

# MONTHLY TRENDS REPORT

NOVEMBER 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO RVING™

GO ON A REAL VACATION

## SENIOR CITIZENS IN 2022: BUSTING MYTHS ABOUT MEDIA CONSUMPTION & LIFESTYLE HABITS



SENIOR CITIZENS DON'T FEEL SEEN IN ADVERTISING MEDIA.

**45%**

of seniors would feel better represented in advertising if they saw more people their age.

MRI Simmons, 2022

**22%**

say they can relate to people they see in advertisements.

THE "DIGITALLY ILLITERATE SENIOR CITIZEN" STEREOTYPE IS OUTDATED.

While Facebook (62%) and YouTube (41%) are the most used social media apps among senior citizens, TikTok is growing fast with a

**107%**

increase among senior citizens from 2021 to 2022.

MRI Simmons, 2022

**59%**

of senior citizens say keeping their independence is important to maintaining their quality of life.

Mintel, 2022

**56%**

agreed that their top priority in life is to enjoy themselves – including

YouGov, 2022

**24%**

who felt strongly about participating in physical activities like traveling, swimming, and canoeing.

### CULTURE CUE:

Senior citizens are not ready to retire quietly. Instead, they view retirement as an opportunity for a fresh start. Take Marylyn Fedorow, an aging consultant with The Council on Aging. After decades as a customer service manager, she got her master's in gerontology (the study of aging) at age 58. Now, at 70, she helps others find humor and productivity in retirement—and many of her clients are following suit.

Orange County Register, Oct 2022

### WHY THIS MATTERS:

As senior citizens become more digitally proficient, we should continue to reach out to them similarly to how we reach younger prospective RV buyers. Maintain engagement on Facebook and YouTube to speak to senior citizens and consider using newly adopted channels like TikTok to amplify reach and welcome them to the RV lifestyle in an evolved way.

## GREATER FOCUS ON ECO-FASHION AND ECO-DINING AMONG CONSUMERS



**+53%**

increase in RV owners who are more likely to eat at a "restaurant that focuses on being sustainable" vs 2020.

YouGov, 2022

**86%**

of consumers say purchasing clothes made from sustainable raw materials is key to a more sustainable lifestyle.

Stylus, 2022  
Smithsonian Magazine, 2022

**26%**

of people in the U.S. prefer ecotourism vacations, which are often well-suited for RVing. Natural destinations have surged in popularity due to their health, culinary, and recreational benefits.

YouGov, 2022

### CULTURE CUE:

The luxury fashion design house Stella McCartney drew media attention for its eccentric but sustainable use of fungi fabric, named "Mycelium." The Frayme Mylo is the world's first luxury bag crafted from this material. The event gathered fashion innovators pursuing biotech, plant-based cuisine, and other eco trends that are followed by commercial brands like Nike, Adidas, and Lululemon.

WWD, Sep 2022

### WHY THIS MATTERS:

Sustainability and eco-friendliness are increasingly important considerations for younger generations. To meet growth targets, it's vital for the industry to determine how RVing can contribute to eco-conscious lifestyles.

## BEFORE YOU GO



MICHELOB ULTRA WILL PAY FOR YOUR PTO (PAID TIME OUTDOORS)

Michelob ULTRA, 2022

### CULTURE CUE:

At some point, professionals stopped taking time to disconnect from their work lives. That's why Michelob is committed to helping workaholics unplug and truly experience the outdoors free from online distractions by giving away stays at remote rentals, annual national park passes, and brand merchandise.

### WHY THIS MATTERS:

The "end of hustle culture" and "quiet quitting" cultural trends are reshaping how consumers think about leisure time and work. To stay relevant with the next generation of RVers, we need to develop a better understanding of these trends and how they impact our RV prospects. This is also an opportunity for partnerships and co-branding strategies between Go RVing members and brands that are tapping into these trends.

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Got questions, comments, or topics for our trends team to research? Shoot us an email at [gorving@rvia.org](mailto:gorving@rvia.org)