



A nationwide survey of 500 camping families conducted by 3M National Advertising Co. during 1971 revealed that the average age of recreational vehicle owners (head of household) is 45 years. Over half the respondents were white collar workers and the average income was in excess of \$12,000.

The average family size was 4.1 people: 2.6 over age-18 and 1.5 under age 18. Their camping vacations can be quite extensive.

The average trip taken by non-retirees involved 15.4 days away from home and was over 2,600 miles in length. Retirees surveyed average 63.3 days away from home and over 4,600 miles of travel. The average recreational vehicle-owning family spent 34 days traveling and camping in 1970; retirees spent nearly 69 days out with their RVs. Camping is no longer a summer only activity. Five out of six respondents have taken camping vacations in the spring and fall while one in two has done so in

the winter. Ski trips and snowmobile outings were the principal factors in winter RV use.

20% of the recreational vehicle owners surveyed had started camping within the last two years, while over 40% have done so for the last five years. 40% of the respondents indicated they plan to add to, or upgrade their present RV equipment.

In a Recreational Vehicle Institute survey, approximately 75% said that industry standards were an important buying influence and that prior to purchase they looked for indications that the unit complied with the Recreational Vehicle Institute's standards covering electrical, gas and plumbing equipment and installations.

Other buying influences included reputation of the manufacturer, the treatment they received from the dealer, unit floor plan and interior equipment, soundness of construction, price and general over-all appearance.



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MORE AND MORE PEOPLE ARE DISCOVERING CAMPING IN STYLE

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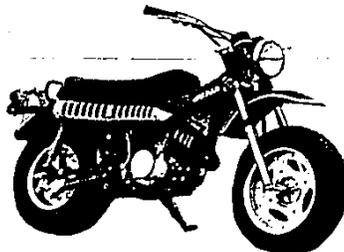
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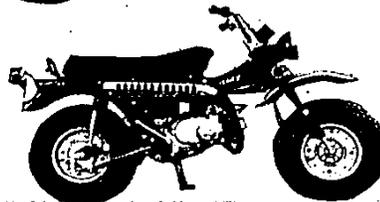


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