

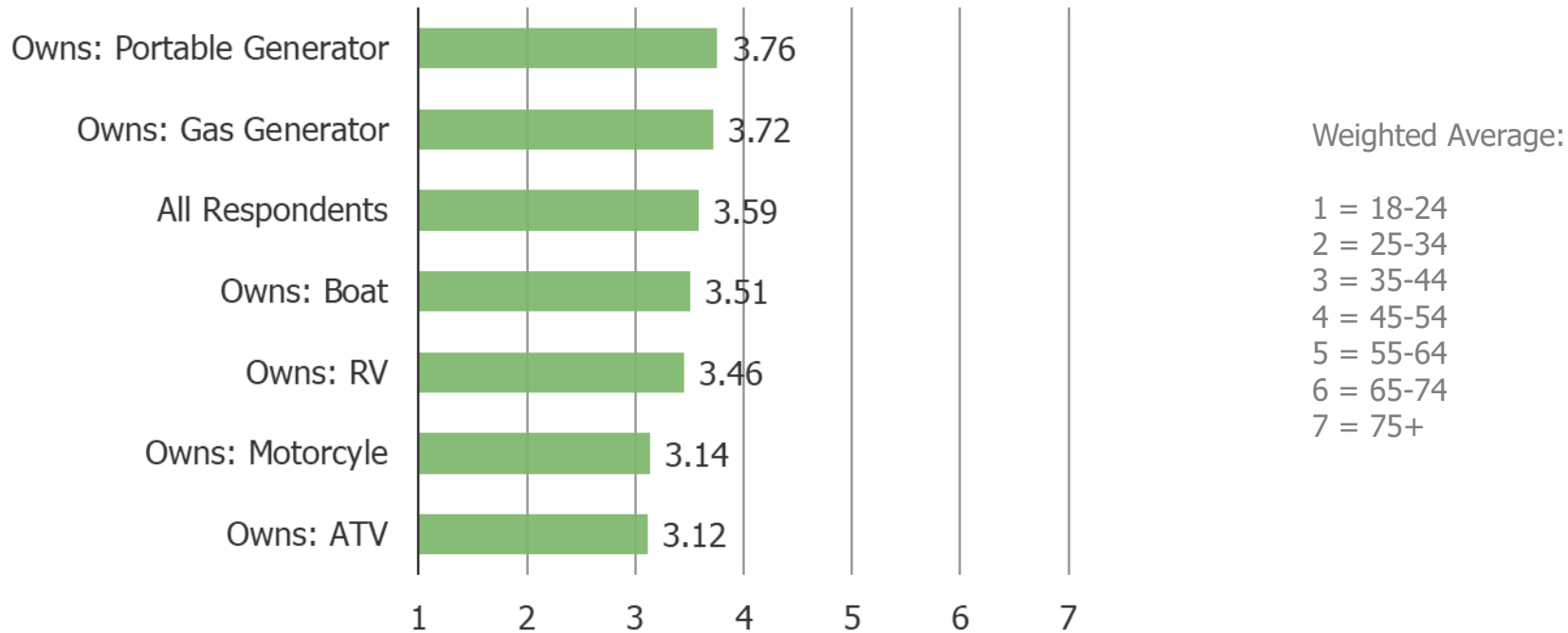
Bespoke Market Intelligence

**MOTORCYCLES AND RV'S
OWNERSHIP DEMOS**

November 2023

Demographics of Ownership | RVs and Motorcycles

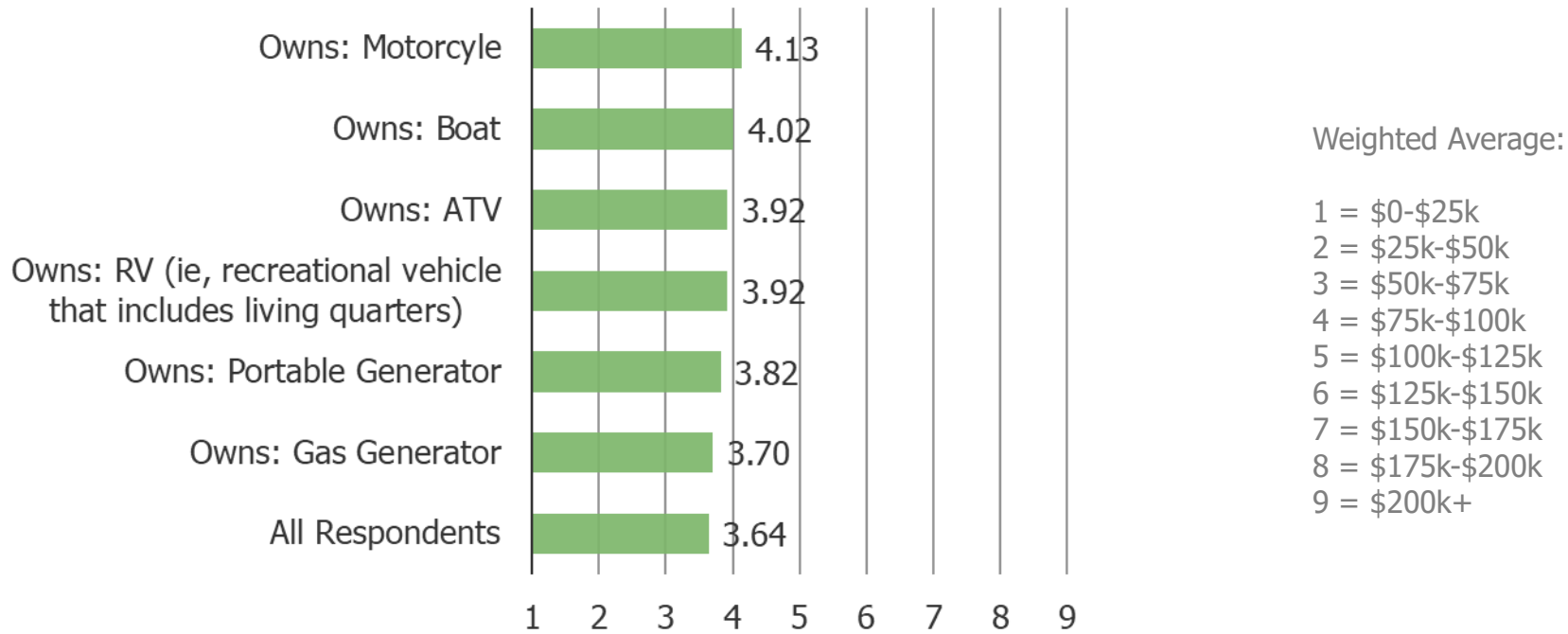
Owns The Following | Demographics: Age



	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	N =
Owns: ATV	13.0%	23.7%	27.9%	17.9%	11.5%	4.1%	2.0%	739
Owns: Motorcycle	13.1%	25.1%	24.5%	18.3%	11.6%	5.6%	1.8%	951
Owns: RV	9.2%	22.1%	24.7%	17.2%	14.8%	8.5%	3.5%	651
Owns: Boat	12.1%	19.0%	21.6%	17.0%	16.4%	11.1%	2.8%	578
All Respondents	11.2%	18.9%	20.1%	18.9%	16.6%	9.2%	5.1%	3126
Owns: Gas Generator	9.1%	17.3%	20.2%	20.1%	17.9%	9.7%	5.7%	1309
Owns: Portable Generator	8.4%	16.8%	21.5%	19.6%	17.0%	10.7%	5.9%	1473

Demographics of Ownership | RVs and Motorcycles

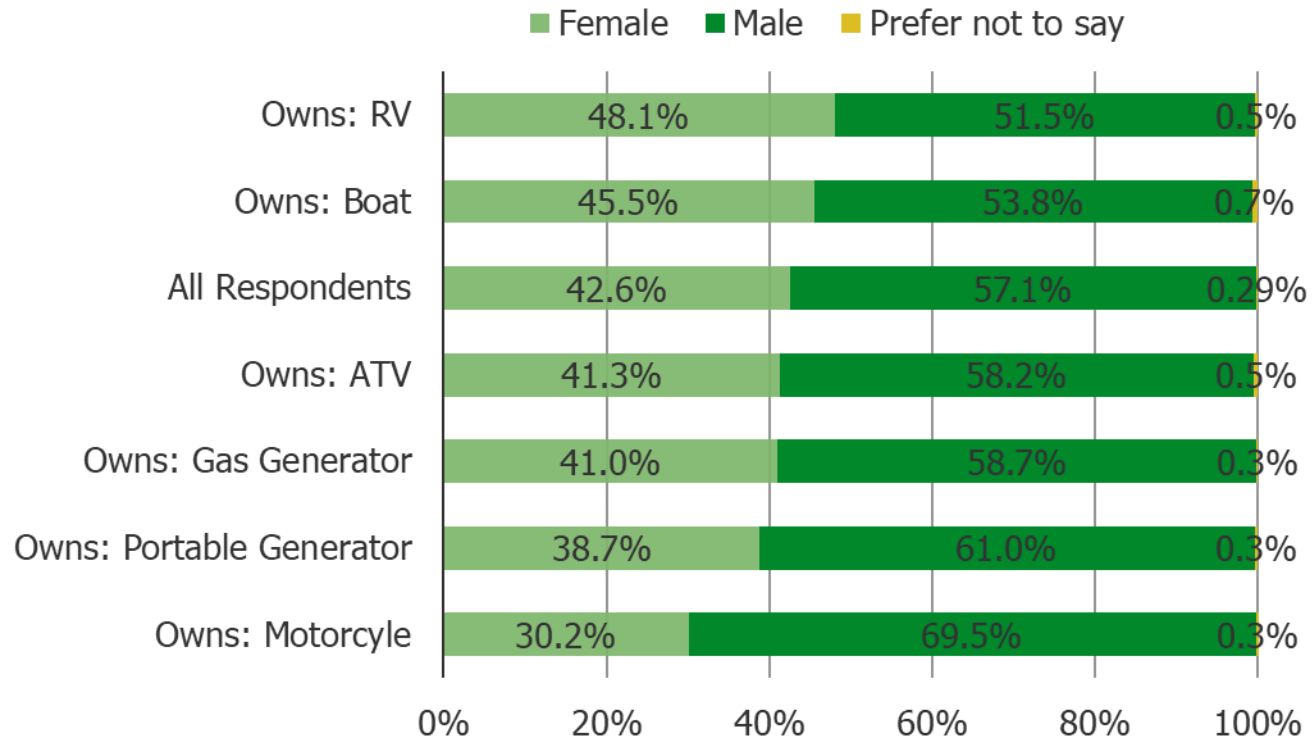
Owns The Following | Demographics: Income



	\$0-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$174,999	\$175,000-\$199,999	\$200,000 and up	N =
All Respondents	13.9%	24.5%	20.6%	12.7%	8.9%	7.0%	3.9%	2.1%	6.5%	3126
Owns: Gas Generator	11.5%	24.8%	21.7%	13.2%	9.7%	7.6%	2.8%	2.1%	6.7%	1309
Owns: Portable Generator	11.2%	24.6%	20.2%	13.0%	8.8%	7.9%	4.2%	2.9%	7.3%	1473
Owns: RV (ie, recreational veh	15.1%	20.6%	19.1%	11.7%	8.5%	8.1%	4.6%	3.5%	8.9%	651
Owns: ATV	14.3%	18.7%	19.4%	13.1%	10.0%	9.2%	5.0%	3.0%	7.3%	739
Owns: Boat	11.3%	20.1%	21.1%	11.8%	11.9%	7.8%	4.2%	2.9%	9.0%	578
Owns: Motorcyle	12.6%	18.4%	17.9%	13.6%	10.1%	8.2%	6.7%	3.3%	9.3%	951

Demographics of Ownership | RVs and Motorcycles

Owns The Following | Demographics: Gender



Demographics of Ownership | RVs and Motorcycles

Owns The Following | Demographics: Type of Area

