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# Consumer Trends Report

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



**RV Trader**



**STATISTICAL SURVEYS**

**RVDA**   
The National RV Dealers Association  
*Powered by Dealers*

# Study Background and Methodology

For over 30 years, RV Trader has been the leading marketplace for buying and selling new and used RVs. As a digital marketing leader, RV Trader stays ahead of evolving RV consumer trends. Complementing this, Statistical Surveys, a legacy brand since 1958, provides premier registration data in the RV industry. SSI's data and insights help dealers understand their current market landscape and compete strategically. Together, they empower businesses with essential pre- and post-purchase data, helping dealerships stay informed on the current market landscape.

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



RV Trader Consumer  
Surveys



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



Registration Data from  
Statistical Surveys, Inc.

# Intro

As the COVID boom tapers off, now is the ideal time to analyze market data. By understanding current trends and dynamics, dealers can strategically position their business to capture market share and generate more leads. In the competitive RV market, leveraging data insights is essential for gaining an edge and effectively engaging buyers at every stage of the sales funnel.



# Economic Environment and Purchase Decisions

A significant portion of potential customers remain optimistic and undeterred by the current economic environment. Many are even considering expanding their purchases! This positive outlook creates a fantastic opportunity for RV dealers to engage with these enthusiastic buyers. By highlighting premium and additional products, you can tap into their confidence and drive sales growth.



60%

believe the economic environment  
will improve or remain stable



61%

say economic climate does not  
influence their purchase decisions

**Tip:** Engage financially impacted shoppers with empathy. Highlight budget-friendly and pre-owned options to show your understanding and boost your sales potential.



## Optimizing Your Reach

By analyzing the latest trends on RV Trader, we can pinpoint how potential customers are searching right now. This insight allows you to strategically target customers both high and mid-funnel, ensuring you reach them at the most influential points of their buying journey.

Understanding buyer behavior includes knowing what they're searching for and the channels they use to conduct searches. This allows you to accurately target these potential consumers and efficiently merchandise your units.



# 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 class C's. We also see these categories are also the top 5 most searched units on RV Trader.

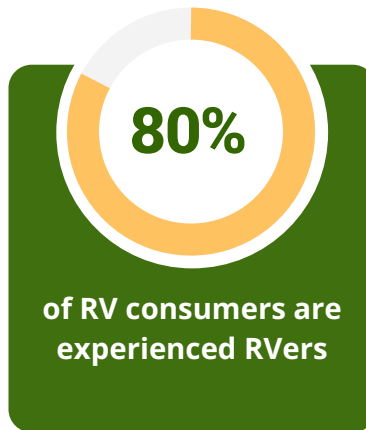


Airstream grew by **24.5%** in search results from Q1 2023 to Q1 2024.

Forest River and it's family of brands has remained the **most searched make** on RV Trader in Q1 of 2023 and 2024.



Winnebago became the **second most searched RV make** from Q1 2023 to Q1 2024



## RV Search Impressions

RV Classes	Q1 2024
Travel Trailer	398.40M
Class A	226.03M
Class C	183.28M
Fifth Wheel	149.46M
Class B	137.17M
Toy Hauler	86.27M
Truck Camper	36.14M
Pop Up Camper	30.99M
Park Model	19.71M

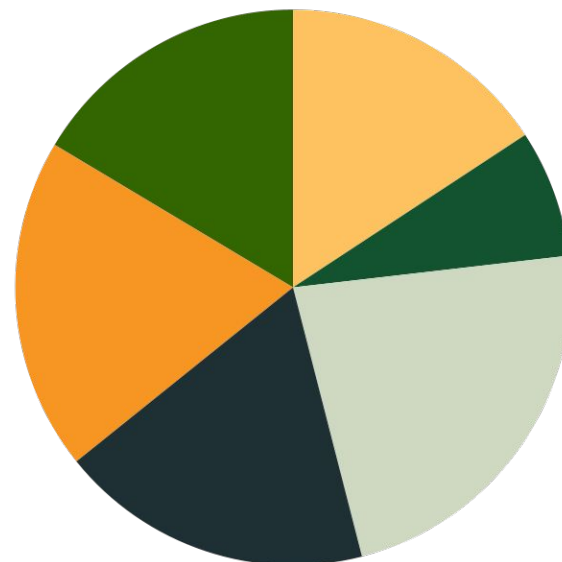
# Capturing RV Buyers Along Their Path to Purchase

54%

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

**TIP:** Adapt your sales strategy to match each funnel stage and buyer timeline. Emphasize immediate benefits for those closer to purchase, and for long-term prospects, use ongoing ad campaigns to maintain their engagement until they're ready to buy.

When do you plan to purchase?



● Less than 1 month ● 1 month ● 2 - 3 months  
● 4 - 6 months ● 7 - 12 months ● More than a year

# The Sale Begins Before You Meet The Prospect

During late summer and into early fall (Q3), we see the most visits on RV Trader, indicating that this is the time consumers are most actively researching for their next RV. Presumably, buyers are envisioning how much better next season could be with a new RV! It's important for you to 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	Site Visits
Q1	332,277	19,000,596
Q2	<b>388,695</b>	21,664,625
Q3	360,428	<b>22,199,070</b>
Q4	223,790	14,806,413



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





# Authentic Perspectives Drive Consumer Preference

Consumers favor brands that offer authentic perspectives on their offerings. Detailed resources like online reviews, dealer sites, and classified ads are shown to be the most impactful, offering the key insights buyers require for their purchase decisions.

Top resources RV buyers consult before making a purchase:

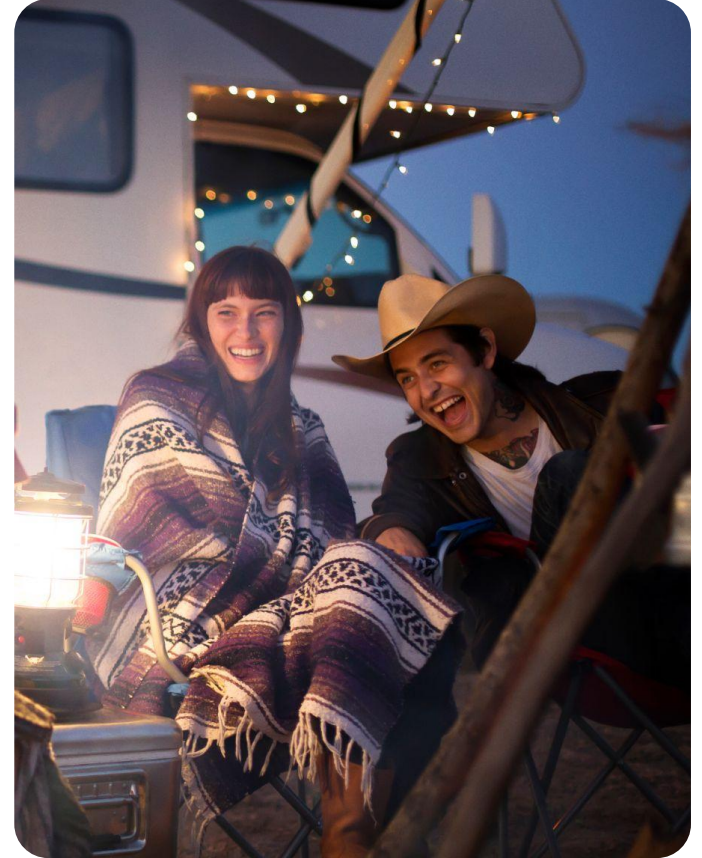
- Consumer Reviews
- Dealer Websites
- Search Engine
- Online Classifieds

**TIP:** Boost your dealership's visibility by focusing on trusted platforms. Keep your reviews, testimonials, and content fresh to guide buyers effectively.

# Maximizing Sales Success Through Comprehensive Market Analysis

Analyzing data is essential for crafting an effective sales strategy in today's market. By leveraging detailed insights into consumer behavior, market trends, and competitive dynamics, you can make informed decisions that align with your business goals.

To truly understand the market landscape, it's essential to couple pre-purchase data with post-purchase registration data. This approach provides an accurate understanding of current conditions, enabling you to target specific markets, penetrate unsaturated areas, and assess your market share. By leveraging registration data, you can gain a significant competitive advantage.



# Top RV Categories in 2023

From 2022 to 2023, used Class B motorhomes have seen a **9.8% increase** in registrations, making it the type of RV with the largest growth YoY.

Looking at early 2024 data Class B motorhomes have been registered **17.5% more this year than in 2023**. Showing a growing popularity in this category.

**TIP:** The key to success in your market lies in analyzing the latest data and aligning your product mix with consumer demands in your market. Utilizing geographic data allows for precise targeting and strategic advantage.

## Top Categories for Used RVs in 2023

1	Travel Trailer
2	Fifth Wheel
3	Class A
4	Class C
5	Pop Up RV Trailers
6	Class B
7	Park Model
8	Truck Camper

## Top Categories for New RVs in 2023

1	Travel Trailer
2	Fifth Wheel
3	Class C
4	Class B
5	Class A
6	Pop Up RV Trailers
7	Park Model
8	Truck Camper

# 2023 RV Heat Map

It's crucial to focus on your specific market and identify the unique trends that set it apart. For instance, in 2023, Florida emerged as the top state for RV sales, with Tampa standing out as the sole hot spot among the top BTAs (Basic Trading Areas). This highlights the importance of understanding the nuances of your market.

## Top 10 Most Popular States For New RVs

- |               |                   |
|---------------|-------------------|
| 1. Texas      | 6. Pennsylvania   |
| 2. California | 7. Ohio           |
| 3. Florida    | 8. North Carolina |
| 4. Washington | 9. Arizona        |
| 5. Michigan   | 10. Colorado      |

## Top 10 Most Popular Cities For New RVs

- |                          |   |
|--------------------------|---|
| 1. Los Angeles, CA       | 6. Minneapolis-St. Paul, MN             |
| 2. Dallas-Fort Worth, TX | 7. Denver, CO                           |
| 3. Houston, TX           | 8. Salt Lake City-Ogden, UT             |
| 4. Phoenix, AZ           | 9. Detroit, MI                          |
| 5. Seattle-Tacoma, WA    | 10. Tampa-St. Petersburg-Clearwater, FL |

**Tip:** Find data specific to your region to understand the nuances in your market and sell more strategically picking up on local trends that national data might not be able to tell you.

# The 2023 RV Consumer

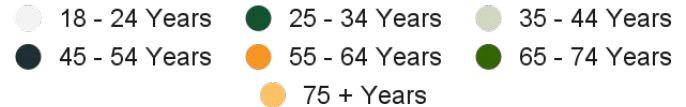
The RV Consumer is no longer predominantly one person, but instead spans consistently across generations with Millennials, Gen X and Boomers all having nearly equal shares in the market.

## Most popular type of RV by age group

Travel Trailer	Millennials, GenX & Boomers
Fifth Wheel	Boomers & GenX
Class A	Boomers
Class C	Boomers
Camping Trailer	Millennials & GenX
Class B	Boomers
Truck Camper	Boomers



**TIP:** Craft marketing strategies that resonate with all generations, tailoring your messaging to align with the unique RV preferences of each demographic.





## Conclusion

The key to success in the RV industry is understanding today's RV buyers, including demographics, their shopping behaviors, and a consumer's purchase journey.

- **80%** of RV consumers are experienced RVers
- **54%** of RV consumers said that they would begin to research their next purchase 6 months or more in advance of actually purchasing
- **Q3** is when consumers are researching the most, presumably planning for a purchase in the following year.
- The RV market now spans multiple generations, with Millennials, Gen X, and Boomers each holding nearly equal shares.

# 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.



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



# Who We Are



Statistical Surveys is the premier provider of registration data in the RV Industry. Our comprehensive insights empower customers with both historical and real-time data crucial for fortifying business strategies. We offer our customers access to the largest source of DMV data in the USA and Canada, with detailed insights into owner demographics, market dynamics, market share, geographic distribution, and more.

Our customizable data solutions deliver tailored reports that guide informed business decisions, trusted by industry leaders for over 60 years.

Know your market better with Statistical Surveys.

**Have additional questions for the Statistical Surveys Inc Team?**  
Please reach out to us at [CustomerService@statisticalsurveys.com](mailto:CustomerService@statisticalsurveys.com)

To find out more about Statistical Surveys Inc. Visit us at [statisticalsurveys.com](https://www.statisticalsurveys.com).





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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.