



## Background on Recreation Vehicle Enthusiasts

- There are an estimated 25 million RV enthusiasts in the United States with approximately 9 million households who own RVs.<sup>1</sup>
- RV owners travel an average of 5,900 miles annually and spend more than 23 days on the road.<sup>2</sup>
- The average RV owner is 49 years old, is married, owns his or her own home, has a household income of \$56,000, and is overwhelmingly pleased with his or her RV purchase.<sup>3</sup>
- RV camping topped hiking, wilderness camping, biking, horseback riding, canoeing, boating and many other forms of recreation for satisfaction among participants in outdoor activities.<sup>4</sup>
- Ninety-two percent of parents who own an RV said that RVs are the best way to travel with family and children. Significantly, 63 percent of parents who never owned an RV agreed.<sup>5</sup>
- Even non-owners have favorable attitudes toward RVing, reporting that there is a real camaraderie among RV owners and users.<sup>6</sup>

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<sup>1</sup> American Recreation Coalition

<sup>2</sup> IBID

<sup>3</sup> University of Michigan research

<sup>4</sup> American Recreation Coalition's Recreation Roundtable

<sup>5</sup> Louis Harris and Associates

<sup>6</sup> IBID