



Consumer Trends Report

Insights into Today's RV Buyer
Demographics, Shopping Behaviors,
and Purchase Journeys





Study Background and Methodology

For over 30+ years, RV Trader has been the leading marketplace for buying and selling new and used RVs across all categories. As a digital marketing leader, RV Trader is intimately aware of the constantly evolving RV consumer trends and buying behavior.

The consumer trends report is a result of the following data:



RV Trader Consumer
Surveys



Data from RV Trader's 6.9 Million
Average Visitors Each Month



Registration Data from
Statistical Surveys, Inc.



Key Findings

Demographics

- Today's RV's buyers have a growing female demographic.
- Summer remains the month when RVs are in the highest use.

Consumer Buying Phase

- RV consumers prefer a hassle-free shopping experience.
- The RV consumer buying journey does not stop at the first dealership.
- When purchasing their next RV, consumers want to get the highest quality RV within their price range.

Consumer Research Phase

- Shoppers who will be your buyers a year from today are already researching their next RV purchase.
- Consumers remain undecided on which brand of RV they will purchase, with little preference of brand going into their purchase decision. However, they remain confident in the type of RV they are interested in.
- RV Buyers consult multiple resources on their path to purchase.
- Listings remain RV buyers' most valuable research tool.

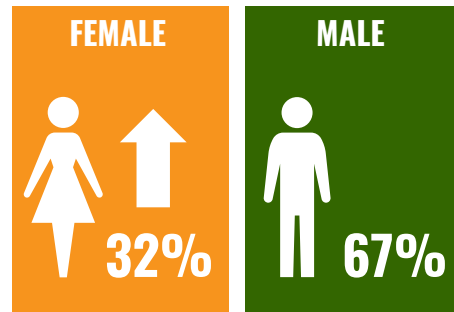


RV Demographic Trends



Who Is Today's RV Buyer?

Today's RV buyers have a growing female demographic. The female RV buyer audience has seen 10.6% growth since 2021, while male buyers have seen declining numbers.²



TIP: As more women become RV owners, ensure you have marketing that specifically targets this new demographic.

Changes in Registration Percentages

Gender	Camping Trailer	Class A	Travel Trailer
Female	↑ 1.53%	↑ 0.33%	↑ 0.9%
Male	↓ 1.53%	↓ 0.33%	↓ 0.9%

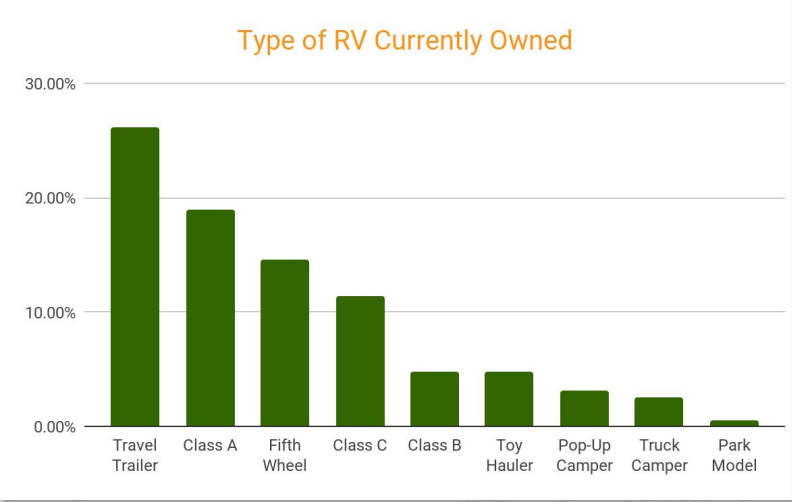
Camping Trailers, Class A, and Travel Trailers remain the categories with the highest growth in female ownership. Meanwhile male ownership is decreasing across these categories.¹



80%
of RV consumers are experienced RVer

Popular Units Among RV Consumers

A majority of RV consumers already own an RV. Amongst current owners, the categories with the highest ownership are travel trailers, class A's and fifth wheels. We also see these categories are also the top 5 most searched units on RV Trader.



RV Search Impressions	
RV Classes	February 2023
Travel Trailer	140M
Class A	85M
Class C	65M
Fifth Wheel	54M
Class B	45M
Toy Hauler	33M
Pop Up Camper	11M
Truck Camper	11M
Park Model	6M



TIP: Consider marketing campaigns that specifically promote the most in demand units. Keep in mind the buyer persona for each type of RV.



TIP: Ensure you are marketing to Millennials and younger generations. Millennial customers and GenZ-ers have the opportunity to become lifelong customers!

A majority of RV owners are part of an older demographic. However, older Millennials in their mid-30s to early-40s see registration numbers comparable to that of GenX and Boomer generations.

Current RV Registrations	
Age Range	2022
18 - 24	0.43%
25 - 34	8.17%
35 - 44	22.51%
45 - 54	22.21%
55 - 64	26.01%
65 - 74	16.26%
75 +	4.41%

As RV Consumers Age, They Begin to Prefer Large Drivable RVs Instead of Towable Models



Millennial RVers

27-42 years old

Most own: Travel Trailer (26%)

Most want: Travel Trailer (22%)



Baby Boomer RVers

59-77 years old

Most own: Travel Trailer (25%) or Class A (22%)

Most want: Class A (28%)



GenX RVers

43-58 years old

Most own: Travel Trailer (30%)

Most want: Class A (19%), Travel Trailer (17%), or Fifth Wheel (17%)



Silent Generation RVers

78+ years old

Most own: Class A (17.86%)

Most want: Class A (25%)



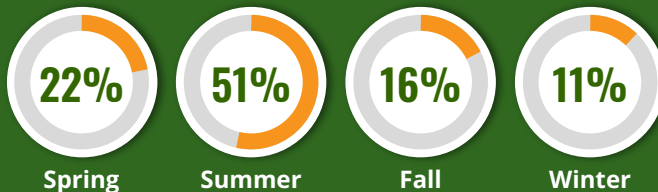
TIP: As different generations approach your dealership, understand what models they could be looking to upgrade to. Create marketing campaigns with this in mind to attract these customers to your dealership.

The RV Lifestyle is as a Way to Vacation and Enjoy Quality Time with Family - Predominantly in Summer



Become this audience's go-to resource by creating content that fuels their vacations and weekend getaways. Include topics like cooking hacks, local events and campgrounds, and activities.

When RVers Are Most Likely to Use Their RVs



[Best Autumn Camping Recipes](#)

[Top Summer Campgrounds](#)

[RV Winter Events](#)

[Best Spring Activities in Your RV](#)

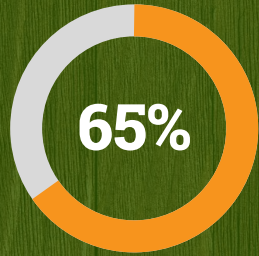
How RVers plan to use their RVs

Road Trips	26.32%
Vacations	26.23%
Weekend Camping Trips	19.46%
Full-time Living	10.94%
Other	8.16%
Working remotely on the road/vacation	4.54%
Visiting Family	3.89%
Renovate and Resell	0.37%
Renting to others	0.09%

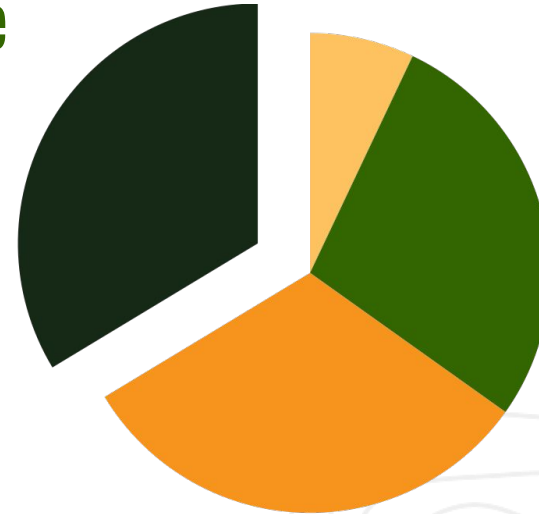


RV Consumer Research Trends

Nearly All RV Consumers Spend Multiple Months Conducting Research for Their RV Purchase



of RV consumers said that they would begin to research their next purchase **6 months or more in advance** of actually purchasing



● Less than 3 months ● 3 - 6 months ● 6 - 12 months ● Over a year

TIP: Growing your dealership's online presence is key to capturing consumers at all stages of the purchase funnel. Remember, consumers consult 24 touchpoints on their path to purchase, 19 of which are digital! Leverage multiple touchpoints to drive consumers down your path to purchase.



TIP: Q3 is when consumers are researching the most, presumably planning for a purchase in the following year. That's why you need a year-round marketing plan - you don't know when your customer is first encountering your business during their research phase.

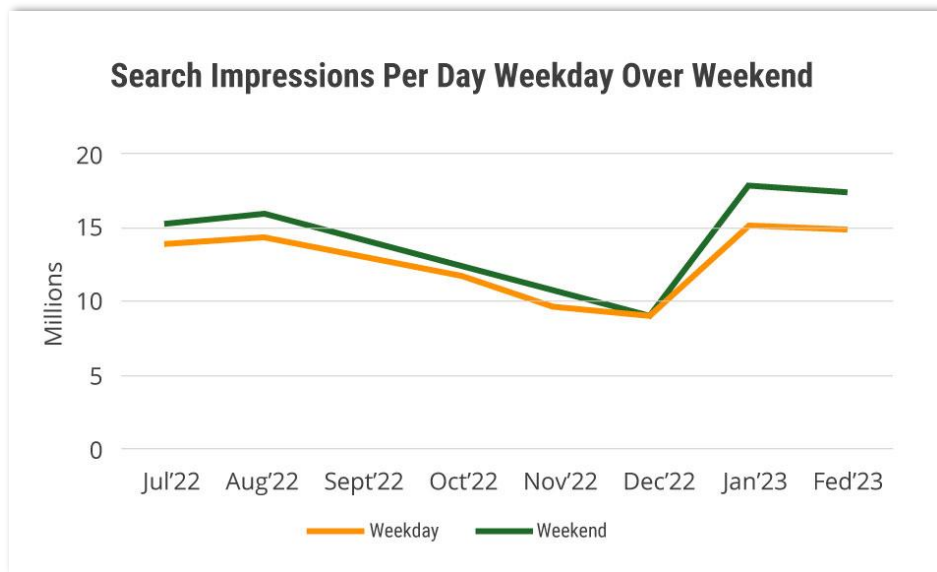


During late summer and early fall (Q3), we see the highest search volume on RV Trader, indicating that this is the time consumers are most actively researching for their next RV.

Presumably, envisioning how much better next season could be with a new RV! It's important you have a robust online presence to capture these leads so when they are ready to purchase, they already have your dealership in mind.

2023	Leads	Search Result Page Views
Q1	417,816	21,091,029
Q2	401,338	21,757,425
Q3	386,398	22,518,525
Q4	251,652	14,873,587

RV Consumers' Searches Are 10% Higher on Weekends Than on Weekdays



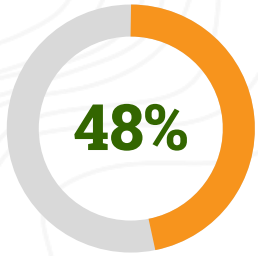
Source: RV Trader, 2023



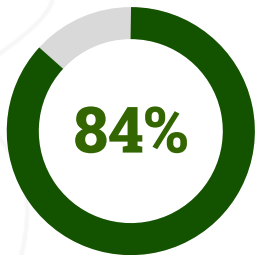
TIP: With consumers more actively searching for RVs during the weekends, schedule social posts, email blasts, and other marketing communications during this time to capture their attention.



Consumers Are Flexible About Which RV Brand They'll Purchase



of RV consumers remain undecided on what brand of RV they will buy next



of RV buyers are not loyal to one manufacturer and remain open to different brands while shopping

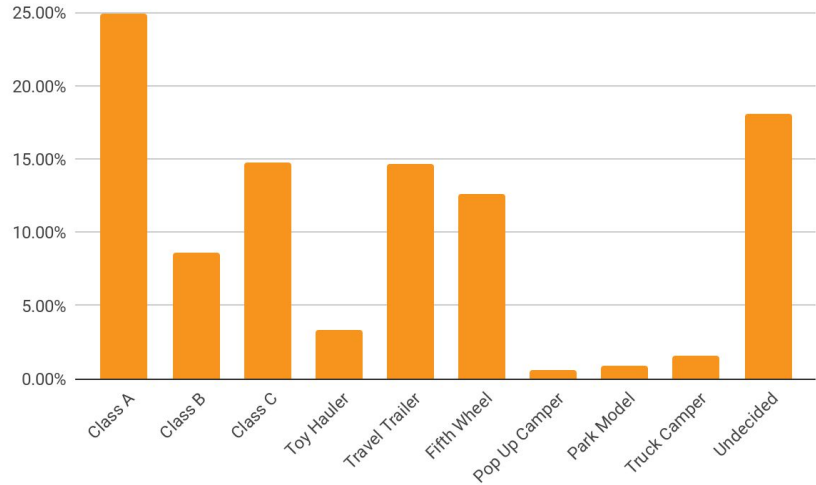


TIP: Train your sales staff that customers can be sold on different brands of RVs so you can move certain RVs off your lot quicker.

While Undecided on Brand, Consumers Are Confident About RV Type

82%

of RV Consumers have decided on what type of RV they will purchase next



TIP: Using tools like lead enrichment, dealers can find out what RV type a consumer is interested in before they walk in the door and steer them towards a specific brand.



RV Consumers Consult Multiple Resources During Their Research, But Listings Remain Their Most Valuable Research Tool

Top resources RV buyers consult before making a purchase:

- Consumer Reviews
- Dealer Websites
- Search Engine
- Online Classifieds

Top 3 tools RV buyers think would be most helpful when evaluating their options:

- Photos & Videos
- Listing Comparisons
- Trade-In Valuations



TIP: Remember to optimize your website and listings for the best results. Ensure each has rich SEO keywords included to drive consumers to your website.



A Consumer's Purchase Journey



TIP: Dealers can ease RV buyer pain points by implementing simple online tools that allow a customer to conduct all the research they need before reaching out to a dealership



Buyers Prefer Convenient and Hassle-Free Shopping

Pressure to commit to a purchase and price haggling were the top two pain points for shoppers.

Least Favorite Part of the Purchase Process

Pressure to Commit 35.4%	Other 7.4%
Purchase Price Haggling 23.7%	Trade-In Negotiations 6.6%
Time Spent in Dealership 10.1%	Financing/Loan Process 5.7%
Lack of Communication 8.5%	Understanding Pricing/Financing Details 2.7%

Today's RV buyers continue to prefer traditional communication channels, like email. However they continue to increasingly leverage new communication channels, like chat and text, for immediate answers.



63%

of consumers prefer email over all other communication channels



72%

of all leads sent to dealers in 2022 were email leads

Source: RV Trader, 2023

In 2022, RV Trader Saw

5.75%

increase in text leads

76%

increase in chat leads



TIP: Today's consumer has become accustomed to immediate answers. Services, like chat, allow quick answers so consumers can continue to research. Ensure you have channels set up to support all customer communication preferences.



TIP: To manage these communication expectations, set up a standard process for handling inquiries, including response time and dedicated personnel.

Response Time Impacts a Consumers' Decision to Select Your Dealership

Your chance to make a lasting impression starts at the very moment an interested buyer contacts your dealership. The consumer may reach out for a variety of reasons, whether they have questions about a particular unit or they want to know about RV Types. This first interaction is crucial to getting these buyers in your funnel, and keeping them there.

49%

of buyers expect to hear back from a dealer the same day they reach out, with another **5% expecting to hear back within one hour.**



46%

of consumers rate their past experience with dealers as positive, a smaller **but notable segment of shoppers, 35%, rate their experiences as negative.**¹

RV Buyers' Path to Purchase Does Not Stop at the First Dealership - Consumers Consult Multiple Dealerships to Find Their Next RV

Consumers are not only open to shopping with different brands, but they will likely visit multiple dealers to find the best option for their needs.

63%

of shoppers will seek out at least **2-3 dealerships** before making a purchase

34%

of shoppers will reach out to **4 or more** dealerships



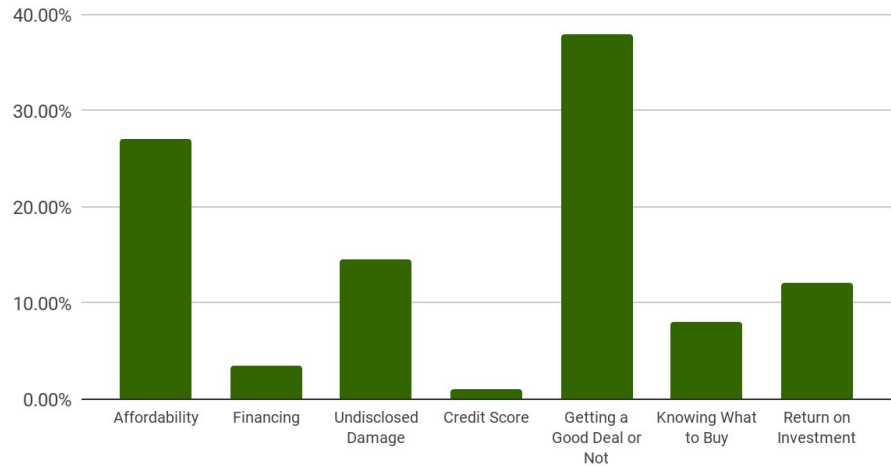
TIP: You can stand out against competition by leveraging data around consumer shopping behaviors and preferences. Understanding what drives consumer interest is a valuable advantage.

When Purchasing Their Next RV, Consumers Want to Get the Highest Quality RV Within Their Price Range

Consumers overwhelmingly said the most important factors they take into consideration during their purchase process are:

- **RV's Current Condition**
- **Price**

Biggest Hesitation When Purchasing a New RV



TIP: As you sell to customers, ensure you establish trust and transparency up front. You want customers to trust that your dealership will give them a fair price for an RV in good condition.



Implications

Demographics

- Dealers should create marketing strategies that specifically target the growing female RV owner demographic.
- During the late summer months, increase content marketing efforts to keep your dealership top of mind as consumers are researching heavily for the following year.

Consumer Buying Phase

- Dealers can ease RV buyer pain points by implementing simple online tools that allow a customer to conduct all the research they need before reaching out to a dealership.
- Ensure you have a seamless customer experience once a lead is submitted. Fast, friendly and informative follow up!
- Establish transparency and credibility throughout the research and buying journey so RV consumers know you have their best interest in mind.

Consumer Research Phase

- Dealers can capture consumers early on in their research journey by having a robust online presence.
- Using tools like lead enrichment, dealers can find out what RV type a consumer is interested in before they walk in the door and steer them towards a specific brand.
- Your dealership should have multiple different touch points set up to connect with customers during their path to purchase.
- Dealers should have robust online listings to build trust and credibility with consumers before they submit a lead.

Who We Are



Every month, RV Trader attracts millions of RV buyers who come to us to browse the largest selection of listings in search of their next unit. The solutions we provide give you access to this premium marketplace of highly targeted RV buyers and deliver industry insights and consumer trends that will ultimately help you move more inventory.

[RVTrader.com](https://www.rvtrader.com)



@RV Trader



@RV Trader

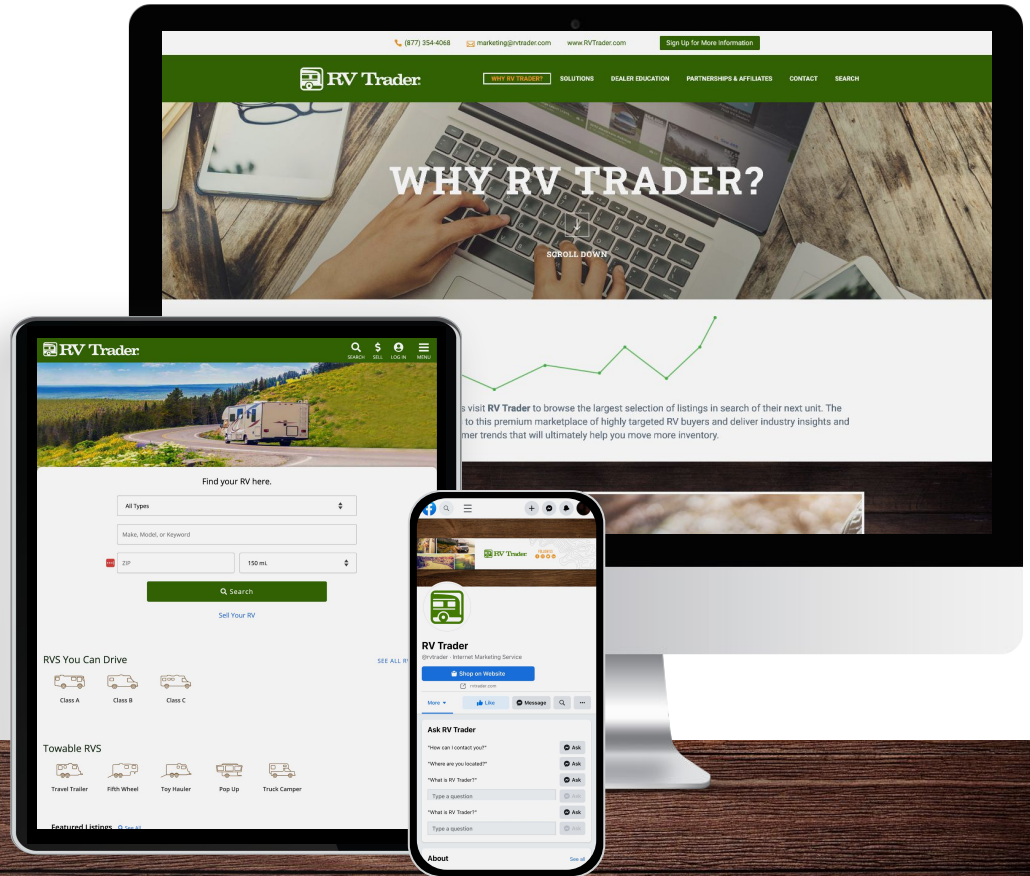


@RV Trader



@RV Trader

To learn more about how RV Trader can benefit your dealership, visit us at: [rvtradermediakit.com](https://www.rvtradermediakit.com)



Who We Are



We deliver market share data to forward-thinking businesses in the Marine, Recreational Vehicle, Powersports, Trailer and Manufactured Housing industries who understand that data's importance lies, not only in what it can do for them, but in the opportunities missed without it.

We know our clients seek a trusted source for the most complete, up-to-date and accurate data on market history, trends, and competition.

Our proven process allows us to meet all our clients' data needs and more. If it's not done right, it didn't come from us.

To find out more about statistical Surveys Inc. visit us at statisticalsurveys.com.



Learn More

Contact Us:

www.RVTraderMediaKit.com

Marketing@RVTrader.com

(877) 354-4068



We offer the largest audience of active and engaged in-market consumers searching for units they need for their lifestyle and livelihood - and provide the tools and solutions needed to attract, engage, influence, and convert them more effectively.