

**Recreational Park Trailer Demographic Data on Florida
Collected at Time of Purchase
(By Year 2000 - 2006)**

		<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Head of Household (HH)								
Male	# of	37	30	39	35	21	40	28
Female	# of	5	4	3	3	2	7	5
Formal Education (years)	Average Yrs.	13	13.6	13	14.2	14.2	14	14.5
Average Age	Average Yrs.	64.5	60.7	65	65.3	64	64.9	63.6
Age Groups (HH)								
< 35	% of all HH	0%	3%	5%	3%	0%	0%	0%
< 40	% of all HH	0%	3%	0%	0%	0%	0%	3%
< 45	% of all HH	5%	3%	2%	3%	9%	0%	3%
< 50	% of all HH	3%	9%	0%	0%	4%	4%	0%
< 55	% of all HH	0%	9%	9%	8%	4%	6%	3%
< 60	% of all HH	18%	9%	7%	8%	4%	15%	18%
< 65	% of all HH	20%	25%	25%	18%	23%	19%	22%
< 70	% of all HH	33%	21%	21%	28%	26%	33%	30%
< 75	% of all HH	13%	12%	16%	21%	26%	17%	18%
< 80	% of all HH	3%	3%	9%	3%	4%	0%	3%
> 80	% of all HH	5%	3%	5%	8%	0%	6%	0%
Employment Status (HH)								
Full Time	% of all HH	10%	15%	18%	19%	13%	9%	14%
Part Time	% of all HH	0%	3%	2%	5%	4%	4%	11%
Retired	% of all HH	90%	76%	74%	76%	83%	87%	75%
Unemployed	% of all HH	0%	6%	7%	0%	0%	0%	0%
HH Occupation (HH)								
Labor	% of all HH	16%	15%	13%	3%	13%	4%	3%
Retail	% of all HH	5%	0%	5%	8%	0%	0%	0%
Skilled	% of all HH	14%	24%	20%	22%	9%	16%	12%
Craftsman	% of all HH	11%	0%	5%	10%	22%	11%	6%
Military	% of all HH	0%	3%	3%	3%	4%	4%	0%
Homemaker	% of all HH	3%	3%	0%	0%	0%	2%	3%
Manager	% of all HH	14%	21%	23%	17%	4%	24%	33%
Professional	% of all HH	21%	34%	24%	29%	44%	32%	34%
Proprietor	% of all HH	16%	0%	10%	8%	4%	7%	9%
Spouse of Head of Household (SHH)								
Male	# of	2	2	0	1	2	2	2
Female	# of	34	29	35	33	20	39	26
Formal Education (years)	Average Yrs.	12.5	13.3	12.8	13.8	13.8	13.2	13.8
Average Age	Average Yrs.	62.6	59	63.1	63	61.4	63.2	61.3
Age Groups (SHH)								
< 35	% of all SHH	0%	3%	6%	0%	0%	0%	0%
< 40	% of all SHH	0%	0%	0%	6%	9%	2%	4%
< 45	% of all SHH	0%	6%	0%	0%	0%	0%	0%
< 50	% of all SHH	6%	10%	0%	3%	9%	0%	4%
< 55	% of all SHH	3%	10%	6%	13%	9%	10%	7%
< 60	% of all SHH	24%	16%	19%	6%	0%	12%	25%
< 65	% of all SHH	32%	33%	25%	20%	14%	35%	25%
< 70	% of all SHH	21%	13%	20%	34%	50%	24%	28%
< 75	% of all SHH	12%	3%	17%	9%	9%	15%	7%
< 80	% of all SHH	3%	6%	6%	6%	0%	2%	0%
> 80	% of all SHH	0%	0%	0%	3%	0%	0%	0%
SHH Employment Status								
Full Time	% of all SHH	6%	14%	1%	6%	0%	3%	11%
Part Time	% of all SHH	3%	3%	3%	13%	24%	3%	0%
Retired	% of all SHH	74%	66%	75%	75%	71%	81%	78%
Unemployed	% of all SHH	17%	17%	22%	6%	5%	13%	11%
SHH Occupation								
Labor	% of all SHH	3%	13%	10%	0%	9%	3%	4%
Retail	% of all SHH	17%	6%	6%	3%	9%	6%	7%
Skilled	% of all SHH	11%	26%	13%	12%	9%	11%	7%
Craftsman	% of all SHH	6%	0%	0%	0%	5%	0%	0%
Military	% of all SHH	0%	3%	0%	0%	0%	0%	0%
Homemaker	% of all SHH	26%	16%	19%	26%	29%	32%	19%
Manager	% of all SHH	20%	16%	26%	24%	0%	14%	21%
Professional	% of all SHH	11%	20%	22%	33%	34%	31%	35%
Proprietor	% of all SHH	6%	0%	3%	3%	5%	3%	7%
Family Data								
# of Children Total	Average #	2.85	2.78	3.12	3.24	2.61	2.83	3.09
# of Children at Home	% of #	0%	8%	7%	8%	10%	2%	5%
# of Children Away at School	% of #	0%	1%	0%	1%	0%	0%	1%

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Previous Years Income Group								
\$15,000	%	10%	0%	6%	0%	0%	17%	0%
\$30,000	%	19%	34%	24%	30%	0%	20%	22%
\$45,000	%	32%	25%	33%	20%	29%	18%	22%
\$60,000	%	23%	25%	6%	20%	14%	23%	34%
\$75,000	%	6%	4%	12%	7%	14%	23%	9%
\$90,000	%	3%	4%	12%	10%	7%	0%	0%
\$100,000 or <	%	6%	8%	6%	13%	36%	0%	13%
Primary Residence - Own or Rent								
Own their Primary Residence	%	88%	96%	97%	94%	100%	100%	100%
Rent Their Primary Residence	%	12%	4%	3%	6%	0%	0%	0%
Recreational Equipment & Other Items Owned (last 5 yrs)								
Motor Home	%*	31%	26%	38%	30%	61%	19%	39%
Travel Trailer	%*	19%	18%	26%	24%	17%	32%	45%
Tent Camper	%*	0%	6%	5%	5%	0%	4%	9%
Fifth Wheel Travel Trailer	%*	12%	6%	14%	18%	17%	21%	27%
Truck Camper	%*	0%	0%	7%	3%	0%	6%	3%
Another Recreational Park Trailer	%*	2%	6%	19%	18%	0%	11%	6%
Sail Boat	%*	2%	6%	0%	3%	4%	6%	3%
Power Boat	%*	10%	9%	10%	11%	13%	15%	21%
Jet Ski	%*	2%	3%	7%	5%	4%	9%	9%
Aircraft	%*	0%	0%	2%	0%	0%	2%	3%
All Terrain Vehicle	%*	2%	6%	5%	5%	4%	11%	12%
Snowmobile	%*	0%	3%	5%	0%	0%	4%	0%
Golf Cart	%*	7%	6%	21%	5%	22%	11%	18%
Timeshare	%*	7%	6%	5%	8%	9%	6%	12%
Resort Property	%*	0%	3%	7%	3%	0%	4%	3%
Vehicles Currently Owned								
Automobile	%*	71%	65%	69%	76%	96%	74%	64%
Van	%*	31%	18%	10%	11%	9%	21%	15%
Sport Utility Vehicles	%*	12%	3%	21%	13%	30%	15%	21%
Motorcycle	%*	2%	3%	2%	8%	0%	11%	18%
Truck	%*	45%	41%	36%	45%	26%	36%	42%
RV	%*	26%	21%	29%	34%	35%	21%	30%
Data on RPT Just Purchased								
RPT Siding								
Vinyl	%	71%	83%	56%	70%	67%	57%	49%
Aluminum	%	26%	17%	44%	30%	33%	39%	45%
Masonite/T-111	%	0%	0%	0%	0%	0%	2%	6%
Split Logs	%	3%	0%	0%	0%	0%	2%	0%
Roof								
Flat	%	18%	20%	42%	19%	30%	35%	58%
Peaked	%	82%	80%	58%	81%	70%	65%	42%
with Dormers	%	14%	17%	38%	3%	14%	11%	21%
RPT Features								
Loft	%	2%	9%	7%	0%	13%	2%	9%
Will Sleep	Average # of	4.2	4.2	4.4	4.2	5.1	4.0	4.5
Storm Windows and Doors	%	36%	32%	38%	13%	30%	36%	18%
Special Insulation & Construction Package for All Climate	%	81%	79%	71%	74%	74%	66%	85%
Add on Site Features								
Skirting	%*	90%	94%	83%	92%	96%	94%	94%
Axels Removed	%*	29%	38%	17%	37%	22%	43%	12%
Hitch Removed	%*	81%	74%	60%	89%	74%	91%	73%
Anchored	%*	88%	94%	71%	89%	87%	96%	82%
Patio	%*	52%	44%	43%	39%	65%	45%	39%
Deck	%*	24%	26%	38%	32%	26%	26%	27%
Telephone	%*	86%	82%	67%	89%	74%	77%	48%
Cable TV	%*	71%	71%	55%	84%	65%	64%	61%
Satalite TV	%*	19%	24%	29%	16%	22%	19%	18%
A/C	%*	88%	91%	83%	89%	78%	91%	85%
Storage Shed	%*	55%	53%	71%	66%	65%	62%	61%
Carport	%*	17%	18%	12%	29%	9%	13%	6%
Covered Porch	%*	38%	15%	31%	16%	30%	28%	15%
Screen Room	%*	36%	35%	24%	29%	26%	32%	18%
Add on Room With Utilities	%*	10%	3%	12%	8%	4%	6%	3%
Add on Room Without Utilities	%*	19%	38%	19%	26%	26%	23%	9%
RPT is Set Up Near								
Mountains	%*	2%	0%	10%	3%	0%	0%	0%
Ocean	%*	48%	59%	38%	55%	74%	57%	55%
Desert	%*	0%	0%	2%	0%	4%	0%	3%
Lake	%*	40%	15%	43%	18%	13%	17%	24%
Ski Trails	%*	0%	0%	2%	0%	0%	2%	3%
Hunting and Fishing Areas	%*	43%	29%	43%	18%	30%	30%	39%
Govt. Recreational Park/Land	%*	12%	9%	21%	5%	4%	13%	15%
Commercial Recreation/Theme Park	%*	45%	38%	48%	34%	30%	34%	36%
Employment	%*	2%	15%	10%	3%	4%	6%	3%
Family Members	%*	33%	35%	38%	8%	13%	23%	12%
Hobbies	%*	48%	32%	36%	32%	22%	40%	42%

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Description of Location where RPT is Set-Up								
RV Park / Resort	%*	86%	65%	69%	76%	65%	60%	67%
RPT Development/Resort	%*	5%	9%	5%	11%	13%	15%	0%
Manufactured Housing Park/Resort	%*	2%	3%	5%	0%	13%	9%	3%
Rec/Vacation Zoned Development Property	%*	10%	24%	10%	18%	4%	23%	24%
Private Property > 5 Acres	%*	2%	3%	2%	0%	0%	2%	3%
Private Property < 5 Acres	%*	14%	12%	29%	13%	22%	21%	3%
RPT Set-Up Miles from Primary Residence								
< Than 50 Miles	%	3%	13%	4%	6%	6%	0%	15%
< Than 100 Miles	%	0%	0%	8%	3%	6%	0%	4%
< Than 150 Miles	%	3%	0%	4%	0%	0%	0%	4%
< Than 200 Miles	%	0%	0%	4%	0%	0%	0%	0%
< Than 500 Miles	%	0%	4%	4%	3%	0%	0%	4%
< Than 750 Miles	%	0%	0%	0%	3%	6%	3%	0%
< Than 1,000 Miles	%	19%	9%	20%	14%	19%	19%	10%
> Than 1, 000 Miles	%	75%	74%	56%	71%	63%	78%	63%
Average # of Miles from Primary Residence	#	1017	893	802	1046	1342	1073	823
RPT To be Used As :								
Seasonal Vacation Dwelling	%	85%	79%	68%	92%	65%	85%	81%
Only Residence	%	11%	21%	23%	5%	30%	13%	16%
Seasonal Vacation Rental Unit	%	2%	0%	2%	0%	0%	2%	0%
Temporary Dwelling/Residence	%	2%	0%	0%	0%	0%	0%	3%
Additional Bedroom Children	%	0%	0%	0%	3%	0%	0%	0%
Additional Bedroom Aging Relative	%	0%	0%	0%	0%	0%	0%	0%
Additional Bedroom Guests	%	0%	0%	7%	0%	5%	0%	0%
Future Rental Availability of RPT								
Will Rent	%	0%	0%	2%	8%	0%	2%	0%
Might Rent	%	7%	6%	0%	5%	13%	9%	0%
Will not Rent	%	93%	94%	98%	87%	87%	89%	100%
Purchase Information on RPT								
Paid in Full With Cash or Savings	%	75%	71%	72%	73%	77%	76%	73%
Financed through Owner's Bank	%	22%	23%	23%	24%	6%	20%	20%
Financed though Dealer's Bank	%	3%	6%	5%	3%	17%	4%	7%
Amount of Down Payment in %	%	36%	27%	35%	24%	18%	32%	32%
Purchase Price	Average \$ \$	30,803 \$	32,705	\$32,519	\$34,202	\$34,100	\$37,743	\$37,430
RPT Economic Impact on Site								
Daily Expenditure	Average \$	\$39	\$37	\$37	\$37	\$11	\$28	\$38
# of Occupants	Average # of	2	2.16	2.41	2.15	1.9	2.05	2.00
Days of Occupancy planned for the first year	Average # of	171	202	180	151	204	164	168
How New RPT Owners Became Aware of Lifestyle								
Saw in Park or Resort	%*	60%	47%	52%	58%	30%	51%	73%
Friend or Associate Told Us	%*	14%	21%	21%	21%	17%	28%	18%
Saw RPT at RV Dealership	%*	19%	24%	17%	34%	13%	26%	24%
Saw RPT at RV Public Show	%*	12%	12%	17%	18%	0%	19%	24%
Saw RPT on TV Show on in an Article	%*	0%	3%	2%	0%	0%	4%	0%
Saw an Advertisement for RPT	%*	2%	3%	0%	3%	0%	4%	0%
Surfing the Internet	%*	0%	0%	7%	8%	0%	0%	0%
Purchased RPT From								
RV Dealer Not Affiliated With a Development or a Campg	%	58%	48%	70%	57%	78%	63%	73%
MH Dealer Not Affiliated With a Development or a Campg	%	13%	11%	5%	20%	6%	12%	6%
RV Dealer Affiliated With a Development or a Campgrou	%	16%	30%	19%	9%	6%	7%	15%
MH Dealer Affiliated With a Development or a Campgrou	%	13%	4%	3%	9%	0%	10%	3%
Vacation Resort Property Developer offering RPT / Lot P	%	0%	7%	3%	6%	6%	7%	3%
A Previous Owner (Used Unit)	%	0%	0%	0%	0%	6%	0%	0%
# of Dealerships Visited Prior to Purchase	#	3.78	4	2.5	2.8	2.4	2.09	2.54
Level of Satisfaction (1-Least to 10-most)								
Information Obtained Prior to Purchase	Weighted #	8	8	9	8	9	8	8
Delivery and Set-Up	Weighted #	9	8	9	8	9	8	9
Warranty Service After Set-Up	Weighted #	8	7	7	8	8	8	8
Park Trailer Lifestyle	Weighted #	9	9	9	9	10	9	9
Will recommend RPT Lifestyle to Friends and Neighbors	%	100%	100%	97%	97%	100%	100%	100%
Have Recommended RPT Lifestyle to Friends and Neigh	%	77%	88%	85%	85%	82%	85%	88%
Total Number of Replies received and processed	#	42	34	42	38	23	47	33

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Family Interests and Hobbies								
Antique Automobiles	%*	10%	9%	7%	8%	9%	4%	15%
Antiques	%*	12%	12%	7%	3%	4%	9%	6%
Auctions	%*	2%	6%	5%	0%	0%	2%	0%
Auto Racing	%*	12%	3%	12%	8%	9%	11%	12%
Auto Repair	%*	5%	0%	0%	3%	4%	4%	3%
Bicycling	%*	17%	15%	24%	24%	13%	30%	15%
Bird Watching	%*	7%	9%	12%	3%	0%	15%	3%
Boating/Water Skiing	%*	19%	12%	14%	5%	17%	11%	18%
Bridge / Cards	%*	5%	9%	5%	0%	4%	0%	3%
Camping/RVing	%*	29%	29%	31%	21%	13%	26%	33%
Cats	%*	0%	9%	2%	5%	0%	2%	12%
Collecting	%*	2%	12%	10%	0%	0%	6%	3%
Computers	%*	26%	21%	24%	16%	17%	11%	18%
Crafts	%*	29%	12%	17%	11%	9%	17%	15%
Cruise Ships	%*	14%	0%	19%	13%	9%	9%	12%
Dancing	%*	10%	6%	7%	18%	9%	11%	6%
Decorating	%*	7%	6%	5%	5%	4%	0%	3%
Dogs	%*	7%	26%	12%	11%	9%	15%	18%
Family	%*	26%	26%	31%	26%	30%	32%	9%
Fishing	%*	33%	26%	21%	18%	4%	30%	18%
Gardening	%*	29%	21%	17%	13%	9%	21%	18%
Golf	%*	26%	12%	26%	34%	22%	28%	21%
Guns	%*	7%	9%	2%	8%	0%	9%	6%
Hiking	%*	2%	0%	7%	3%	0%	9%	9%
History	%*	7%	0%	7%	5%	4%	9%	9%
Horses	%*	0%	9%	5%	0%	4%	2%	6%
Hunting	%*	7%	3%	0%	11%	0%	13%	9%
Investing	%*	5%	6%	10%	18%	9%	4%	6%
Museums	%*	2%	3%	2%	5%	0%	0%	0%
Music	%*	21%	12%	19%	18%	9%	13%	12%
Painting	%*	5%	6%	5%	3%	0%	4%	9%
Photography	%*	12%	6%	10%	8%	9%	0%	12%
Pottery	%*	0%	3%	0%	3%	0%	0%	3%
Quilting	%*	7%	9%	10%	8%	9%	4%	12%
Reading	%*	31%	26%	31%	26%	30%	30%	36%
Real Estate	%*	2%	0%	2%	3%	9%	2%	0%
Remodeling	%*	7%	6%	5%	3%	4%	4%	6%
RV Travel	%*	21%	12%	19%	16%	17%	13%	18%
Service Clubs	%*	2%	0%	0%	3%	0%	2%	0%
Sewing	%*	14%	15%	24%	11%	13%	13%	12%
Shopping	%*	31%	24%	24%	32%	13%	11%	15%
Skating	%*	5%	3%	0%	0%	0%	0%	0%
Snow Skiing	%*	2%	0%	0%	0%	0%	0%	0%
Sports	%*	17%	6%	19%	16%	17%	15%	6%
Swimming/Scuba	%*	10%	6%	10%	8%	0%	15%	6%
Theater/Movies	%*	19%	9%	21%	11%	22%	15%	18%
Travel -Air	%*	17%	0%	2%	8%	9%	2%	3%
Travel - Auto/RV	%*	21%	12%	19%	16%	17%	13%	18%
Woodworking	%*	14%	18%	10%	18%	0%	15%	12%
Writing	%*	5%	0%	0%	0%	0%	0%	0%
Yard Sales	%*	14%	12%	12%	11%	4%	9%	9%

* Means: 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