

ACTIVE AGERS FEEL POSITIVE TOWARDS RVs, BUT FEW OWN ONE THEMSELVES

Insights from the
Age of Majority Research Team



"Enjoying the comforts of home" and "being a sensible way to explore" topped Active Agers' list of what makes RVs attractive

METHODOLOGY

Active Agers in the Revolution 55 community (all ages 55+) were asked about their experiences with and attitudes about RVs

804 respondents participated in the survey that was conducted between October 6-15, 2021

Put the power of Revolution 55 to work for you



Introduction

Active Agers are not content to sit at home and watch the world pass them by. They are physically, mentally, socially, and digitally active and want to enjoy life to the fullest. It should come as no surprise that many Active Agers enjoy traveling and an often-overlooked method of transportation are Recreational Vehicles (or RVs).

This report explores attitudes about and experiences with RVs among Active Agers.

Key Takeaways

There is a lot of room for growth in RV sales by targeting Active Agers. Interest levels have grown since the pandemic started and most older adults have generally positive attitudes about RVs, yet current ownership rates are fairly low.

Furthermore, a large portion of older who do not own an RV have very limited exposure to them, with almost a third having never been inside an RV.

Respondents identified a number of attributes about RVs that make them a great way to travel. These attributes could be great places to start if you are hoping to reach the Active Ager market.

HIGHLIGHTS

- Attitudes about RVs are generally positive: 40% of Active Agers like or love them, 28% think they are okay
- Less than 7% of respondents own an RV and many have owned theirs for one year or less
- Almost a third of non-RV owners have never been in one while almost a quarter have toured one but never traveled in one
- The pandemic has had a positive impact on interest in RV ownership: 13% are more interested now than they were before COVID-19

Detailed Findings

i. Overall attitudes about RVs were generally positive in our Active Ager community.

Less than a third (32%) of respondents had a negative attitude about RVs, compared to the 40.1% who like or love them, and the 27.9% who thought they were okay (see figure 1). Respondents aged 55-64 were more likely to have positive attitudes towards RVs (78% rated RVs as okay, like, or love) than those aged 65+ (61%).

Additionally, respondents with lower annual household incomes – earning less than \$50,000 a year – were more likely to have positive attitudes towards RVs (79% rated RVs as okay, like or love them) than respondents with higher incomes (61% of those earning \$200,000 or more a year).

FIGURE 1. OVERALL ATTITUDES TOWARDS RVs (N = 788)

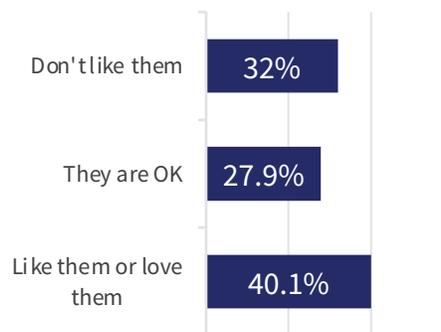
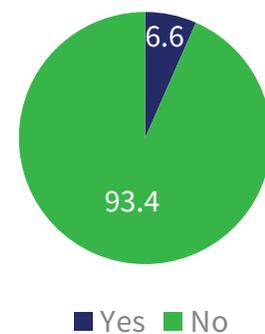


FIGURE 2. DO YOU CURRENTLY OWN AN RV? (N = 788)



ONLY 6.6% OF RESPONDENTS OWNED AN RV, LEAVING PLENTY OF ROOM FOR GROWTH IN SALES.

ii. Despite the generally positive attitudes towards RVs, ownership rates remain low.

Only 6.6% of respondents own an RV, leaving plenty of room for growth in sales (see figure 2). Among those who own an RV, the most common length of time to have owned one was one year or less (29% of RV-owners). However, a small number have owned their RVs for 30 years or longer.

The median length of ownership is 5 years. Almost half of RV owners (46.2%) report using their RV on a regular basis (often, frequently, or constantly).



Active Agers are not content to sit around at home; they want to live life to the fullest. RV ownership can help achieve this.

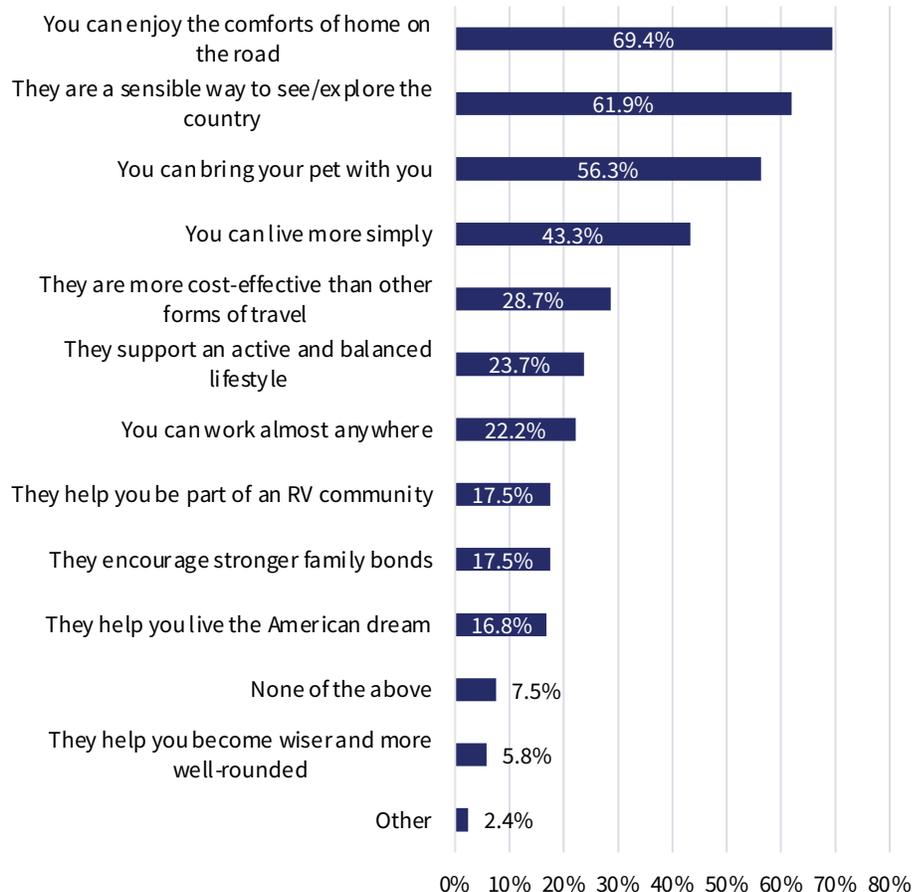
iii. Non-RV owners had varying levels of experience with RVs.

Almost a third (32.9%) have never been inside an RV, and another 23.6% had toured one, but never traveled or been a guest in one. The COVID-19 pandemic has had a small but definite impact on interest in RVs: 13.1% of respondents report that they have become more interested in RVs because of the pandemic.

iv. Finally, we asked respondents with positive attitudes about RVs to identify the attributes they associate with them.

The most reported attributes were enjoying the comforts of home on the road (69.4%), a sensible way to see/explore the country (61.9%), and the ability to bring pets along with you (56.3%). See figure 3 for a full list of attributes.

FIGURE 3. ATTRIBUTES ACTIVE AGERS (WITH POSITIVE ATTITUDES ABOUT RVs) ASSOCIATE WITH RVs (N = 536)



FOR MORE INFORMATION

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