

# Recreational Park Trailer Data on Texas Consumers

Collected at Time of Purchase  
(By Year, 2002 - 2006)

<u>TEXAS</u>		<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Last 100 Surveys</u>
<b>Head of Household (HH)</b>							
Male	# of	16	8	10	20	26	81
Female	# of	2	3	4	4	3	18
Formal Education (years)	Average Yrs.	12.9	17.9	14.1	13.6	14.8	14.4
Average Age	Average Yrs.	62.5	66.5	62.5	64.7	65.3	63.8
<b>Age Groups (HH)</b>							
< 35	% of all HH	0%	0%	7%	0%	0%	2%
< 40	% of all HH	0%	0%	0%	0%	0%	0%
< 45	% of all HH	12%	9%	0%	0%	0%	4%
< 50	% of all HH	0%	0%	7%	0%	3%	3%
< 55	% of all HH	0%	9%	0%	4%	7%	5%
< 60	% of all HH	18%	0%	21%	29%	7%	15%
< 65	% of all HH	28%	17%	7%	21%	34%	21%
< 70	% of all HH	24%	27%	29%	21%	28%	23%
< 75	% of all HH	12%	27%	29%	17%	3%	16%
< 80	% of all HH	6%	9%	0%	4%	17%	6%
> 80	% of all HH	0%	0%	0%	4%	0%	4%
<b>Employment Status (HH)</b>							
Full Time	% of all HH	18%	9%	15%	18%	25%	21%
Part Time	% of all HH	0%	17%	15%	4%	11%	8%
Retired	% of all HH	82%	74%	70%	78%	64%	70%
Unemployed	% of all HH	0%	0%	0%	0%	0%	0%
<b>HH Occupation (HH)</b>							
Labor	% of all HH	14%	20%	0%	9%	7%	9%
Retail	% of all HH	0%	10%	8%	0%	7%	5%
Skilled	% of all HH	14%	0%	0%	9%	4%	8%
Craftsman	% of all HH	14%	0%	0%	5%	7%	4%
Military	% of all HH	7%	10%	14%	18%	4%	10%
Homemaker	% of all HH	1%	0%	0%	4%	0%	1%
Manager	% of all HH	30%	21%	8%	14%	21%	16%
Professional	% of all HH	22%	31%	62%	36%	39%	39%
Proprietor	% of all HH	0%	10%	8%	5%	11%	8%
<b>Spouse of Head of Household (SHH)</b>							
Male	# of	0	1	2	2	0	6
Female	# of	16	7	8	18	22	71
Formal Education (years)	Average Yrs.	12.9	13.1	13.6	13.2	13.9	13.4
Average Age	Average Yrs.	59.2	61.9	63.5	64	61.1	61.9
<b>Age Groups (SHH)</b>							
< 35	% of all SSH	0%	0%	0%	0%	0%	0%
< 40	% of all SHH	0%	0%	0%	0%	5%	3%
< 45	% of all SHH	13%	13%	0%	0%	0%	5%
< 50	% of all SHH	0%	0%	0%	0%	10%	4%
< 55	% of all SHH	13%	0%	0%	10%	5%	4%
< 60	% of all SHH	13%	13%	40%	25%	24%	21%
< 65	% of all SHH	33%	50%	20%	25%	29%	28%
< 70	% of all SHH	27%	13%	20%	15%	5%	12%
< 75	% of all SHH	0%	0%	20%	20%	19%	17%
< 80	% of all SHH	0%	13%	0%	5%	5%	4%

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> 80	% of all SHH	0%	0%	0%	0%	0%	1%

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<b>SHH Employment Status</b>							
Full Time	% of all SHH	7%	0%	0%	6%	15%	9%
Part Time	% of all SHH	0%	0%	0%	6%	10%	7%
Retired	% of all SHH	87%	100%	100%	66%	75%	78%
Unemployed	% of all SHH	7%	0%	0%	22%	0%	6%
<b>SHH Occupation (SHH)</b>							
Labor	% of all SHH	8%	0%	0%	0%	5%	2%
Retail	% of all SHH	0%	14%	0%	12%	5%	9%
Skilled	% of all SHH	15%	0%	0%	6%	15%	8%
Craftsman	% of all SHH	0%	0%	0%	0%	0%	0%
Military	% of all SHH	0%	0%	14%	0%	0%	2%
Homemaker	% of all SHH	15%	29%	11%	34%	20%	22%
Manager	% of all SHH	31%	29%	29%	18%	20%	23%
Professional	% of all SHH	31%	29%	29%	18%	35%	31%
Proprietor	% of all SHH	0%	0%	14%	12%	0%	5%
<b>Family Data</b>							
# of Children Total	Average #	2.83	3.00	2.71	2.96	2.68	2.69
# of Children at Home	% of #	4%	6%	0%	1%	1%	4%
# of Children Away at School	% of #	0%	0%	5%	1%	3%	2%
# of Children on their Own	% of #	96%	94%	89%	99%	96%	98%
# of Grandchildren	Average. #	3.61	4.27	3.50	5.00	3.17	4.26
# of Children Living <150 Miles from RPT	% of #	16%	12%	21%	12%	19%	20%
# of Grandchildren Living <150 Miles from	% of #	26%	0%	14%	6%	18%	12%
<b>Data on RPT Owner(s)</b>							
Married	%	89%	73%	82%	95%	75%	80%
# of years married	Average Yrs.	38.63	33.38	34.33	40.61	39.38	37.35
Single	%	11%	27%	18%	5%	25%	20%
Annual Family Income	\$	\$45,577	\$45,278	\$55,833	\$47,500	\$57,100	\$53,994
<b>Previous Years Income Group</b>							
\$15,000	%	8%	11%	0%	13%	16%	9%
\$30,000	%	32%	45%	17%	28%	16%	25%
\$45,000	%	23%	11%	34%	27%	8%	20%
\$60,000	%	23%	11%	17%	13%	16%	12%
\$75,000	%	8%	0%	17%	0%	16%	8%
\$90,000	%	0%	11%	8%	0%	8%	7%
\$100,000 or <	%	8%	11%	7%	19%	20%	20%
<b>Primary Residence - Own or Rent</b>							
Own their Primary Residence	%	90%	83%	91%	93%	100%	92%
Rent Their Primary Residence	%	10%	17%	9%	7%	0%	8%
<b>Recreational Equipment &amp; Other Items Owned (last 5 yrs)</b>							
Motor Home	%*	33%	36%	43%	32%	38%	32%
Travel Trailer	%*	17%	18%	14%	28%	28%	23%
Tent Camper	%*	0%	0%	7%	4%	7%	7%
Fifth Wheel Travel Trailer	%*	50%	36%	50%	20%	45%	39%
Truck Camper	%*	11%	9%	0%	0%	0%	6%
Another Recreational Park Trailer	%*	1%	0%	0%	0%	3%	4%
Sail Boat	%*	6%	0%	0%	4%	3%	3%

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Power Boat	%*	11%	18%	21%	16%	17%	24%
Jet Ski	%*	11%	0%	7%	0%	7%	5%
Aircraft	%*	0%	9%	0%	0%	3%	3%
All Terrain Vehicle	%*	11%	9%	0%	12%	7%	7%
Snowmobile	%*	0%	9%	0%	4%	0%	3%
Golf Cart	%*	6%	18%	14%	4%	21%	16%
Timeshare	%*	22%	9%	21%	0%	3%	8%
Resort Property	%*	6%	0%	0%	4%	10%	4%
<b>Vehicles Currently Owned</b>							
Automobile	%*	61%	64%	86%	60%	69%	71%
Van	%*	11%	0%	14%	8%	7%	10%
Sport Utility Vehicle	%*	11%	9%	21%	20%	17%	17%
Motorcycle	%*	11%	9%	7%	8%	14%	7%
Truck	%*	67%	73%	50%	40%	55%	53%
RV	%*	56%	36%	21%	16%	21%	23%
<b>Data on RPT Just Purchased</b>							
<b>RPT Siding</b>							
Vinyl	%	83%	100%	83%	77%	63%	74%
Aluminum	%	17%	0%	17%	9%	0%	6%
Masonite/T-111	%	0%	0%	0%	0%	33%	13%
Split Logs	%	0%	0%	0%	14%	4%	7%
<b>Roof</b>							
Flat	%	25%	9%	18%	6%	4%	10%
Peaked	%	75%	91%	82%	94%	96%	90%
with Dormers	%	25%	20%	22%	47%	36%	32%
<b>RPT Features</b>							
Loft	%	0%	27%	7%	12%	14%	16%
Will Sleep	Average # of	4.5	4	4.4	4	3.7	4.1
Storm Windows and Doors	%	39%	27%	36%	20%	38%	29%
Special Insulation & Construction Pkgs.	%	89%	91%	64%	76%	72%	75%
<b>RPT is Set Up Near</b>							
Mountains	%*	0%	9%	0%	0%	0%	3%
Ocean	%*	44%	9%	50%	28%	34%	29%
Desert	%*	6%	9%	7%	4%	10%	7%
Lake	%*	11%	18%	7%	28%	28%	23%
Ski Trails	%*	0%	0%	0%	0%	0%	0%
Hunting and Fishing Areas	%*	33%	27%	36%	32%	31%	32%
Govt. Recreational Park/Land	%*	6%	18%	0%	4%	14%	8%
Commercial Recreation/Theme Park	%*	56%	45%	21%	52%	34%	36%
Employment	%*	17%	9%	14%	8%	21%	13%
Family Members	%*	17%	64%	36%	24%	31%	36%
Hobbies	%*	28%	45%	43%	20%	31%	31%
<b>Description of Location where RPT is Set-Up</b>							
RV Park / Resort	%*	83%	64%	64%	76%	62%	64%
RPT Development/Resort	%*	22%	18%	0%	8%	7%	8%
Manufactured Housing Park/Resort	%*	6%	0%	7%	4%	7%	6%
Rec/Vacation Zoned Development Prope	%*	0%	0%	7%	4%	7%	5%
Private Property > 5 Acres	%*	0%	0%	7%	4%	3%	7%
Private Property < 5 Acres	%*	0%	27%	14%	8%	31%	20%

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<b>RPT Set-Up Miles from Primary Residence</b>						
Average # of Miles from Primary Residence #	813	631	1043	789	578	735

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<b>RPT To be Used As :</b>							
Seasonal Vacation Dwelling	%	65%	40%	63%	63%	57%	58%
Only Residence	%	35%	60%	25%	26%	39%	34%
Seasonal Vacation Rental Unit	%	0%	0%	0%	0%	0%	0%
Tempory Dwelling/Residence	%	0%	0%	0%	0%	4%	1%
Additional Bedroom Children	%	0%	0%	6%	0%	0%	2%
Additional Bedroom Aging Relative	%	0%	0%	6%	0%	0%	2%
Additional Bedroom Guests	%	0%	0%	0%	11%	0%	3%
<b>Future Rental Availability of RPT</b>							
Will Rent	%	0%	0%	0%	0%	0%	0%
Might Rent	%	6%	0%	7%	0%	10%	5%
Will not Rent	%	93%	99%	93%	100%	90%	95%
<b>Purchase Information on RPT</b>							
Paid in Full With Cash or Savings	%	76%	50%	85%	77%	58%	65%
Financed through Dealer's Bank	%	12%	50%	8%	18%	33%	26%
Financed though Owner's Bank	%	12%	0%	8%	5%	7%	9%
Amount of Down Payment in %	%	59%	37%	6%	14%	24%	24%
Purchase Price	Average \$	\$32,013	\$35,884	\$34,600	\$39,278	\$43,357	\$39,507
<b>RPT Economic Impact on Site</b>							
Daily Expenditure	Average \$	\$34	\$55	\$30	\$27	\$25	\$31
# of Occupants	Average # of	2.13	2	5.27	1.89	1.9	2.53
Days of Occupancy planned for the first	Average # of	205	218	191	206	230	208
<b>Level of Satisfaction (1-Least to 10-most)</b>							
Information Obtained Prior to Purchase	Weighted #	9	9	8	9	8	8
Delivery and Set-Up	Weighted #	9	9	7	9	9	8
Warranty Service After Set-Up	Weighted #	9	8	6	9	8	8
Park Trailer Lifestyle	Weighted #	9	9	9	10	9	9
Will recommend RPT Lifestyle to Friends	%	100%	100%	100%	100%	100%	100%
Have Recommended RPT Lifestyle to Fri	%	77%	85%	64%	72%	100%	82%
<b>Total Number of Replies received and processed</b>							
	#	18	11	14	25	29	100