

Recreational Park Trailer Demographic Data
Collected at Time of Purchase
 (Year 2006 - US Summary Compared to New Jersey Summary)

		<u>US Summary</u> <u>2006</u>	<u>New Jersey Summary</u> <u>2006</u>
Head of Household (HH)			
Male	# of	324	16
Female	# of	52	1
Formal Education (years)	Average Yrs.	14.2	15.6
Average Age	Average Yrs.	60.9	52.5
Age Groups (HH)			
< 35	% of all HH	2%	0%
< 40	% of all HH	6%	18%
< 45	% of all HH	5%	6%
< 50	% of all HH	6%	0%
< 55	% of all HH	12%	34%
< 60	% of all HH	19%	24%
< 65	% of all HH	21%	12%
< 70	% of all HH	15%	6%
< 75	% of all HH	10%	0%
< 80	% of all HH	4%	0%
> 80	% of all HH	2%	0%
Employment Status (HH)			
Full Time	% of all HH	39%	53%
Part Time	% of all HH	7%	7%
Retired	% of all HH	53%	40%
Unemployed	% of all HH	1%	0%
HH Occupation (HH)			
Labor	% of all HH	1%	6%
Retail	% of all HH	3%	0%
Skilled	% of all HH	14%	19%
Craftsman	% of all HH	8%	19%
Military	% of all HH	3%	0%
Homemaker	% of all HH	2%	7%
Manager	% of all HH	19%	6%
Professional	% of all HH	31%	43%
Proprietor	% of all HH	9%	0%
Spouse of Head of Household (SHH)			
Male	# of	10	1
Female	# of	311	14
Formal Education (years)	Average Yrs.	13.7	13.9
Average Age	Average Yrs.	57.2	51.5
Age Groups (SHH)			
< 35	% of all SHH	1%	7%
< 40	% of all SHH	4%	7%
< 45	% of all SHH	8%	7%
< 50	% of all SHH	9%	13%
< 55	% of all SHH	15%	32%
< 60	% of all SHH	22%	20%
< 65	% of all SHH	17%	7%
< 70	% of all SHH	14%	7%
< 75	% of all SHH	7%	0%
< 80	% of all SHH	2%	0%
> 80	% of all SHH	1%	0%
SHH Employment Status			
Full Time	% of all SHH	30%	55%
Part Time	% of all SHH	13%	15%
Retired	% of all SHH	48%	15%
Unemployed	% of all SHH	9%	15%
SHH Occupation			

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Family Data			
# of Children Total	Average #	2.70	1.53
# of Children at Home	% of #	13%	31%
# of Children Away at School	% of #	2%	12%
# of Children on their Own	% of #	85%	50%
# of Grandchildren	Average. #	3.35	0.88
# of Children Living <150 Miles from RPT	% of #	43%	71%
# of Grandchildren Living <150 Miles from RPT	% of #	32%	80%
Data on RPT Owner(s)			
Married	%	85%	87%
# of years married	Average Yrs.	31.03	22.62
Single	%	15%	13%
Annual Family Income	\$	\$63,970	\$72,143
Previous Years Income Group			
\$15,000	%	3%	0%
\$30,000	%	16%	14%
\$45,000	%	13%	7%
\$60,000	%	19%	29%
\$75,000	%	15%	0%
\$90,000	%	11%	0%
\$100,000 or >	%	23%	50%
Primary Residence - Own or Rent			
Own their Primary Residence	%	96%	100%
Rent Their Primary Residence	%	4%	0%
Recreational Equipment & Other Items Owned (last 5 yrs)			
Motor Home	%*	22%	12%
Travel Trailer	%*	32%	24%
Tent Camper	%*	8%	6%
Fifth Wheel Travel Trailer	%*	17%	6%
Truck Camper	%*	2%	0%
Another Recreational Park Trailer	%*	13%	6%
Sail Boat	%*	3%	0%
Power Boat	%*	23%	6%
Jet Ski	%*	8%	6%
Aircraft	%*	1%	0%
All Terrain Vehicle	%*	8%	0%
Snowmobile	%*	4%	0%
Golf Cart	%*	20%	0%
Timeshare	%*	12%	6%
Resort Property	%*	5%	0%
Vehicles Currently Owned			
Automobile	%*	73%	71%
Van	%*	16%	12%
Sport Utility Vehicles	%*	27%	47%
Motorcycle	%*	10%	12%
Truck	%*	35%	35%
RV	%*	22%	24%
Data on RPT Just Purchased			
<u>RPT Siding</u>			
Vinyl	%	65%	94%
Aluminum	%	18%	6%
Masonite/T-111	%	7%	0%
Split Logs	%	10%	0%
<u>Roof</u>			
Flat	%	19%	0%
Peaked	%	81%	100%
with Dormers	%	20%	18%

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RPT Features			
Loft	%	30%	47%
Will Sleep	Average # of	5.3	7.6
Storm Windows and Doors	%	42%	59%
Special Insulation & Construction Package for All Climate	%	69%	59%
Add on Site Features			
Skirting	%*	81%	76%
Axels Removed	%*	17%	6%
Hitch Removed	%*	69%	59%
Anchored	%*	53%	53%
Patio	%*	32%	24%
Deck	%*	55%	65%
Telephone	%*	41%	24%
Cable TV	%*	50%	88%
Satellite TV	%*	28%	18%
A/C	%*	79%	82%
Storage Shed	%*	66%	76%
Carport	%*	16%	6%
Covered Porch	%*	25%	29%
Screen Room	%*	18%	29%
Add on Room Without Utilities	%*	8%	6%
Add on Room With Utilities	%*	17%	35%
RPT is Set Up Near			
Mountains	%*	26%	6%
Ocean	%*	24%	88%
Desert	%*	16%	0%
Lake	%*	44%	12%
Ski Trails	%*	7%	6%
Hunting and Fishing Areas	%*	50%	41%
Govt. Recreational Park/Land	%*	19%	18%
Commercial Recreation/Theme Park	%*	32%	29%
Employment	%*	10%	6%
Family Members	%*	27%	12%
Hobbies	%*	37%	29%
Description of Location where RPT is Set-Up			
RV Park / Resort	%*	61%	59%
RPT Development/Resort	%*	15%	29%
Manufactured Housing Park/Resort	%*	4%	12%
Rec/Vacation Zoned Development Property	%*	15%	6%
Private Property > 5 Acres	%*	3%	0%
Private Property < 5 Acres	%*	18%	0%
RPT Set-Up Miles from Primary Residence			
< Than 50 Miles	%	21%	24%
< Than 100 Miles	%	29%	58%
< Than 150 Miles	%	15%	12%
< Than 200 Miles	%	4%	6%
< Than 500 Miles	%	6%	0%
< Than 750 Miles	%	2%	0%
< Than 1,000 Miles	%	2%	0%
> Than 1, 000 Miles	%	21%	0%
Average # of Miles from Primary Residence	#	483	83
RPT To be Used As :			
Seasonal Vacation Dwelling	%	83%	100%
Only Residence	%	14%	0%
Seasonal Vacation Rental Unit	%	1%	0%
Tempory Dwelling/Residence	%	1%	0%
Additional Bedroom Children	%	0%	0%
Additional Bedroom Aging Relative	%	0%	0%
Additional Bedroom Guests	%	1%	0%
Future Rental Availability of RPT			
Will Rent	%	2%	0%
Might Rent	%	6%	12%
Will not Rent	%	92%	88%

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Purchase Information on RPT			
Paid in Full With Cash or Savings	%	63%	50%
Financed through Owner's Bank	%	22%	43%
Financed through Dealer's Bank	%	15%	7%
Amount of Down Payment in %	%	29%	34%
Purchase Price	Average \$	\$42,231	\$53,093
RPT Economic Impact on Site			
Daily Expenditure	Average \$	\$31	\$16
# of Occupants	Average # of	3.81	2.75
Days of Occupancy planned for the first year	Average # of	153	83
How New RPT Owners Became Aware of Lifestyle			
Saw in Park or Resort	%*	42%	24%
Friend or Associate Told Us	%*	28%	65%
Saw RPT at RV Dealership	%*	25%	6%
Saw RPT at RV Public Show	%*	12%	6%
Saw RPT on TV Show on in a n Article	%*	3%	0%
Saw an Advertisement for RPT	%*	3%	12%
Surfing the Internet	%*	1%	0%
Purchased RPT From			
RV Dealer Not Affiliated With a Development or a Camp	%	56%	50%
MH Dealer Not Affiliated With a Development or a Camp	%	9%	0%
RV Dealer Affiliated With a Development or a Camp	%	21%	33%
MH Dealer Affiliated With a Development or a Camp	%	5%	0%
Vacation Resort Property Developer offering RPT / Lot	%	8%	17%
A Previous Owner (Used Unit)	%	1%	0%
# of Dealerships Visited Prior to Purchase	#	3.66	3.25
Level of Satisfaction (1-Least to 10-most)			
Information Obtained Prior to Purchase	Weighted #	8	9
Delivery and Set-Up	Weighted #	8	9
Warranty Service After Set-Up	Weighted #	8	8
Park Trailer Lifestyle	Weighted #	9	9
Will recommend RPT Lifestyle to Friends and Neighbor	%	99%	100%
Have Recommended RPT Lifestyle to Friends and Neighbor	%	84%	83%
Total Number of Replies received and processed	#	379	17
Family Interests and Hobbies			
Antique Automobiles	%*	8%	18%
Antiques	%*	8%	29%
Auctions	%*	3%	0%
Auto Racing	%*	10%	6%
Auto Repair	%*	3%	0%
Bicycling	%*	12%	12%
Bird Watching	%*	9%	12%
Boating/Water Skiing	%*	16%	18%
Bridge / Cards	%*	2%	0%
Camping/RVing	%*	32%	29%
Cats	%*	11%	12%
Collecting	%*	4%	6%
Computers	%*	13%	18%
Crafts	%*	17%	24%
Cruise Ships	%*	11%	6%
Dancing	%*	7%	12%
Decorating	%*	7%	12%
Dogs	%*	18%	29%
Family	%*	27%	24%
Fishing	%*	31%	47%
Gardening	%*	21%	12%
Golf	%*	20%	6%
Guns	%*	7%	12%
Hiking	%*	8%	18%
History	%*	5%	0%
Horses	%*	3%	6%
Hunting	%*	11%	12%
Investing	%*	6%	0%
Museums	%*	4%	0%
Music	%*	11%	18%
Painting	%*	4%	0%
Family Interests and Hobbies (cont'd)			
Photography	%*	9%	6%

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Pottery	%*	2%	0%
Quilting	%*	6%	0%
Reading	%*	26%	18%
Real Estate	%*	4%	6%
Remodeling	%*	4%	12%
RV Travel	%*	16%	12%
Service Clubs	%*	2%	0%
Sewing	%*	12%	6%
Shopping	%*	18%	41%
Skating	%*	2%	6%
Snow Skiing	%*	3%	0%
Sports	%*	14%	18%
Swimming/Scuba	%*	7%	18%
Theater/Movies	%*	16%	18%
Travel -Air	%*	9%	12%
Travel - Auto/RV	%*	16%	12%
Woodworking	%*	10%	6%
Writing	%*	2%	0%
Yard Sales	%*	13%	18%

* 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