

THE RV CONSUMER IN 2005

By

Richard T. Curtin

Richard T. Curtin • Director, Surveys of Consumers • University of Michigan
Survey Research Center • P.O. Box 1248 • Ann Arbor, Michigan 48106
Phone: (734) 763-5224 • Fax: (734) 764-3488 • E-mail: curtin@umich.edu

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EXECUTIVE SUMMARY

The major findings in the latest survey of consumers conducted by the University of Michigan's Survey Research Center indicates that the primary demand for recreation vehicles is at its highest level during the past quarter century. Among all vehicle owning U.S. households, 8% own a traditional recreation vehicle in 2005, up from 7.6% in 2001 and well above the 7.1% recorded in the first national survey in 1980. The number of U.S. households that own a recreation vehicle has grown to 7.9 million in 2005, up nearly 15% from 2001 and a stunning 58% above the 1980 figure. Growth in RV ownership accelerated in the mid 1990's, increasing at a compounded annual rate of 2.7% since 1993. From the first survey in 1980 to the most recent survey in 2005, RV ownership has grown at a compounded annual rate of 1.9%. Moreover, with the aging baby boomers now entering the prime age ranges for RV ownership, the data indicate that future demand for recreation vehicles will continue to grow during the decade ahead.

The exceptional growth of RV ownership has been paced by the baby boom generation and supported by increased ownership among both older and younger generations. The highest ownership rates were among those aged 55 to 64, but high rates of ownership now extend across a 40-year span from age 35 to age 75. Overall, the median age of all RV owners was 49 in 2005, the same as in the 2001 survey. Although RVs are most likely to be owned by upper middle income households, ownership was common across a wide range of incomes.

The strong appeal of the RV lifestyle is reflected in the widespread intentions of current and former owners to purchase another RV as well as by the purchase intentions of first time buyers. Two-thirds of current owners intend to purchase another RV, among former RV owners, one-third had plans to purchase another RV in the future, and finally, among households that have never owned an RV, more than one-in-six expressed an interest in the purchase of an RV. New, rather than used, units were intended to be purchased by one-in-five current owners, one-in-twelve former owners, and by one-in-sixteen first time buyers. Taking account of purchase plans of current owners, former owners, and first time buyers, future plans to purchase RVs were higher in the 2005 survey than in 2001 or 1997. Importantly, purchase plans for new units were also more frequent in 2005 than in 2001 or 1997.

Among all current RV owners, two-thirds purchased a previously owned vehicle. Although used vehicles were most often purchased from the prior owner and not through the traditional dealership route, the share of used sales by dealerships increased to 21% in 2005 from 14% in 2001. In part, the rise in the dealership share reflects the purchase of used RVs that were relatively “newer” in the 2005 survey.

The average age of used RVs when purchased was 10.0 years in the 2005 survey, down from 11.6 years in 2001. The decline in the age of used RVs indicates that RVs that were traded in on new purchases were younger in 2005 than in 2001, another indication of a vibrant market. The appeal of new RVs was enhanced by new innovations and features, including slide-outs, that gave the purchase of new RVs an added advantage. Marketing strategies that continue to emphasize new features and designs will add to the appeal of purchasing new rather than used RVs. Given the durability of RVs and the lower prices of used vehicles, product advances are the best way to promote sales of new vehicles.

The average length of ownership for currently owned RV fell to 6.6 years in 2005, down from 7.4 years in the 2001 survey. Half of all current owners have owned their RV for less than five years in the 2005 survey, the same as in the 2001 survey. The short length of time current owners have owned their current RV reflects the rapid turnover in the ownership of any given vehicle. Preferences for particular types of vehicles change over time based on their past experience and planned future uses as well as with changes in their age and family circumstances. Moreover, since most owners purchased a used vehicle, the condition of their current RV may have played a deciding role in their purchase decision.

To be sure, there is another segment of the RV market in which there is little turnover and very stable ownership. Indeed, nearly one-in-four owners have owned their current RV for ten years or longer in both the 2005 and 2001 surveys.

Of all vehicle owning households 11.5% owned an RV in the past, substantially higher than the current ownership rate (8.0%). Half of these former owners last owned an RV more than a decade ago in the 2005 survey, with nearly one-third stating that they last owned an RV more than 20 year ago. While many left the RV market because of their age and do not expect to return, there were large numbers of former owners below age 65. Most of these younger former owners sold their RV because

they thought that they did not have enough time to use the RV to justify the expense of ownership. These former owners represent excellent future sales prospects, with renewed entry into the RV market depending on changes in their family situation as well as the increased availability of RV facilities and attractions as the ultimate demand for RVs is based on their use.

Overall, there is a strong and enduring appeal to the RV lifestyle that is as valid today as it was twenty years ago. The latest survey data only adds support to an optimistic forecast of RV sales and future ownership growth.

2005 NATIONAL SURVEY OF RECREATION VEHICLE OWNERS

This report summarizes the findings from the seventh national survey of recreation vehicle ownership sponsored by the Recreation Vehicle Industry Association. The national surveys have been conducted by the Survey Research Center at the University of Michigan. The 2005 survey included 3,000 completed interviews conducted from January to June 2005. The sample was scientifically selected to be representative of all U.S. households. Each household in the U.S. had an equal chance of being chosen, and the demographic and economic characteristics of the households as well as their geographic locations were represented in the same proportions as in the actual population.

The data contained in this report refer to traditional RVs, defined to include all types of motorhomes, travel trailers, fifth-wheel travel trailers, folding camping trailers, and truck campers. All of the data included in this report, including the results from past surveys, reflect this definition of traditional RVs and thus allow for robust comparisons to the results of prior surveys.

Mac Bryan of the Recreation Vehicle Industry Association guided the development of this research. This survey as well as the prior surveys conducted since 1980 have greatly benefitted from his many contributions. The RVIA Marketing committee actively guided and made important contributions to each stage of the project's development. Special thanks are due to its chairman, Don Newton from Winnebago as well as committee members Sid Johnson from Jayco, Randy Sellhorn from Foremost Insurance, and Thomas Walworth from Statistical Surveys.

SUMMARY OF FINDINGS

The findings of the 2005 survey can be summarized as follows:

- The study focused on the ownership of a traditional recreation vehicle, defined to include all types of motorhomes, conventional travel trailers, fifth-wheel travel trailers, folding camping trailers, and truck campers. A recreation vehicle was owned by 7.9 million U.S. households in 2005, the largest number ever.
- Among all vehicle owning households, 8.0% owned a recreation vehicle in 2005, up from 7.6% in 2001 and 7.3% in 1997, surpassing the prior peak of 7.9% in 1984. Importantly, the data continue to indicate the strong and resurgent interest in the RV lifestyle among Americans. There are more recreation vehicles in use today than at any previous time.
- Ownership of conventional travel trailers and fifth-wheel travel trailers posted the largest gains in 2005. Overall, 4.1% of all households owned a travel trailer in 2005, up from 3.7% in 2001, and the highest level recorded since the surveys first began in 1980.
- Ownership of motorhomes stood at 1.9% in 2005, unchanged from 2001, remaining at the highest level recorded in the past quarter century.
- Ownership of folding camping trailers fell slightly to 1.8% in 2005, just below the 1.9% recorded in 2001 and 1997.
- Truck campers recorded a halt to their slide in 2005, as 0.4% of households reported ownership in 2005, the same as in 2001. The 2005 survey was the first survey since 1980 in which ownership of truck campers did not decline.
- The pattern of ownership of recreation vehicles closely mirrors the strong pace of overall deliveries of RVs reported by the RVIA. Deliveries of recreation vehicles in 2004 were higher than any time in the past quarter century. Importantly, based on data from 1980 to present, the average annual sales growth has averaged just over 8,000 units. That same pattern of consistent improvement can be expected to persist during the decade ahead.

- The typical RV owner was 49 years old in 2005, unchanged from the 2001 survey. Motorhome owners were the oldest, at 54 years old, while owners of folding camping trailers were the youngest, at 47 years old. Travel trailer owners were in the middle, at 49 years old. In comparison to 2001, age differences narrowed among owners: in 2005 the range was just 7 years from oldest to youngest whereas in 2001 it was 18 years.
- The average income of RV owners was \$68,000 in 2005, which represented an inflation adjusted increase of 13% from 2001. The largest gain in inflation adjusted income was among folding camping trailer owners, followed by motorhome and travel trailer owners; the mean incomes of slide-in truck campers decreased slightly in 2005.
- Although the most commonly shared demographic characteristic of RV owners was their marital status, with 79% being married in 2005, this represented a decline from 2001 when 84% reported being married. The proportion of owners who were never married rose to 12% in 2005 from 5% in 2001.
- Given that the average age of RV owners was 49, just 41% had children under 18 living at home. The lowest proportion with dependent children was for travel trailer owners (35%) and motorhome owners (37%) and the highest was for folding camping trailer owners (58%).
- Compared with earlier surveys, RV owners under age 35 posted the largest gains in ownership rates, rising to 5.0% in 2005 from 3.2% in 2001. Ownership also edged higher among those aged 35 to 54, rising to 9.0% in 2005, up from 8.9% in 2001 and 8.4% in 1984. Among those aged 55 or older, ownership rates declined to 8.6% in 2005 from 9.8% in 2001.
- Residents of the Western region continued to be the most likely to own an RV at 11.0%, although growth in ownership among residents of the Midwest has kept pace with an ownership rate of 9.7% in 2005. Ownership among Southern residents also increased to 6.8%. Only residents of the Northeast, where RV ownership was somewhat less common in 2005, falling to just 4.6%.
- Ownership rates of RVs were the highest in the 55 to 64 age group, although ownership was at high levels from age 35 to 74. Older owners were more common among households that owned a motorhome, ownership of travel trailers fell sharply after age 75, and ownership of folding camping

trailers fell sharply after age 65.

- Ownership of RVs was at a peak among households with incomes between \$50,000 and \$75,000 for all types of RVs.
- Among all RV owners, one-third purchased their RV new. The most likely type of RV to be purchased new was a folding camping trailer. Among used buyers, only one-in-three purchased their unit from an RV dealer, with the majority of used RVs purchased directly from their prior owner. Used folding camping trailers were more likely to be purchased directly from their prior owner.
- The median age at the time of purchase of used RVs was 8.8 in 2005, down from 10.2 in 2001 but just above the 9.7 in 1997. The median age of all RVs, counting those purchased both new and used, was 12.7 years in 2005, down from 14.4 years in 2001. This decline in the age of the RV fleet represents the record sales of new RVs in recent years.
- The length of time current RV owners have actually owned their RV continued to reflect rapid turnover as well as long ownership periods. The median number of years the RV was owned was 4.3 years in 2005, just below the 4.8 years in 2001 and nearly equal to the 4.2 years recorded in 1997. The proportion of owners that owned their current RV for less than 3 years in 2005 was 35%, and the proportion that owned their current RV for 10 or more years was 23%.
- The frequency that RVs are used remained a critical determinant of judgements about the cost and value of the RV. Overall, RV owners used their vehicle a total of 26.3 days per year, with motorhome and travel trailer owners using their vehicle more than the average, and folding camping trailer and truck campers less than average. Importantly, more frequent use was associated with the intention to purchase another RV, especially new RVs.
- The planned uses of RVs prior to their purchase closely matched the actual uses of RVs following their purchase. Camping was more often a planned and actual use of travel trailers. Planned travel was more common among motorhome owners, although they actually used their motorhome less than they had anticipated for travel.

- When asked why they purchased the particular type of recreation vehicle they now own, the cost of the vehicle was mentioned by just over one-third of all owners. Travel trailer owners were the least likely to mention costs.
- Preferences for specific features, amenities, the interior layout, workmanship, and the convenience of the facilities were more frequently mentioned than cost factors. In addition, references to the characteristics of the RV unit, such as its size and condition, were frequent considerations.
- The timing of RV purchases were the result of changes in the financial situation of consumers and the cost and availability of discounts on RVs, as well as to accommodate specific recreation and vacation plans. Family related reasons, such as the age and presence of children and retirement, also played a role in determining when they purchased their RV.
- As in prior surveys, there was a larger proportion of households that had owned an RV at some time in the past than currently owned an RV. Overall, 11.5% had owned an RV in the past in the 2005 survey.
- Former owners were much older than current owners, indicating that they had given up their RV because of their advancing age. There was a much greater frequency of former owners starting at age 55. By age 75, there were three times as many former owners as current owners.
- Former owners were less likely to be married, and more likely to be divorced or widowed, more likely to live in households with only one adult, and more likely to have no dependent children still living at home. These family changes had a significant impact on the decision to sell their RV.
- The median number of years that former owners sold their RVs was 10.8 in 2005, up from 10.2 in 2001. Although a significant share sold their RV more than 20 or even 10 years ago, one-fifth of former owners sold their RV within the last four years, and four-in-ten sold their RV less than 10 years ago.
- The primary reason given for selling their RV was that they did not use it enough to justify its costs, reported by half of all former owners. Selling their RV to get additional cash for other uses was reported by many fewer former owners, just 5 percent. High maintenance and operating costs

were only mentioned by 25 percent of former motorhome owners as a reason they sold their RV. Changes in families, advancing age, and health problems were mentioned by nearly one-in-three former owners. The least cited reasons involved changes in their preferences for the RV lifestyle, mentioned by just 13 percent of former owners.

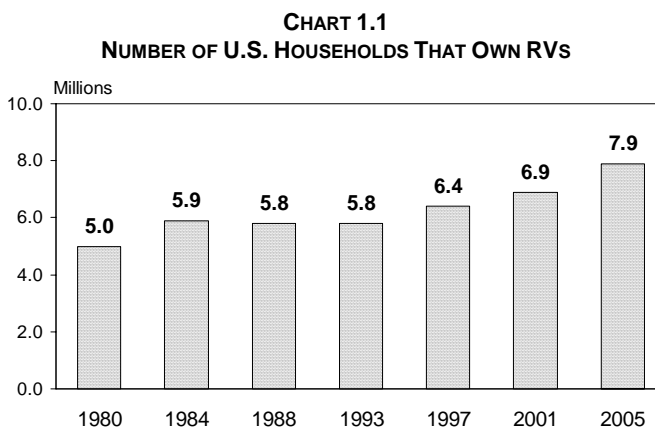
- Two-thirds of current RV owners plan to purchase another RV to replace their current unit, with one-third of these purchases expected to be new RVs. Current owners that intend to purchase new RVs planned the purchase in 3.1 years, while those that intended to purchase a used RV planned their purchase in 4.9 years.
- When purchase intentions of current RV owners were compared with purchase intentions data in the prior surveys, the 2005 data indicated a slight overall decrease in new purchase intentions, and a slight overall increase in used purchase intentions. The timing of these purchases, however, gave the edge to new purchase intentions: the median new purchase was planned in 3.1 years in 2005, down from 5.3 years in 2001, while the median time for used purchases increased to 4.9 years in 2005 from 3.3 in 2001.
- Among former owners, one-third planned to purchase another RV in the future in the 2005 survey, with one-quarter of these former owners planning on a new purchase. Indeed, both new and used purchases of RVs among former owners were higher in 2005 than in either 2001 or 1997. New purchases were planned to take place sooner in the 2005 survey than in 2001, while used purchases were planned to take place later than in 2001. As expected, most of the former owners that planned to again purchase an RV were younger and had higher incomes.
- Among new market entrants, defined as households that had never owned an RV in the past, 18% planned on purchasing an RV in the future in 2005, well above the 11% recorded in 2001. In comparison to prior surveys, a higher percentage of households that never before owned an RV planned to purchase. New RVs were intended by 6.3% of new market entrants in 2005, up from 3.5% in 2001, and plans to purchase a used RV rose to 11.7% in 2005 from 7.5% in 2001.
- When RV purchase intentions were combined across current owners, former owners, and new market entrants, a total of 23 percent of all U.S. households intended to purchase an RV in 2005, up from 16% in 2001.

- New RVs were intended to be purchased by 7.6% of all households in 2005, up from 5.3% in 2001, and used RVs were intended to be purchased by 15.4% in 2005, above the 10.7% recorded in 2001. Importantly, no change in the timing of new RV purchases was recorded, although purchases of used RVs were planned to take place a half a year later in 2005. The data clearly indicate strong prospects for increasing RV ownership in the years ahead.
- Taking account of all purchase intentions across all market segments, the data indicate that for new RV sales, the share accounted for by current owners will decline to 21%, down from 33% in 2001. Former RV owners account for a largely unchanged share, at 13%. New market entrants are expected to account for 66% of all new RV sales, up from the 56% recorded in 2001.
- Compared with new RV purchase intentions, the share of used purchases accounted for by current owners, former owners, and new market entrants will remain largely unchanged. Current owners will account for 22% of all used RV sales, former owners will account for 19% and first time buyers will account for 59% of used purchases.
- Financial ability was the most important factor determining the timing of the next RV purchase for all buyers. Family related reasons was the next most important factor affecting the timing of their next purchase. The cost and availability of good buys were cited more frequently by former owners.
- Projections of future RV ownership levels were based on the assumption that the age-specific RV ownership rates would remain unchanged as the baby boom population ages. The base case projections assume that all other factors will remain constant except for the impact of the changing age distribution of the population. As with any long term estimates of consumer demand, these projections must be treated with caution. Importantly, the base case projections assume that no additional gains will be made among the baby boom generation. Thus, the impact of current programs to raise ownership rates could put these base case projections on the low side of the actual increase in ownership.
- The projections indicate that the number of RV owning households will rise to 8.5 million households by 2010. The largest gains are expected for travel trailers, accounting for half of the total expected increase. Motorhome ownership will increase to 2.1 million households by 2010.

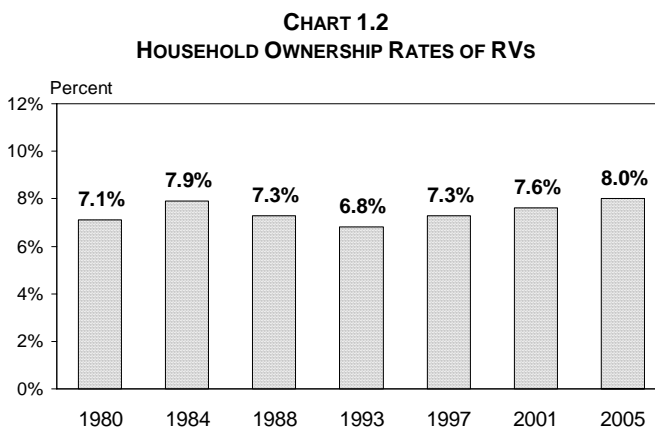
1. Current Ownership of RVs

Record RV Ownership Levels

More households owned an RV in 2005 than at any other time during the past twenty-five years, with the most recent survey data indicating a substantial increase in ownership. A traditional recreation vehicle was owned by 7.9 million households living in the United States in 2005 (see Chart 1.1). The number of households that owned a motorhome, travel trailer, fifth-wheel travel trailer, a folding camping trailer, or a truck camper has grown by 58% from 1980 to 2005. The pace of growth accelerated starting in the late 1990's, with ownership increasing by 36% in the past dozen years, and by 14% in the past four years. The rapid increase in RV ownership was due to record sales of new RVs during the past five years, which reached their highest level during the past quarter century in 2004.



RV ownership as a proportion of the vehicle owning U.S. population has also increased in recent years, reaching the highest level in the past quarter century in the 2005 survey. Ownership rates among U.S. vehicle owning households increased to 8.0% in 2005, up from 7.6% in 2001, and the recent low of 6.8% in 1993 (see Chart 1.2). Importantly, the data indicate a rising number of RV owners as well as a rising share of households have chosen to purchase RVs. The larger gains in the absolute numbers of households that own a traditional RV reflect

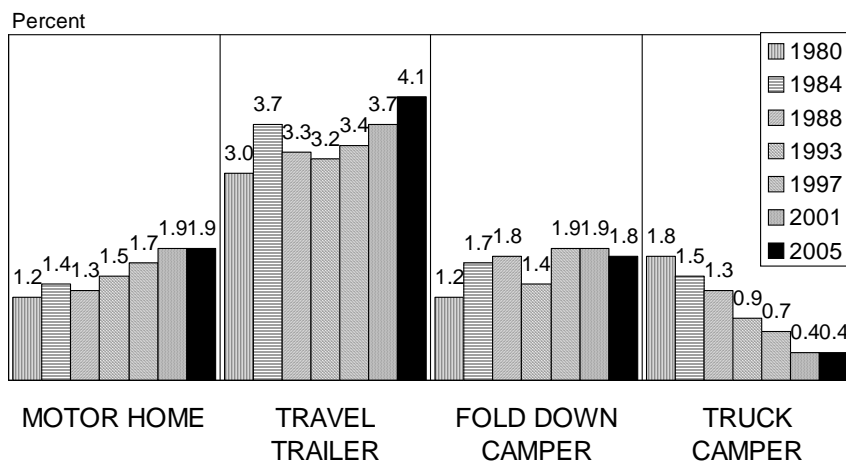


overall growth in the population over the past twenty years, as well as higher ownership rates. The strong and enduring appeal of the RV lifestyle is clearly confirmed by this ownership data.

Growth In Types of RVs

Ownership rates of travel trailers, including travel trailers, and fifth-wheel travel trailers, posted the largest gains in 2005. Overall, 4.1% of all households owned a travel trailer in 2005, up from 3.7% in 2001 and 3.4% in 1993 (see Chart 1.3). Ownership rates of motorhomes stood at 1.9% in 2005, unchanged from 2001, remaining at the highest levels recorded in the past quarter century. Folding camping trailers fell slightly to 1.8% of all households, just below the 1.9%

CHART 1.3
HOUSEHOLD OWNERSHIP RATES BY TYPE OF RV

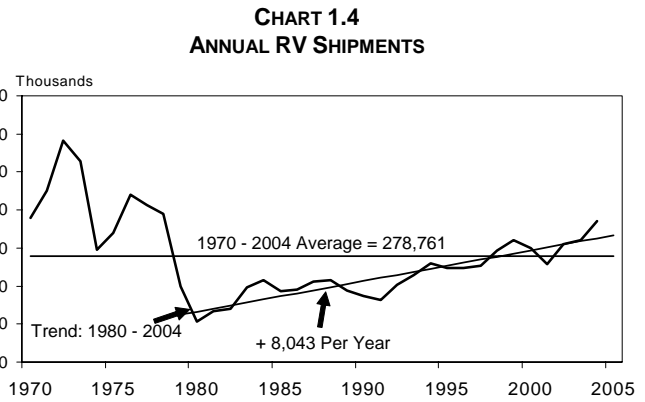


recorded in 1993 and 1997. The 2005 survey recorded an end to the steady slide in the ownership rate of truck campers, which remained at an ownership rate of 0.4%, the same as in 2001. Importantly, even when the proportion of households that own a particular type of RV was unchanged, the absolute number of owners nonetheless increased due to the growth in the number of US households.

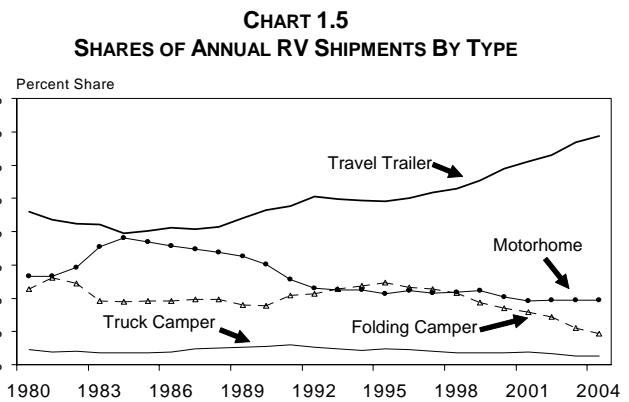
A number of factors prompted the shift toward travel trailers during the past several years. There has been a substantial increase in the ownership of larger household vehicles capable of towing larger and heavier RVs. These higher ownership rates of larger vehicles will continue to favor all types of travel trailers in the years ahead. New product innovations combined with competitive pricing prompted consumers to view travel trailers as providing good value for the dollar. The added space and extra features that travel trailers incorporate gave them a competitive advantage compared with folding camping trailers and truck campers.

Trends in Aggregate RV Shipments and Sales

The survey data on ownership trends is consistent with aggregate industry data on RV shipments. During the past twenty-five years, the average yearly sales of traditional RVs was nearly 230 thousand units (see Chart 1.4). On average, RV shipments increased by just over eight thousand units per year over the past quarter century. Unlike the wide cyclical swings in RV shipments prior to 1980, the data indicate only modest declines in the recessions of 1990 and 2001, with the simple linear trend line accounting for 82% of the time-series variance. The industry data is consistent with the household survey data, indicating slower sales gains in the 1980's and a faster pace of increase in the late 1990's and especially strong growth more recently.



When the data is disaggregated by the type of RV, travel trailers, including fifth-wheel travel trailers, have posted the largest gains. More importantly, the percentage share of travel trailers has been steadily rising since the mid 1980's (see chart 1.5). By 2004, travel trailers accounted for about 70% of all new RV sales, up from 50% ten years ago. The percentage share of all types of motorhomes has largely held, accounting for about 20% in 2004, down only three percentage points in the last ten years. Folding camping trailers as a share of total RV shipments fell to its lowest level in a quarter century, although it still remained at a healthy 10% share in 2004. The percentage share of truck campers has also declined, falling from just under 6% in the early 1990's to just under 3% in 2004. The household data on ownership trends closely reflects these trends in industry shipments of RVs.



Changes in unit sales need to be supplemented by data on dollar volumes for a more complete assessment of trends in the RV market. Overall, the data indicate substantial gains in the inflation adjusted value of retail sales of every unit sold. Only for folding camping trailers was the decline in the number of units sold large enough to cause a decline in the total inflation adjusted value of retail sales. The data on the dollar value of retail sales was provided by the Recreation Vehicle Industry Association, and was converted to constant dollars by utilizing the same procedures used in the national income and product accounts by the Department of Commerce.

**CHART 1.6
AVERAGE ANNUAL GROWTH IN RV SALES**

	Average Annual Change 1995 - 2004		
	Dollars (\$2005)	Units	Dollars Per Unit
All RVs	12.4%	5.5%	4.6%
Motorhome	12.3%	4.0%	6.1%
Travel Trailer	15.6%	12.2%	1.6%
Folding Camper	-2.8%	-4.9%	3.9%
Truck Camper	1.0%	-2.1%	3.9%

As shown in Chart 1.6, the total inflation adjusted dollar value of retail sales grew at an average annual rate of 12.4% from 1995 to 2004, while the number of units sold grew at an average annual rate of 5.5%. Given that dollar sales grew faster than unit sales, the dollars per unit sold also grew at an average annual rate of 4.6%. Motorhome sales posted the highest rate of gain in the total inflation-adjusted retail value per unit sold, amounting to an average annual increase of 6.1%. Travel trailers posted the largest gain in units sold and a more modest increase in the average inflation-adjusted dollar value per unit. Folding camping trailers and truck campers recorded the same inflation-adjusted gains of 3.9% per unit sold from 1995 to 2004.

The remarkable gains in both the number of RVs as well as the inflation-adjusted dollar values of these purchases were due to several factors. First and foremost was the strong and growing preference for the RV lifestyle. Favorable economic conditions over this period also helped consumers realize and upgrade their purchases. Rising household wealth, initially due to stock market gains and more recently to increases in home prices, especially among the baby boom generation, has enabled more consumers to purchase. Low interest rates have reduced the cost of borrowing and low gas prices throughout most of this period lowered operating costs. The more recent increases in the cost of oil are likely to temporarily slow the pace of growth, more due to the indirect impact of rising inflation on personal incomes than to its direct impact on operating costs. The cost of gas is a minor part of total costs, and RV'ers will adjust the length of their trips as long as gas remains readily available.

2. Demographic Characteristics of RV Owners

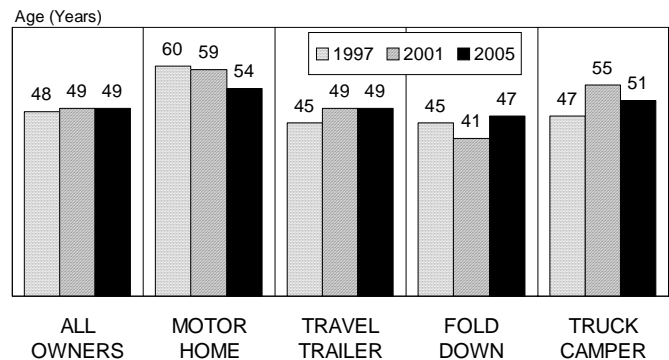
Age and Income Profile

The typical RV owner was 49 years old in the 2005 survey, the same age as recorded in the 2001 survey, and a year older than in 1997 (see Chart 2.1).

Owners of travel trailers, including fifth-wheel travel trailers, recorded a median age of 49 in 2005, the same as in 2001 but above 45 in 1997. Given that travel trailers account for the majority of RV sales, it is not surprising that the age of all RV owners should closely mirror travel trailer owners. Moreover, the age of RV owners was identical to the age of the U.S. population reported by the Census in 2004.

Although motorhome owners were the oldest for any type of RV, with a median age of 54 in 2005, the survey recorded a significant advance in the appeal of motorhomes to younger buyers as the median age declined from 59 in the 2001 survey. The only type of RV that recorded an increase in the age of owners was folding camping trailers, rising to 47 in 2005 from 41 in 2001 and 45 in 1997. The age of owners of truck campers fell to 51 in 2005 from 55 in 2001, but was above the 47 recorded in 1997.

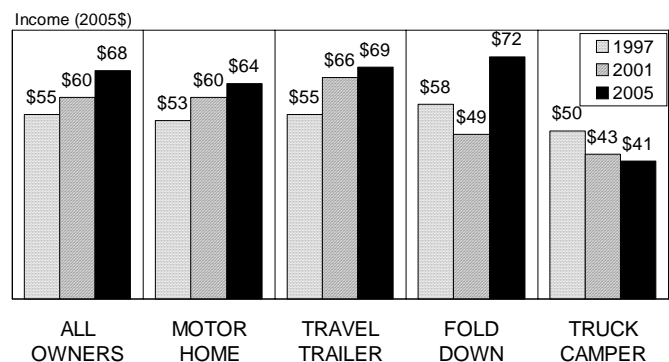
**CHART 2.1
MEDIAN AGE OF RV OWNERS**



The average income of all RV owners was \$68,000 in the 2005 survey, up from \$60,000 in 2001 and \$55,000 in 1997 (see Chart 2.2, all figures in constant 2005 dollars).

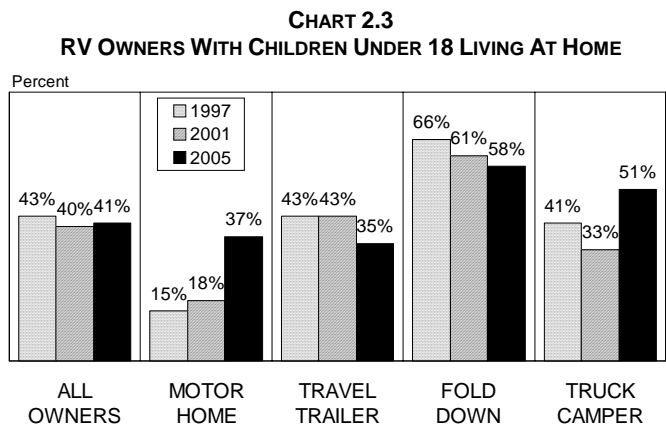
The 2005 figures represent a rise of 13%, above the 9% change recorded from 1997 to 2001. The income of RV owners was also above the mean income of \$60,528 for all households that was estimated by the Census Bureau for 2005. Although the income of owners for nearly all types of RVs recorded gains, owners of folding camping trailers recorded by far the largest gains, rising

**CHART 2.2
MEAN INCOME OF RV OWNERS**



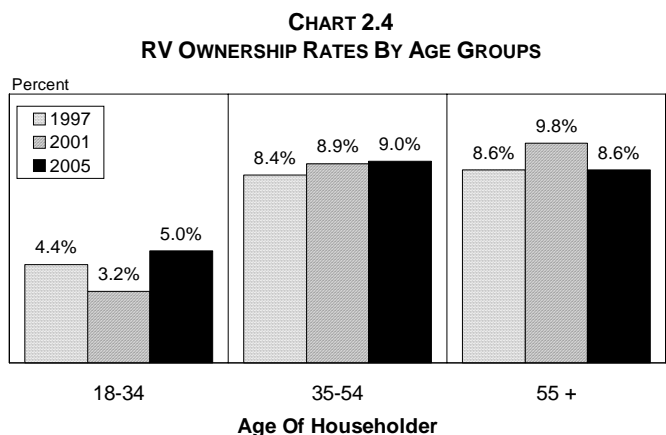
by \$23,000. The rise in the age of folding camping trailer owners can only partially account for the gain in income. Owners of travel trailers reported a mean income of \$69,000, a gain of nearly 5% in inflation adjusted dollars. Motor home owners had an average income of \$64,000 in 2005, a gain of nearly 7% in inflation-adjusted income. Income fell for only the owners of truck campers, declining by nearly 5% from 2001 to 2005.

Perhaps the most commonly shared demographic characteristic of RV owners is their marital status. In the 2005 survey, 84% of owners were currently married, the same as in 1997. Given that the typical RV owner was 49 years old, it should be no surprise that just 40% of all owners had children under 18 still living at home—which was slightly below the 43% recorded in 1997. Travel trailer and motorhome owners were the least likely to have children still living at home, and owners of folding camping trailers the most likely (see Chart 2.3). Indeed, it was only owners of folding camping trailers and truck campers in which the majority had children still living at home.



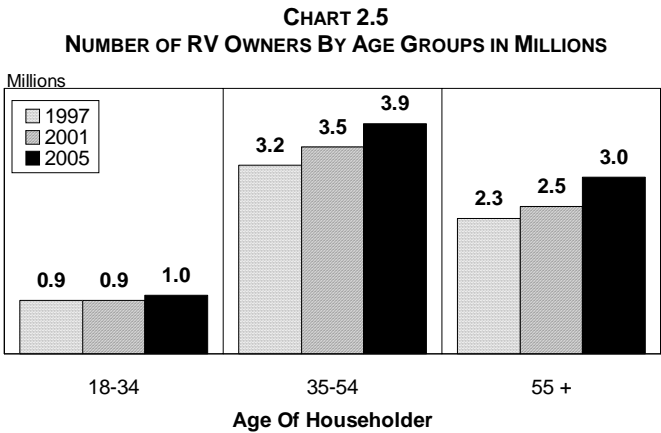
Demographic Changes Over Time

It is of some interest to note the changes in RV ownership rates by age cohorts given the significant efforts recently made to draw younger households into the RV market. Overall, the largest gain in RV ownership was among householders under age 35 (see Chart 2.4). While the baby boom generation, roughly those aged 35 to 54, also posted a slight gain in their ownership rate, and more importantly, are now the most likely to own an RV compared with either younger or older householders. Indeed, a decline in ownership rates was recorded only

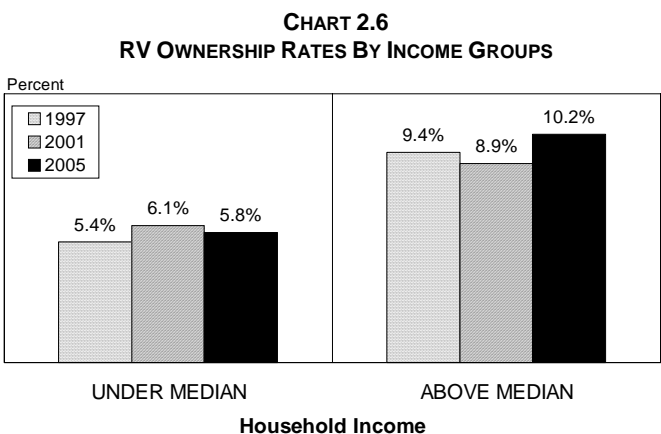


among householders over age 55 in the 2005 survey , falling by a sizable 1.2 percentage points from the 2001 survey. The programs to attract younger owners appear to have had a very noticeable impact on RV ownership in the 2005 survey.

The pattern of RV ownership rates among age groups should be combined with the absolute numbers of households within those age groups in order to get a more complete assessment (see Chart 2.5). The difference is that the data in Chart 2.4 represent the proportion of the age groups that own RVs, while the data in Chart 2.5 represent the absolute number of RV owners in each age group. The data indicated gains in the absolute number of owners in all age groups from 2001 to 2005, although the increase in the number in the youngest age group was quite small (just 100 thousand). The total increase in ownership was nearly evenly split among the two older age groups, with a gain of 400 thousand recorded among those aged 35 to 54 and 500 thousand among those aged 55 or older. The gains among older age groups reflects the aging of the baby-boom population, with the oldest now over age 55.



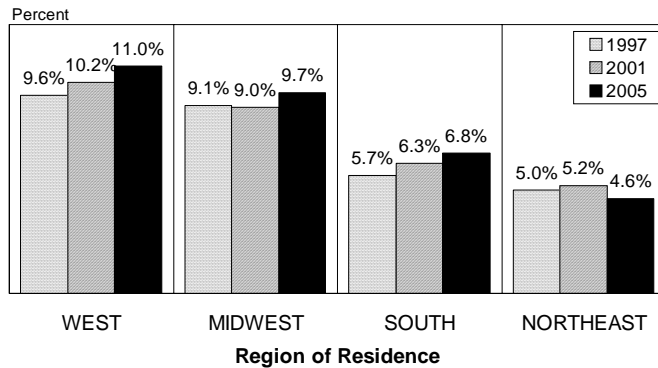
The broad changes in RV ownership rates by income groups indicate that the entire growth in ownership in 2005 was among households with incomes above the median (see Chart 2.6). The overall median household income was about \$45,000 in 2005. Given that between the 2001 and 2005 surveys the overall economy experienced a recession, sluggish growth in jobs and wages, and rising fuel prices, the 2005 data indicate a strong preference for the RV lifestyle. Indeed, the RV ownership rate among households with above median income in 2005 was 10.2%, a higher proportion than in 2001 or 1997. The enduring appeal of the RV lifestyle was true even for households with incomes below the median, as the decline in ownership rates in 2005 from



2001 still left the proportion of owners higher than in the 1997 survey.

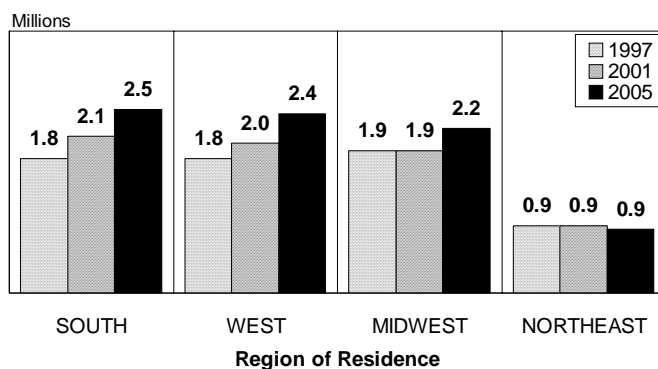
The dominance of the Western region increased in 2005, with 11.0% of Western residents owning a RV in 2005, up from 10.2% in 2001 and 9.6% in 1997 (see Chart 2.7 and the appendix for the states included in each region). Not only was the level of ownership higher among Western residents in each survey, but the change in ownership levels was higher as well. The 2005 survey recorded a gain of 0.8 percentage points from 2001, the same sized gain as recorded from 1997 to 2001. Residents of the Midwest recorded the second highest ownership rate in 2005 (9.7%) and the second highest increase (+0.7 percentage points). Ownership rates also increased in the South, rising to 6.8%, a gain of 0.5 percentage points from 2001. The Northeast was the only region to report declines in ownership rates, falling to 4.6% in 2005.

CHART 2.7
RV OWNERSHIP RATES BY REGION



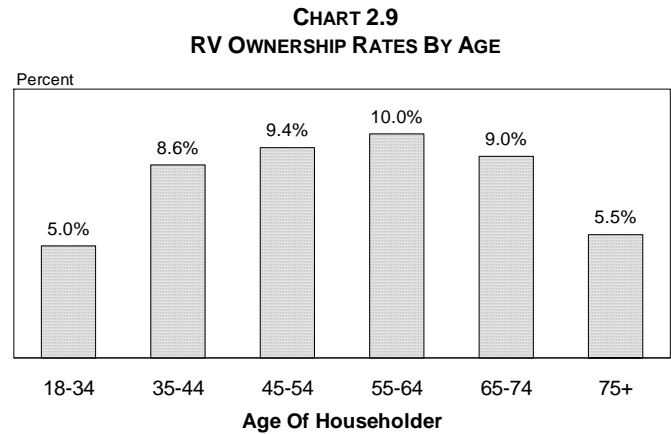
Since the size of the regions differs substantially, data on the absolute numbers of RV owners within each region is needed for a complete assessment. In terms of the number of households in 2004, the largest region is the South (36% of all households), followed by the Midwest (23%), the West (22%) and the Northeast (19%). The absolute number of households that own RVs in the South is slightly higher than in the West despite the higher ownership rates in the West (see Chart 2.8). Closely following the South in terms of absolute numbers of RV owners are residents of the West and Midwest. In comparison to the much lower numbers of RV owners that live in the Northeast, the differences between the South, West, and Midwest were quite small.

CHART 2.8
NUMBERS OF RV OWNERS BY REGION IN MILLIONS

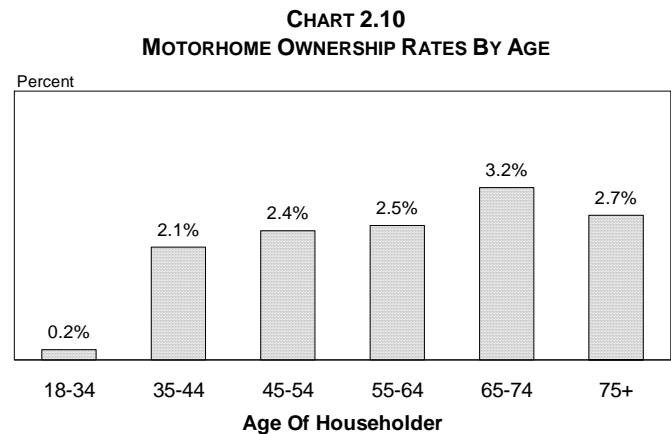


2005 RV Ownership Rates By Age Groups

Age along with income are the two most important characteristics of households that are associated with RV ownership. RV ownership increased from an ownership rate of 5.0% for those householders under age 35, to a peak of 10.0% for householders aged 55 to 64, and then fell to 5.5% among those who were 75 years or older (see Chart 2.9). Perhaps the most important finding from the 2005 survey was that the ownership rate rose quickly and remained at high levels until households were above age 75. Indeed, the ownership rates among those age 35 to 74 showed only minor variations, ranging from a high of 10.0% to a low of 8.6%. These data suggest that the youngest householders may not have established their families as yet or perhaps they had income constraints, and among the oldest families it was a matter of health or physical ability.

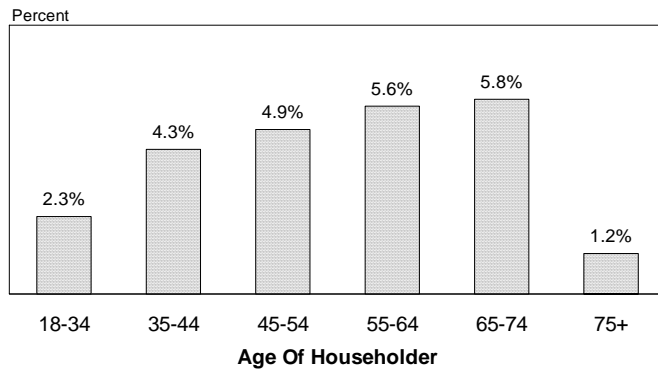


Motorhomes. Ownership of motorhomes in the 2005 survey reached its peak rate among householders aged 65 to 74, just following the normal retirement age. Even among owners aged 75 or older, ownership of motorhomes remained high, the second largest proportion of all age groups (see Chart 2.10). Of all types of RVs, motorhomes recorded an overall flattening of the age profile compared with prior surveys. Previously, peak ownership rates were about twice as high as the lowest rates, excluding the youngest and oldest age groups. By 2005, there was just a difference of 0.4 percentage points from ages 35 to 64. This flattening of the ownership rates was accomplished by an increase in ownership among those under age 55 and a decrease among those over age 55.



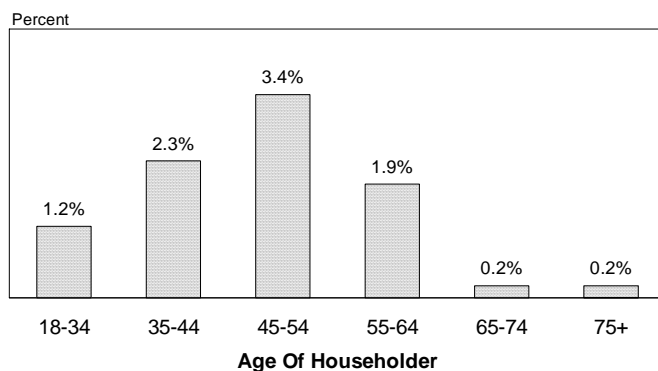
Travel Trailers. The data on ownership rates for travel trailers (including both conventional travel trailers and fifth-wheel travel trailers) continuously rose along with age until age 75 and then it dropped abruptly (see Chart 2.11). The ownership data suggest travel trailers represent greater challenges to the oldest RV'ers, and after age 75 they increasingly sell their RVs. The age profile was similar to that for motorhomes in another important aspect: the age distributions became flatter across those aged 35 to 75. The growth in the ownership of travel trailers was particularly sharp among those aged 65 to 74, rising to 5.8% in 2005 from 2.5% in 2001. The increase in overall sales of travel trailers was accomplished by the broadening of their appeal across age groups. This is a very positive development given that an increasing number of households own vehicles that are capable of towing trailers.

**CHART 2.11
TRAVEL TRAILER OWNERSHIP RATES BY AGE**



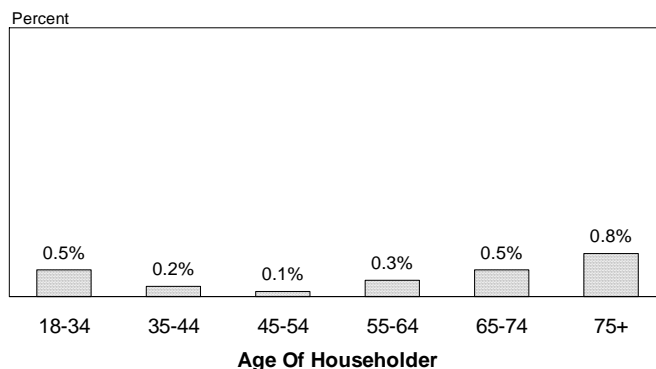
Folding Camping Trailers. The age profile for folding camping trailers indicates the underlying appeal of these vehicles to younger buyers (see Chart 2.12). The peak ownership rate occurs from ages 45 to 54, and rises quickly from 1.2% among those under age 35, to 2.3% among those aged 34 to 44. The falloff in ownership is steep, falling to 1.9% in the pre-retirement years. By age 65 the ownership rates fall to just 0.2%, indicating that these vehicles do not appeal to older households. This may indicate that the physical challenges of setup may be more troublesome or that these RV'ers were simply more likely to purchase a different type of RV in their retirement years.

**CHART 2.12
FOLDING CAMPING TRAILER OWNERSHIP RATES BY AGE**



Truck Campers. The ownership of truck campers was uncommon in any age group, as no age group recorded an ownership rate above 1% in 2005 (see Chart 2.13). Nonetheless, the ownership rate of truck campers did generally rise across the age groups, reaching a peak of 0.8% among the oldest householders. Interestingly, the exception to this was among the youngest householders, which may reflect the surge in sales of large pickups in recent years, with older used vehicles more likely to be purchased by the youngest age group.

**CHART 2.13
TRUCK CAMPER OWNERSHIP RATES BY AGE**

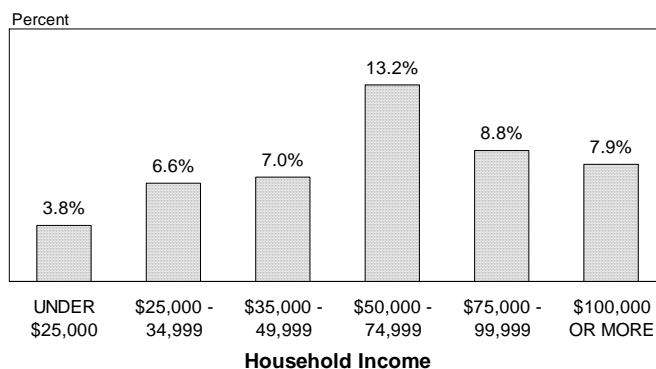


Importantly, a rising number of brand new pickups may be incompatible with truck campers given the popularity of extended cabs and other innovations in the design of pickups that have shortened the truck bed. Thus, travel trailers may have gained more from the recent surge in larger truck purchases rather than slide-in truck campers.

2005 RV Ownership Rates By Income Groups

RV ownership rates were the highest among upper middle income households, reaching a peak ownership rate of 13.2% among those with incomes of \$50,000 to \$75,000 in 2005 (see Chart 2.14). Importantly, ownership rates were higher among those with household incomes above \$75,000 than with income below \$50,000. The relatively high ownership rate for those with lower incomes clearly reflects the income of households in their retirement years. The higher ownership rates among households with incomes above \$75,000 indicate that the increase in RV ownership responded to the same factors that prompted the recent increases in purchases of vacation homes.

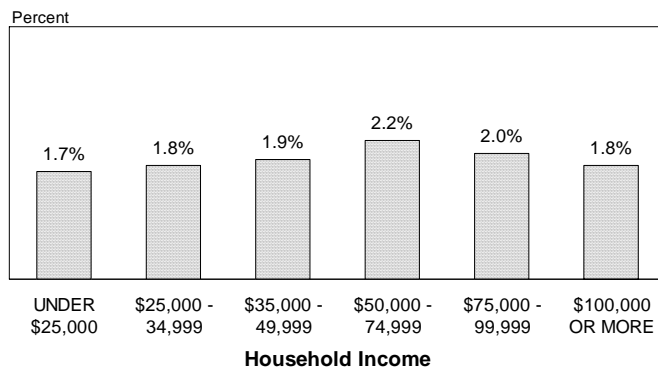
**CHART 2.14
RV OWNERSHIP RATES BY INCOME**



Household wealth as well as income is an important determinant of RV ownership. The wealth of households has increased substantially during the past decade, first due to rising stock prices and more recently due to higher home values. RV owners are more likely to own their own home, with 89% reporting home ownership in 2005, well above the 69% among all households.

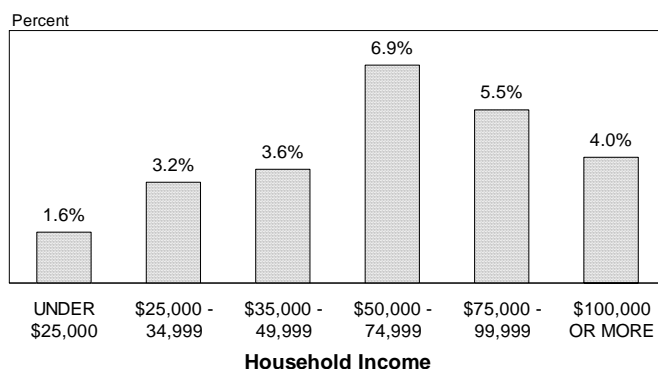
Motorhomes. The income profile of motorhome owners reflects a widespread ownership of motorhomes across all income groups. The highest ownership rate was among households with upper middle incomes, in the range of \$50,000 to \$75,000, similar to the findings for all RV owners. Unlike all RVs, however, there is little difference across the income groups in terms of ownership rates—all are between 1.7% and 2.2% (see Chart 2.15). While new motorhomes can cost a considerable amount, it should be remembered that most motorhomes, like all RVs, are purchased used. Moreover, many older motorhome owners have retired but have substantial wealth. Overall, the data indicate that both new and used purchases of motorhomes are quite popular among households across the entire income distribution. Income plays an important role in the selection of an RV, but purchases of RVs is determined by more than just available income.

**CHART 2.15
MOTORHOME OWNERSHIP RATES BY INCOME**



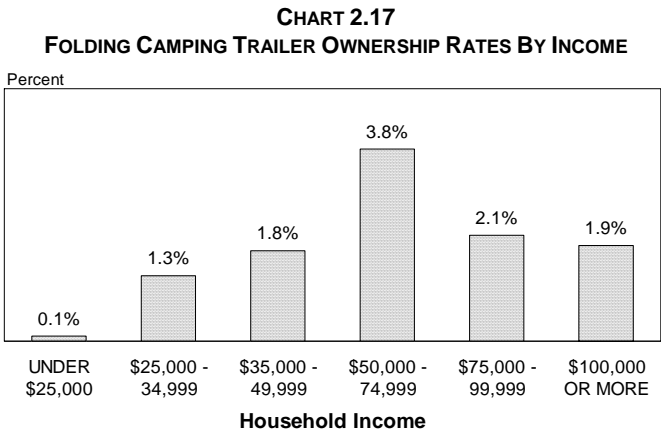
Travel Trailers. The ownership of conventional travel trailers and fifth-wheel travel trailers rose along with income, reaching a peak ownership among upper middle income households and then declined more gradually than it had increased (see Chart 2.16). Ownership rates jumped from 3.6% to 6.9% from just below median income (\$35,000 to \$50,000) to just above median income (\$50,000 to \$75,000). This rapid rise just above median income indicates the very real constraint of affordability and suggests that there exists a substantial market at the lower end, and these households are likely to already own a vehicle capable of towing

**CHART 2.16
TRAVEL TRAILER OWNERSHIP RATES BY INCOME**

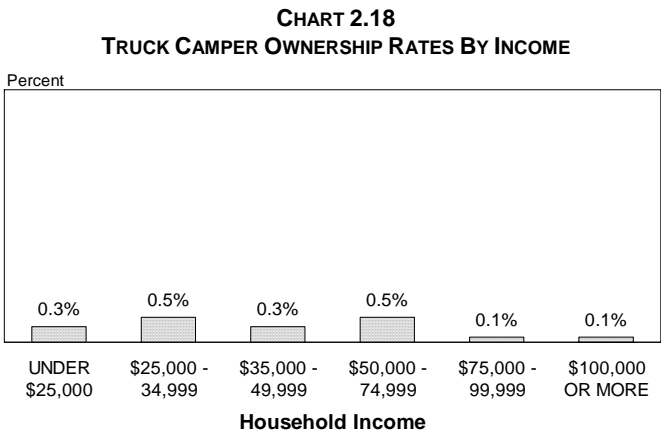


a travel trailer. The slow falloff in ownership rates among households with incomes above \$75,000 indicates a strong appeal among households that have many other recreation choices. Overall, travel trailers were owned more frequently than any other RV by every income group, except the lowest income group (under \$25,000).

Folding Camping Trailers. The ownership rate of folding camping trailers had a prominent peak at just above median income, with distinctive shoulders on either side (see Chart 2.17). Ownership rose along with income, reaching the highest ownership rate of 3.8% for those with incomes of \$50,000 to \$75,000. There was rapid ascent among lower income households, jumping by 2 percentage points above the level recorded among households with incomes of \$35,000 to \$50,000, and falling by 1.7 percentage points among households in the \$75,000 to \$100,000 income group.



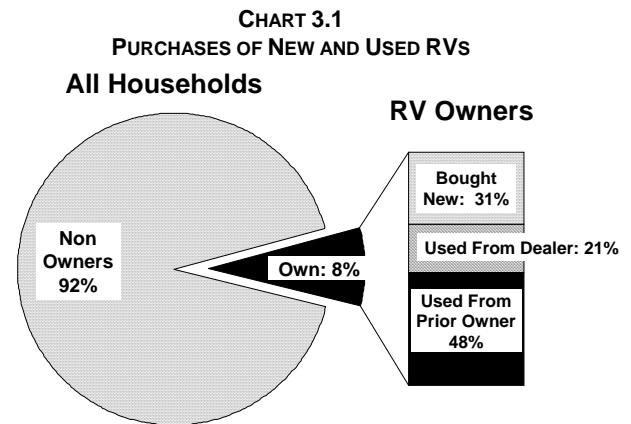
Truck Campers. The ownership of truck campers was most common among households with incomes between \$25,000 and \$75,000. Truck campers are not widely owned, with the top ownership rate of just 0.5%, and were rarely owned by households with incomes above \$75,000 (see Chart 2.18). Coupled with the fact that the highest ownership rate was among the oldest householders, the data indicate that these owners had relatively low incomes given their age. As a result, these owners do not represent very attractive prospects for future sales. Moreover, there may be a need to re-conceptualize or redesign truck campers to more closely reflect preferences so as to expand this market.



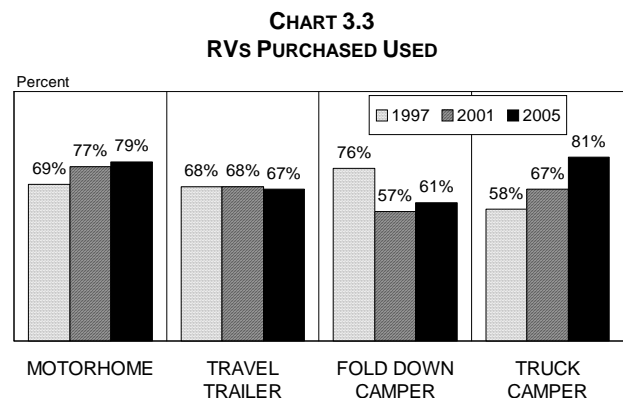
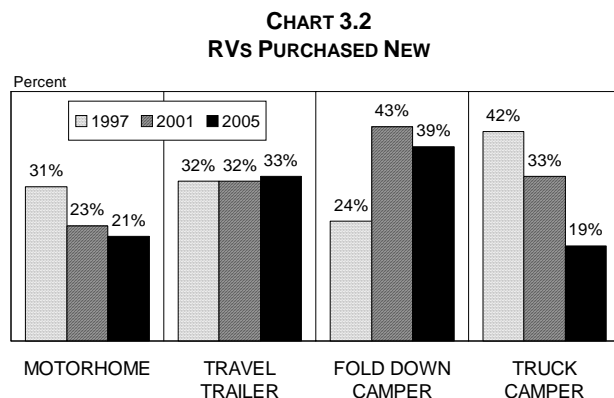
3. Purchases of New and Used RVs

Purchase Trends

Among all RV owners in 2005, about one-third were purchased new by their current owners (see Chart 3.1). Importantly, the relative share of new and used RV purchases has not changed to a significant extent from the 2001 or the 1997 readings. This suggests that the very strong sales of new RVs recorded in recent years was matched by a proportionately equal surge in sales of used RVs. Interestingly, the top search term reported by eBay in 2004 was “RV” which may reflect strong sales of used RVs as well as purchases of items to enhance their current RV. Among the two-thirds of RVs that were purchased used, about two-thirds of used RVs were purchased directly from their former owners. Importantly since the 2001 survey, more used buyers purchased their RV from dealers, rising to 21% in 2005 from 14% in 2001. This may reflect the sales of trade-ins acquired by dealers in support of record sales of new RVs.



The majority of RVs owned of every type were purchased used. The largest change in purchases of new versus used RVs was for slide-in truck campers, with the proportion of owners reporting a new purchase falling to just 19% in 2005 from 33% in 2001 and 42% in 1997. The ratio of new and used purchases of travel trailers, including fifth-wheel travel trailers, hardly changed, with the proportion



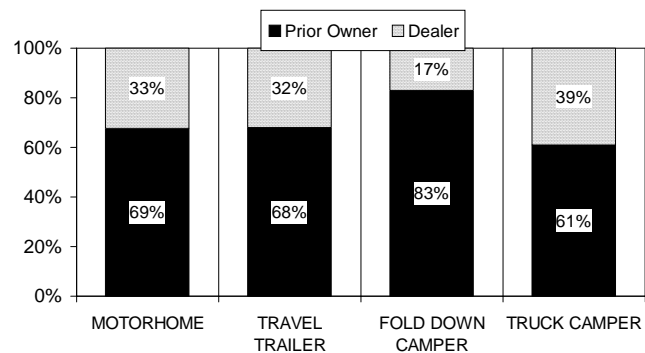
purchasing new trailers inching up to 33% in 2005 from 32% in the prior two surveys. Motorhomes were purchased new less frequently, falling to 21% in 2005 from 31% in 1997. Although folding camping trailers were most likely to be purchased new in the 2005 survey, new purchases were nonetheless reduced to 39% from 43% of all popup campers.

Sources of Used RV Purchases

Among current owners that purchased their RV used, the majority of all owners purchased their current RV from the prior owner (see Chart 3.4).

The only type of RV that differed from the others was the folding camping trailer which was more likely to be purchased from the prior owner—83% compared with about two-thirds for the other RVs. Much larger differences emerged when compared with the 2001 survey. The largest gain for dealer sales was in travel trailers, moving from 18% in 2001 to 32% in 2005. Purchases of used folding camping trailers were also more frequent from dealers in 2005, rising to 17% from 8% in 2001. The share of motorhomes purchased used from dealers was the exception, falling slightly to 33% in 2005 from 36% in 2001. Used RVs are generally newer and in better condition when purchased from dealers.

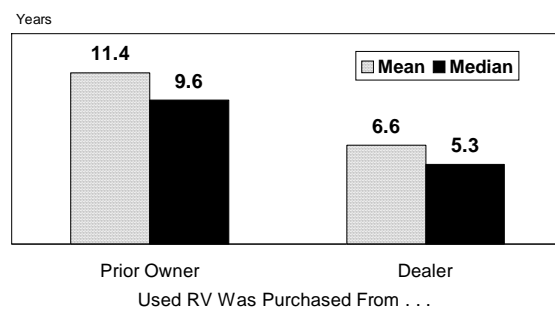
CHART 3.4
SHARE OF USED PURCHASES FROM PRIOR OWNERS AND DEALERS

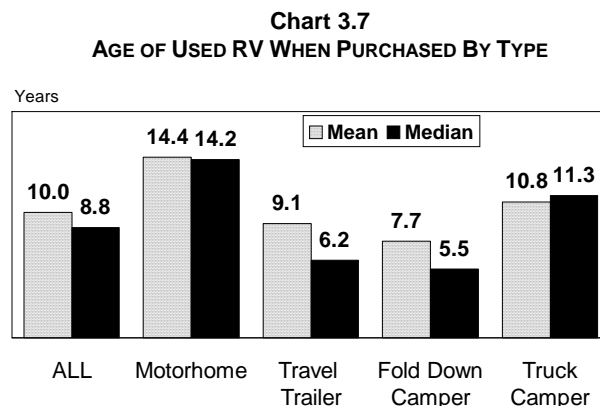
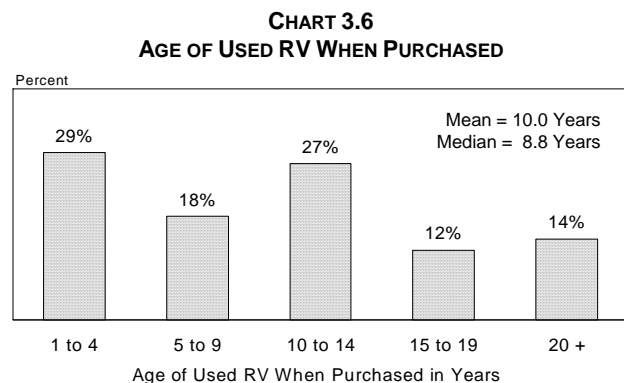


Used RVs are generally newer and in better condition when purchased from dealers.

Unfortunately, the majority of all RVs were purchased directly from the prior owners and their generally poorer conditions could represent a potential image problem for the RV industry. Overall, the mean age of used RVs purchased from the prior owner was 11.4 years, compared with 6.6 years when the RV was purchased from an RV dealership (see Chart 3.5). Even the median age, which does not overweigh the oldest vehicles, was 9.6 when the vehicle was purchased from the prior owner, well above the median age of 5.3 when the RV was purchased from a dealer. Overall, the data indicate that dealers sell newer RVs that are more likely to be in better working condition.

CHART 3.5
AGE OF USED RVs WHEN PURCHASED BY WHETHER PURCHASED FROM DEALER OR PRIOR OWNER





Age of Used RVs at Purchase

Among current owners that purchased their RV used, the typical RV in 2005 was 8.8 years old at the time it was purchased (see Chart 3.6). This represents a slight improvement from 2001 when the typical used RV was purchased at 10.0 years old. Even the mean age of RVs when they were purchased used, which more heavily weighs older RVs, fell to 10.0 years in 2005 from 11.6 years in 2001. The decline in the age indicates that RVs that were traded in on new purchases were younger, and that these relatively newer RVs were more likely to be sold by dealers. Indeed, the median age of used RVs was slightly younger than in either 2001 (10.2 years) or 1997 (9.7 years). This sharp decline in the age of used RVs probably reflects the strong appeal to current owners of new features such as slide-outs, prompting them to purchase another new RV sooner than otherwise and thus provide “newer” RVs to the used market. Indeed, 29% of all RVs purchased used were less than five years old in 2005, up from just 19% in 2001. There was only a small decline in the purchase of very old RVs, those 15 years or older, falling to 26% in 2005 from 32% in 2001. Purchases of RVs from 5 to 15 years old, the mainstay of the used market, decreased slightly in frequency, falling to 45% in 2005 from 49% in 2001.

Motorhomes were the oldest RVs at the time they were purchased used (see Chart 3.7). The typical motorhome was 14.2 years old when it was purchased, well above the typical travel trailer which was purchased when it was 6.2 years old. The “newest” used RV was the folding camping trailer, purchased when it was 5.5 years old.

The average age of used RVs when purchased certainly attests to their durability, however, older units do not incorporate the benefits of the latest features, designs, and engineering of newer vehicles,

CHART 3.8
AGE OF RVs CURRENTLY OWNED

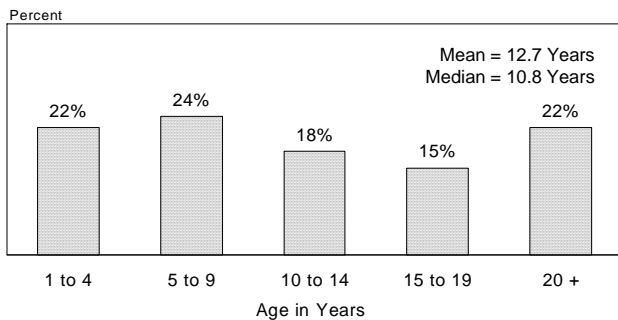
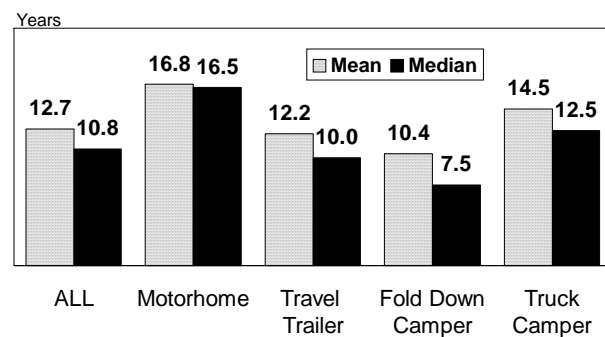


CHART 3.9
AGE OF RVs CURRENTLY OWNED BY TYPE

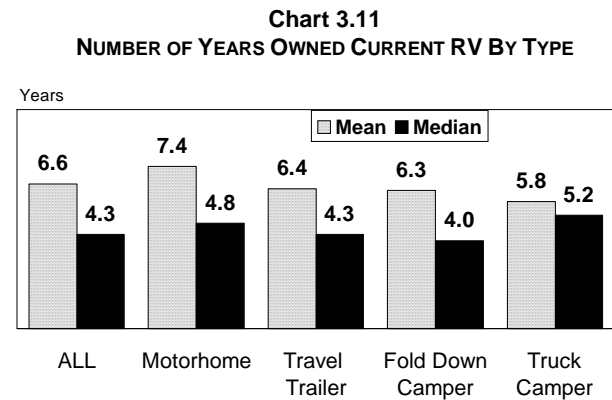
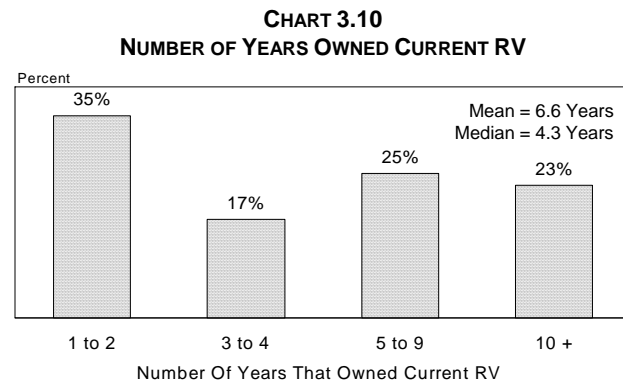


and may suffer from higher maintenance and repair costs. An emphasis on the benefits of newer vehicles, especially the lower maintenance and repair costs, could help bolster sales of newer vehicles.

Age of RVs Currently Owned

The median age of all RVs, counting both those that were purchased new as well as used, was 10.8 years in 2005 (see Chart 3.8). This represents a sharp decline from 14.4 years in 2001 and 12.7 recorded in 1997. Of course, the decline in the age of all RVs reflects record sales of new RVs during the past few years. The mean age of all RVs also declined substantially, falling to 12.7 years in 2005 from 14.8 in 2001 and 13.6 in 1997. The drop in the mean age was most effected by the disposition of very old RVs. The proportion of all RVs owned in 2005 that were 20 years old or older fell to 22% from 31% in 2001.

The oldest RVs currently owned are motorhomes, with the typical motorhome 16.5 years old in the 2005 survey (see Chart 3.9). Travel trailers were much newer on balance with a median age of 10.0 years. The younger age of travel trailers reflects the much higher sales in recent years, adding many more new units to the total inventory of households and thus lowering the age of the typical unit. The higher mean age compared with the median age of travel trailers indicates a greater prevalence of much older travel trailers. The same is true for folding camping trailers and slide-in truck campers. Overall, the data indicate that motorhomes are much older than travel trailers, and since motorhomes generally have a shorter life span given they incorporate more working parts than travel trailers, it would imply greater motorhome sales in the future as aging motorhomes are increasingly scraped.



Length of Ownership of Current RV

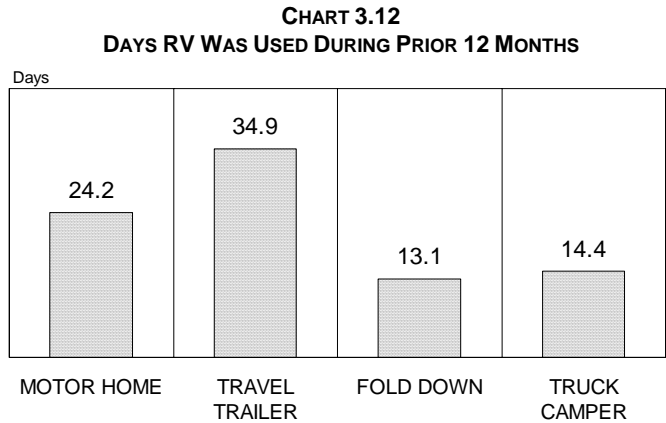
The length of time current RV owners have actually owned their RV reflects rapid turnover as well as long ownerships. Overall, 35% have owned their RV for just one to two years, and 23% have owned their RV for ten years or more (Chart 3.10). Compared with the 2001 data, slightly more consumers have owned their RV for one or two years (rising 4 percentage points) and fewer consumers have owned their RV for ten or more years (falling 2 percentage points). The median length of ownership of their current RV was 4.3 years in 2005, just below the 4.8 years recorded in 2001 and just above the 4.2 years recorded in 1997 (see Chart 3.11). The mean fell to 6.6 years in 2005 from 7.4 years in 2001 but was longer than the average of 6.0 years that consumers owned their current RV in 1997.

The data suggest that a segment of current owners are quite active purchasers, trading and upgrading their RVs after about two years. More importantly, the data also reflect another market segment that exits the market after relatively short ownership periods, and is replaced by new entrants. Indeed, the data on former owners presented in the next section indicates that a substantial proportion of owners have recently sold an RV and no longer own any RV. Overall, the data continue to suggest a rather large turnover in RV ownership among those who owned their RV less than five years. How much the conditions of used RVs play in their decisions to sell after only two years is not known but could be a contributing factor.

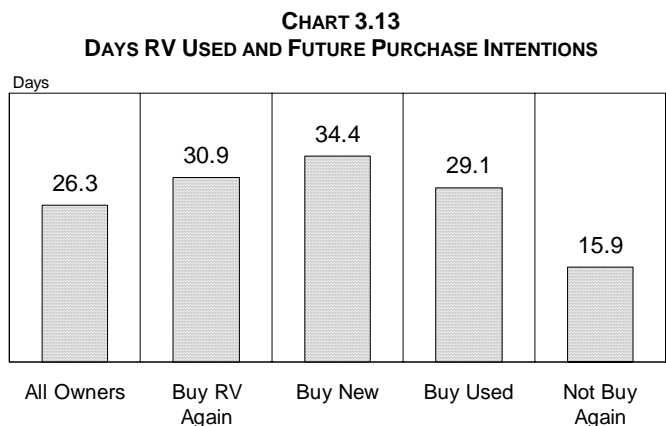
There was nonetheless a substantial and growing share of owners that have owned their current RV for five or more years. These households have demonstrated a strong commitment to the RV lifestyle as well as a strong commitment to their current RV. Although these RVs have proven durability, it is the availability of new features that will motivate these owners to upgrade their RV.

Frequency of RV Use

The extent of RV use was approximated by the total number of days the RV was used during the prior twelve months (see Chart 3.12). The typical RV was used just under four weeks (26.3 days) a gain of a week compared with the 2001 data (19.0 days). Travel trailers were used most frequently, with the average number of days per year amounting to just under five weeks (34.9 days). Motorhomes were used for just over three weeks (24.2 days), and folding camping trailers were used for just under two weeks (13.1 days). Truck campers were used about two weeks per year (14.4 days). In each case the total number of days was typically spread over more than one trip taken by the owner.



The frequency that owners use their RVs has an important impact on their future purchase intentions (see Chart 3.13). Owners that intended to purchase another RV used their current RV for twice the number of days compared with owners that did not intend to purchase another RV (30.9 versus 15.9 days). More importantly, households that reported intentions to purchase another new RV were the most frequent users, reporting an average days usage of nearly five weeks during the prior twelve months (34.4 days). In contrast, owners that planned to purchase a used RV reported less usage during the past year (29.1 days). Overall, the data continue to indicate the importance of usage for repeat buying. Actual usage reflects differences in perceptions of time constraints, as well as travel and recreational opportunities, which in turn influence their judgements about the value for the dollar that RV ownership provides for their families. Enhancing these travel opportunities is an important industry task.



Planned and Actual Use of RVs

Current owners were asked how they thought they would use their RVs when they decided to purchase their current RV as well as how they actually used their RV after it was purchased. The most common intended use was for camping, mentioned by 61% of all RV owners, and camping was the most common actual use, mentioned by 56% of all owners (see Chart 3.14). The only type of RV where actual camping was reported more than intended prior to the purchase was among motorhome owners. Among all motorhome owners, just 36% reported camping as a planned usage while 43% mentioned camping as an actual use. Overall, motorhome owners were the least likely to report camping as a major factor either before or after the purchase—both were reported by under half of all motorhome owners. Not surprisingly, camping was most frequently reported by folding camping trailer owners, with more than three-quarters reporting camping as planned use and six-in-ten reporting actual camping. Among travel trailer owners, a majority planned and actually used the vehicle for camping.

The use of motorhomes for travel was the most common planned use prior to purchase, mentioned by 36% of all motorhome owners, whereas the most common actual use was for camping, reported by 43%. As might be expected, the shift toward using the RV for camping and away from travel was the largest for any type of RV. Even less surprising, the most common actual use of each type of RV was for camping.

CHART 3.14: PLANNED AND ACTUAL USES OF RVs

	All RVs		Type of RV Owned					
			Motorhome		Travel Trailer		Folding Camping	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Camping	61%	56%	36%	43%	64%	58%	75%	61%
Travel	28	21	43	29	24	19	25	16
Vacations (no mention camping)	11	13	14	11	10	11	16	22
Special hobbies	5	4	7	3	4	2	3	3
Vacation home	7	8	5	4	10	12	0	0
Business uses	2	3	4	4	2	2	0	1
Extra room for visitors	1	4	1	7	2	4	2	1

The expected and actual use of motorhomes and travel trailers for travel purposes was the second most common among current owners. Traveling was the second most common purpose for both motorhomes and travel trailers. Reports of travel as the main actual use was the second most common activity among motorhome owners (29%) followed by travel trailer owners (19%), although owners of folding camping trailers cited travel quite frequently (16%). Importantly, for all types of RVs, the use of the vehicle for travel was cited as an actual use less frequently than they had expected prior to its purchase, with the difference particularly large for motorhomes (43% versus 29%) followed by folding camping trailers (26% versus 16%) and travel trailers (24% versus 19%).

More general vacation uses (including specific destinations but without any mention of camping activities) were cited more frequently as a planned and actual use by folding camping owners. Indeed, general vacation uses were reported as actual uses by folding camping owners twice as frequently as for motorhomes or travel trailers (22% for folding camping trailers versus 11% for either motorhomes or travel trailers).

As might be expected, motorhome owners reported the most diverse planned uses and the most diverse actual uses. Importantly, it was motorhome owners that more frequently mentioned special hobby related uses, such as antiquing, equestrian events and other special fairs and events. Overall, more than one-in-five motorhome owners used their vehicles for such special events or hobbies.

The use of RVs as “vacation homes” were most frequently reported by travel trailer owners, both as an expected activity prior to purchase (10%) and as an actual use (12%). In comparison, the actual use of motorhomes as a vacation home was reported by one-third as many owners (4%). The unanticipated use of motorhomes as an “extra room” for visitations was reported by 7%, with just 1% anticipating that use prior to purchase.

Overall, most owners did actually use their RVs for the purposes that they planned. When planned and actual uses were compared among the same households, more than two-thirds of all owners reported the same uses that were planned were actually done. Motorhome owners were the most likely to use their vehicle for purposes that they had not anticipated prior to the purchase, using the RV less for travel and more for traditional camping activities as well as an extra room for visitors.

Reasons Given for Selection of the Type of RV

Current RV owners were asked why they selected the particular type of RV they now own rather than purchasing a different type. In response, nearly as many owners of all types of RVs mentioned the overall cost of ownership (see Chart 3.15 on the next page). Among all owners, 38% mentioned the purchase price and maintenance costs of the RV. Travel trailer owners were the least likely to mention costs, cited by 34%, compared with motorhome owners (46%) or folding camping trailer owners (44%). Maintenance and operating costs were mentioned more frequently by motorhome owners, cited by one-in-twenty.

Rather than references to costs, the most common reasons for the selection of a particular RV involved the features or amenities of the particular RV as well as characteristics of the vehicles themselves. The number of sleeping spaces was mentioned by owners of all types of RV with about equal frequency, by about 10%. Interior room was mentioned by one-in-five owners of motorhomes and travel trailers, and half as frequently by folding camping trailer owners. The layout of the interior was mentioned by 7% of all owners, with only small differences by type of RV. The workmanship was more frequently stressed by owners of motorhomes and travel trailers. Motorhome owners reported a wide range of added amenities and features; in total, motorhome owners mentioned amenities and features (60%) much more often than travel trailer owners (46%) or folding camping trailer owners (40%).

Preferences about the overall size of the vehicle were expressed by owners using many different terms. For example, the amount of interior room, the number of sleeping spaces, or even by the overall length of the vehicle, could be used to express their preferred size. While each of these factors generally represents the overall size of the vehicle, how those preferences are expressed do reflect the preferences of individual consumers. Combining all of these mentions, 51% of travel trailer owners expressed one or another of these size preferences, compared with 43% of motorhome owners, and 34% of folding camping owners (see the addendum in Chart 3.15).

Recreational preferences had much less impact on their choice of RV, attesting to versatility of RVs. Using the RV as a vacation home was more common among travel trailer owners, with 6% specifically mentioning that they choose the RV for use as a vacation home.

CHART 3.15: REASONS GIVEN FOR THE SELECTION OF THE TYPE OF RV HOUSEHOLD CURRENTLY OWNS

	All RVs	Type of RV Owned		
		Motor home	Travel Trailer	Folding Camping
Cost	38%	46%	34%	44%
Price; value for the dollar	35	40	31	41
Maintenance, operating costs	2	5	1	2
Gift	1	0	2	1
Vacation and Recreation Uses	14%	9%	19%	15%
Specific activities (camping, hunting, fishing, hobbies)	6	2	8	8
Travel, getaways	5	5	5	6
Vacation home	3	2	6	1
Amenities and features	52%	60%	46%	40%
Sleeping spaces	11	10	10	13
Interior room	17	21	20	9
Interior layout	7	7	9	5
Convenience of facilities	4	2	5	5
Workmanship	6	8	6	3
Other amenities and features	7	12	6	5
Vehicle characteristics	44%	34%	48%	48%
Length, overall size	16	12	21	12
Weight	4	1	4	7
Condition of vehicle	10	10	8	14
Road handling, safety	4	3	3	4
Towable, can use separate vehicle	5	-	7	8
Have proper towing vehicle	1	-	1	1
Drivable, self contained unit	1	5	-	-
Setup required	1	1	2	1
Brand	2	2	2	1
Addendum				
Overall size (Sleeping spaces, interior room, and length)	44%	43%	51%	34%

Factors That Determined When the RV was Purchased

RV owners were asked to identify the factors that were most important in determining when their current RV was purchased. The financial ability of the household was cited by one-in-four owners of motorhomes as the critical factor in determining the timing of their purchase, and by one-in-six owners of folding camping trailers (see Chart 3.16 on the next page). Receiving the travel trailer as a gift was mentioned by 4% of all travel trailer owners, perhaps reflecting the gift from their parents of a used travel trailer. The ability to afford an RV depends on both income as well as the price of the RV. References to the RV price were made by 21% of all RV owners, with an additional 18% mentioning the availability of an RV at a discounted price. Overall, combining all references to income, investments, and prices, the data indicate that the timing of purchases of folding camping trailers were affected the most (59%) followed by travel trailers (50%) and lastly motorhomes (47%). Thus, half of all RV owners mentioned affordability as a key determinant in the timing of their RV purchase.

The poor condition of their prior RV and the desire to upgrade was cited by 14% of all owners as a critical factor in determining the timing of their purchase. Rather than the physical condition of their prior RV, most RV owners mentioned their desire to upgrade (10%).

Planned vacation trips and other recreational motivations were cited as important determinants of the timing of purchases by nearly one-third of all owners, regardless of the type of RV they purchased. Purchases of folding camping trailers were most responsive to the desire to camp or engage in camping related activities such as hunting or fishing (20%). The timing of motorhome purchases were more often related to some planned travel or getaway (24%). The timing of travel trailer purchases, in contrast, were responsive to a wider range of recreation motivations, including camping, vacation homes, and preferences to avoid hotels and motels (26%).

Changes in family characteristics were also cited as a factor affecting the timing of purchases. Retirement and special family activities (often including adult children and grandchildren) were important milestones for the purchase of motorhomes and travel trailers. Retirement was most frequently mentioned by owners of motorhomes (8%) and travel trailers (4%), while the presence of children or grandchildren were cited by motorhome owners (13%) and folding camping trailers (9%) as factors that helped to determine the timing of their RV purchase.

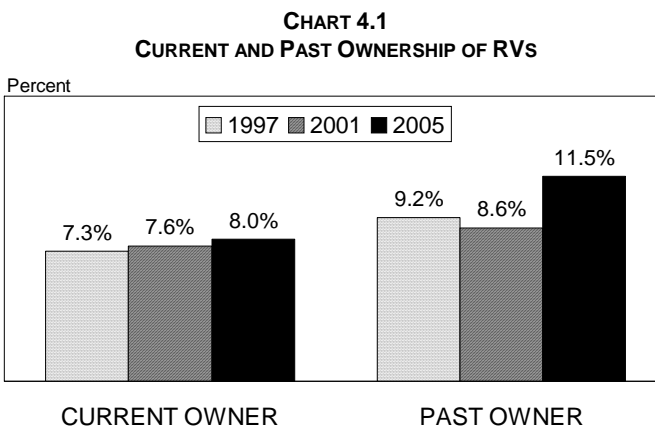
CHART 3.16: MAJOR FACTORS THAT DETERMINED THE TIMING OF PURCHASE OF CURRENT RV

	All RVs	Type of RV Owned		
		Motor home	Travel Trailer	Folding Camping
Financial Ability	16%	27%	12%	18%
Income	13	25	7	16
Investments	1	1	1	1
Gift	2	1	4	1
Vacation and Recreation Motivations	32%	38%	28%	28%
Specific activities (camping, hunting, fishing, hobbies)	14	6	12	20
Planned travel, getaways	8	24	2	3
Vacation home	6	5	8	4
Prefer to using motels or hotels	4	3	6	1
Family Related Reasons	18%	22%	13%	17%
Age of children, grandchildren	9	13	6	9
Retirement	5	8	4	1
Special family activities	4	1	3	7
Cost and Availability of Vehicle	39%	31%	42%	42%
Price; value for the dollar	21	18	23	20
Availability of unit at good price	18	13	19	22
Condition of Prior RV	14%	14%	16%	10%
Poor condition, high maintenance	4	4	5	1
Wanted to upgrade	10	10	11	9

4. Prior Ownership of RVs

Past Ownership of RVs

Despite the fact that the appeal of the RV lifestyle persists throughout people's lives, there is a considerable degree of turnover in the ownership of RVs. The data continued to indicate that the ownership of RVs is intermittent for a significant portion of the market. Households that did not currently own an RV were asked if they had ever owned one in the past that they had sold. Among all households in the 2005 survey, 11.5% reported that they had once owned an RV compared with the 8.0% that currently own one (see Chart 4.1). Overall, the data indicate that the RV lifestyle has considerable appeal given that a total of 19.5% of the population has or currently owns an RV. Some of the turnover in ownership reflects the expected life-cycle course, or results from changes in family situations, and some represent a normal pattern of temporary exit before reentry.



That the proportion of both current and past owners is somewhat higher than in 2001 indicates a higher level of entries and exits. The data will show that prior owners are disproportionately older, lower income, and living in single adult households; this pattern reflects the typical exit of RV owners that occurs as RV owners age and one spouse dies.

Demographic Characteristics of Former Owners

The demographic distributions of current and past RV owners reflects the combination of both the normal turnover as well as the permanent exit from the RV market by older consumers. As shown in Chart 4.2, both the incidence of owners and former owners increases up to age 55 by comparable amounts. These younger former owners have a much higher probability of re-entering the RV market

CHART 4.2
CURRENT AND FORMER OWNERS BY AGE

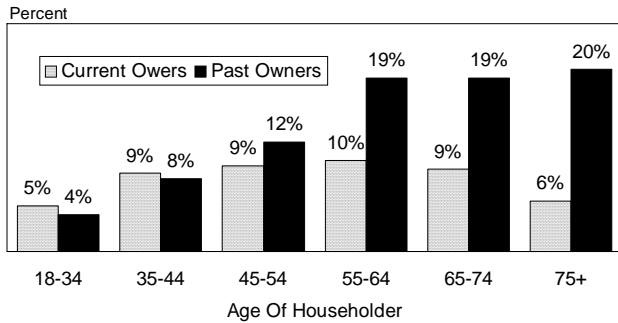
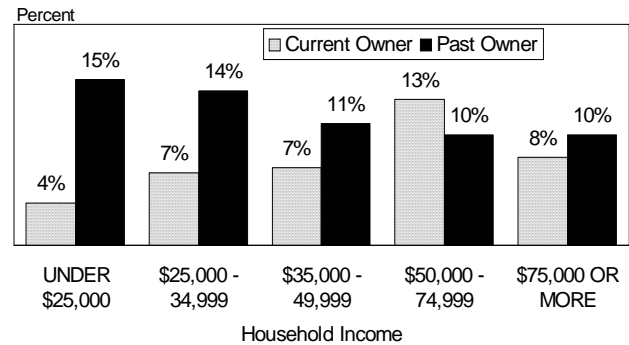


CHART 4.3
CURRENT AND FORMER OWNERS BY INCOME

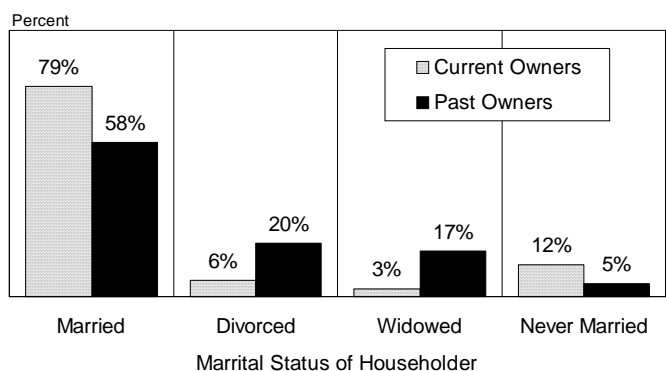


at some time. Interestingly, the proportion of former owners exceeds the proportion of current owners after age 45. The much higher levels of former owners recorded after age 55 are more likely to represent permanent dropouts. Chart 4.2 captures the essential challenge facing the RV industry as the bulk of the baby boom population reach these ages in the decades ahead.

Former owners are much more common at lower income levels, with the proportion falling as income increases (see Chart 4.3). It should be noted, however, that at the time these households owned an RV, their income was likely to be higher. Only for upper middle incomes are households more likely to be current rather than former owners of RVs. Slightly more households with income above \$75,000 were former rather than current owners, a prime target for re-entries into the RV market.

It should be no surprise that these age and income differences of current and former owners were related to the characteristics of their family situation. Current owners were much more likely to be married than former owners (79% versus 58%). To be sure, at the time that they owned an RV, former owners were likely to be married. Indeed, divorce as well as the death of a spouse was highly related to current and past RV ownership (see Chart 4.4). One-in-five former owners were divorced; the potential return of these consumers to the RV market is high.

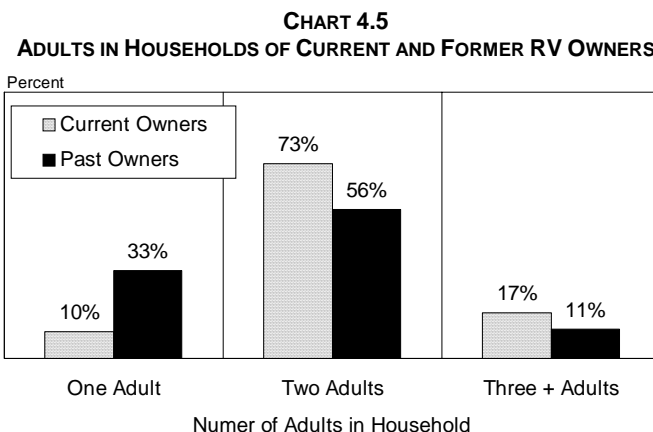
CHART 4.4
MARITAL STATUS OF CURRENT AND FORMER RV OWNERS



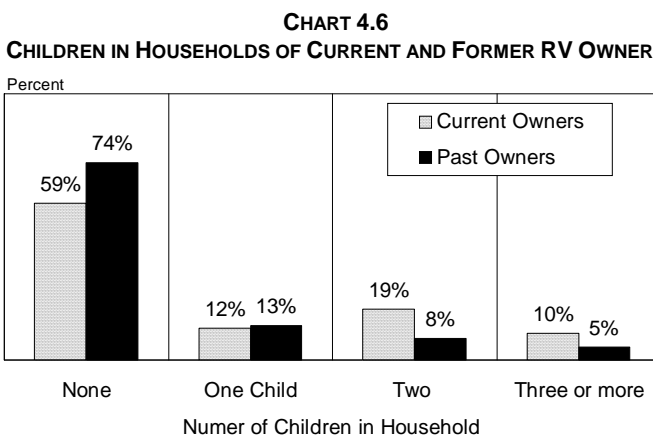
Widowhood was more common among former owners, a condition that is likely to keep them out of the

market permanently. Interestingly, 12% of never married consumers owned an RV in 2005, up from 6% in 2001.

The majority of current and former RV owners lived in households with just two adults (with persons over age 18 counted as adults). Given that current owners were more likely to be married, it is no surprise that they also were more likely to live in households with two adults, which accounted for nearly three-in-four current owners in both the 2005 and 2001 surveys. Former owners were three times as likely to live in one adult households than current owners (33% versus 10%); the greater likelihood of former owners living in one-adult households was the same as in the 2001 survey. Current owners were about as likely to live in households with three or more adults in 2005 as in 2001 (17%, just below 19% in 2001).



Although the majority of current and former RV owners had no children under age 18 still living at home, current RV owners were more likely to still have children at home (41% versus 26%). Moreover, current owners had more children living at home than former owners (29% had two or more versus 13% among former owners). To be sure, when former owners did own an RV their family size may have been as large as current owners. However it should not be overlooked that owners without children at home may still use their RV for travel and recreation purposes that involve their children or grandchildren.

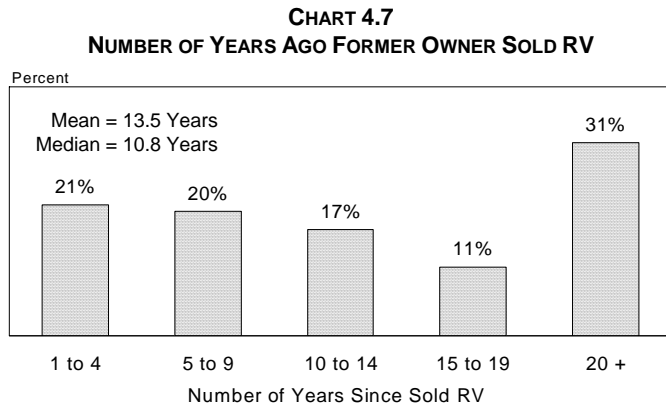


Length of Non-Ownership

While half of all former owners sold their RV within the past ten years, nearly one-in-three sold their RV twenty or more years ago (see Chart 4.7).

Perhaps more importantly, one-in-five sold their RV within the past four years, indicating a substantial amount of recent turnover in a period of record sales. Overall, the data indicate nearly an identical overall length of time since former owners sold their RV as with the prior survey. The median number of years since they sold their RV was 10.8 in 2005 and 10.2 in 2001.

While it is unlikely that former owners who sold their RV more than twenty years ago will ever return to the RV market, those who sold their RV within the past five years or so represent prime prospects for making another RV purchase in the future. Even those that sold their RV less than 10 years ago represent good prospects to again purchase an RV—60% of former owners under age 55 sold their RV less than 10 years ago. In contrast, among former owners age 65 or older, 40% sold their RV 20 or more years ago.



The data indicate that since the 1997 survey former owners have increasingly reported a longer time period since they sold their RV. The median number of years since they last owned their RV increased to 10.8 in 2005, from 10.2 in 2001 and 8.3 in 1997. The mean number of years increased to 13.5 in 2005, up from 11.0 in 2001 and 9.8 in 1997.

Reasons Given for Selling RV

Past owners were asked to describe in their own words why they sold their RV. In response, the most common reason was that they did not use the RV enough, reported by half of all past RV owners (see Chart 4.8 on the next page). While motorhome owners were slightly less likely to voice non-use as a reason for selling their RV, they were the most likely to voice concerns about the cost of ownership as a reason for selling. When references to their lack of use and the opportunity cost of maintaining their ownership were combined, 73% of motorhome owners cited these factors as the most important

for selling their RV, 70% of folding camping trailers cited these economic factors, and 65% of travel trailer owners.

Interestingly, the condition of the RV played a much smaller role in its sale, cited by just 4% of all RV owners. These RV sellers must have been marginal RV users or they would have simply upgraded their vehicles as was mentioned by current owners. Although the loss of a tow vehicle was

CHART 4.8: REASONS GIVEN FOR SELLING RV

	All RVs	Motor home	Travel Trailer	Folding Camping
Did Not Use RV	51%	42%	48%	64%
Cost of RV	19%	31%	17%	6%
Needed cash from selling RV for other purposes	5	6	5	2
Maintenance, operating costs too high	14	25	12	4
Family Reasons	31%	34%	29%	38%
Presence or age of children	10	8	11	22
Divorce	9	8	7	10
Health problems	4	6	4	5
Advancing age	1	2	1	0
Death of spouse	7	10	6	1
Lifestyle Changes	13%	9%	14%	14%
Wanted different lifestyle	10	8	10	12
Prefer hotel, motel, condo, etc.	3	1	4	2
RV Condition	5%	4%	6%	5%
Poor condition of RV	4	4	4	4
No longer had vehicle to tow unit	1	-	2	1

not a factor, cited by just 2% for conventional travel trailers and by 1% for folding camping trailers (mainly the lack of a hitch on replacement household vehicle); that tow vehicles did not play an important role is not surprising given the boom in larger vehicle sales during the past several years.

Family related reasons were cited by nearly equal percentages for all types of RVs, although the specific references did differ across RV types. The age of children had the most impact on folding camping trailer owners, with 22% citing this reason for selling the unit. For former motorhome owners, the presence and age of their children or grandchildren was cited by just 8%; the age of children was cited by 11% of travel trailers owners.

Divorce was a contributing factor in the sale of their RV for nearly one-in-ten former owners, with the rate slightly higher among folding camping owners. The death of a spouse, in comparison, was a more commonly associated with the sale of motorhomes (10%) than sales of folding camping trailers (1%). The impact of advancing age, health problems and the death of a spouse were cited by 18% of former motorhome owners as the reason that they sold their RV. In contrast, just 6% of folding camping trailer owners and 11% of travel trailer owners cited this as the primary factor that caused them to sell their RV. This distribution of response reflects the fact that motorhome owners are generally older.

Changes in preferences for the RV lifestyle, as well as preferences for different types of travel accommodations, were more frequently cited by younger owners as the primary factor behind the sale of their RV.

Overall, the data indicate that the cost and maintenance of RVs were more important factors for motorhome owners, and were the least important for folding camping trailer owners. In contrast, folding camping trailer owners cited their lack of use as the most important factor in selling their RV. Travel trailer owners expressed the most diverse reasons for selling their RV, spanning factors related to their use, costs, changes in the family circumstances, and shifts in their recreational preferences.

5. RV Purchase Intentions

Assessing Market Potential

To assess the potential for future RV sales, all households in the 2005 survey were asked about whether they planned to purchase an RV in the future, whether the RV would be purchased new or used, and when they intended on making the purchase. The likelihood of a future purchase varied significantly by whether the household currently owned an RV, whether they had owned an RV in the past but not currently, or whether they had never owned an RV. The strong appeal of the RV lifestyle was reflected in the widespread intention of current owners to purchase another RV. Significant numbers of past owners also expressed their intentions to reenter the market. Although households that have never owned an RV were the least likely to express purchase intentions, it is this subgroup that defines the overall potential for market expansion.

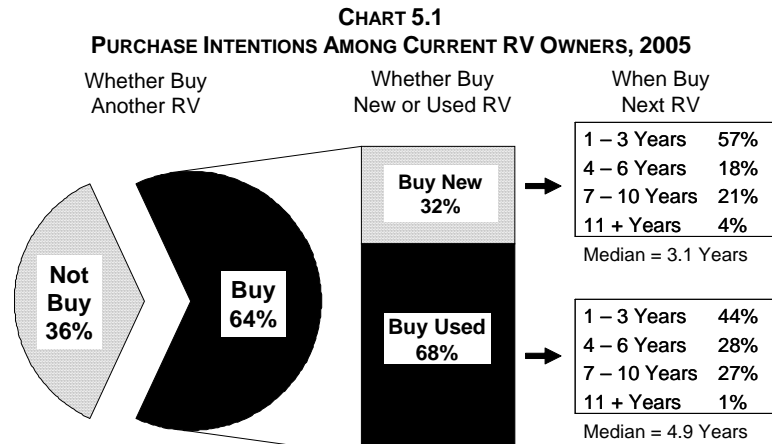
In assessing the overall market potential, there are several crucial factors to take into account. First, the size of the subgroup must be considered along with the percent of the subgroup that intends to purchase. Current and former owners are about as numerous, together amounting to about 20% of all households, while the number of households that have never owned an RV is by far the largest, accounting for 80% of all households. As a result, when the purchase intentions data are summed across all three groups to represent “all households,” the data are most heavily weighted by the “never owned” subgroup since they account for the majority of all consumers.

Second, when assessing the purchase intentions across all households it is important to recognize that the three groups differ markedly in their demonstrated commitment to RV ownership, and thus the likelihood that they will actually make the purchase. Accordingly, more weight must be given to current owners, followed by prior owners, and far less to the expressed intentions of the “never owned” subgroup.

Third, in assessing the potential of these purchase intentions, consideration must be given to both aspects of the expressed purchase plan: whether it would be a new or used RV, and the timing of the expected purchase. The purpose of these questions was to both gauge the sales potential during the next few years, as well as to estimate the potential extent of interest in future RV ownership.

Purchase Intentions Among Current RV Owners

Nearly two-thirds of current RV owners expected to purchase another RV to replace their current unit in the 2005 survey (see Chart 5.1). Among current owners that intended a replacement purchase, one-third expected to purchase a new RV, while two-thirds planned to purchase a used RV. Among current owners that planned to purchase a new replacement RV, 57% expected to make the purchase within the next three years, compared with 44% of those that planned a used RV within that same time frame. Overall, new purchasers planned to make the purchase in 3.1 years, while used purchasers planned to buy the RV in 4.9 years.



To compare the results of the 2005 survey with the 1997 and 2001 purchase intention data, the proportions of current owners that intended to purchase another RV was multiplied by the proportion that expected to purchase a new or used RV. This was necessary to control for net impact of changes in both percentages. For example, the purchase of another RV by current owners was slightly higher in 2005 than in 2001 (64% versus 59%) but the

CHART 5.2
PURCHASE INTENTIONS AMONG CURRENT RV OWNERS

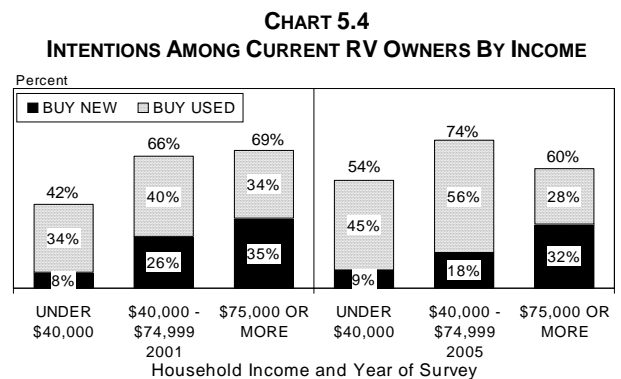
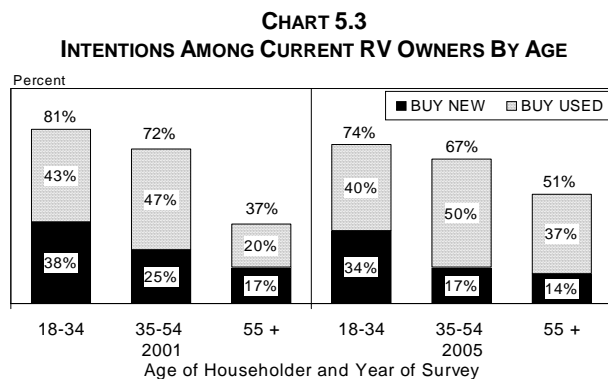
	Buy New RV			Buy Used RV		
	1997	2001	2005	1997	2001	2005
Buy New/Used	22.7%	23.7%	20.5%	38.4%	35.4%	43.5%
In 1-3 Years	8.4%	5.7%	11.7%	15.7%	18.8%	19.1%
In 4-6 Years	8.4%	10.9%	3.7%	14.6%	12.0%	12.2%
In 7-10 Years	3.6%	4.0%	4.3%	7.3%	2.8%	11.8%
In 11+ Years	2.3%	3.1%	0.8%	0.8%	1.8%	0.4%
Median Years	4.9	5.3	3.1	5.0	3.3	4.9

proportion that expected to purchase a new RV was lower in 2005 (32% versus 40%). Taking account of both factors, the overall proportion of current owners that planned another new purchase was lower in 2005—20.5% compared with 23.7% in 2001 and 22.7% in 1997, as shown in Table 5.2. Planned purchases of a used RV, however, were higher in 2005 than in 2001 or 1997. The expected timing of the next RV purchase was calculated similarly.

While the 2005 data indicate that slightly fewer current owners planned to purchase a new RV, these owners were much more likely to plan to make that purchase in the next three years than in either the 2001 or the 1997 surveys. Overall, 11.7% planned a new RV purchase during the next three years in the 2005 survey, about twice as high as the 5.7% recorded in 2001 and well above the 8.4% recorded in 1997. Thus while the overall level of planned new purchases declined slightly, the number that planned to make the purchase in the next few years was substantially higher in the 2005 survey. Indeed, the median number of years in which current owners planned to make a new RV purchase was just 3.1 in 2005, well below the 5.3 years recorded in 2001 or the 4.9 years reported in 1997.

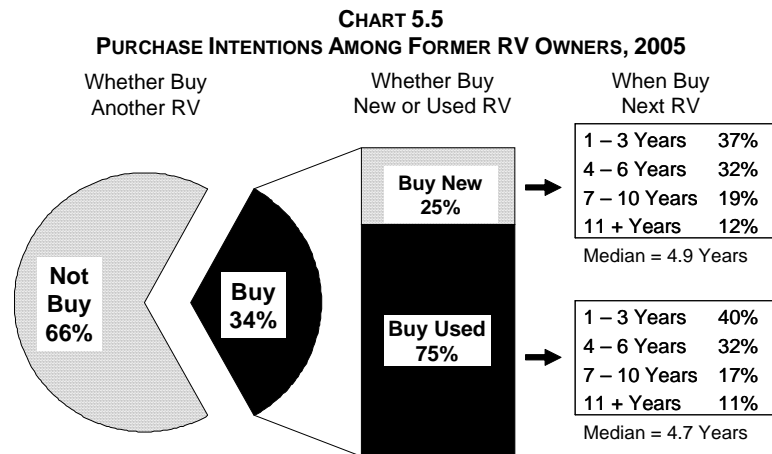
Just the opposite trend was observed for planned purchases of used RV: the proportion of current owners that planned a replacement purchase rose to 43.5% in 2005, from 35.4 in 2001 and 38.4 in 1997, but these purchases were anticipated to be made much later in 2005. The median years before purchase of a used vehicle was 4.9 in 2005, up from 3.3 years in 2001 and just below the 5.0 years recorded in 1997. Most of the gain in the number that planned used purchases were anticipated to be made in 7 to 10 years, accounting for 11.8% in 2005, up from just 2.8% in 2001.

Overall purchase intentions among current RV owners declined with age and increased with income in both the 2001 and 2005 surveys—see Charts 5.3 and 5.4. The largest change in the age distribution of planned purchases was that in 2005 significantly more householders aged 55 and older planned to purchase another RV, rising to 51% in 2005 from 37% in 2001. Interestingly, new RV purchases were anticipated less frequently for all age groups in 2005 compared with 2001. Replacement purchases were more frequently planned in 2005 than in 2001 among households with incomes of less than \$75,000, with the largest gains among the below \$40,000 group. Planned purchases of new RVs rose along with income, with about one-third of all current owners with incomes above \$75,000 planning the purchase of a new RV.



Purchase Intentions Among Former RV Owners

Among former RV owners, one-in-three intended to purchase another RV in the future (see Chart 5.5). Of those former owners that intended to purchase another RV, one-in-four intended a new purchase. Used RVs were expected to be purchased by three-in-four former owners. Planned purchases of both new and used RVs were anticipated to be made in the same time frame: purchases of new RVs were anticipated in 4.9 years and purchases of used RVs in 4.7 years. Importantly, a good share of the purchases were intended during the next three years, with 37% of new RV purchase plans and 40% of used purchase plans. The data continue to indicate that among those that do not currently own an RV, former owners are the best prospects to reenter the RV market.



A full comparison of the data on purchase intentions indicated that more former owners intended to purchase more new and used RV's in 2005 than in the 2001 survey or the 1997 survey (see Chart 5.6). In 2005, 8.5% of former owners planned to purchase another new RV, up from 7.4% in 2001 and 6.0% in 1997. While these are substantial gains in planned purchases of new RVs among former owners, three times as many former owners planned a used purchase in 2005, although the gain compared with prior years was not as steep as for planned purchases of new RVs. Overall, 25.5% of former owners planned to purchase a used RV in 2005, up from 23.5% in 2001 and 18.4% in 1997. A significant share of both new and used purchases were planned to be made during the next three years. For new RV purchases, 3.2% of former owners in

CHART 5.6
PURCHASE INTENTIONS AMONG FORMER RV OWNERS

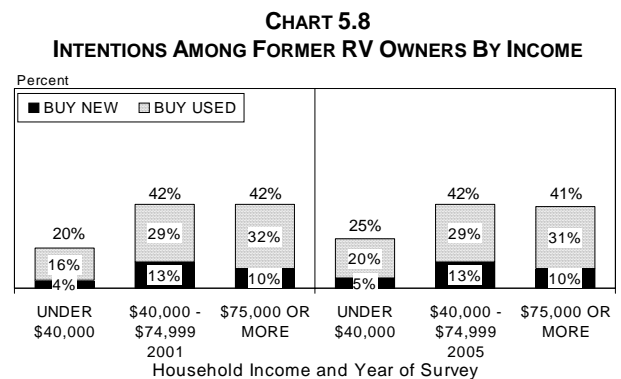
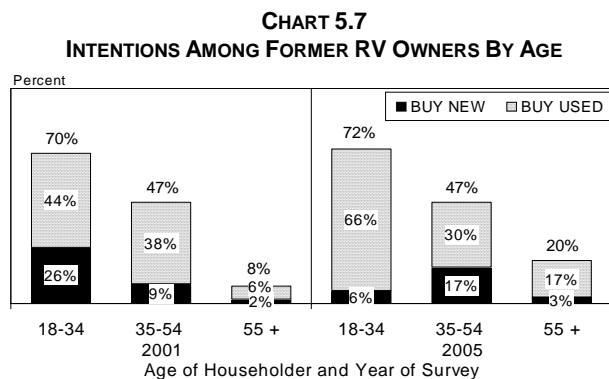
	Buy New RV			Buy Used RV		
	1997	2001	2005	1997	2001	2005
Buy New/Used	6.0%	7.4%	8.5%	18.4%	23.5%	25.5%
In 1-3 Years	3.5%	2.1%	3.2%	6.5%	13.9%	10.2%
In 4-6 Years	1.2%	1.3%	2.7%	7.4%	7.3%	8.2%
In 7-10 Years	1.2%	2.0%	1.6%	3.1%	1.4%	4.3%
In 11+ Years	0.1%	2.0%	1.0%	1.0%	0.9%	2.8%
Median Years	3.6	7.6	4.9	4.7	3.2	4.7

2005 anticipated making the purchase within the next three years, up from 2.1% in 2001. For used purchases, 10.2% of former owners anticipated making the purchases within the next three years in 2005, somewhat below the 13.9% recorded in 2001. Overall, the data provide a very positive indication that more former owners will return to the RV market in 2005 than did in 2001 or 1997.

While the overall level of planned purchases among former RV owners was well below the purchase intentions among current RV owners, they represent much better prospects than new market entrants. Planned purchases of new RVs during the next one to three years were planned by 11.7% of new owners and 3.2% of former owners, while used purchases were planned by 19.1% of current owners and 10.2% of former owners. Overall, former owners represent good prospects—especially younger and higher income former owners.

Overall purchase intentions among former RV owners declined with age in both the 2001 and 2005 surveys—see Charts 5.7 and 5.8. Like purchase plans for current owners, older households recorded the largest increase in purchase plans. Nonetheless, the falloff across the three age groups remained very steep, with the number planning another RV purchase falling from 72% to 20% in 2005 (among current owners, in contrast, the falloff was from 74% to 51%). Importantly, across all age groups, the number that planned another RV purchase in 2005 was equal to or greater than the 2001 figures.

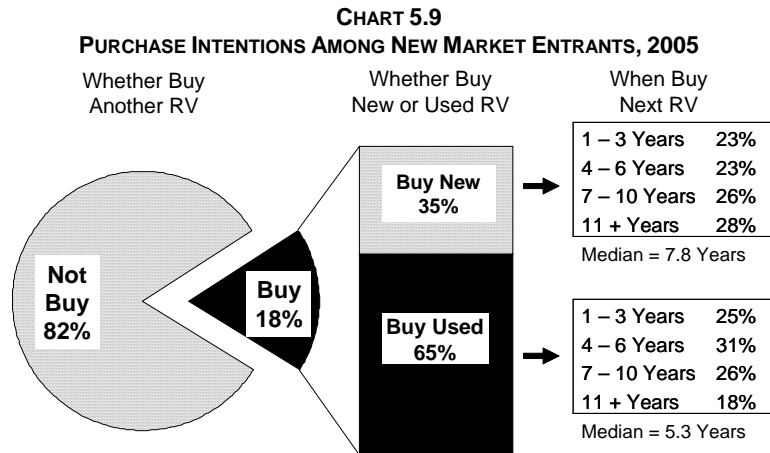
Perhaps the most striking difference between current and former owners is that former owners are much more likely to plan to purchase a used RV. The preference for used RVs remained unchanged from 2001 to 2005 across all income groups, with just 10% planning new purchases among households with incomes above \$75,000 (in comparison, three times as many current owners planned new purchases in the same income group).



Purchase Intentions Among New Market Entrants

Among households in the 2005 survey that have never owned an RV, 18% expressed an interest in the purchase of an RV in the future, up substantially from the 11% recorded in 2001 (see Chart 5.9). The strong increase in intentions to purchase RVs among first time buyers in 2005 indicates the success of activities to expand the RV market. Interestingly, 35% of those that never owned an RV before expected to purchase a new RV, somewhat above the incidence reported by current owners (32%) and well above

the preferences expressed by former owners (25%). The planned timing of new purchases, however, was much further into the future for new market entrants—7.8 years versus 3.1 for current owners and 4.9 for former owners. The timing of planned purchases of used RVs among new market entrants was 5.3 years, not much longer than the planned 4.9 years for current owners and 4.7 for former owners.



A more complete comparison of the 2005 data with the prior surveys indicate a substantial rise in purchase intentions among new market entrants. New RV purchases were intended by 6.3% of new market entrants in 2005, up from 3.5% in 2001 and 3.8% in 1997. Intentions to purchase used RVs were reported by 11.7% of new entrants in 2005, up from 7.5% in 2001 and 7.1% in 1997. Importantly, the number of new entrants that planned a purchase during

CHART 5.10
PURCHASE INTENTIONS AMONG NEW MARKET ENTRANTS

	Buy New RV			Buy Used RV		
	1997	2001	2005	1997	2001	2005
Buy New/Used	3.8%	3.5%	6.3%	7.1%	7.5%	11.7%
In 1-3 Years	0.8%	1.0%	1.4%	1.9%	2.6%	2.9%
In 4-6 Years	1.0%	0.8%	1.5%	2.4%	2.2%	3.6%
In 7-10 Years	1.0%	0.6%	1.6%	1.7%	1.3%	3.1%
In 11+ Years	1.0%	1.1%	1.8%	1.1%	1.4%	2.1%
Median Years	7.2	5.5	7.8	5.2	5.0	5.3

the next three years was also higher in 2005 than in the prior surveys. Overall, 1.4% planned to purchase a new RV and 2.9% planned a used purchase in 2005. Nonetheless, the purchase timing among new market entrants lengthened in 2005 to 7.8 years for new purchases, well above the 5.5 years recorded in 2001, and the median number of years for used RV purchases increased to 5.3 years

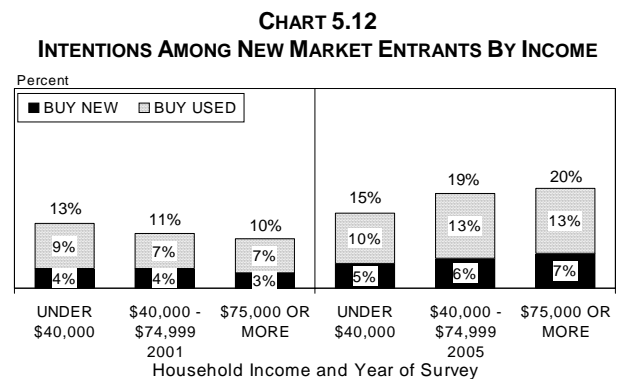
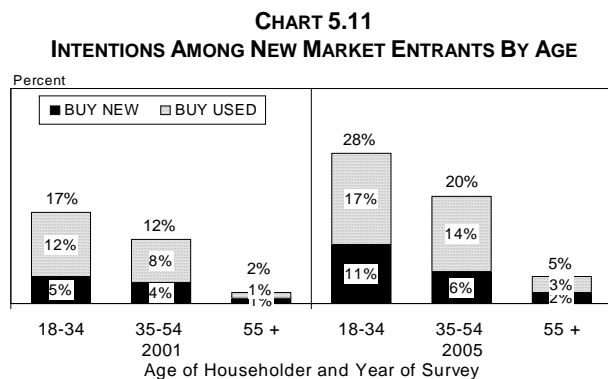
in 2005, slightly above the 5.0 years recorded in 2001.

The data on the age and income distributions of purchase intentions among first time buyers indicate a sharp increase among those under 55 (see Charts 5.11 and 5.12). Among those under age 35, the number of new market entrants rose to 28% in 2005 from 17% in 2001; among those aged 35 to 54, the proportion planning an RV purchase rose to 20% in 2005 from 12% in 2001. Given that the bulk of the baby boom generation is under age 55, the data indicate the considerable potential of this age group for the RV market. The shape of the curve, which indicates a sharp falloff in purchase intentions among older householders, however, did not change from 2001 to 2005. The number of first time buyers that planned a new purchase also increased, especially among those under age 35, rising to 11% in 2005 from 5% in 2001.

Purchase intentions among first time buyers were higher for every age and every income group in 2005 compared with 2001, and more importantly, the proportion that intended a new RV purchase was similarly higher in 2005 than in 2001.

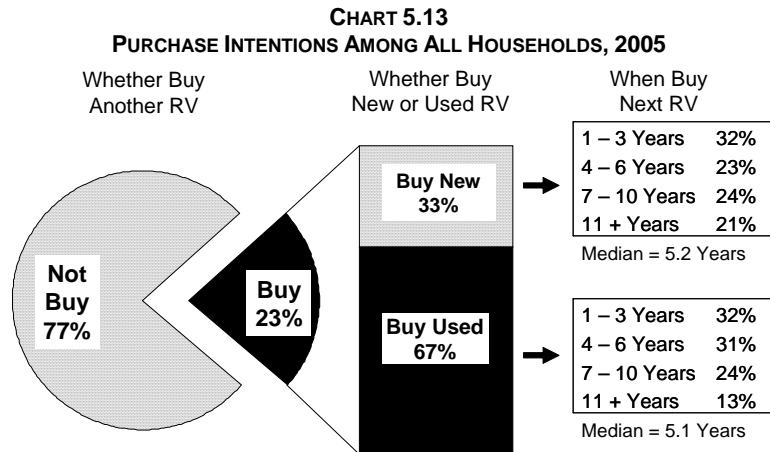
The distribution of purchase intentions by income indicated that planned purchases increased along with income in 2005, but decreased slightly as income rose in 2001. This shift in the direction of the relationship was true for both new and used purchases, although the differences were quite small.

Overall, these results for first time buyers hold great promise for the RV market even if only a small share of these potential buyers actually purchase an RV. Given the rise in fuel prices when these data were collected as well as apprehensions about future economic conditions, the higher level of purchase intentions among first time buyers is indeed welcome.



Purchase Intentions Among All Households

When purchase intentions were summed up across all households, including current and former owners as well as new market entrants, 23% of all households expressed an intention to purchase an RV in 2005, up from 16% in 2001 and 17% in 1997 (see Chart 5.13). One-third of those planning an RV purchase in 2005 expected to purchase a new RV. The typical new RV was expected to be purchased in 5.2 years. Planned purchases of used RV's accounted for two-thirds of the total, and these households planned the purchase in the same time frame, in 5.1 years.



A complete comparison of the 2005 data with the prior surveys indicate that purchase intentions across all households posted a substantial increase (see Chart 5.14). Overall, the purchases of new RVs were planned by 7.6% of all households in 2005, up from 5.3% in 2001 and 5.8% in 1997. Planned used purchases posted comparable gains. Among all households, 15.4% planned to purchase a used RV in the 2005 survey, up from 10.7% in 2001 and 11.2% in 1997. Even when the focus is restricted to just those that intend to purchase an RV within the next three years, the 2005 data recorded gains above the prior two surveys, with 2.4% intending to purchase a new RV and 4.9% planning to purchase a used RV in the next three years.

CHART 5.14
PURCHASE INTENTIONS AMONG ALL HOUSEHOLDS

	Buy New RV			Buy Used RV		
	1997	2001	2005	1997	2001	2005
Buy New/Used	5.8%	5.3%	7.6%	11.2%	10.7%	15.4
In 1-3 Years	1.7%	1.4%	2.4%	3.4%	4.6%	4.9
In 4-6 Years	1.7%	1.6%	1.8%	3.2%	3.3%	4.8
In 7-10 Years	1.3%	1.0%	1.8%	2.6%	1.4%	3.7
In 11+ Years	1.1%	1.3%	1.6%	2.0%	1.4%	2.0
Median Years	5.3	5.3	5.2	5.0	4.6	5.1

It should be noted that these calculations assume that the fulfillment of purchase intentions are equally likely among current and former owners as well as among first time buyers. Given that fulfillment rates are likely to be highest among current owners, next highest for former owners, and

lowest for first time buyers, the data would tend to overestimate the total number of actual purchases.

Indeed, first time buyers account for two-thirds of all intended RV purchases in the 2005 survey, up from 56% in 2001 (see Chart 5.15).

This dominant share of total planned purchases is due to the sheer size of this subgroup, even if only a very small proportion intend to become first time buyers. Current owners account for about one-fifth of all new RV purchase

CHART 5.15
SHARES OF PURCHASE INTENTIONS BY MARKET SEGMENTS

Market Segments	Buy New RV			Buy Used RV		
	1997	2001	2005	1997	2001	2005
Current Owners	31%	33%	21%	27%	25%	22%
Former Owners	11%	11%	13%	17%	17%	19%
First Time Buyers	58%	56%	66%	56%	58%	59%
Total	100%	100%	100%	100%	100%	100%

intentions in 2005, down from one-third in 2001. About one-fifth of all intended used purchases are accounted for by current owners in 2005, somewhat below the one-quarter share recorded in 2001. Former owners account for 13% of all new RV purchase intentions in 2005, just above the 11% recorded in 2001. Used purchase intentions by former owners were 19% of the total in 2005, just ahead of the 17% recorded in 2001. Interestingly, the 2005 data demonstrate a shift compared with the 2001 and 1997 data, indicating more potential sales will be from first time buyers and fewer from current owners. While it is no doubt true that more of the intended purchases of first time buyers will not be placed, an expansion of the overall market require more first time buyers in the years ahead.

When summed across all market segments, the data indicate a sharper falloff in purchase intentions as people age, and little difference in intentions once income is above \$40,000 (see Charts 5.16 and 5.17). The same patterns held for both new and used purchase intentions. The biggest differences from the 2001 survey were substantial increases in purchase intentions among the youngest age group and among upper income groups.

CHART 5.16
INTENTIONS AMONG ALL HOUSEHOLDS BY AGE

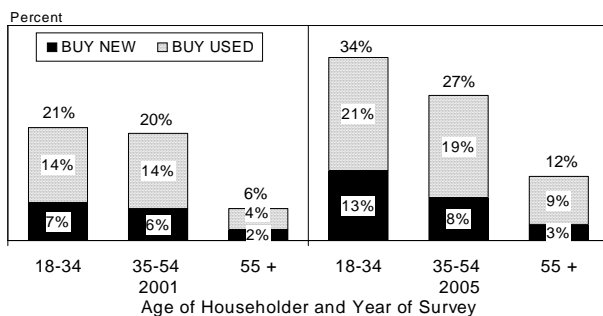
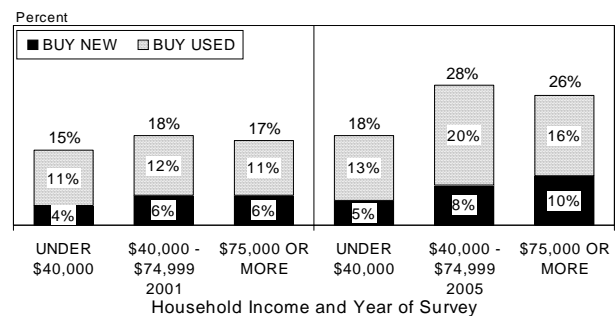


CHART 5.17
INTENTIONS AMONG ALL HOUSEHOLDS BY INCOME



Type of RV Intend To Purchase

The purchase intentions of current RV owners indicate a desired shift toward travel trailers and away from folding camping trailers (see Chart 5.18). A careful reading of the data indicate that the less experience the potential buyer had with the RV market, the more likely they preferred to purchase a motorhome. Among current RV owners just 21% anticipated purchasing a motorhome, which then rose to 52% among former owners and 61% of new market entrants. Correspondingly, travel trailers accounted for 65% of the purchase intentions of current RV owners, which fell to 42% among former owners, and just 23% among new market entrants. It is likely that the actual purchases of former owners and new market entrants will more closely resemble the distribution among those that currently own an RV. Nonetheless, the dominant image of RVs, especially among new market entrants, is a motorhome, and this positive preference will be transformed into a unit more suitable to the actual family and economic circumstances at the time of purchase.

Perhaps the most interesting feature of the data is based on a comparison between the units that current owners now have and the units that they intend to buy in the future. The difference between the two indicates that folding camping trailer owners want to upgrade to travel trailers. The distribution indicated a shift of 10 percentage points away from folding camping trailers and toward more traditional travel trailers. This shift confirms industry speculation that the strong rise in travel trailer sales was in part due to a shift from folding camping trailers given the low interest rates and the longer loan maturities available on travel trailers.

CHART 5.18: TYPE OF RV INTEND TO PURCHASE

	Currently Owned RVs	RV Purchase Intentions			
		Current Owners	Former Owners	New Entrants	Total
Motorhome	24	21	52	61	51
Travel Trailer	52	65	42	23	35
Folding Camping Trailer	23	13	4	14	12
Slide-in Truck Camper	1	1	2	2	2
Total	100%	100%	100%	100%	100%

Factors Influencing the Timing of RV Purchases

All households that intended to purchase an RV in the future were asked to identify which factors would influence the timing of their purchase. The financial ability of households was the most important factor for current owners, former owners and first time buyers (see Chart 5.19). The widespread importance of finances includes not only wage trends but also changes in the value of their homes and financial assets. The cost and availability of RVs were more frequently mentioned by former owners as a crucial factor in influencing when they would next purchase an RV. Since a common reason given by former owners for the sale of their last RV was that they didn't use the vehicle enough to justify its costs, it should be no surprise that they are more sensitive to pricing. Discounted RVs, either new or used, are likely to have a strong appeal to former owners.

The timing of purchases of RVs are not simply about finances, however. Family related reasons were also a primary factor in determining the timing of RV purchases. The age of children and grandchildren, the timing of retirement as well as special family trips and activities were cited by nearly as many consumers as changes in their finances for having a decisive influence on when they would make the purchase. Retirement was cited by one-in-four current owners as a determinant of their next purchase, and by one-in-five former owners and first time buyers. The presence and ages of children and grandchildren were cited by about one-in-eight as a factor in the timing of their purchase for current and former owners as well as first time buyers.

CHART 5.19: MAJOR FACTORS INFLUENCING THE TIMING OF RV PURCHASES

	Will Buy in Future		
	Current Owners	Former Owner	First Time Buyers
Financial Ability	52%	47%	59%
Vacation and Recreation Motivations	11%	9%	11%
When have more time to use	9%	8%	8%
Family Related Reasons	42%	38%	37%
Age of children, grandchildren	12	11	14
Retirement	26	19	20
Special family activities	4	8	3
Cost and Availability of Vehicle	7%	15%	7%
Condition of Current RV	4%	-	-

Vacation and recreation motivations were cited by one-in-ten consumers. This rationale for the timing of RV purchases was closely related to family considerations, as many who cited these reasons did so to enjoy family togetherness. Nonetheless, these consumers cited the planned trip or vacation as the primary factor that would influence the timing of their purchase.

Factors Influencing the Selection of the Type of RV

Households that intended to purchase an RV were asked why they would choose to purchase the RV they now intended instead of another type. The cost of the RV was most important for folding camping trailers, followed by travel trailers, and least important for those that intended to purchase motorhomes. The cost of the RV was a more important determinant of those that intended to purchase a folding camping trailer, with just under one-half citing this reason (see Chart 5.20 on the next page). One-quarter of those that intended to purchase a travel trailer cited the cost as the primary factor. In sharp contrast, just one-in-eight of all those that intended to purchase a motorhome cited the price as a major factor.

Rather than the price, over one-in-three households that intended to purchase motorhomes cited the amenities and features of the motorhome as the primary factor. Clearly for motorhome buyers it was the added features and facilities of motorhomes that were the most important determinant of their purchase. Those that intended motorhome purchases were also more likely to cite the suitability of motorhomes for travel and quick getaways, mentioned by one-third. Many fewer consumers that intended to purchase travel trailers or folding camping trailers mentioned this reason. Indeed, that motorhomes were “drivable” was specifically cited as a determining factor by an additional one-in-four consumers.

While those that intended to purchase motorhomes were the most likely to view the RV as the most appropriate for traveling, those that intended to purchase trailers saw the vehicle more appropriate for specific activities such as camping. Travel trailers were prized because they were towed, and thus allowed the use of another vehicle, by one-in-five consumers, indicating an important difference in the appeal of travel trailers and motorhomes.

For those that intended to purchase folding camping trailers, the amenities and features were much

less important, cited by just 8%. Two related factors were usually strong in shaping the appeal of folding camping trailers: the length of the vehicle and ease of storage. One-third of all those that intended a purchase of a folding camping trailer mentioned either size or storage concerns, four times the number that mentioned these same factors among those that intended to purchase a motorhome or travel trailer.

CHART 5.20: FACTORS INFLUENCING THE SELECTION OF THE TYPE OF RV TO PURCHASE

	Motor-home	Travel Trailer	Folding Camping
Cost	12%	25%	48%
Price; value for the dollar	6	12	32
Maintenance, operating costs	6	13	16
Vacation and Recreation Uses	37%	21%	17%
Specific activities (camping, hunting, fishing, hobbies)	3	10	11
Travel, getaways	31	8	5
Vacation home	3	3	1
Amenities and features	37%	32%	13%
Sleeping spaces	2	3	1
Interior room	6	7	1
Interior layout	8	8	6
Convenience of facilities	19	13	5
Other amenities and features	2	1	0
Vehicle characteristics	33%	44%	59%
Length, overall size	5	3	14
Weight	0	1	2
Road handling, safety	2	5	7
Towable, can use separate vehicle	-	29	13
Drivable, self contained unit	24	-	-
Setup required	1	1	1
Storage	1	5	22

6. POTENTIAL GROWTH IN RV OWNERSHIP

Baby Boom Generation

The ongoing change in the age distribution of the population means that more consumers will enter the age range in which the highest RV ownership rates are recorded. During the next decade, the baby-boom cohort, those born in the twenty years from 1947 to 1967, represent the potential for substantial growth in RV demand (see Chart 6.1). From 2005 to 2010, the number of householders 55 to 64 years old will increase from 18.0 million to 21.6 million. The gain of 3.6 million for this age group represents an extraordinary increase of 20%. For

householders 65 to 74 years old the gain will be 1.9 million, moving from 12.0 to 13.9 million households (an increase of 15%). The largest decline from 2005 to 2010 will be among households 35 to 44 years old, falling from 23.4 to 21.5 million, a decline of 8%.

The largest gains in households correspond to the age ranges that have the highest RV ownership rates. Chart 6.2 combines the data on the change in the number of households within each age group with the RV ownership rates in 2005. The gains in the number of households as well as the RV ownership rates are highest among householders aged 45 to 74. This presents a unique opportunity for growth in the RV industry. Even if the ownership rate remains unchanged, the absolute number of owners will grow because of the larger size of these age groups.

Even the number of householders age 65 to 74 will post relatively large gains from 2005 to 2010, and this age group represents positive prospects for growth. In contrast, where the age group is shrinking in size, the ownership rate must increase for the number of RV households to grow. The sum of the three age groups below age 45 decrease in absolute size and indicate that for the absolute number of RVs owned to remain unchanged, the ownership rate would need to increase above the 2005 levels.

CHART 6.1
CHANGE IN NUMBER OF HOUSEHOLDS FROM 2005 TO 2010
BY AGE SUBGROUPS

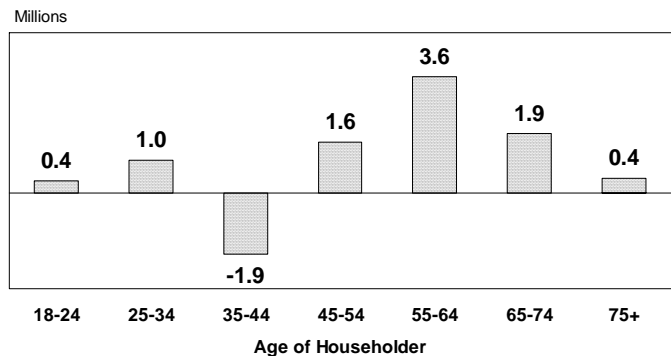
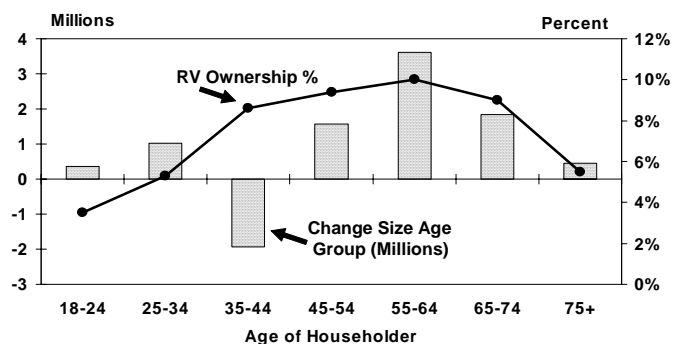


CHART 6.2
RELATIONSHIP BETWEEN RV OWNERSHIP RATES AND
CHANGE IN NUMBER OF HOUSEHOLDS FROM 2005 TO 2010



Estimation Procedures and Assumptions

The procedure used to estimate future RV ownership is straightforward. First, Census estimates of the growth in the number of households by age subgroups formed the base of the calculations. Second, the number of RV owning households was estimated for each age subgroup. The final step was to sum the age specific ownership levels to determine the overall household ownership of RVs. As with any long term estimates of growth in consumer demand, the resulting projections must be treated with caution. They illustrate the potential impact of changes in the age distribution of the population on future demand for RVs. Needless to say, the projections depend on the validity of the assumptions. In general, the assumptions were chosen so that the projections could be viewed as the base case—that is, the situation in which all other factors were held constant except for the impact of the change in the age distribution. Of course, some of those other factors will change, and consequently influence the actual growth in RV demand. Judgements about prospective changes in those other factors then represent deviations from the base case estimates. The most important of those factors is how RV ownership rates may change over the next decade. This base-case forecast assumes that RV ownership rates within age groups remain unchanged. Needless to say, effective programs to raise ownership rates among the baby boom generation have the greatest potential to raise overall demand for RVs.

The projected number of households was based on data provided by the U.S. Census Bureau (see Chart 6.3). The total number of households was estimated to grow by 6% between 2005 and 2010. As already noted, the largest gains are projected for householders between 45 and 64 years of age. The entire gain of 7.0 million households from 2005 to 2010 will be accounted for by the increase in the numbers of households aged 45 to 74 (7.1 million). Householders under age 35 were expected to increase from 2005 to 2010 by 1.4 million, or by 6%, and represent the prime future market for new RVs. This increase represents the children of the baby boomers entering adulthood. In contrast, among those aged 35 to 44, sharp declines were projected, with the absolute numbers expected to fall by 8% from 2005 to 2010.

CHART 6.3
ESTIMATED NUMBER OF HOUSEHOLDS BY AGE OF
HOUSEHOLDER (MILLIONS)

AGE	2001	2005	2010
18-24	5.092	5.614	5.987
25-34	16.843	17.205	18.227
35-44	23.777	23.457	21.528
45-54	22.057	24.874	26.446
55-64	14.318	18.020	21.645
65-74	11.421	12.058	13.910
75 +	10.836	11.918	12.365
Total	104.344	113.146	120.108

The estimates represent a baseline forecast in that the age-specific RV ownership rates observed in 2005 were assumed to remain unchanged throughout the forecast period. Clearly, if as consumers age, they purchase RVs more or less frequently than among today's consumers, the baseline forecast will under or over estimate the actual results. In particular, this baseline estimate assumes that as the baby boom generation ages they will purchase RVs at the same rate as the earlier generation.

The same procedures were used to estimate the growth in ownership of each type of RV. As a result, the base estimates also assume that the market shares for each type of RV by age group will remain constant over time. The estimates of growth by type of RV thus assume that new product innovations or changing tastes, for example, do not result in a departure in product shares from what was observed by similar age subgroups in the 2005 survey. This does not mean that the shares of the different types of RVs are assumed to remain unchanged, but that the change in shares will follow the same age profile as observed at present. The estimates would fail to capture, however, an increasing (or decreasing) share of travel trailers, for example, within any specific age subgroup over time. While the assumption of unchanged shares provides a useful baseline for the estimates, it is likely that ownership shares by RV type may show more variation over time than the overall proportion of households that own RVs. Consequently, the growth estimates for the individual types of RVs should be treated with even more caution than the estimates for the growth in the overall RV market.

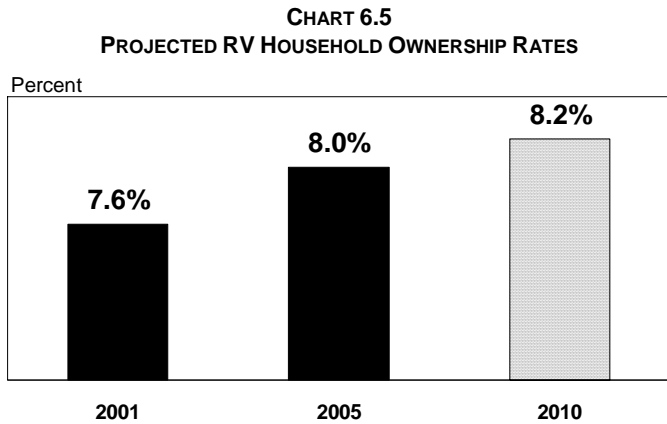
Because the Census projections are for all households, and the RV ownership rates have typically been presented as a share of all vehicle owning households, an adjustment was needed to make the two series compatible. The adjustment factor was simply the combination of the age-specific vehicle ownership rate and the age-specific RV ownership rate. The adjustment factors that were used for each type of RV within each age group are shown in Chart 6.4. For example, the proportion of all households that own any type of car or light truck was 88% in 2005 and the RV ownership rate among vehicle households was 7.98%, thus the total adjustment factor was 0.0702 ($0.880 * 0.0798$).

CHART 6.4
ADJUSTMENT FACTORS FOR ESTIMATING RV OWNER HOUSEHOLDS

AGE	Type of RV				
	All RVs	Motor Home	Travel Trailer	Fold Camp	Truck Camp
18-24	.029	.001	.001	.008	.004
25-34	.047	.002	.027	.015	.004
35-44	.077	.017	.039	.019	.002
45-54	.086	.022	.045	.027	.002
55-64	.090	.022	.050	.017	.003
65-74	.078	.028	.050	.002	.004
75 +	.040	.019	.009	.001	.006

Estimates of Growth in RV Ownership

The base case estimate is that 8.2% of all vehicle owning households by the year 2010 will own some type of RV (see Chart 6.5). The gain in ownership rates will increase rather steadily over the next decade. Although the increase in ownership rates may seem rather small, the gain is substantial in terms of the absolute number of households that own RVs, which will be documented next. Moreover, it must be remembered that the base case projections assumed that age-specific ownership rates would remain unchanged. The projected gains were only from shifts in the age distribution of the population that the overall ownership rate grows.

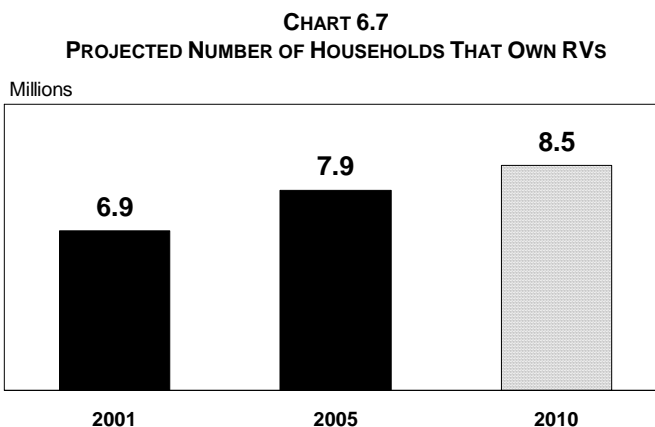


The details of the base case projections are given in Chart 6.6. The 2001 and 2005 data represent the survey’s actual ownership rates, the data for 2010 were estimated. All types of RVs participated in the overall growth trend, except slide-in truck campers. Travel trailers showed continued growth over the entire decade, rising from 3.7% in 2001 to 4.2% in 2010. Motorhome ownership is expected to grow in the following five years to 2.0% in 2010, after remaining unchanged at 1.9% in the first half of the decade. Folding camping trailers are anticipated to recapture a 1.9% ownership rate in 2010, matching their 2001 level. Note that the sum of the ownership rates over all types of RVs is larger than the overall ownership rate due to households that own more than one type of RV.

**CHART 6.6
RV OWNERSHIP RATES AMONG
VEHICLE OWNING HOUSEHOLDS**

	2001	2005	2010
Any RV	7.6%	8.0%	8.2%
Motorhome	1.9%	1.9%	2.0%
Travel Trailer	3.7%	4.1%	4.2%
Fold Camper	1.9%	1.8%	1.9%
Truck Camper	0.4%	0.4%	0.4%

The number of households that own at least one RV was projected to rise from 7.9 million in 2005 to 8.5 million in 2010 (see Chart 6.7). This gain amounts to 600 thousand more RVs in the household fleet by 2010, an increase of 8% in the number of households that own an RV. In comparison, over the same time period the absolute number of households was projected to grow by 6%. The much faster growth in RV households was due to the impact from the baby boom generation moving into the age ranges that have the highest ownership rates. The estimates do depend, however, on the baby boom generation adopting the higher ownership levels that correspond to the age groups that they will be entering over the next decade.



The details of the projected number of households that own any RV as well as the projected number that own each type of RV is given in Chart 6.8. Note the coincidence: the proportion of all vehicle owning households projected to own the various types of RVs is nearly identical to the absolute numbers of estimated RVs in 2005. This simply reflects the fact that there were approximately 100 million vehicle owning households in 2005 so that the percentage is nearly identical with the estimated number in millions. The number of all types of RVs are projected to increase by 2010, except slide-in truck campers. Travel trailers posted the largest gain, growing by 300 thousand households from 2005 to 2010, followed by motorhomes, which are expected to increase to 2.1 million by 2010. As noted earlier, changes in shares of each type of RV were assumed to remain unchanged within each age subgroup. Any shift in preferences across the various types of RVs would have a significant impact on the projected totals by type of RV. Using the estimated total for “any RV,” a variety of different share assumptions could be used to devise estimates that differed from the base case projections.

CHART 6.8
PROJECTED NUMBER OF HOUSEHOLDS THAT OWN RVs (MILLIONS)

	2001	2005	2010
Any RV	6.9	7.9	8.5
Motorhome	1.8	1.9	2.1
Travel Trailer	3.5	4.1	4.4
Fold Camper	1.7	1.8	1.9
Truck Camper	0.4	0.4	0.4

The aging baby-boom generation will continue to have a large impact on the RV market. The number of households that are age 55 or older is expected to increase by 1.0 million, rising from 2.5 million in 2001 to 3.5 million in 2010 (see Chart 6.9). As already noted, those over age 55 will be the fastest growing segment in the population over the next decade, and this age group will dominate growth in the RV market as well. Among those aged 35 to 54 was strong from 2001 to 2005, increasing by 400 thousand, but from 2005 to 2010 the growth is anticipated to slow considerably, increasing by just 100 thousand. RV ownership among the youngest households is expected to remain steady at 1 million households during the next five years, following growth of 100 thousand households from 2001 to 2005. The data indicate that nearly all of the expected growth in RV ownership during the next five years will be among the aging baby-boom population, accounting for just over 80% of the total growth.

CHART 6.9
PROJECTED NUMBER OF HOUSEHOLDS THAT OWN RVs BY AGE GROUPS (MILLIONS)

	2001	2005	2010
Age 18 - 34	0.9	1.0	1.0
Age 35 - 54	3.5	3.9	4.0
Age 55 or older	2.5	3.0	3.5

SURVEY METHODOLOGY

Surveys of Consumers

The Surveys of Consumers is conducted by the Survey Research Center at the University of Michigan. The Surveys of Consumers were initiated in 1946, one of the first projects established at the Survey Research Center. The monthly surveys provide regular assessments of consumer attitudes and expectations, as well as detailed information on the financial characteristics of households, and are used to evaluate economic trends and prospects. Results from these surveys are used by a wide range of analysts in both the private and public sectors, and are included in the Leading Indicator Composite Index devised by the U.S. Department of Commerce.

The Survey Research Center conducts multidisciplinary studies of large populations, organizations, and special segments of society. Its interests include the properties of mass publics, social aggregates, organized and structured social units, and the behavior of individuals in various social roles and settings. The Survey Research Center maintains the facilities and resources to carry out such large-scale research enterprises. Because the Center's survey results are widely sought and used to provide a basis for evaluating important policy issues and for predicting the probable effects of various policy alternatives, the scientific validity of survey results is a critical consideration that has guided the development of the Center's survey activities.

Sample Design

The sample was scientifically designed to be representative of all private households in the coterminous United States. Each household had an equal probability of being selected for the study. As a result, households in all regions of the country, as well as among all economic, social, and demographic groups were represented in the sample in the same proportion as in the actual population.

The questions used in this study were developed based on the Survey Research Center's conventions and standards that used structural and visual techniques to produce questionnaires that

are clear, reliable, and easy for interviewers to use accurately. Interviews were conducted from the Ann Arbor telephone facility using the latest computer assisted interviewing technology. Prior to analysis, the data were subjected to multiple checks to insure its quality and accuracy. The computer assisted programs provide the interviewers with immediate on-line feedback on correct procedures, consistency checks, and definitions of terms.

Many of the questions used in the 2005 study were identical to those used in earlier surveys, and capitalize on the extensive experience gained from past surveys. Some questions were especially designed for the 2005 survey, however, and were subjected to rigorous pretesting and development. Of particular importance for the measurement of change were the questions and information used to determine the types of RVs owned by consumers. Respondents were asked to identify the type of RV that they owned, its size, the number of people the RV could accommodate for overnight travel.

CENSUS REGION DEFINITIONS

NORTHEAST

Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MIDWEST

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

SOUTH

Alabama
Arkansas
Delaware
Dist. of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

WEST

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New Mexico
Oregon
Utah
Washington
Wyoming