

Who are RV owners?

The RV Consumer Demographic Profile survey, conducted by the University of Michigan on behalf of the Recreation Vehicle Association (RVIA), shows **RV ownership has reached a new peak of 8.9 million households.**

- 8.5% of U.S. households now own an RV*
- 21% of all U.S. households stated an intent to purchase an RV at some point in the future.*
- RV ownership among those aged 35 - 54 rose to 11.2% in 2011*
- The typical RV owner is a married 48 years old with a median income of \$62,000.*

Top 10 Activities While Traveling***

- Sightseeing
- Scenic Byways
- Outdoors/Hiking/Walking
- Local Events & Festivals
- Dining Out
- Fishing
- Shopping
- Bicycling
- Boating
- Golfing

RV owners groups attract even more affluent customers:

Good Sam Club owners average age 60 are married, retired, with an annual income of \$71,000 and a \$600,00 net worth.***

Family MotorCoaching Association (FMCA) owners average age 69 are married, retired, with an annual income of \$115,000 and a net worth of \$1.7 million.****

Recreation Vehicle Industry Association reports, in 2011, RV manufacturers shipped 252,300 units, and increase of 4.1% from 2010. This was the highest annual total for RV shipments since 2007. According to Dr. Richard Curtin, Director, Surveys of Consumers at the University of Michigan, RV shipments are projected to grow slightly in 2013 to 275,300 units.

2012 shipments. In August, RV manufacturers shipped 24,460 units, the strongest August total in five years. Shipments of towable RVs were up 14.6%, but motorhomes grew the most, improving 27.3% over the same month a year ago. RV shipments in 2012 total 202,305 units through August, 10.5% ahead of the same period in 2011. RV shipments in 2012 are expected to reach 273,600 units, an increase of 8.4% from 2011, as the economy grows, credit availability improves, and consumers respond to innovative new designs and features.

Sources: ;

*Recreation Vehicle Industry Association (RVIA) - 2011 RV Consumer Demographic Profile conducted by the University of Michigan

**RV Life - March 2011 Reader Survey

***Good Sam Club

****Family MotorCoaching

The Oregon RV Alliance Mission

To expose RV owners to the benefits of spending their leisure and recreation time in Oregon.

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