

RV Perceptions & Purchase MOTIVATORS

A COMMUNICATIONS PLANNING STUDY



Go RVing®

HarrisInteractiveSM

RV Perceptions and Purchase Motivators

A Communications Planning Study

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Methodology and Objectives

Harris Interactive conducted an online survey among 1,006 adults ages 18 and older who do not currently own an RV as well as an oversample of 357 RV owners living in the United States. The survey was conducted from February 15-22, 2010. The primary purpose of this survey was to understand perceptions of recreational vehicles (RVs), determine what benefits of RV travel are most experienced by RV owners, and what benefits most influence purchase decisions when communicated to non-RV owners.

Non-RV owners have been classified into three key industry segments: those who have never owned an RV and have no plans to purchase one in the future (81%), those who have owned an RV in the past (10%), and those who say they plan on purchasing an RV in the future (9%).

Overview of Findings and Message Implications

Survey findings reveal a large opportunity to convert non-owners into RV owners. 10% of the sample, which translates to more than 10 million households nationwide, are categorized as **Potential RV owners** and indicate high future interest in buying an RV. The messages and emotions most likely to impact this swing group through effective marketing include a focus on four specific message components:

- Family time enabler — RVs represent a way to improve family life and satisfaction by spending more quality and fun time for family bonding.
- Savings — RVs offer the ability for families to save 27 to 61 percent on a typical family vacation.
- Escapism — An RV represents stress relief and peace of mind; a way to get away from it all and avoid the daily stresses of life.
- Nature and outdoor activity — RVs are a great way to experience nature and the outdoors in a way other vacations can't deliver.

For the most part the same messages also reinforce the benefits of RV ownership to **current owners**. Therefore, there is a great opportunity to use the same general message structure among your current base and your swing (potential RV owner) audience. One key difference that should be recognized in messaging to the base of owners is a stronger environmental responsibility focus. RVers are twice as likely to agree on the importance of environmental responsibility. Other findings in the study showcase RV owners' love of the outdoors, especially camping and pets, which should be showcased visually in marketing to these audiences.

The messaging focus on **past owners** is different and should focus on the design and performance changes in recent years to RVs. Past owners want to hear more about RVs being smaller, lighter and more fuel efficient. They are also interested in hearing about the other benefits above, but their focus in these areas indicates that these issues and past experience with older RVs may be barriers to purchase and the new RV technology will help to overcome these concerns.

Non-owners, with no intent to purchase an RV, are a harder audience to convince all around. While most of this segment is by no means anti-RV, it seems like the best usage of scarce marketing dollars would be to focus on targeting and messaging to the three other audiences described above and continue to identify ways for those interested to self-select and self-identify and then target them as appropriate.

Demographic Differences Among RV Owners and Non-RV Owners

In general, RV owners tend to be older, married, retired, residents of the west, and live in more rural areas while non-RV owners tend to be younger, do not have children in the household, and live in the east. However, within the non-RV owner group, past RV owners and potential future RV owners tend to share more characteristics with RV owners.

RV Owners	Non-RV Owners		
Current RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No Plans to Own)
Older	Male	Younger	Female
Married	Older	Employed full time	Younger
Employed full time	Retired	Children in HH	No children in HH
Retired	No children in HH	Residents of West	Residents of East
Residents of West	Residents of South/West		
Small town/Rural			

Key Survey Findings

Non-RV Owners More Tepid on Benefits of RVs

Not surprisingly, RV owners are more likely than non-RV owners to agree with all statements about RVs. Non-RV owners are more likely to be undecided on all statements in terms of agreement and purchasing intent. This is most likely a result of two factors:

- The majority of non-RV owners have never owned an RV and do not plan on purchasing one in the future, which indicates that their overall knowledge of and experience with RVs is likely very limited.
- Since most of this group have no plans to purchase an RV, they may feel the need to validate that choice. Agreeing with many of the statements provided may suggest to them that they are depriving their families in some way by not owning an RV.

Opportunity to Move Some Non-RV Owners to Feel More Positively

Despite uncertainty among non-RV owners on statement agreement/purchasing intent, results are more positive than negative (agreement is much higher than disagreement and people are more likely to consider purchasing an RV than less likely). This suggests that there is an opportunity to move people to feel more positively about RVs and RV vacations.

Looking more closely at the non-RV owner subgroups, past RV owners and those who do not currently own an RV, but plan to buy one in the future, tend to have higher agreement levels and purchasing intent than those who have never owned an RV and do not plan to buy one.

Health and Wellness Benefits of RV Vacations Are Recognized

RV owners and non-RV owners are more likely to agree on statements revolving around health and wellness associated with RV vacations, particularly *RVing provides an escape from everyday stress and pressure*, *RVing allows you to be more physically active than on typical vacation*, and *Traveling by RV reduced exposure to illness and other health risks*. While both groups are less likely to agree that *Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room* and *Traveling by RV is safer than traveling by plane* – a near majority of past and future RV owners do agree with these statements.

SUMMARY TABLE OF TOTAL AGREE	RV Owners	Non-RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No plans)
<i>BASE: All Respondents</i>	357	1006	96	95	815
RVing provides an escape from everyday stress and pressure.	90%	51%	74%	76%	46%
RVing allows you to be more physically active than on typical vacations.	80%	42%	72%	57%	37%
Traveling by RV reduces exposure to illnesses and other health risks, because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.	78%	50%	70%	56%	47%
Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.	71%	23%	57%	48%	16%
Traveling by RV is safer than traveling by plane.	43%	19%	43%	32%	14%

**Note: Shaded areas indicate highest levels of agreement.*

Family Togetherness and Outdoor Engagement Are Key RV Benefits

RV owners and non-RV owners alike agree to statements focusing on family togetherness, such as *RVing allows families to spend quality time together* and *RVing enables families to spend more time enjoying nature and outdoor activities together*. Both groups are less likely to attest to children developing skills (social skills, organizational skills, etc.) as a result of being in RV families.

SUMMARY TABLE OF TOTAL AGREE	RV Owners	Non-RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No plans)
<i>BASE: All Respondents</i>	357	1006	96	95	815
RVing allows families to spend quality time together.	90%	67%	78%	84%	63%
RVing enables families to spend more time enjoying nature and outdoor activities together.	90%	65%	83%	78%	61%
Children who RV are more likely to respect nature and enjoy the outdoors.	87%	52%	74%	71%	47%
Couples who RV develop stronger bonds with each other.	86%	44%	63%	68%	39%
Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.	83%	53%	75%	67%	49%
Children who RV develop stronger bonds with their families.	83%	50%	73%	70%	46%
Children who RV spend less time on sedentary activities like TV and video games.	81%	41%	67%	53%	36%
Children who RV love the outdoors and the environment.	75%	44%	72%	58%	40%
Traveling by RV helps families make healthier eating choices during vacations.	72%	38%	60%	48%	34%
Children who RV develop better social skills because they make new friends at campgrounds.	70%	34%	64%	48%	28%
Children who RV develop better organizational skills and a sense of responsibility.	68%	33%	62%	46%	28%

**Note: Shaded areas indicate highest levels of agreement.*

Family Togetherness and Outdoor Engagement Also Encourage Non-Owners to Purchase RVs

Statements focusing on family togetherness and outdoor engagement are also most effective in encouraging non-RV owners, particularly past RV owners and potential RV owners, to consider buying an RV in the future.

SUMMARY TABLE OF TOTAL MORE LIKELY TO BUY	Non-RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No plans)
<i>BASE: All Non-RV Owners</i>	1006	96	95	815
RVing allows families to spend quality time together.	50%	73%	73%	45%
RVing enables families to spend more time enjoying nature and outdoor activities together.	49%	81%	71%	43%
Couples who RV develop stronger bonds with each other.	42%	64%	68%	37%
RVing allows you to be more physically active than on typical vacations.	42%	69%	67%	36%
RVing provides an escape from everyday stress and pressure.	44%	73%	65%	39%
Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.	37%	50%	58%	33%
Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.	31%	48%	57%	26%
Children who RV develop stronger bonds with their families.	40%	61%	56%	36%
Traveling by RV reduces exposure to illnesses and other health risks because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.	39%	56%	56%	35%
Traveling by RV helps families make healthier eating choices during vacations.	34%	56%	54%	30%
Children who RV are more likely to respect nature and enjoy the outdoors.	38%	61%	50%	34%
Children who RV develop better organizational skills and a sense of responsibility.	34%	47%	50%	30%
Traveling by RV is safer than traveling by plane.	28%	53%	50%	22%
Children who RV spend less time on sedentary activities like TV and video games.	34%	58%	44%	30%
Children who RV develop better social skills because they make new friends at campgrounds.	32%	56%	43%	28%
Children who RV love the outdoors and the environment.	34%	53%	43%	31%

**Note: Shaded areas indicate highest levels of purchasing likelihood.*

**Note: Rank ordered by Potential Future RV Owners*

Environmental Friendliness of RVs Accepted by Owners – Not Non-Owners

RV owners are significantly more likely than non-RV owners to believe that RV vacations are more environmentally friendly than fly-drive-hotel vacations (68% vs. 29%). Most non-RV owners believe there is no difference in environmental friendliness (53%). Within the non-RV owner group, past RV owners are most likely to believe that RV vacations are more environmentally friendly (53%). As expected, those who have never owned an RV and don't plan to own one in the future believe there is no difference (56%). However, those who don't currently own an RV, but plan to purchase one in the future, a group that would greatly benefit from understanding this information, also believe there is no difference (48%).

	RV Owners	Non-RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No plans)
<i>BASE: All Respondents</i>	357	1006	96	95	815
TOTAL MORE ENVIRONMENTALLY FRIENDLY (NET)	68%	29%	53%	38%	25%
RV is much more environmentally friendly	33%	7%	17%	9%	6%
RV is somewhat more environmentally friendly	34%	22%	36%	29%	19%
No difference	27%	53%	30%	48%	56%
TOTAL LESS ENVIRONMENTALLY FRIENDLY (NET)	5%	18%	17%	13%	19%
RV is somewhat less environmentally friendly	3%	11%	13%	9%	11%
RV is much less environmentally friendly	2%	7%	4%	4%	8%

Economic Benefits of RVs are Recognized Among RV Owners

With respect to economic and environmental statements, RV owners and non-RV owners were asked slightly different questions. Since RV owners already have RVs, they were asked the extent to which they agreed with these statements. Since non-RV owners would not have experience with this set of statements, they were asked the extent to which the statements made them more or less likely to consider purchasing an RV in the future. For both groups, statements on cost savings are very effective.

SUMMARY TABLE OF TOTAL AGREE	RV Owners
<i>BASE: All RV Owners</i>	357
Because of the limited space and resources, individuals who RV are environmentally responsible - they bring only what they need, reuse and recycle, and conserve water and energy.	76%
RVers save 27 to 61 percent on a typical family vacation.	74%
Investing in an RV now will enable you to travel affordably and frequently in retirement.	74%
RVs have become smaller, lighter, and more fuel efficient in recent years.	73%
A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.	67%
Fuel economy of recreation vehicles has improved in recent years.	64%

Economic Benefits of RVs Are Encouraging to Past and Potential RV Owners

Some interesting differences exist among non-RV owners. As seen below, statements that reference improvements to RVs in recent years (“RVs have become smaller, lighter, and more fuel efficient in recent years” and “Fuel economy of recreation vehicles has improved in recent years”) are most likely to encourage past RV owners to consider purchasing an RV in the future. Potential future RV owners are still swayed the most by cost savings.

SUMMARY TABLE OF TOTAL MORE LIKELY TO BUY	Non-RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No plans)
<i>BASE: All Non-RV Owners</i>	1006	96	95	815
RVer's save 27 to 61 percent on a typical family vacation.	50%	65%	73%	45%
RVs have become smaller, lighter, and more fuel efficient in recent years.	47%	75%	67%	42%
Fuel economy of recreation vehicles has improved in recent years.	42%	70%	66%	36%
Because of the limited space and resources, individuals who RV are environmentally responsible - they bring only what they need, reuse and recycle, and conserve water and energy.	36%	62%	50%	31%
Investing in an RV now will enable you to travel affordably and frequently in retirement.	36%	61%	59%	30%
A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.	33%	50%	46%	30%

**Note: Shaded areas indicate highest levels of purchasing likelihood.*

RV Owners' Favorite Activities Revolve Around the Outdoors, Other Groups Mixed

With respect to favorite leisure activities, RV owners' interests tend to center around the outdoors and travel (camping, animals, spending time with family, traveling, outdoor activities), while non-RV owners interests are more sedentary (watching TV/movies, computer activities). Past RV owners' favorite leisure activities are more similar to current RV owners than other non-RV owners. These individuals are more likely to enjoy camping, animals, and outdoor activities.

	RV Owners	Non-RV Owners	Past RV Owners	Potential Future RV Owners	Non-Owners (No plans)
<i>BASE: All Respondents</i>	357	1006	96	95	815
Camping	51%	6%	16%	13%	4%
Animals/Pets/Dogs	27%	20%	25%	16%	20%
Spending time with family and kids	23%	19%	13%	23%	19%
Computer activities/Video games	22%	27%	32%	33%	26%
Traveling	20%	7%	4%	12%	7%
Outdoor activities (hiking, fishing, hunting)	19%	11%	16%	17%	10%
Reading/Writing	14%	18%	9%	21%	19%
Home improvement	13%	10%	14%	9%	9%
Church	12%	12%	14%	15%	11%
Watching TV/Movies	10%	28%	15%	21%	30%
Cars/Motorcycles	10%	5%	11%	6%	4%
Watching sports (on TV or in person)	9%	15%	15%	15%	15%

**Full list of activities included in final powerpoint report*

Those who indicated that they enjoyed camping were asked what they typically use to camp in. Not surprisingly, RV owners tend to camp out in their RV, while non-RV owners are more likely to use a tent. Those who indicated that they use an RV for their camping needs are more likely to take towable RVs (61% of RV owners and 72% of non-RV owners) rather than motorized (39% of RV owners and 28% of non-RV owners).

	RV Owners	Non-RV Owners
<i>BASE: Campers</i>	182	57
Tent	2%	67%
RV	98%	31%
Other	*	2%

REPORT



RVIA Interview Schedule

March 1, 2010

Created for: Recreation Vehicle Industry Association

Presented by: Harris Interactive

Interviewing: February 15-22, 2010

Respondents: 357 RV Owners
1006 Non-RV Owners

NOTE: A (*) means less than one-half percent responding; and a (-) means non-response or zero percent

Q800. Please indicate which of the following statements best describes you.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	<i>357</i>	<i>1006</i>
RV OWNERS AND PAST RV OWNERS (NET)	100%	10%
NON-RV OWNERS (NET)	-	100%
I have never owned an RV and have no plans to purchase one in the future	-	81%
I have owned an RV in the past	-	10%
I do not currently own an RV, but I plan on purchasing one in the future	-	9%
I currently own an RV	100%	-

For the following questions, we will be discussing [Recreation Vehicles](#) (RVs) such as motor homes, travel trailers and campers.

Q805. Please rate the extent to which you agree or disagree with the following statements regarding Recreation Vehicles (RV). Even if you don't own an RV, please answer to the best of your ability based on what you may have heard, read or seen about RVing.

SUMMARY TABLE OF TOTAL AGREE	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
RVing provides an escape from everyday stress and pressure.	90%	51%
RVing allows you to be more physically active than on typical vacations.	80%	42%
Traveling by RV reduces exposure to illnesses and other health risks, because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.	78%	50%
Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.	71%	23%
Traveling by RV is safer than traveling by plane.	43%	19%

SUMMARY TABLE OF TOTAL DISAGREE	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.	14%	39%
Traveling by RV is safer than traveling by plane.	14%	37%
Traveling by RV reduces exposure to illnesses and other health risks, because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.	9%	16%
RVing provides an escape from everyday stress and pressure.	7%	15%
RVing allows you to be more physically active than on typical vacations.	5%	20%

1 Traveling by RV is safer than traveling by plane.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	43%	19%
Strongly agree	22%	7%
Somewhat agree	21%	12%
Neither agree or disagree	43%	44%
TOTAL DISAGREE (NET)	14%	37%
Somewhat disagree	9%	20%
Strongly disagree	5%	17%

2 Traveling by RV reduces exposure to illnesses and other health risks, because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	78%	50%
Strongly agree	47%	17%
Somewhat agree	31%	33%
Neither agree or disagree	13%	34%
TOTAL DISAGREE (NET)	9%	16%
Somewhat disagree	3%	9%
Strongly disagree	5%	7%

3 RVing provides an escape from everyday stress and pressure.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	90%	51%
Strongly agree	62%	17%
Somewhat agree	27%	35%
Neither agree or disagree	3%	33%
TOTAL DISAGREE (NET)	7%	15%
Somewhat disagree	2%	8%
Strongly disagree	5%	7%

4 RVing allows you to be more physically active than on typical vacations.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	80%	42%
Strongly agree	46%	11%
Somewhat agree	35%	31%
Neither agree or disagree	14%	38%
TOTAL DISAGREE (NET)	5%	20%
Somewhat disagree	3%	11%
Strongly disagree	3%	9%

5 Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	71%	23%
Strongly agree	47%	8%
Somewhat agree	24%	15%
Neither agree or disagree	15%	38%
TOTAL DISAGREE (NET)	14%	39%
Somewhat disagree	9%	21%
Strongly disagree	6%	18%

Q810. Please rate the extent to which you agree or disagree with the following statements about families and Recreation Vehicles (RV). Again, even if you don't own an RV, please answer to the best of your ability based on what you may have heard, read or seen about RVing.

SUMMARY TABLE OF TOTAL AGREE	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	<i>357</i>	<i>1006</i>
RVing allows families to spend quality time together.	90%	67%
RVing enables families to spend more time enjoying nature and outdoor activities together.	90%	65%
Children who RV are more likely to respect nature and enjoy the outdoors.	87%	52%
Couples who RV develop stronger bonds with each other.	86%	44%
Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.	83%	53%
Children who RV develop stronger bonds with their families.	83%	50%
Children who RV spend less time on sedentary activities like TV and video games.	81%	41%
Children who RV love the outdoors and the environment.	75%	44%
Traveling by RV helps families make healthier eating choices during vacations.	72%	38%
Children who RV develop better social skills because they make new friends at campgrounds.	70%	34%
Children who RV develop better organizational skills and a sense of responsibility.	68%	33%

SUMMARY TABLE OF TOTAL DISAGREE	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Traveling by RV helps families make healthier eating choices during vacations.	7%	19%
Children who RV spend less time on sedentary activities like TV and video games.	7%	16%
Children who RV develop better social skills because they make new friends at campgrounds.	6%	18%
Couples who RV develop stronger bonds with each other.	6%	11%
Children who RV love the outdoors and the environment.	6%	10%
RVing allows families to spend quality time together.	6%	8%
RVing enables families to spend more time enjoying nature and outdoor activities together.	6%	7%
Children who RV develop better organizational skills and a sense of responsibility.	5%	16%
Children who RV are more likely to respect nature and enjoy the outdoors.	5%	12%
Children who RV develop stronger bonds with their families.	5%	10%
Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.	5%	8%

1 Children who RV are more likely to respect nature and enjoy the outdoors.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	87%	52%
Strongly agree	50%	15%
Somewhat agree	37%	37%
Neither agree or disagree	8%	36%
TOTAL DISAGREE (NET)	5%	12%
Somewhat disagree	1%	6%
Strongly disagree	4%	5%

2 RVing allows families to spend quality time together.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	90%	67%
Strongly agree	64%	26%
Somewhat agree	26%	41%
Neither agree or disagree	4%	25%
TOTAL DISAGREE (NET)	6%	8%
Somewhat disagree	1%	4%
Strongly disagree	5%	4%

3 Children who RV develop better social skills because they make new friends at campgrounds.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	70%	34%
Strongly agree	37%	8%
Somewhat agree	33%	26%
Neither agree or disagree	24%	49%
TOTAL DISAGREE (NET)	6%	18%
Somewhat disagree	2%	12%
Strongly disagree	4%	6%

4 Children who RV develop stronger bonds with their families.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	83%	50%
Strongly agree	50%	15%
Somewhat agree	32%	36%
Neither agree or disagree	12%	40%
TOTAL DISAGREE (NET)	5%	10%
Somewhat disagree	1%	5%
Strongly disagree	4%	5%

5 Children who RV love the outdoors and the environment.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	75%	44%
Strongly agree	40%	12%
Somewhat agree	35%	33%
Neither agree or disagree	19%	45%
TOTAL DISAGREE (NET)	6%	10%
Somewhat disagree	2%	6%
Strongly disagree	4%	4%

6 Children who RV spend less time on sedentary activities like TV and video games.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	81%	41%
Strongly agree	44%	12%
Somewhat agree	36%	29%
Neither agree or disagree	12%	43%
TOTAL DISAGREE (NET)	7%	16%
Somewhat disagree	3%	9%
Strongly disagree	4%	7%

7 Children who RV develop better organizational skills and a sense of responsibility.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	68%	33%
Strongly agree	32%	9%
Somewhat agree	36%	24%
Neither agree or disagree	27%	51%
TOTAL DISAGREE (NET)	5%	16%
Somewhat disagree	1%	9%
Strongly disagree	3%	7%

8 Couples who RV develop stronger bonds with each other.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	86%	44%
Strongly agree	50%	13%
Somewhat agree	36%	31%
Neither agree or disagree	8%	45%
TOTAL DISAGREE (NET)	6%	11%
Somewhat disagree	1%	6%
Strongly disagree	5%	5%

9 Traveling by RV helps families make healthier eating choices during vacations.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	72%	38%
Strongly agree	36%	10%
Somewhat agree	36%	28%
Neither agree or disagree	21%	43%
TOTAL DISAGREE (NET)	7%	19%
Somewhat disagree	4%	13%
Strongly disagree	3%	6%

10 RVing enables families to spend more time enjoying nature and outdoor activities together.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	90%	65%
Strongly agree	59%	24%
Somewhat agree	31%	41%
Neither agree or disagree	4%	28%
TOTAL DISAGREE (NET)	6%	7%
Somewhat disagree	1%	3%
Strongly disagree	5%	4%

11 Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL AGREE (NET)	83%	53%
Strongly agree	45%	15%
Somewhat agree	39%	38%
Neither agree or disagree	12%	39%
TOTAL DISAGREE (NET)	5%	8%
Somewhat disagree	1%	4%
Strongly disagree	4%	4%

Q815. If you were going to take a week's vacation with your family and/or significant other, do you believe an RV vacation to a specific destination would be more or less environmentally friendly than a fly-drive-hotel vacation to a specific destination?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
TOTAL MORE ENVIRONMENTALLY FRIENDLY (NET)	68%	29%
RV is much more environmentally friendly	33%	7%
RV is somewhat more environmentally friendly	34%	22%
No difference	27%	53%
TOTAL LESS ENVIRONMENTALLY FRIENDLY (NET)	5%	18%
RV is somewhat less environmentally friendly	3%	11%
RV is much less environmentally friendly	2%	7%

Q820. Please read the following statements and indicate whether knowing this would make you more or less likely to consider purchasing a Recreation Vehicle (RV) in the future. Please assume these statements are true and can be verified.

SUMMARY TABLE OF TOTAL MORE LIKELY	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
RVers save 27 to 61 percent on a typical family vacation.	50%
RVs have become smaller, lighter, and more fuel efficient in recent years.	47%
Fuel economy of recreation vehicles has improved in recent years.	42%
Because of the limited space and resources, individuals who RV are environmentally responsible - they bring only what they need, reuse and recycle, and conserve water and energy.	36%
Investing in an RV now will enable you to travel affordably and frequently in retirement.	36%
A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.	33%

SUMMARY TABLE OF TOTAL LESS LIKELY	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
Investing in an RV now will enable you to travel affordably and frequently in retirement.	14%
A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.	10%
Because of the limited space and resources, individuals who RV are environmentally responsible - they bring only what they need, reuse and recycle, and conserve water and energy.	10%
Fuel economy of recreation vehicles has improved in recent years.	9%
RVs have become smaller, lighter, and more fuel efficient in recent years.	8%
RVers save 27 to 61 percent on a typical family vacation.	7%

1 Fuel economy of recreation vehicles has improved in recent years.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	42%
Much more likely	7%
Somewhat more likely	35%
No impact	48%
TOTAL LESS LIKELY (NET)	9%
Somewhat less likely	5%
Much less likely	4%

2 A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	<i>1006</i>
TOTAL MORE LIKELY (NET)	33%
Much more likely	7%
Somewhat more likely	26%
No impact	56%
TOTAL LESS LIKELY (NET)	10%
Somewhat less likely	6%
Much less likely	4%

3 RVs have become smaller, lighter, and more fuel efficient in recent years.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	<i>1006</i>
TOTAL MORE LIKELY (NET)	47%
Much more likely	9%
Somewhat more likely	38%
No impact	45%
TOTAL LESS LIKELY (NET)	8%
Somewhat less likely	4%
Much less likely	3%

- 4 Because of the limited space and resources, individuals who RV are environmentally responsible — they bring only what they need, reuse and recycle, and conserve water and energy.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	<i>1006</i>
TOTAL MORE LIKELY (NET)	36%
Much more likely	10%
Somewhat more likely	26%
No impact	54%
TOTAL LESS LIKELY (NET)	10%
Somewhat less likely	6%
Much less likely	4%

- 5 RVers save 27 to 61 percent on a typical family vacation.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	<i>1006</i>
TOTAL MORE LIKELY (NET)	50%
Much more likely	10%
Somewhat more likely	40%
No impact	44%
TOTAL LESS LIKELY (NET)	7%
Somewhat less likely	3%
Much less likely	3%

6 Investing in an RV now will enable you to travel affordably and frequently in retirement.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	36%
Much more likely	9%
Somewhat more likely	27%
No impact	50%
TOTAL LESS LIKELY (NET)	14%
Somewhat less likely	8%
Much less likely	6%

Q825. Please rate the extent to which you agree or disagree with the following statements.

SUMMARY TABLE OF TOTAL AGREE	RV Owners
<i>BASE: All RV Owners</i>	357
Because of the limited space and resources, individuals who RV are environmentally responsible - they bring only what they need, reuse and recycle, and conserve water and energy.	76%
RVers save 27 to 61 percent on a typical family vacation.	74%
Investing in an RV now will enable you to travel affordably and frequently in retirement.	74%
RVs have become smaller, lighter, and more fuel efficient in recent years.	73%
A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.	67%
Fuel economy of recreation vehicles has improved in recent years.	64%

SUMMARY TABLE OF TOTAL DISAGREE	RV Owners
<i>BASE: All RV Owners</i>	357
RVs have become smaller, lighter, and more fuel efficient in recent years.	9%
Fuel economy of recreation vehicles has improved in recent years.	9%
RVers save 27 to 61 percent on a typical family vacation.	8%
Because of the limited space and resources, individuals who RV are environmentally responsible - they bring only what they need, reuse and recycle, and conserve water and energy.	8%
Investing in an RV now will enable you to travel affordably and frequently in retirement.	7%
A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.	7%

1 Fuel economy of recreation vehicles has improved in recent years.

	RV Owners
<i>BASE: All RV Owners</i>	357
TOTAL AGREE (NET)	64%
Strongly agree	27%
Somewhat agree	37%
Neither agree or disagree	27%
TOTAL DISAGREE (NET)	9%
Somewhat disagree	6%
Strongly disagree	2%

2 A typical RV trip impacts the environment less than flying, renting a car, and staying at a hotel.

	RV Owners
<i>BASE: All RV Owners</i>	357
TOTAL AGREE (NET)	67%
Strongly agree	31%
Somewhat agree	36%
Neither agree or disagree	27%
TOTAL DISAGREE (NET)	7%
Somewhat disagree	4%
Strongly disagree	3%

3 RVs have become smaller, lighter, and more fuel efficient in recent years.

	RV Owners
<i>BASE: All RV Owners</i>	357
TOTAL AGREE (NET)	73%
Strongly agree	31%
Somewhat agree	43%
Neither agree or disagree	18%
TOTAL DISAGREE (NET)	9%
Somewhat disagree	6%
Strongly disagree	3%

- 4 Because of the limited space and resources, individuals who RV are environmentally responsible — they bring only what they need, reuse and recycle, and conserve water and energy.

	RV Owners
<i>BASE: All RV Owners</i>	357
TOTAL AGREE (NET)	76%
Strongly agree	33%
Somewhat agree	43%
Neither agree or disagree	16%
TOTAL DISAGREE (NET)	8%
Somewhat disagree	3%
Strongly disagree	4%

- 5 RVers save 27 to 61 percent on a typical family vacation.

	RV Owners
<i>BASE: All RV Owners</i>	357
TOTAL AGREE (NET)	74%
Strongly agree	35%
Somewhat agree	39%
Neither agree or disagree	18%
TOTAL DISAGREE (NET)	8%
Somewhat disagree	7%
Strongly disagree	2%

- 6 Investing in an RV now will enable you to travel affordably and frequently in retirement.

	RV Owners
<i>BASE: All RV Owners</i>	357
TOTAL AGREE (NET)	74%
Strongly agree	32%
Somewhat agree	42%
Neither agree or disagree	19%
TOTAL DISAGREE (NET)	7%
Somewhat disagree	4%
Strongly disagree	4%

Q830. Please read the following statements and indicate whether knowing this would make you more or less likely to consider purchasing a Recreation Vehicle (RV) in the future.

SUMMARY TABLE OF TOTAL MORE LIKELY	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
RVing allows families to spend quality time together.	50%
RVing enables families to spend more time enjoying nature and outdoor activities together.	49%
RVing provides an escape from everyday stress and pressure.	44%
RVing allows you to be more physically active than on typical vacations.	42%
Couples who RV develop stronger bonds with each other.	42%
Children who RV develop stronger bonds with their families.	40%
Traveling by RV reduces exposure to illnesses and other health risks because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.	39%
Children who RV are more likely to respect nature and enjoy the outdoors.	38%
Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.	37%
Children who RV spend less time on sedentary activities like TV and video games.	34%
Traveling by RV helps families make healthier eating choices during vacations.	34%
Children who RV love the outdoors and the environment.	34%
Children who RV develop better organizational skills and a sense of responsibility.	34%
Children who RV develop better social skills because they make new friends at campgrounds.	32%
Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.	31%
Traveling by RV is safer than traveling by plane.	28%

SUMMARY TABLE OF TOTAL LESS LIKELY	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.	14%
Traveling by RV is safer than traveling by plane.	10%
Traveling by RV helps families make healthier eating choices during vacations.	7%
Traveling by RV reduces exposure to illnesses and other health risks because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.	6%
Couples who RV develop stronger bonds with each other.	6%
Children who RV spend less time on sedentary activities like TV and video games.	6%
Children who RV develop better social skills because they make new friends at campgrounds.	5%
Children who RV develop better organizational skills and a sense of responsibility.	5%
RVing allows you to be more physically active than on typical vacations.	5%
RVing provides an escape from everyday stress and pressure.	5%
Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.	5%
Children who RV are more likely to respect nature and enjoy the outdoors.	5%
RVing allows families to spend quality time together.	4%
Children who RV develop stronger bonds with their families.	4%
Children who RV love the outdoors and the environment.	4%
RVing enables families to spend more time enjoying nature and outdoor activities together.	4%

1 RVing allows families to spend quality time together.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	50%
Much more likely	15%
Somewhat more likely	35%
No impact	46%
TOTAL LESS LIKELY (NET)	4%
Somewhat less likely	2%
Much less likely	2%

2 Children who RV develop stronger bonds with their families.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	40%
Much more likely	12%
Somewhat more likely	28%
No impact	56%
TOTAL LESS LIKELY (NET)	4%
Somewhat less likely	2%
Much less likely	2%

3 Children who RV love the outdoors and the environment.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	34%
Much more likely	8%
Somewhat more likely	27%
No impact	62%
TOTAL LESS LIKELY (NET)	4%
Somewhat less likely	2%
Much less likely	2%

4 Children who RV spend less time on sedentary activities like TV and video games.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	34%
Much more likely	8%
Somewhat more likely	26%
No impact	61%
TOTAL LESS LIKELY (NET)	6%
Somewhat less likely	3%
Much less likely	3%

5 Children who RV develop better organizational skills and a sense of responsibility.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	34%
Much more likely	7%
Somewhat more likely	27%
No impact	61%
TOTAL LESS LIKELY (NET)	5%
Somewhat less likely	3%
Much less likely	2%

6 Couples who RV develop stronger bonds with each other.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	42%
Much more likely	12%
Somewhat more likely	30%
No impact	52%
TOTAL LESS LIKELY (NET)	6%
Somewhat less likely	4%
Much less likely	2%

7 Traveling by RV helps families make healthier eating choices during vacations.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	34%
Much more likely	8%
Somewhat more likely	27%
No impact	59%
TOTAL LESS LIKELY (NET)	7%
Somewhat less likely	4%
Much less likely	3%

8 RVing enables families to spend more time enjoying nature and outdoor activities together.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	49%
Much more likely	13%
Somewhat more likely	36%
No impact	47%
TOTAL LESS LIKELY (NET)	4%
Somewhat less likely	2%
Much less likely	2%

9 Traveling by RV is safer than traveling by plane.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	28%
Much more likely	8%
Somewhat more likely	20%
No impact	62%
TOTAL LESS LIKELY (NET)	10%
Somewhat less likely	6%
Much less likely	4%

10 Traveling by RV reduces exposure to illnesses and other health risks because you avoid enclosed spaces with strangers, such as on airplanes, you also sleep in your own bed and prepare your own food.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	39%
Much more likely	10%
Somewhat more likely	30%
No impact	54%
TOTAL LESS LIKELY (NET)	6%
Somewhat less likely	4%
Much less likely	2%

11 RVing allows you to be more physically active than on typical vacations.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	42%
Much more likely	11%
Somewhat more likely	31%
No impact	53%
TOTAL LESS LIKELY (NET)	5%
Somewhat less likely	3%
Much less likely	2%

12 Kids who travel with their families on summer RV vacations enjoy learning experiences that are beneficial in their school activities.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	37%
Much more likely	10%
Somewhat more likely	27%
No impact	58%
TOTAL LESS LIKELY (NET)	5%
Somewhat less likely	3%
Much less likely	2%

13 Children who RV develop better social skills because they make new friends at campgrounds.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	32%
Much more likely	8%
Somewhat more likely	24%
No impact	63%
TOTAL LESS LIKELY (NET)	5%
Somewhat less likely	3%
Much less likely	2%

14 RVing provides an escape from everyday stress and pressure.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	44%
Much more likely	13%
Somewhat more likely	31%
No impact	50%
TOTAL LESS LIKELY (NET)	5%
Somewhat less likely	3%
Much less likely	2%

15 Sleeping in an RV during vacation is more comfortable than sleeping in a hotel room.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	31%
Much more likely	9%
Somewhat more likely	22%
No impact	55%
TOTAL LESS LIKELY (NET)	14%
Somewhat less likely	9%
Much less likely	5%

16 Children who RV are more likely to respect nature and enjoy the outdoors.

	Non-RV Owners
<i>BASE: All Non-RV Owners</i>	1006
TOTAL MORE LIKELY (NET)	38%
Much more likely	10%
Somewhat more likely	28%
No impact	57%
TOTAL LESS LIKELY (NET)	5%
Somewhat less likely	3%
Much less likely	2%

Q1200. Now I'd like to ask you about how you spend your time.

First, I would like to know approximately how many hours a week you spend at your job or occupation, and that includes keeping house or going to school, as well as working for pay or profit. How many hours would you estimate you spend at work, housekeeping, or studies, including any travel time to and from your job or school?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
0 hours	7%	9%
1 - 10 hours	9%	14%
11 - 20 hours	13%	9%
21 - 40 hours	22%	25%
41 - 60 hours	35%	28%
61+ hours	16%	15%
<i>MEAN</i>	41.3	37.7

Q1205. About how many hours each week do you estimate you have available to relax, watch TV, take part in sports or hobbies, go swimming or skiing, go to the movies, theater, concerts or other forms of entertainment, get together with friends, and so forth?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
0 hours	1%	1%
1 - 10 hours	19%	21%
11 - 20 hours	28%	27%
21 - 40 hours	34%	34%
41 - 60 hours	10%	10%
61+ hours	8%	8%
<i>MEAN</i>	30.1	29.2

Q1210. What are your two or three favorite leisure time activities?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Camping	51%	6%
Animals/Pets/Dogs	27%	20%
Spending time with family and kids	23%	19%
Computer activities/Video games	22%	27%
Traveling	20%	7%
Outdoor activities (hiking, fishing, hunting)	19%	11%
Reading/Writing	14%	18%
Home improvement (gardening, housework, yard-work, cleaning, home repair)	13%	10%
Church	12%	12%
Watching TV/Movies	10%	28%
Cars/Motorcycles	10%	5%
Watching sports (on TV or in person)	9%	15%
Dining out	9%	13%
Cooking/Baking	8%	12%
Listening to music	6%	16%
Arts and crafts	6%	9%
Exercise	5%	15%
Relaxing	5%	9%
Socializing/Entertaining friends	3%	10%
Shopping	3%	4%
Playing music	3%	4%
Playing sports	2%	7%
Other	2%	3%
Sleeping	1%	6%
None	2%	*

Q1215. You indicated that you enjoy camping. Typically when you go camping, do you camp out in a tent or in an RV?

	RV Owners	Non-RV Owners
<i>BASE: Campers</i>	182	57
Tent	2%	67%
RV	98%	31%
Other	*	2%

Q1220. Is the RV you take camping towable or motorized?

	RV Owners	Non-RV Owners
<i>BASE: Campers who Camp in an RV</i>	178	18
Towable	61%	72%
Motorized	39%	28%

DEMOGRAPHICS

Q320. Region

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
East	16%	22%
Midwest	24%	23%
South	29%	34%
West	30%	21%

Q710. In what type of area do you live?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
In a suburban area next to a city	36%	43%
In an urban city area	12%	23%
In a small town or rural area	52%	34%

Q268. Gender

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Male	49%	47%
Female	51%	53%

Q280. Respondent Age

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
18-34 (NET)	8%	26%
18-19	-	5%
20-24	1%	6%
25-29	2%	8%
30-34	5%	7%
35-54 (NET)	47%	40%
35-39	8%	10%
40-44	11%	8%
45-49	13%	13%
50-54	16%	9%
55+ (NET)	45%	34%
55-59	12%	10%
60-64	10%	7%
65 and over	23%	17%
<i>Mean</i>	53.0	46.8

Q364. What is your marital status?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Never married	7%	23%
Married or Civil union	81%	55%
SEPARATED/DIVORCED/WIDOWED (NET)	9%	16%
Divorced	5%	9%
Separated	1%	2%
Widow/Widower	3%	5%
Living with Partner	4%	6%

Q368. Including yourself, how many people age 18 or older live in your household?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
1	13%	18%
2	61%	56%
3	17%	16%
4	6%	7%
5+	2%	3%

Q372. How many people under the age of 18 live in your household?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
0	66%	69%
1 - 2	26%	24%
3 - 4	8%	6%
5+	*	*

Q437. What is the highest level of education you have completed or the highest degree you have received?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
HIGH SCHOOL OR LESS (NET)	39%	38%
Less than high school	*	1%
Completed some high school	2%	4%
Completed high school	37%	34%
SOME COLLEGE (NET)	33%	30%
Completed some college	23%	21%
Associate Degree	11%	9%
COLLEGE GRADUATE (NET)	18%	22%
Completed College	15%	18%
Completed some graduate school	3%	4%
POST GRADUATE SCHOOL (NET)	10%	11%
MA, MS, MFA	4%	5%
MBA	1%	1%
Ph.D., Psy.D.	2%	1%
J.D.	1%	1%
M.D.	*	*
Other graduate or professional degree	2%	1%

Q406. What is your employment status?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Employed full time	48%	39%
Employed part time	20%	22%
Self-employed	20%	13%
Not employed, but looking for work	6%	10%
Not employed and not looking for work	25%	25%
Retired	34%	22%
Not employed, unable to work due to a disability or illness	9%	8%
Student	2%	14%
Stay-at-home spouse or partner	10%	13%

Q462. Which of the following income categories best describes your total household income after taxes?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
UNDER \$35,000 (NET)	12%	24%
Less than \$15,000	3%	8%
\$15,000 to \$24,999	4%	8%
\$25,000 to \$34,999	6%	8%
\$35,000 to \$49,999	10%	12%
\$50,000 to \$74,999	19%	17%
\$75,000 to \$99,999	15%	12%
\$100,000 + (NET)	27%	20%
\$100,000 to \$124,999	11%	9%
\$125,000 to \$149,999	6%	4%
\$150,000 to \$199,999	4%	4%
\$200,000 to \$249,999	3%	1%
\$250,000 or more	2%	3%
Decline to answer	17%	17%

Q485. Racial Background

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
White	89%	79%
Hispanic	3%	5%
BLACK/AFRICAN AMERICAN (NET)	2%	9%
Black	2%	7%
African American	-	3%
Asian or Pacific Islander	2%	2%
Native American or Alaskan Native	1%	1%
Mixed Race	1%	1%
Some other race	*	*
Decline to Answer	1%	3%

Q2900. Regardless of how you may vote, what do you usually consider yourself?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Republican	35%	27%
Democrat	23%	31%
Independent	22%	24%
Other	4%	3%
Not sure	4%	8%
Decline to answer	12%	6%

Q2905. In politics today, do you generally consider yourself to be conservative, liberal, or middle-of-the-road on most issues?

	RV Owners	Non-RV Owners
<i>BASE: All Respondents</i>	357	1006
Conservative	35%	33%
Liberal	9%	17%
Middle-of-the-road	55%	50%