

# Michigan RPT Consumer Survey Summary (All Widths)

No. of Replies Summarized: 63

<u>Head of Household</u>				<u>Spouse</u>			
Male	53	Cnt		Male	4	Cnt	
Female	10	Cnt		Female	55	Cnt	
Formal Education	14.3	Avg.		Formal Education	13.5	Avg.	
Average Age	58.3	Yrs		Average Age	56.1	Yrs	
<u>Age Groups</u>				<u>Age Groups</u>			
< 35	6%	65	10%	< 35	8%	65	14%
40	3%	70	14%	40	5%	70	12%
45	10%	75	11%	45	7%	75	5%
50	5%	80	5%	50	7%	80	5%
55	13%	> 80	4%	55	17%	> 80	2%
60	19%			60	18%		
<u>HH Employment Status</u>		<u>HH Occupation</u>		<u>Spouse Employment Status</u>		<u>Spouse Occupat</u>	
Full Time	51%	Labor	19%	Full Time	20%	Labor	7%
Part Time	0%	Retail	2%	Part Time	20%	Retail	3%
Retired	47%	Skilled	15%	Retired	47%	Skilled	10%
Unemployed	2%	Craftsman	2%	Unemployed	13%	Craftsman	0%
		Military	2%			Military	0%
		Homemaker	2%			Homemaker	16%
		Manager	22%			Manager	24%
		Professional	29%			Professional	37%
		Proprietor	7%			Proprietor	3%
<u>Family</u>				<u>Family</u>			
# Children	2.63	Avg.		# Children Living < 150 Miles from PT	53%		
# Children at Home	18%	Avg.		# Grandchildren Living < 150 Miles frm PT	70%		
# Children Away at School	9%	Avg.					
# Children on Their Own	78%	Avg.					
# Grandchildren	2.95	Avg.					
<u>Data on Park Trailer Owner</u>				<u>Data on Park Trailer Owner</u>			
Married	94%	Avg.		Avg. No. of Years Married	31.91	Avg.	
Single	6%	Avg.					
Average Annual Income	\$71,354						
Previous Yr's Income Group:	\$15K	2%		\$75K	17%		
	\$30K	9%		\$90K	11%		
	\$45K	15%		>\$100K	37%		
	\$60K	9%					
Own Their Home	98%			Rent Their Home	2%		

**Recreational Equipment & Other Vehicles They Have Owned in the Last Five Years**

Motor Homes	11%	Other Park Trailers	16%	All Terrain Vehicles	2%
Travel Trailers	32%	Sail Boats	8%	Snowmobiles	8%
Tent Campers	11%	Power Boats	21%	Golf Carts	24%
5th Wheels	17%	Jet Skis	5%	Timeshares	13%
Truck Campers	5%	Aircraft	2%	Resort Property	6%

**Currently Own**

Autos	86%	Sport Utility Vehicles	19%	Trucks	24%
Vans	19%	Motorcycles	6%	RV's	11%

**Owner / Couple Interests and Hobbies**

14% Antique Autos	21% Dogs	30% Reading
8% Antiques	29% Family	2% Real Estate
2% Auctions	13% Fishing	6% Remodeling
10% Auto Racing	13% Gardening	8% RV Travel
3% Auto Repair	24% Golf	5% Service Clubs
19% Bicycling	3% Guns	8% Sewing
14% Bird Watching	5% Hiking	22% Shopping
13% Boating / Skiing	3% History	0% Skating
5% Bridge	3% Horses	3% Snow Skiing
21% Camping / RVing	6% Hunting	5% Sports
6% Cats	6% Investing	6% Swimming / Scuba
5% Collecting	3% Museums	14% Theater / Movies
17% Computers	16% Music	5% Travel - Air
19% Crafts	3% Painting	8% Travel - Auto/RV
21% Cruise Ships	6% Photography	5% Woodworking
5% Dancing	2% Pottery	3% Writing
6% Decorating	8% Quilting	11% Yard Sales

**Data on Park Trailer Purchased**

<u>RPT Siding</u>		<u>Roof</u>		<u>RPT Features</u>	
Vinyl	79%	Flat	13%	Loft	40%
Aluminum	9%	Peaked	87%	Will Sleep	5.7 Avg.
Masonite/T-111	0%	Dormers	39%	Storm Windows and Doors	48%
Split Logs/Wood	12%				
				Special Insulation, ventilation, heating and A/C to allow year-round all-climate use	68%
<u>On-site Features</u>					
Skirting	89%	Telephone	22%	Covered Porch	16%
Axles Removed	17%	Cable TV	63%	Screen Room	17%
Hitch Removed	78%	Satellite TV	14%	+ A Room W/O Utilities	19%
Anchored	57%	A/C	78%	+ A Room With Utilities	25%
Patio	27%	Shed	63%		
Deck	65%	Covered Carport	3%		
<u>Park Trailer is Set Up Near ...</u>					
Mountains	3%	Lake	84%	Com. Rec / Tourism	19%
Ocean	0%	Ski Trails	8%	Employment	11%
Desert	0%	Hunt/Fish	59%	Family / Friends	32%
		Govt. Rec Park	8%	Hobbies	27%

Description of Location Where Park Trailer is Set-Up

RV Pk/Resort	56%	Mobile Home Park	5%	Own > 5 Acres	3%
Park Trailer Development	17%	Rec/Vac Dev	30%	Own <5 Acres	10%

Park Trailer Set-Up Miles from Primary Residence 273 Avg.

< Than 50	36%	< Than 200	5%	< Than 1000	4%
< Than 100	29%	< Than 500	2%	> Than 1000	11%
< Than 150	14%	< Than 750	0%		

Park Trailer To Be Used As

Seasonal	Vacational	90%	Add. Bedroom Children	0%	Add. Bedroom Guests	2%
Temp Dwelling		0%	Add. Bedroom Aging Relative	0%	Rental Unit	3%

Future Rental Availability of Park Trailer

Rental Options Will Rent	7%	Might Rent	2%	Will Not Rent	91%
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Purchase Information on Park Trailer

Paid In Full With Paid in Full	48%
Financed Through Loan by Dealer	30%
Financed Through Loan/Other	22%
% of Down Payment	34%
Avg. Price	\$45,157

Park Trailer Economic Impact

Daily Expenditures	\$29 Avg.
No. of Occupants	3.04 Avg.
No. of Days Occupied	109 Avg.

How New Owners Became Aware of Park Trailer Lifestyle

Became Aware of PT Lifestyle Saw in RV Pk/Resort	49%	TV Show/Article	6%
Friend/Assoc	19%	Advertisement	3%
Display @ Dealership	22%	Internet	0%
Display @ Public Show	19%		

\* Many reported awareness from more than one category.

Purchased Park Trailer From

- 53% An RV Dealer NOT affiliated with a development or a campground
- 5% A Manufactured Housing Dealer NOT affiliated with a development or a campground
- 21% An RV Dealer affiliated with a development or a campground
- 6% A Manufactured Housing Dealer affiliated with a development or a campground
- 13% A vacation resort property developer offering Park Trailer / lot package
- 2% A previous owner
- 3.47 Dealerships Visited Prior to Purchase

Level of Satisfaction (1 to 10)

- 8 Information offered prior to purchase
- 9 Delivery and set-up
- 8 Warranty service after set-up
- 9 Park Trailer lifestyle
- 100% Would recommend Park Trailer lifestyle to friends and neighbors
- 81% Have recommended Park Trailer lifestyle to friends and neighbors