

FORMER RV OWNERS

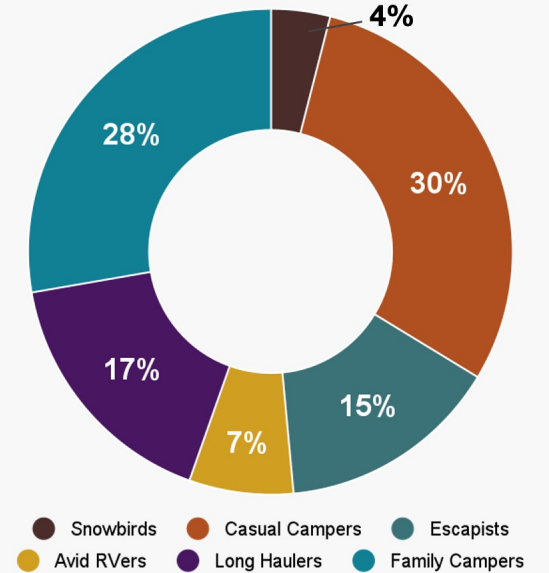


Former RV Owners



An eclectic group in demographics, habits, and personalities, Former RV Owners largely mimic the profiles of their currently-owning counterparts. While many have departed for largely personal reasons, the door is not closed for these families to return to the lifestyle in the near future.

Segment Breakdown



FORMER OWNER PROFILE

Key Demos

- **Age Range:**
63% 18 to 54
37% 55+
- **Average Annual Income:**
44% over 75K
- **Employment:**
48% Employed Full Time
21% Retired
- **42%** Live with children in the home



Growth Audiences

- 21% Hispanic-American
- 5% African American
- 2% Asian-American
- 8% LGBTQ
- 21% Young Family
- 37% Millennials
- 7% Gen Z
- 14% Covid Buyers

Hobbies

- 54% Camping
- 47% Cooking
- 45% Swimming
- 57% Have childhood camping/RVing experience

RV USAGE HABITS



30 Days used (median)



54% Vacation Time where RV is used

Types of RVs Most Often Used (top 3 owned)



RV BRAND LOYALTY



77% Likely to purchase same brand for next RV
Reasons

- 34% Good experience with brand
- 28% Strong quality
- 19% Provides desired features



23% Unlikely to purchase same brand for next RV
Reasons

- 19% Brand does not sell units in the type I would like to purchase next
- 19% Quality issues
- 16% Lacks desired features

RV TRAVEL HABITS AND LIFESTYLE

Hobbies While RVing



43% Fishing



35% Hiking



30% Visiting Local Attractions



83% Travel with RV to different locations

Stuff Brought with You



34% Bicycle



14% Kayak



14% Secondary Vehicle

Commonly Travel With



77% Spouse



43% Children Under 18



26% Pets



18% Friends

BUYING PROCESS



Bought New

How was it Purchased?



94% In person



4% Virtually

Top Financing Option Used



Cash



Private Finance



Dealer Finance

Sources used to Gather RV Info During Buying Process

Digital/Print Resources



29% Dealership Websites



28% Manufacturer/Brand Website



27% RV Sales Listing

Experiential Resources



45% Talking to Others



41% Dealerships



25% RV/Outdoor Shows

PURCHASE INTENTION



58% of Former Owners who plan to purchase another RV



53% Who plan to purchase new

Type of RV Intended



48% Conventional Travel Trailer



22% Class C Motorhome
60% Class C | 37% Super C



16% Class A Motorhome

Most Important Features When Considering Next RV

- 1 Bathroom/ Shower
- 2 AC/Heat
- 3 WiFi

DISPOSAL

- 25% A change in my life stage (e.g., retirement, new child, children grown, loss of spouse, etc.)
- 22% I needed the money for something else/ financial reasons
- 21% I did not have time to use the RV
- 15% I no longer had a vehicle capable of towing the RV
- 14% The RV was difficult to store



67% Sold to Non-Dealer/Private Party



20% Sold to Dealer



8% Gift to Family/Friend

REASONS TO RV

- 45% Spending time in nature/explore the outdoors
- 44% Simply unwinding and relaxing
- 34% Visiting a location with natural beauty
- 32% Adding some adventure and excitement to my life
- 29% Saving money on travel costs

Top 3 Motivators for Purchasing an RV



28% Past camping experiences



26% Wanting a unit with different options



23% Desire for change in camping method