

**CURRENT RV OWNERS:**

**MILLENNIAL/GEN-Z**

**SPECIAL REPORT**



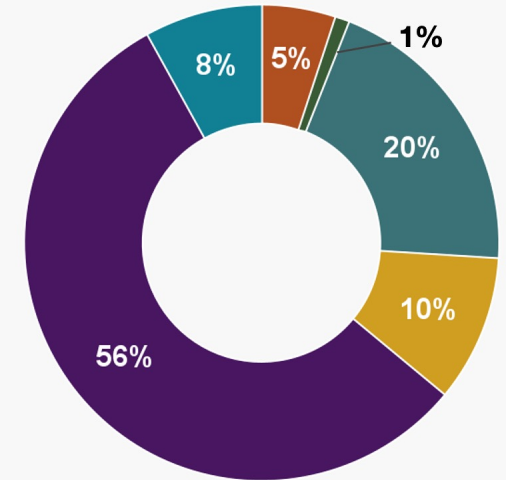


# Millennial and Gen Z



Newest to RV Ownership, Millennial and Gen-Z Owners are primed to reshape the face of the industry. Beyond just their diversity across growth audience, this critical group seeks excitement, new travel options, and boondocking opportunities over your standard campsite.

## 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

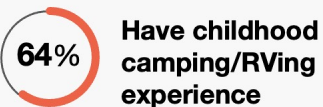
## MILLENNIAL AND GEN Z PROFILE

### Key Demos

- Age Range:**  
38% 18 to 34  
62% 35 to 44
- Average Annual Income:**  
63% over 75K
- Employment:**  
77% Employed Full Time  
0% Retired
- 77% Live with children in the home**



- 27% Hispanic-American
- 7% African American
- 2% Asian-American
- 9% LGBTQ



### Hobbies



57% Camping



45% 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)

**39%** Conventional Travel Trailer



**16%** Fifth-Wheel Travel Trailer



**10%** Class C Motorhome



## RV BRAND LOYALTY



**89% Likely to purchase same brand for next RV**  
**Reasons**

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



**11% Unlikely to purchase same brand for next RV**  
**Reasons**

- 19% Heard positive reviews about another brand
- 19% Brand does not sell units in the type I would like to purchase next
- 18% Personal recommendation of another brand

## RV TRAVEL HABITS AND LIFESTYLE





### Hobbies While RVing

-  48% Fishing
-  42% Hiking
-  37% Visiting Local Attractions

### Stuff Brought with You

- 40% Bicycle
- 23% ATV/4 Wheeler
- 22% Motorcycle

### Commonly Travel With

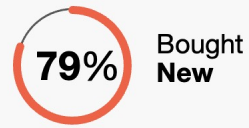
-  82% Spouse
-  67% Children Under 18
-  26% Pets
-  19% Friends

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



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



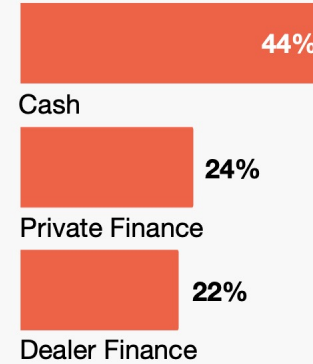
## BUYING PROCESS



### How was it Purchased?



-  94% In person
-  6% Virtually

### Financing Option Used



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

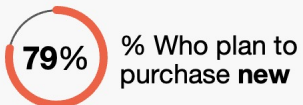
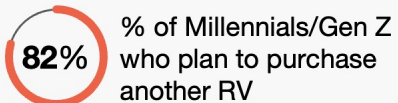
#### Digital/Print Resources

-  38% Dealership Websites
-  37% Social Media
-  37% RV Sales Listings

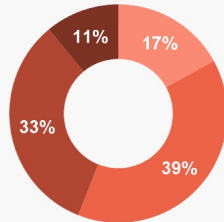
#### Experiential Resources

-  48% Dealerships
-  47% Talking to Others
-  32% Campgrounds

## PURCHASE INTENTION



### Purchase Timing






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

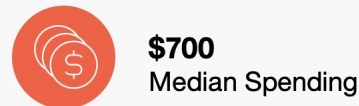
### Most Important Features When Considering Next RV

- 1 Wi-Fi
- 2 Outdoor Kitchen
- 3 Outdoor Entertainment

### Type of RV Intended

-  22% Conventional Travel Trailer
-  21% Class A Motorhome
-  16% Class C Motorhome
- 45% Class C | 54% Super C

## AFTERMARKET PARTS



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

- 30% YouTube video from other RV Owner
- 29% YouTube video from RV maintenance parts/accessories brand
- 28% Owners' manual

## REASONS TO RV

- 46% Simply unwinding and relaxing
- 45% Spending time in nature/explore the outdoors
- 44% Visiting a location with natural beauty
- 39% Adding some adventure and excitement to my life

### Top 3 Motivators for Purchasing an RV

-  29% Past camping experiences
-  27% Desire for change in travel method/new vacation option
-  19% Ability to go off roading/boondocking

- 35% Saving money on travel costs