

# Customer Demographics 2020/21 – Motorhomes



Average Deposit

**£9,504**

Average of Cash Price **27%**



Average Age of Customers



**53**

Average Distance to Dealership



**58** miles

Average Term



**106** mths

Average Sell out APR

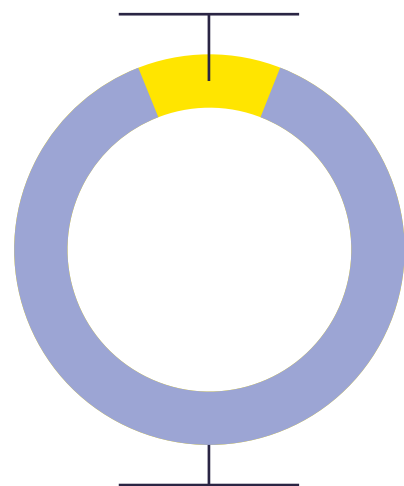


**7.41%**

Marital Status

**12%**

Single



**88%**

Living with Partner/Married

Employment Status



**17%**

Retired

**13%**

Self employed

**70%**

Employed

## Digital Growth in Leisure



Customers self-serving quotes via online calculator

2019

2020/21

**8,719**

5,862 – 2019

**+48%**

Lead to prop conversion % via online calculator

2019

2020/21

**63.70%**

56.90% – 2019

**+12%**

Total % of leisure proposals coming from web

Jan 2020

Mar 2021

**32%**

13% – January 2020

**+146%**