

Recreational Park Trailer Demographic Data
Collected at Time of Purchase
 (By Year, 2005 - 2010)

		<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
<u>Head of Household (HH)</u>							
Male	# of	346	346	364	170	303	196
Female	# of	60	59	55	27	62	32
Formal Education (years)	Average Yrs	14	14.1	13.9	14.3	14.2	14.2
Average Age	Average Yrs	58.6	59.7	59.2	60.5	60.6	61.8
<u>Age Groups (HH)</u>							
< 35	% of all HH	2%	1%	2%	2%	1%	3%
< 40	% of all HH	4%	6%	3%	3%	3%	2%
< 45	% of all HH	6%	5%	6%	3%	4%	3%
< 50	% of all HH	9%	6%	10%	9%	8%	4%
< 55	% of all HH	12%	13%	10%	14%	13%	13%
< 60	% of all HH	20%	18%	18%	14%	17%	12%
< 65	% of all HH	19%	18%	20%	19%	17%	21%
< 70	% of all HH	16%	15%	16%	19%	20%	19%
< 75	% of all HH	7%	10%	8%	12%	10%	11%
< 80	% of all HH	2%	5%	3%	3%	4%	7%
> 80	% of all HH	3%	3%	4%	3%	3%	5%
<u>Employment Status (HH)</u>							
Full Time	% of all HH	40%	39%	40%	33%	37%	32%
Part Time	% of all HH	5%	7%	5%	6%	7%	7%
Retired	% of all HH	53%	53%	54%	58%	54%	59%
Unemployed	% of all HH	2%	1%	1%	2%	2%	2%
<u>Head of Household Occupation (HH)</u>							
Labor	% of all HH	12%	11%	12%	9%	10%	8%
Retail	% of all HH	3%	3%	4%	6%	5%	3%
Skilled	% of all HH	13%	14%	13%	16%	14%	14%
Craftsman	% of all HH	8%	8%	7%	7%	6%	8%
Military	% of all HH	3%	3%	3%	3%	3%	8%
Homemaker	% of all HH	2%	2%	1%	1%	2%	2%
Manager	% of all HH	23%	19%	20%	17%	20%	23%
Professional	% of all HH	29%	30%	35%	30%	36%	28%
Proprietor	% of all HH	7%	9%	5%	10%	4%	6%
<u>Spouse of Head of Household (SHH)</u>							
Male	# of	26	10	21	12	28	18
Female	# of	331	333	336	160	290	187
Formal Education (years)	Average Yrs	13.4	13.7	13.6	13.9	14.3	14.3
Average Age	Average Yrs	56.7	57.4	57.1	58.2	58.6	59.8
<u>Age Groups (SHH)</u>							
< 35	% of all SHH	2%	2%	2%	4%	2%	3%
< 40	% of all SHH	6%	4%	3%	2%	2%	1%
< 45	% of all SHH	6%	8%	9%	5%	6%	4%
< 50	% of all SHH	10%	9%	10%	8%	10%	5%
< 55	% of all SHH	15%	14%	14%	15%	13%	13%
< 60	% of all SHH	21%	22%	21%	19%	18%	19%
< 65	% of all SHH	19%	17%	17%	20%	20%	23%
< 70	% of all SHH	12%	13%	14%	17%	16%	16%
< 75	% of all SHH	6%	7%	7%	6%	9%	9%
< 80	% of all SHH	2%	3%	1%	2%	3%	5%
> 80	% of all SHH	1%	1%	2%	1%	1%	2%
<u>SHH Employment Status</u>							
Full Time	% of all SHH	32%	29%	31%	32%	36%	29%
Part Time	% of all SHH	10%	13%	10%	10%	11%	10%
Retired	% of all SHH	46%	49%	49%	52%	44%	54%
Unemployed	% of all SHH	12%	9%	10%	6%	9%	7%

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<u>SHH Occupation</u>							
Labor	% of all SHH	5%	8%	6%	4%	6%	5%
Retail	% of all SHH	6%	6%	10%	6%	5%	6%
Skilled	% of all SHH	16%	13%	9%	9%	10%	12%
Craftsman	% of all SHH	1%	1%	1%	3%	1%	1%
Military	% of all SHH	0%	0%	0%	1%	1%	0%
Homemaker	% of all SHH	16%	15%	15%	14%	16%	11%
Manager	% of all SHH	19%	20%	18%	19%	17%	18%
Professional	% of all SHH	32%	32%	38%	40%	41%	46%
Proprietor	% of all SHH	5%	5%	3%	3%	3%	1%
<u>Family Data</u>							
# of Children Total	Average #	2.63	2.70	2.73	2.64	2.46	2.66
% of Children at Home	% of #	13%	13%	14%	9%	15%	9%
% of Children Away at School	% of #	3%	2%	2%	2%	3%	3%
% of Children on their Own	% of #	84%	84%	87%	81%	82%	86%
# of Grandchildren	Average #	3.51	3.37	4.39	3.78	3.00	3.52
% of Children Living <150 Miles from RPT	% of #	40%	43%	53%	39%	49%	45%
% of Grandchildren Living <150 Miles from RPT	% of #	46%	39%	45%	43%	51%	40%
<u>RPT Owner(s) Data</u>							
Married	%	89%	84%	78%	85%	87%	91%
# of years married	Average Yrs.	30.63	30.95	28.95	31.06	30.96	31.71
Single	%	11%	16%	22%	15%	13%	9%
Annual Family Income	\$	\$63,602	\$63,372	\$65,878	\$68,312	\$71,162	\$68,861
<u>Previous Years Income Group</u>							
\$15,000	%	4%	3%	3%	3%	3%	2%
\$30,000	%	13%	16%	10%	6%	7%	8%
\$45,000	%	17%	13%	12%	15%	12%	17%
\$60,000	%	19%	19%	21%	23%	14%	15%
\$75,000	%	15%	15%	17%	12%	21%	17%
\$90,000	%	11%	11%	11%	13%	16%	14%
\$100,000 or >	%	21%	23%	26%	27%	27%	27%
<u>Primary Residence - Own or Rent</u>							
Own their Primary Residence	%	97%	95%	95%	95%	96%	97%
Rent Their Primary Residence	%	3%	5%	5%	5%	4%	3%
<u>Recreational Equipment & Other Items Owned (last 5 yrs)</u>							
Motor Home	%*	21%	23%	23%	25%	24%	27%
Travel Trailer	%*	36%	31%	35%	39%	37%	39%
Tent Camper	%*	9%	8%	7%	8%	8%	8%
Fifth Wheel Travel Trailer	%*	16%	18%	19%	14%	11%	11%
Truck Camper	%*	4%	2%	4%	7%	10%	10%
Another Recreational Park Trailer	%*	14%	13%	12%	11%	15%	11%
Sail Boat	%*	5%	3%	6%	6%	8%	5%
Power Boat	%*	21%	23%	22%	18%	18%	24%
Jet Ski	%*	9%	8%	9%	10%	8%	10%
Aircraft	%*	1%	1%	1%	3%	2%	2%
All Terrain Vehicle	%*	9%	9%	11%	12%	12%	12%
Snowmobile	%*	5%	4%	9%	8%	6%	5%
Golf Cart	%*	21%	20%	20%	15%	17%	25%
Timeshare	%*	10%	13%	14%	17%	15%	13%
Resort Property	%*	7%	7%	8%	10%	8%	8%
<u>Vehicles Currently Owned</u>							
Automobile	%*	71%	73%	75%	78%	75%	70%
Van	%*	14%	16%	19%	16%	15%	12%
Sport Utility Vehicles	%*	27%	27%	26%	27%	27%	29%
Motorcycle	%*	12%	10%	11%	10%	11%	14%
Truck	%*	41%	36%	41%	41%	45%	39%
RV	%*	22%	21%	30%	26%	32%	26%

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<u>Data on RPT Just Purchased</u>							
<u>RPT Siding</u>							
Vinyl	%	67%	63%	58%	48%	55%	59%
Aluminum	%	23%	19%	18%	18%	19%	15%
Masonite/T-111	%	3%	8%	15%	23%	15%	17%
Split Logs	%	7%	10%	9%	10%	11%	9%
<u>Roof</u>							
Flat	%	25%	19%	22%	24%	23%	19%
Peaked	%	75%	81%	78%	76%	77%	81%
with Dormers	%	26%	21%	22%	19%	28%	18%
<u>RPT Features</u>							
Loft	%	25%	28%	31%	27%	33%	31%
Will Sleep	Avg # of	5.3	5.2	5.1	4.9	5.6	5.0
Storm Windows and Doors	%	43%	41%	43%	43%	44%	43%
Special Insulation & Construction Pkg - All Climate Use	%	71%	70%	66%	74%	66%	71%
<u>Add on Site Features</u>							
Skirting	%*	79%	80%	74%	76%	70%	71%
Axels Removed	%*	16%	17%	18%	22%	19%	15%
Hitch Removed	%*	71%	68%	63%	61%	63%	69%
Anchored	%*	50%	53%	52%	59%	43%	48%
Patio	%*	32%	31%	27%	32%	28%	26%
Deck	%*	61%	55%	63%	55%	61%	58%
Telephone	%*	41%	41%	32%	26%	25%	21%
Cable TV	%*	48%	50%	47%	47%	45%	46%
Satellite TV	%*	30%	29%	33%	38%	31%	36%
A/C	%*	79%	79%	76%	68%	75%	74%
Storage Shed	%*	67%	66%	69%	64%	65%	63%
Carport	%*	13%	17%	14%	20%	13%	13%
Covered Porch	%*	28%	25%	25%	28%	28%	21%
Screen Room	%*	22%	17%	12%	11%	12%	7%
Add-on Room Without Utilities	%*	6%	8%	9%	5%	10%	6%
Add-on Room With Utilities	%*	18%	17%	14%	14%	13%	18%
<u>RPT is Set Up Near</u>							
Mountains	%*	22%	25%	25%	28%	27%	21%
Ocean	%*	24%	24%	16%	23%	19%	17%
Desert	%*	9%	16%	14%	21%	13%	16%
Lake	%*	41%	42%	41%	38%	45%	45%
Ski Trails	%*	8%	7%	8%	8%	8%	8%
Hunting and Fishing Areas	%*	50%	48%	50%	43%	46%	39%
Govt. Recreational Park/Land	%*	17%	18%	17%	21%	17%	18%
Commercial Recreation/Theme Park	%*	34%	31%	31%	24%	28%	29%
Employment	%*	11%	10%	9%	6%	7%	4%
Family Members	%*	27%	27%	33%	26%	25%	22%
Hobbies	%*	35%	37%	35%	32%	33%	34%
<u>Description of Location where RPT is Set-Up</u>							
RV Park / Resort	%*	63%	59%	57%	62%	59%	64%
RPT Development/Resort	%*	15%	13%	12%	10%	11%	9%
Manufactured Housing Park/Resort	%*	4%	4%	4%	4%	4%	3%
Rec/Vacation Zoned Development Property	%*	13%	15%	15%	12%	10%	11%
Private Property > 5 Acres	%*	5%	3%	6%	9%	8%	6%
Private Property < 5 Acres	%*	17%	18%	20%	9%	16%	12%

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		<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
<u>RPT Set-Up Miles from Primary Residence</u>							
< Than 50 Miles	%	20%	21%	22%	22%	29%	24%
< Than 100 Miles	%	26%	29%	28%	20%	28%	22%
< Than 150 Miles	%	13%	14%	12%	10%	10%	13%
< Than 200 Miles	%	7%	4%	6%	6%	5%	7%
< Than 500 Miles	%	6%	6%	5%	8%	5%	6%
< Than 750 Miles	%	2%	2%	1%	2%	2%	1%
< Than 1,000 Miles	%	4%	3%	1%	5%	3%	4%
> Than 1, 000 Miles	%	33%	21%	24%	27%	18%	23%
Average # of Miles from Primary Residence	#	402	369	476	568	420	607
<u>RPT To be Used As</u>							
Seasonal Vacation Dwelling	%	82%	82%	80%	84%	88%	85%
Only Residence	%	13%	14%	13%	11%	9%	11%
Seasonal Vacation Rental Unit	%	1%	1%	1%	3%	1%	0%
Temporary Dwelling/Residence	%	0%	1%	1%	1%	1%	0%
Additional Bedroom Children	%	1%	0%	2%	1%	1%	1%
Additional Bedroom Aging Relative	%	1%	0%	2%	2%	0%	0%
Additional Bedroom Guests	%	2%	1%	2%	0%	1%	1%
<u>Future Rental Availability of RPT</u>							
Will Rent	%	2%	1%	0%	3%	2%	0%
Might Rent	%	5%	6%	5%	7%	4%	4%
Will not Rent	%	93%	92%	93%	90%	94%	96%
<u>Purchase Information on RPT</u>							
Paid in Full With Cash or Savings	%	60%	64%	55%	58%	55%	63%
Financed through Owner's Bank	%	30%	22%	17%	29%	14%	32%
Financed through Dealer's Bank	%	10%	14%	28%	14%	31%	5%
Amount of Down Payment in %	%	25%	29%	26%	25%	27%	27%
Purchase Price	Average \$	\$38,513	\$42,165	\$42,067	\$43,955	\$44,918	\$44,482
<u>RPT Economic Impact on Site</u>							
Daily Expenditure	Average \$	\$29	\$30	\$33	\$42	\$34	\$38
# of Occupants	Average # of	2.44	3.71	2.45	2.42	2.76	2.44
Days of Occupancy planned for the first year	Average # of	149	157	143	138	131	144
<u>How New RPT Owners Became Aware of Lifestyle</u>							
Saw in Park or Resort	%*	48%	40%	46%	39%	40%	42%
Friend or Associate Told Us	%*	23%	28%	27%	25%	26%	28%
Saw RPT at RV Dealership	%*	27%	25%	29%	23%	26%	28%
Saw RPT at RV Public Show	%*	15%	12%	11%	14%	15%	8%
Saw RPT on TV Show or in an Article	%*	3%	3%	3%	0%	2%	5%
Saw an Advertisement for RPT	%*	4%	3%	4%	7%	7%	6%
Surfing the Internet	%*	1%	0%	0%	1%	1%	1%
<u>Purchased RPT From</u>							
RV Dealer Not Affiliated With a Development or a Campgr	%	56%	56%	60%	55%	56%	55%
MH Dealer Not Affiliated With a Development or a Campgr	%	9%	10%	16%	15%	13%	19%
RV Dealer Affiliated With a Development or a Campgr	%	23%	20%	16%	13%	19%	16%
MH Dealer Affiliated With a Development or a Campgr	%	6%	5%	5%	8%	6%	5%
Vacation Resort Property Developer offering RPT / Lot Pa	%	5%	8%	5%	8%	5%	4%
A Previous Owner (Used Unit)	%	1%	1%	0%	1%	0%	1%
# of Dealerships Visited Prior to Purchase	#	2.77	3.65	3.16	3.76	3.01	2.85
<u>Level of Satisfaction (1-Least to 10-most)</u>							
Information Obtained Prior to Purchase	Weighted #	8	8	8	8	9	9
Delivery and Set-Up	Weighted #	8	8	8	9	9	9
Warranty Service After Set-Up	Weighted #	8	8	8	8	8	8
Park Trailer Lifestyle	Weighted #	9	9	9	9	9	9
Will recommend RPT Lifestyle to Friends and Neighbors	%	98%	99%	98%	98%	97%	97%
Have Recommended RPT Lifestyle to Friends and Neight	%	84%	84%	87%	87%	87%	91%
Total Number of Replies received and processed	#	408	408	430	197	366	228

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<u>Family Interests and Hobbies</u>							
Antique Automobiles	%*	7%	8%	9%	9%	11%	11%
Antiques	%*	10%	7%	11%	14%	13%	12%
Auctions	%*	3%	3%	5%	6%	5%	7%
Auto Racing	%*	14%	10%	15%	11%	9%	16%
Auto Repair	%*	2%	4%	2%	5%	2%	3%
Bicycling	%*	13%	11%	12%	19%	18%	21%
Bird Watching	%*	9%	9%	11%	11%	18%	17%
Boating/Water Skiing	%*	17%	15%	20%	18%	21%	24%
Bridge / Cards	%*	1%	2%	2%	2%	2%	6%
Camping/RVing	%*	35%	32%	38%	40%	42%	38%
Cats	%*	9%	10%	9%	12%	7%	5%
Collecting	%*	5%	4%	7%	5%	5%	3%
Computers	%*	15%	13%	17%	20%	13%	14%
Crafts	%*	21%	17%	24%	19%	16%	13%
Cruise Ships	%*	10%	11%	12%	15%	13%	6%
Dancing	%*	6%	7%	8%	8%	6%	5%
Decorating	%*	7%	8%	9%	11%	4%	4%
Dogs	%*	20%	18%	23%	26%	16%	12%
Family	%*	36%	27%	30%	39%	20%	14%
Fishing	%*	30%	31%	28%	27%	17%	10%
Gardening	%*	19%	21%	21%	32%	11%	5%
Golf	%*	22%	19%	20%	25%	8%	2%
Guns	%*	12%	7%	12%	16%	4%	1%
Hiking	%*	7%	8%	9%	13%	7%	1%
History	%*	6%	5%	9%	15%	4%	1%
Horses	%*	3%	3%	5%	6%	2%	0%
Hunting	%*	13%	11%	12%	15%	4%	1%
Investing	%*	7%	7%	5%	10%	1%	0%
Museums	%*	3%	3%	4%	12%	2%	0%
Music	%*	14%	12%	16%	25%	7%	1%
Painting	%*	5%	4%	4%	6%	2%	0%
Photography	%*	8%	9%	10%	17%	5%	1%
Pottery	%*	1%	2%	1%	2%	1%	0%
Quilting	%*	6%	6%	10%	5%	1%	0%
Reading	%*	29%	26%	30%	39%	7%	1%
Real Estate	%*	4%	4%	3%	6%	2%	0%
Remodeling	%*	4%	5%	6%	8%	3%	0%
RV Travel	%*	12%	17%	16%	22%	5%	0%
Service Clubs	%*	1%	2%	2%	3%	1%	0%
Sewing	%*	11%	12%	11%	10%	2%	0%
Shopping	%*	16%	19%	21%	26%	7%	0%
Skating	%*	1%	1%	2%	3%	1%	0%
Snow Skiing	%*	1%	2%	4%	4%	2%	0%
Sports	%*	13%	13%	13%	19%	4%	0%
Swimming/Scuba	%*	9%	7%	8%	16%	3%	0%
Theater/Movies	%*	14%	16%	15%	22%	5%	0%
Travel - Air	%*	8%	9%	10%	19%	2%	0%
Travel - Auto/RV	%*	12%	17%	16%	22%	5%	0%
Woodworking	%*	9%	10%	9%	11%	3%	0%
Writing	%*	2%	2%	2%	2%	1%	0%
Yard Sales	%*	10%	13%	12%	18%	3%	0%

* Respondents indicated more than a single choice in this category, therefore the % for all choices will equal more than 100%
 NA Means: Questions were not asked in early versions of the survey