

Who are RV owners?

RV ownership has reached a new peak of 8.9 million households*

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



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RV owners groups attract even more affluent customers

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

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

*RVers are
PROFESSIONAL TOURISTS
dedicated to exploration
and adventure!*



Top 10 RVer Activities While Traveling**

Scenic Byways • Events & Festivals • Casinos • Sightseeing
Dining Out • Shopping • Wineries • Fishing • Bicycling
Outdoors • Hiking • Walking



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Sources: ;

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

**RV Life - March 2013 Reader Survey

***Good Sam Club

****Family MotorCoaching

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