

# Go RVing RV Owner Demographic Profile: Class A Motorhomes

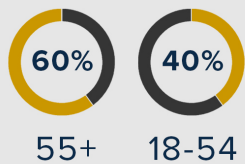
Oct 7, 2021 RV Industry Association Staff

The [Go RVing RV Owner Demographic Profile](#) is the most comprehensive study of RV ownership ever conducted, providing deep insights and perspectives on the demographics and ownership habits of RV Owners, Former RV Owners, and RV Intenders. The study identified seven distinct clusters based on RV owners' unique motivations, needs, and habits. It also offers a breakdown of the different types of RVs and which demographics tend to prefer different types of RVs.

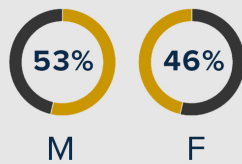


## KEY DEMOGRAPHICS

### AGE RANGE



### GENDER



**42% OF RV OWNERS ARE RETIRED**

THE AVERAGE INCOME FOR 58% OF OWNERS IS **OVER \$65K**

There are two categories of RVs: motorcoaches and towables. One of the most common types of motorcoaches are the Class A motorhomes. Owned by 8% of RV owners, Class As are most often owned by three groups: the Millennial/Gen Zers (35%), First-Time Owners (32%), and Young Families (25%). In terms of demographics, 40% are between ages 18-54 and 66% are ages 55+. 46% are female and 53% are male. 42% are retired and 74% live with no children in the home.

Among those who are in the workforce, 58% of Class A owners make over \$65,000.

Class A owners most often travel in the summer (81%) or fall (57%) months, while others prefer spring (46%) and winter (36%).

They tend to use their RV 27 days of the year and use their RV during 61% of their vacation time. 59% of Class A owners bought their RV new, and most often stay at a private campground (55%), state park (47%), or RV resort (38%). When they're on the road, Class A owners are most likely to engage in fishing (42%), outdoor sports (40%), and water recreational activities (27%).

Regarding Class A owners' attitudes towards their RVs, 75% said owning an RV simplifies travel. Likewise, 74% agree that RVs make travel convenient for any age or physical condition.

We will be taking a look at who is most likely to own different RVs in the coming weeks. Members can view the full report [here](#).

ON AVERAGE, RV OWNERS USE  
THEIR RV **27 DAYS PER YEAR**

**75% SAY OWNING AN RV  
SIMPLIFIES TRAVEL**



**61% OF VACATION TIME  
WHERE RV WAS USED**

**74% SAY RVS MAKE TRAVEL  
CONVENIENT FOR ANY AGE  
OR PHYSICAL CONDITION**