

New Hampshire RPT Consumer Survey Summary (All Widths)

No. of Replies Summarized: 136

(From 5471 Surveys Summarized)

<u>Head of Household</u>				<u>Spouse</u>			
Male	117	Cnt		Male	5	Cnt	
Female	18	Cnt		Female	111	Cnt	
Formal Education	14.0	Avg.		Formal Education	13.2	Avg.	
Average Age	53.5	Yrs		Average Age	50.7	Yrs	
<u>Age Groups</u>				<u>Age Groups</u>			
< 35	4%	65	13%	< 35	5%	65	10%
40	7%	70	8%	40	7%	70	4%
45	15%	75	3%	45	19%	75	2%
50	13%	80	1%	50	18%	80	1%
55	16%	> 80	3%	55	20%	> 80	1%
60	17%			60	13%		
<u>HH Employment Status</u>		<u>HH Occupation</u>		<u>Spouse Employment Status</u>		<u>Spouse Occupat</u>	
Full Time	63%	Labor	15%	Full Time	51%	Labor	8%
Part Time	2%	Retail	2%	Part Time	17%	Retail	5%
Retired	34%	Skilled	15%	Retired	24%	Skilled	8%
Unemployed	1%	Craftsman	7%	Unemployed	8%	Craftsman	0%
		Military	2%			Military	0%
		Homemaker	1%			Homemaker	14%
		Manager	20%			Manager	16%
		Professional	35%			Professional	44%
		Proprietor	3%			Proprietor	5%
<u>Family</u>				<u>Family</u>			
# Children	2.57	Avg.		# Children Living < 150 Miles from PT	60%		
# Children at Home	27%	Avg.		# Grandchildren Living < 150 Miles frm PT	69%		
# Children Away at School	3%	Avg.					
# Children on Their Own	71%	Avg.					
# Grandchildren	2.90	Avg.					
<u>Data on Park Trailer Owner</u>				<u>Data on Park Trailer Owner</u>			
Married	84%	Avg.		Avg. No. of Years Married	24.52	Avg.	
Single	16%	Avg.					
Average Annual Income	\$65,804						
Previous Yr's Income Group	\$15K	1%	\$75K	21%			
	\$30K	13%	\$90K	13%			
	\$45K	12%	>\$100K	19%			
	\$60K	21%					
Own Their Home	91%			Rent Their Home	9%		

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

Motor Homes	10%	Other PT	7%	All Terrain Vehicles	2%
Travel Trailers	59%	Sail Boats	4%	Snowmobiles	9%
Tent Campers	15%	Power Boats	35%	Golf Carts	9%
5th Wheels	8%	Jet Skis	10%	Timeshares	12%
Truck Campers	1%	Aircraft	1%	Resort Property	8%

Currently Own

Autos	81%	Sport Utility Vehicles	24%	Trucks	32%
Vans	19%	Motorcycles	11%	RV's	21%

Owner / Couple Interests and Hobbies

8% Antique Autos	7% Dogs	30% Reading
10% Antiques	23% Family	1% Real Estate
4% Auctions	24% Fishing	4% Remodeling
11% Auto Racing	13% Gardening	8% RV Travel
4% Auto Repair	25% Golf	3% Service Clubs
8% Bicycling	8% Guns	10% Sewing
3% Bird Watching	6% Hiking	21% Shopping
37% Boating / Skiing	3% History	3% Skating
3% Bridge	2% Horses	5% Snow Skiing
36% Camping / RVing	11% Hunting	10% Sports
8% Cats	4% Investing	8% Swimming / Scuba
7% Collecting	2% Museums	10% Theater / Movies
12% Computers	7% Music	13% Travel - Air
24% Crafts	2% Painting	8% Travel - Auto/RV
16% Cruise Ships	8% Photography	11% Woodworking
5% Dancing	3% Pottery	0% Writing
9% Decorating	5% Quilting	9% Yard Sales

Data on Park Trailer Purchased

<u>PT Siding</u>		<u>Roof</u>		<u>PT Features</u>	
Vinyl	58%	Flat	41%	Loft	23%
Aluminum	41%	Peaked	59%	Will Sleep	5.8 Avg.
Masonite/T-111	0%	Dormers	28%	Storm Windows and Doors	46%
Split Logs	1%				
				Special Insulation, ventilation, heating and A/C to allow year-round all-climate use	70%
<u>On-Site Features</u>					
Skirting	74%	Telephone	57%	Cov Porch	16%
Axles Remvd	9%	Cable TV	62%	Screen Room	54%
Hitch Remvd	72%	Satellite TV	10%	+ A Room W/O Utilities	15%
Anchored	14%	A/C	74%	+ A Room With Utilities	26%
Patio	21%	Shed	57%		
Deck	80%	Carpport	7%		
<u>Park Trailer Is Set Up Near ...</u>					
Mountains	75%	Lake	72%	Com. Rec Park	40%
Ocean	24%	Ski Trails	39%	Employment	13%
Desert	1%	Hunt/Fish	68%	Family	24%
Woods	46%	Govt. Rec Park	16%	Hobbies	40%

<u>Description of Location Where Park Trailer is Set-Up</u>					
RV Pk/Resort	64%	MH Park	5%	Own > 5 Acres	1%
PT Dev.	7%	Rec/Vac Dev	15%	Own <5 Acres	10%
<u>Park Trailer Set-Up Miles from Primary Resid:</u> 218 Avg.					
< Than 50	25%	< Than 200	2%	< Than 1000	1%
< Than 100	39%	< Than 500	1%	> Than 1000	10%
< Than 150	23%	< Than 750	0%		
<u>Park Trailer To Be Used As</u>					
Fam Seasonal	94%	Add. Bedroom Children	0%	Add. Bedroom Guests	3%
Temp Dwelling	0%	Add. Bedroom Aging Relative	0%	Rental Unit	0%
<u>Future Rental Availability of Park Trailer</u>					
Will Rent	1%	Might Rent	4%	Will Not Rent	95%
<u>Purchase Information on Park Trailer</u>					
Paid In Full With \$ Cash/Svgs		44%			
Financed Through Own Bank		32%			
Financed Through Dlr Bank		24%			
% Down Payment		27%			
Avg. Purchase Price		\$30,924			
<u>Park Trailer Economic Impact</u>					
Daily Expend		\$29 Avg.			
# of Occupants		2.81 Avg.			
Days Occ/Yr		113 Avg.			
<u>How New Owners Became Aware of Park Trailer Lifestyle</u>					
Saw in RV Pk/Resort		39%		TV Show/Article 1%	
Friend/Assoc told us		26%		Advertisement 4%	
PT @ Dlrship		31%		Internet 2%	
RV Public Show		23%			
* Many reported awareness from more than one category.					
<u>Purchased Park Trailer From</u>					
50%		An RV Dealer NOT affiliated with a development or a campground			
0%		A Manufactured Housing Dealer NOT affiliated with a development or a campground			
39%		An RV Dealer affiliated with a development or a campground			
3%		A Manufactured Housing Dealer affiliated with a development or a campground			
7%		A vacation resort property developer offering Park Trailer / lot package			
1%		A previous owner			
3.59		Dealerships Visited Prior to Purchase			
<u>Level of Satisfaction (1 to 10)</u>					
8		Information offered prior to purchase			
8		Delivery and set-up			
7		Warranty service after set-up			
10		Park Trailer lifestyle			
98%		Would recommend Park Trailer lifestyle to friends and neighbors			
85%		Have recommended Park Trailer lifestyle to friends and neighbors			