

**Recreational Park Trailer - MN Demographic Data
Collected at Time of Purchase
(By 2-Years, 1998 - 2007)**

		<u>1998 - 1999</u>	<u>2000 - 2001</u>	<u>2002 - 2003</u>	<u>2004 - 2005</u>	<u>2006 - 2007</u>
Head of Household (HH)						
Male	# of	61	63	107	76	66
Female	# of	3	4	6	8	8
Formal Education (years)	Average Yrs.	14.7	13.6	14	13.5	13.8
Average Age	Average Yrs.	55.4	55.3	55.2	56.3	56.7
Age Groups (HH)						
< 35	% of all HH	0%	0%	2%	2%	0%
< 40	% of all HH	6%	6%	6%	2%	8%
< 45	% of all HH	11%	13%	6%	8%	8%
< 50	% of all HH	17%	21%	19%	12%	11%
< 55	% of all HH	16%	4%	11%	16%	14%
< 60	% of all HH	10%	13%	22%	22%	20%
< 65	% of all HH	18%	21%	17%	18%	17%
< 70	% of all HH	13%	12%	13%	12%	11%
< 75	% of all HH	6%	6%	1%	2%	7%
< 80	% of all HH	0%	0%	2%	1%	0%
> 80	% of all HH	0%	0%	0%	1%	4%
Employment Status (HH)						
Full Time	% of all HH	53%	60%	58%	56%	55%
Part Time	% of all HH	6%	0%	3%	2%	9%
Retired	% of all HH	41%	40%	37%	41%	36%
Unemployed	% of all HH	0%	0%	3%	0%	0%
HH Occupation (HH)						
Labor	% of all HH	6%	21%	10%	12%	25%
Retail	% of all HH	3%	0%	2%	1%	10%
Skilled	% of all HH	13%	14%	20%	17%	8%
Craftsman	% of all HH	5%	11%	6%	7%	8%
Military	% of all HH	3%	0%	0%	0%	0%
Homemaker	% of all HH	2%	0%	3%	1%	0%
Manager	% of all HH	17%	18%	25%	28%	15%
Professional	% of all HH	46%	32%	27%	27%	30%
Proprietor	% of all HH	5%	3%	5%	5%	4%
Spouse of Head of Household (SHH)						
Male	# of	0	3	4	6	5
Female	# of	61	60	100	74	63
Formal Education (years)	Average Yrs.	13.9	13.4	13.7	13.8	14
Average Age	Average Yrs.	53.3	54.1	53.3	54.1	55.2
Age Groups (SHH)						
< 35	% of all SHH	0%	2%	3%	3%	0%
< 40	% of all SHH	7%	8%	6%	5%	6%
< 45	% of all SHH	15%	15%	13%	10%	17%
< 50	% of all SHH	20%	13%	14%	13%	7%
< 55	% of all SHH	15%	10%	16%	19%	14%
< 60	% of all SHH	17%	19%	22%	23%	26%
< 65	% of all SHH	11%	20%	13%	17%	14%
< 70	% of all SHH	8%	8%	7%	8%	6%
< 75	% of all SHH	5%	5%	1%	3%	9%
< 80	% of all SHH	0%	0%	2%	0%	0%
> 80	% of all SHH	0%	0%	0%	0%	1%
SHH Employment Status						
Full Time	% of all SHH	42%	39%	39%	47%	51%
Part Time	% of all SHH	14%	21%	18%	10%	9%
Retired	% of all SHH	31%	37%	31%	35%	37%
Unemployed	% of all SHH	14%	3%	12%	8%	3%

		<u>1998 - 1999</u>	<u>2000 - 2001</u>	<u>2002 - 2003</u>	<u>2004 - 2005</u>	<u>2006 - 2007</u>
SHH Occupation						
Labor	% of all SHH	8%	12%	5%	7%	12%
Retail	% of all SHH	5%	17%	5%	4%	5%
Skilled	% of all SHH	14%	17%	24%	12%	15%
Craftsman	% of all SHH	2%	0%	0%	1%	0%
Military	% of all SHH	0%	0%	0%	0%	2%
Homemaker	% of all SHH	16%	4%	18%	9%	5%
Manager	% of all SHH	12%	13%	17%	18%	17%
Professional	% of all SHH	37%	33%	26%	44%	42%
Proprietor	% of all SHH	5%	3%	3%	3%	2%
Family Data						
# of Children Total	Average #	2.91	2.85	2.88	2.54	2.61
# of Children at Home	% of #	24%	23%	21%	15%	24%
# of Children Away at School	% of #	11%	3%	2%	3%	0%
# of Children on their Own	% of #	78%	73%	75%	78%	76%
# of Grandchildren	Average #	3.70	3.17	2.88	3.46	3.81
# of Children Living <150 Miles from RPT	% of #	88%	53%	60%	54%	66%
# of Grandchildren Living <150 Miles from RPT	% of #	72%	65%	67%	62%	60%
Data on RPT Owner(s)						
Married	%	97%	94%	95%	95%	93%
# of years married	Average Yrs.	30.52	28.33	30.57	29.43	28.44
Single	%	3%	6%	5	5%	8%
Annual Family Income	\$	\$60,833	\$65,044	\$67,392	\$68,346	\$68,893
Previous Years Income Group						
\$15,000	%	2%	2%	0%	2%	\$5
\$30,000	%	19%	4%	6%	11%	8
\$45,000	%	9%	23%	19%	12%	8%
\$60,000	%	25%	28%	19%	20%	14%
\$75,000	%	20%	13%	27%	17%	27%
\$90,000	%	8%	12%	6%	9%	14%
\$100,000 or >	%	17%	18%	21%	28%	24%
Primary Residence - Own or Rent						
Own their Primary Residence	%	94%	95%	95%	99%	99%
Rent Their Primary Residence	%	6%	5%	5%	1%	1%
Recr. Equip. & Othr Items Owned (last 5 yrs)						
Motor Home	%*	16%	15%	20%	14%	8%
Travel Trailer	%*	56%	57%	53%	52%	52%
Tent Camper	%*	6%	18%	14%	11%	8%
Fifth Wheel Travel Trailer	%*	13%	6%	18%	15%	11%
Truck Camper	%*	5%	1%	4%	1%	3%
Another Recreational Park Trailer	%*	17%	18%	9%	15%	14%
Sail Boat	%*	2%	4%	4%	5%	3%
Power Boat	%*	53%	43%	43%	42%	52%
Jet Ski	%*	8%	9%	12%	13%	10%
Aircraft	%*	0%	0%	1	5%	3%
All Terrain Vehicle	%*	11%	7%	14%	22%	16%
Snowmobile	%*	11%	22%	16%	13%	18%
Golf Cart	%*	27%	16%	20%	32%	27%
Timeshare	%*	13%	10%	8%	7%	11%
Resort Property	%*	5%	13%	4%	7%	3%
Vehicles Currently Owned						
Automobile	%*	80%	76%	75%	79%	79%
Van	%*	14%	22%	20%	15%	22%
Sport Utility Vehicles	%*	22%	24%	23%	38%	30%
Motorcycle	%*	11%	9%	9%	12%	7%
Truck	%*	34%	40%	48%	58%	53%
RV	%*	19%	24%	21%	20%	23%

1998 - 1999 2000 - 2001 2002 - 2003 2004 - 2005 2006 - 2007

Data on RPT Just Purchased**RPT Siding**

Vinyl	%	46%	49%	46%	55%	62%
Aluminum	%	54%	51%	52%	41%	32%
Masonite/T-111	%	0%	0%	0%	0%	0%
Split Logs	%	0%	0%	2%	4%	6%

Roof

Flat	%	59%	56%	53%	46%	31%
Peaked	%	41%	44%	47%	54%	69%
with Dormers	%	4%	32%	29%	23%	20%

RPT Features

Loft	%	5%	13%	19%	32%	34%
Will Sleep	Average # of	5.7	5.8	6.2	6.1	5.9
Storm Windows and Doors	%	34%	43%	31%	48%	45%
Spec. Insulation Package for All Climate Use	%	59%	70%	49%	61%	56%

Add on Site Features

Skirting	%*	59%	67%	53%	64%	62%
Axels Removed	%*	2%	4%	1%	4%	7%
Hitch Removed	%*	61%	73%	70%	80%	63%
Anchored	%*	27%	39%	19%	36%	33%
Patio	%*	20%	22%	21%	25%	23%
Deck	%*	83%	76%	77%	84%	79%
Telephone	%*	44%	30%	19%	22%	25%
Cable TV	%*	22%	18%	30%	32%	30%
Satellite TV	%*	20%	19%	20%	26%	22%
A/C	%*	80%	85%	76%	85%	77%
Storage Shed	%*	73%	78%	65%	80%	73%
Carport	%*	0%	0%	3%	1%	1%
Covered Porch	%*	5%	6%	3%	11%	8%
Screen Room	%*	28%	24%	12%	28%	25%
Add on Room Without Utilities	%*	6%	3%	12%	8%	5%
Add on Room With Utilities	%*	6%	9%	4%	5%	5%

RPT is Set Up Near

Mountains	%*	0%	0%	0%	0%	0%
Ocean	%*	0%	0%	0%	0%	0%
Desert	%*	0%	0%	0%	0%	0%
Lake	%*	88%	78%	84%	85%	82%
Ski Trails	%*	22%	7%	4%	7%	5%
Hunting and Fishing Areas	%*	73%	63%	66%	69%	67%
Govt. Recreational Park/Land	%*	19%	10%	14%	15%	15%
Commercial Recreation/Theme Park	%*	27%	19%	20%	19%	23%
Employment	%*	5%	0%	5%	6%	8%
Family Members	%*	23%	9%	18%	24%	33%
Hobbies	%*	39%	30%	35%	41%	32%

Description of Location where RPT is Set-Up

RV Park / Resort	%*	66%	63%	73%	65%	67%
RPT Development/Resort	%*	5%	9%	7%	12%	12%
Manufactured Housing Park/Resort	%*	0%	1%	2%	1%	0%
Rec/Vacation Zoned Development Property	%*	20%	22%	17%	18%	18%
Private Property > 5 Acres	%*	3%	0%	0%	8%	4%
Private Property < 5 Acres	%*	20%	24%	19%	16%	15%

RPT Set-Up Miles from Primary Residence

< Than 50 Miles	%	18%	14%	22%	23%	26%
< Than 100 Miles	%	37%	33%	42%	30%	31%
< Than 150 Miles	%	25%	33%	18%	23%	19%
< Than 200 Miles	%	5%	6%	9%	11%	6%
< Than 500 Miles	%	0%	8%	3%	9%	9%
< Than 750 Miles	%	2%	0%	0%	1%	1%
< Than 1,000 Miles	%	2%	2%	1%	0%	0%
> Than 1, 000 Miles	%	12%	5%	5%	4%	9%
Average # of Miles from Primary Residence	#	311	194	168	189	227

		<u>1998 - 1999</u>	<u>2000 - 2001</u>	<u>2002 - 2003</u>	<u>2004 - 2005</u>	<u>2006 - 2007</u>
RPT To be Used As :						
Seasonal Vacation Dwelling	%	94%	96%	97%	96%	92%
Only Residence	%	3%	0%	3%	1%	4%
Seasonal Vacation Rental Unit	%	0%	0%	0%	0%	0%
Tempory Dwelling/Residence	%	0%	0%	0%	0%	0%
Additional Bedroom Children	%	2%	0%	0%	1%	3%
Additional Bedroom Aging Relative	%	0%	0%	0%	0%	0%
Additional Bedroom Guests	%	2%	4%	0%	1%	1%
Future Rental Availability of RPT						
Will Rent	%	0%	0%	0%	0%	0%
Might Rent	%	2%	0%	1%	1%	0%
Will not Rent	%	98%	100%	99%	99%	100%
Purchase Information on RPT						
Paid in Full With Cash or Savings	%	39%	51%	50%	51%	39%
Financed through Owner's Bank	%	49%	36%	43%	36%	27%
Financed though Dealer's Bank	%	13%	14%	7%	13%	34%
Amount of Down Payment in %	%	31%	39%	30%	30%	29%
Purchase Price	Average \$	\$26,549	\$29,679	\$30,119	\$35,031	\$40,180
RPT Economic Impact on Site						
Daily Expenditure	Average \$	\$33	\$32	\$33	\$24	\$32
# of Occupants	Average # of	5.65	2.67	2.95	2.71	2.78
Days of Occupancy planned for the first year	Average # of	94	80	80	88	93
How New RPT Owners Became Aware of Lifestyle						
Saw in Park or Resort	%*	44%	48%	37%	48%	45%
Friend or Associate Told Us	%*	36%	31%	23%	22%	33%
Saw RPT at RV Dealership	%*	50%	42%	40%	42%	38%
Saw RPT at RV Public Show	%*	27%	27%	16%	18%	21%
Saw RPT on TV Show on in a n Article	%*	2%	4%	2%	2%	1%
Saw an Advertisement for RPT	%*	3%	4%	4%	4%	3%
Surfing the Internet	%*	0%	7%	5%	1%	0%
Purchased RPT From						
RV Dealer Not Affiliated With a Development or a Ca	%	92%	92%	88%	83%	86%
MH Dealer Not Affiliated With a Development or a Ca	%	5%	3%	8%	4%	6%
RV Dealer Affiliated With a Development or a Campg	%	3%	3%	2%	11%	6%
MH Dealer Affiliated With a Development or a Campg	%	0%	0%	1%	2%	0%
Vacation Resort Property Developer offering RPT / L	%	0%	0%	1%	0%	1%
A Previous Owner (Used Unit)	%	0%	2	0%	0%	1%
# of Dealerships Visited Prior to Purchase	#	3.53	3.71	3.37	3.72	3.74
Level of Satisfaction (1-Least to 10-most)						
Information Obtained Prior to Purchase	Weighted #	9	8	8	8	9
Delivery and Set-Up	Weighted #	9	9	9	9	9
Warranty Service After Set-Up	Weighted #	8	8	7	8	8
Park Trailer Lifestyle	Weighted #	9	9	9	9	9
Will recommend RPT Lifestyle to Friends and Neighb	%	97%	98%	99	100%	98%
Have Recommended RPT Lifestyle to Friends and Ni	%	81%	91%	80%	87%	86%
Total Number of Replies received and processed	#	64	67	113	85	73

		<u>1998 - 1999</u>	<u>2000 - 2001</u>	<u>2002 - 2003</u>	<u>2004 - 2005</u>	<u>2006 - 2007</u>
Family Interests and Hobbies						
Antique Automobiles	%*	3%	7%	7%	5%	8%
Antiques	%*	11%	24%	9%	14%	12%
Auctions	%*	3	6%	3%	7%	3%
Auto Racing	%*	9%	4%	10%	11%	11%
Auto Repair	%*	0%	7%	3%	2%	0%
Bicycling	%*	16%	18%	10%	8%	11%
Bird Watching	%*	14%	25%	12%	9%	16%
Boating/Water Skiing	%*	33%	45%	22%	32%	27%
Bridge / Cards	%*	3	1%	6%	1%	1%
Camping/RVing	%*	44%	43%	48%	42%	30%
Cats	%*	11	12%	4%	14%	4%
Collecting	%*	2%	6%	6%	6%	1%
Computers	%*	13%	18%	12%	16%	11%
Crafts	%*	23%	16%	20%	25%	27%
Cruise Ships	%*	8%	6%	6%	8%	5%
Dancing	%*	2	6	8%	6%	3%
Decorating	%*	13%	7%	10%	13%	10%
Dogs	%*	14	19%	12%	26%	15%
Family	%*	34%	25%	35%	41%	32%
Fishing	%*	47%	54%	50%	51%	51%
Gardening	%*	27%	28%	27%	25%	22%
Golf	%*	36%	25%	25%	26%	22%
Guns	%*	3%	9%	16%	12%	15%
Hiking	%*	6	21%	5%	4%	4%
History	%*	5%	6%	4%	6%	3%
Horses	%*	2%	1%	1%	2%	4%
Hunting	%*	19%	21%	19%	25%	26%
Investing	%*	9%	10%	5%	4%	3%
Museums	%*	5	1%	2%	1%	0%
Music	%*	8	16%	16%	16%	7%
Painting	%*	0%	0	4%	6%	1%
Photography	%*	3%	4%	7%	7%	10%
Pottery	%*	2	0%	2%	1%	0%
Quilting	%*	8%	6%	8%	9%	8%
Reading	%*	41%	37%	23%	32%	25%
Real Estate	%*	2%	1%	1%	1%	1%
Remodeling	%*	2%	9%	8%	11%	7%
RV Travel	%*	14%	10%	12%	12%	15%
Service Clubs	%*	2%	1%	4%	4%	0%
Sewing	%*	17%	7%	7%	13%	16%
Shopping	%*	27%	15%	19%	16%	26%
Skating	%*	0%	1%	2%	1%	0%
Snow Skiing	%*	2	4%	3%	1%	3%
Sports	%*	13	10%	12%	16%	16%
Swimming/Scuba	%*	9%	6%	10%	4%	5%
Theater/Movies	%*	20	12%	14%	11%	8%
Travel -Air	%*	16%	12%	19%	13%	11%
Travel - Auto/RV	%*	14%	10%	12%	12%	15%
Woodworking	%*	14%	15%	9%	19%	8%
Writing	%*	2%	0%	1%	4%	1%
Yard Sales	%*	6	16%	17%	13%	10%