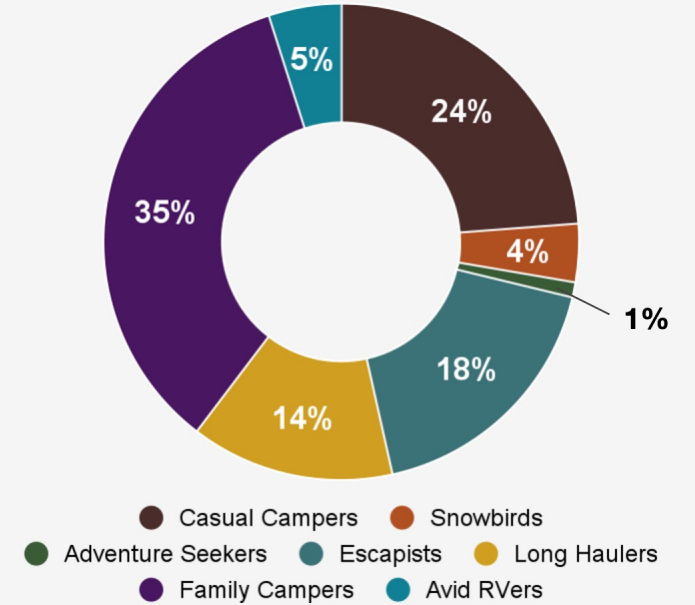


Covid Buyers

Purchasing their very first RV between the years 2020-2022, COVID Buyers entered the industry during unprecedented times. While those less-inclined to the lifestyle have since moved on, the remaining COVID Buyers are incredibly committed to the RV ownership and the benefits it provides.



Segment Breakdown



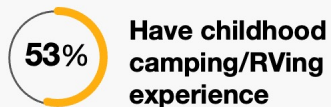
COVID BUYER PROFILE

Key Demos

- Age Range:**
73% 18 to 54
27% 55+
- Average Annual Income:**
49% over 75K
- Employment:**
56% Employed Full Time
15% Retired
- 50%** Live with children in the home



- 18% Hispanic-American
- 7% African American
- 2% Asian-American
- 6% LGBTQ



Hobbies



67% Camping



50% Swimming



50% Cooking

RV USAGE HABITS



30 Days used (median)



56% Vacation Time where RV is used

Types of RVs Most Often Used (top 3 owned)

49% Conventional Travel Trailer

13% Fifth-Wheel Travel Trailer

10% Class C Motorhome

RV BRAND LOYALTY



86% Likely to purchase same brand for next RV

Reasons

- 36% Good experience with brand
- 29% Strong quality
- 25% Provides desired features



14% Unlikely to purchase same brand for next RV

Reasons

- 35% Brand does not sell units in the type I would like to purchase next
- 22% Personal recommendation of another brand
- 17% Lack of desired features & quality issues

RV TRAVEL HABITS AND LIFESTYLE

Hobbies While RVing

- 45% Fishing
- 43% Hiking
- 35% Visiting Local Attractions

Stuff Brought with You

- 33% Bicycle
- 15% Kayak
- 13% ATV/4 Wheeler

Commonly Travel With

- 79% Spouse
- 42% Children Under 18
- 31% Pets
- 17% Friends

Top 3 Campsites (out of last 10 camping locations)

- 2 State Park/Rec Area Campground
- 2 Private Campground
- 1 RV Resort

89% Travel with RV to different locations

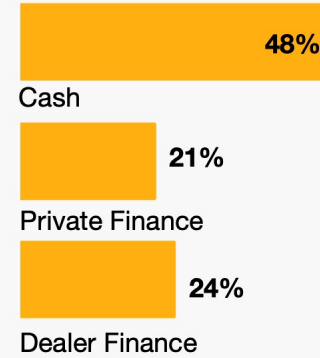
BUYING PROCESS

69% Bought New

How was it Purchased?

- 93% In person
- 6% Virtually

Financing Option Used



Sources used to Gather RV Info During Buying Process

Digital/Print Resources

- 39% Dealership Websites
- 38% YouTube
- 37% RV Sales Listings

Experiential Resources

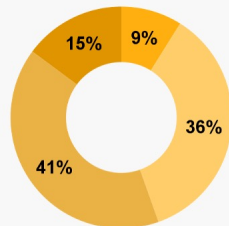
- 49% Dealerships
- 41% Talking to Others
- 28% RV/Outdoor Shows

PURCHASE INTENTION

68% % of Covid Buyers who plan to purchase another RV

69% % Who plan to purchase new

Purchase Timing



- <1 year
- 1-2 years
- 3-5 years
- 6+ years

Most Important Features When Considering Next RV

- 1 Solar Panels
- 2 Wi-Fi
- 3 Ample Storage Space

Type of RV Intended

- 23% Conventional Travel Trailer
- 21% Fifth-Wheel Travel Trailer
- 19% Class C Motorhome
- 43% Class C | 50% Super C

AFTERMARKET PARTS

\$500 Median Spending

Sources to Learn About RV Maintenance Parts & Accessories

- 35% YouTube video from other RV Owner
- 34% Owners' manual
- 28% YouTube video from RV maintenance parts/accessories brand

REASONS TO RV

- 57% Simply unwinding and relaxing
- 57% Spending time in nature/explore the outdoors
- 52% Visiting a location with natural beauty
- 44% Adding some adventure and excitement to my life
- 42% Saving money on travel costs

Top 3 Motivators for Purchasing an RV

- 36% Past camping experiences
- 36% Desire for change in travel method/new vacation option
- 29% Desire for change in camping method