

# Customer Demographics 2020/21 – Touring Caravans



Average Deposit

**£2,336**

Average of Cash Price **12%**



Average Age of Customers

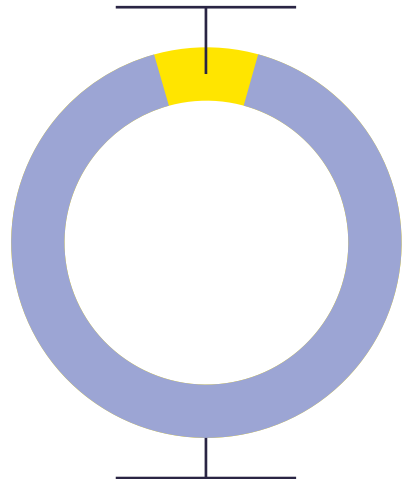


**47**

Marital Status

**11%**

Single



**89%**

Living with Partner/Married

Employment Status

**5%**

Retired

**21%**

Self employed



**74%**

Employed

Average Distance to Dealership



**43** miles

Average Term



**101** mths

Average Sell out APR



**8.63%**

## 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%**