

**CURRENT RV OWNERS:**

**YOUNG FAMILY SUBGROUP**

**SPECIAL REPORT**

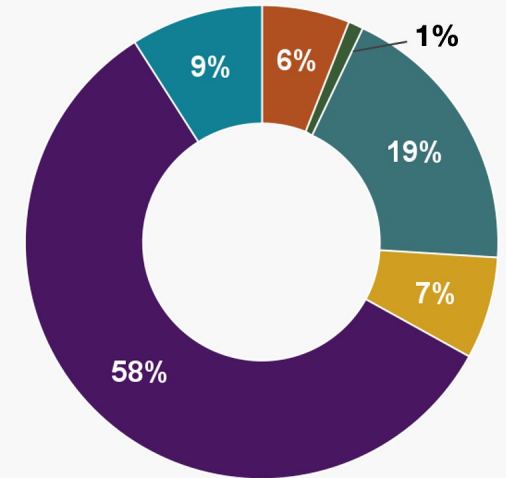


# Young Families



Comprised of RV Owners between the ages of 18-44 with children under the age of 18 in the home, Young Families thoroughly enjoy the bonding opportunities, flexibility, and freedom RVing provides.

## Segment Breakdown



- Snowbirds
- Adventure Seekers
- Escapists
- Long Haulers
- Family Campers
- Avid RVers

\*Casual Campers Segment are all over 45 and therefore excluded from this category

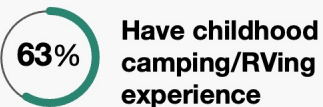
## YOUNG FAMILY PROFILE

### Key Demos

- Age Range:**  
36% 18 to 34  
64% 35 to 44
- Average Annual Income:**  
68% over 75K
- Employment:**  
82% Employed Full Time  
0% Retired
- 100%** Live with children in the home



- 28% Hispanic-American
- 6% African American
- 2% Asian-American
- 7% LGBTQ



### Hobbies



57% Camping



46% Fishing



43% Swimming

## RV USAGE HABITS



**30 Days** used (median)



**54%** Vacation Time where RV is used

### Types of RVs Most Often Used (top 3 owned)

**38%** Conventional Travel Trailer



**15%** Fifth-Wheel Travel Trailer



**10%** Class C Motorhome



## RV BRAND LOYALTY



**90%** Likely to purchase same brand for next RV  
**Reasons**

- 31% Good experience with brand
- 31% Strong quality
- 20% Provides desired features



**10%** Unlikely to purchase same brand for next RV  
**Reasons**

- 23% Personal recommendation of another brand
- 22% Heard positive reviews about another brand
- 18% Brand does not sell units in the type I would like to purchase next

## RV TRAVEL HABITS AND LIFESTYLE

### Hobbies While RVing

- 51% Fishing
- 42% Hiking
- 40% Visiting Local Attractions

### Stuff Brought with You

- 44% Bicycle
- 25% ATV/4 Wheeler
- 24% Motorcycle

### Commonly Travel With

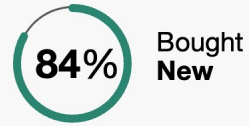
- 88% Spouse
- 85% Children Under 18
- 24% Pets
- 17% Friends

### Top 3 Favorite Campsites (out of last 10 camping locations)

- State Park/Rec Area Campground
- National Park Campground
- Private Campground



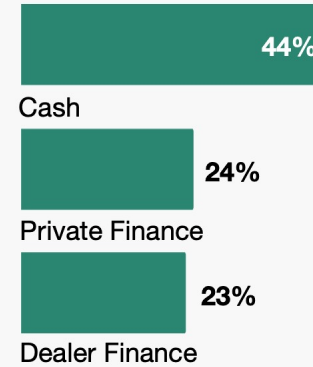
## BUYING PROCESS



### How was it Purchased?

- 94% In person
- 6% Virtually

### Top Financing Option Used



### Sources used to Gather RV Info During Buying Process

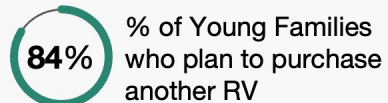
#### Digital/Print Resources

- 40% Dealership Websites
- 39% RV Sales Listings
- 39% Social Media

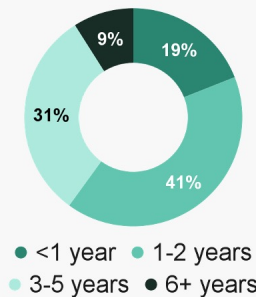
#### Experiential Resources

- 48% Dealerships
- 47% Talking to Others
- 34% Campgrounds

## PURCHASE INTENTION



### Purchase Timing



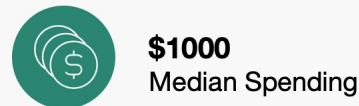
### Type of RV Intended

- 23% Class A Motorhome
- 16% Class C Motorhome
- 47% Class C | 54% Super C
- 15% Fifth-Wheel Travel Trailer

### Most Important Features When Considering Next RV

- 1 Solar Panels
- 2 Wi-Fi
- 3 Outdoor Kitchen

## AFTERMARKET PARTS



### Sources to Learn About RV Maintenance Parts & Accessories

- 31% YouTube video from other RV Owner
- 29% YouTube video from RV maintenance parts/accessories brand
- 27% Owners' manual

## REASONS TO RV

- 45% Simply unwinding and relaxing
- 44% Visiting a location with natural beauty
- 44% Spending time in nature/explore the outdoors
- 38% Adding some adventure and excitement to my life
- 34% Saving money on travel costs

### Top 3 Motivators for Purchasing an RV

- 33% Desire for change in camping method
- 31% Wanting a unit with different options
- 30% Desire for change in travel method/new vacation option