

AN INVESTIGATION OF MOBILE HOME
PARK OPERATIONS IN THE UNITED STATES

Thesis for the Degree of M. A.
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Ross Lafitte Cunningham
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STATES

By

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A Thesis

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CHAPTER I
INTRODUCTION

Historical Background

The size and scope of mobile home park operations has changed greatly since their inception in the immediate pre-depression days. In 1930, retail sales of mobile homes was estimated at \$1,300,000, and consisted mostly of units under twelve feet in length.¹ In 1954 this sales figure was estimated at \$350,000,000.² Today, trailers under twenty-five feet in length account for only one or two percent of the total unit sales, with the most popular length of thirty-five feet rapidly giving way to coaches of forty-five feet and over.³ Another innovation, the ten foot wide mobile home, has increased its share of total sales greatly since it was introduced last year.

The mobile home of today is a self sufficient unit, and comes equipped for immediate occupancy. Usually there is a living room, kitchen, bathroom, and one or more bedrooms. In addition to all furniture, it has a cooking stove, usually gas fired, a refrigerator, oil heating stove, hot water heater, and in some models, such things as a washer, dryer, television, and disposal. It is a far cry from the tent topped camp trailer of thirty years ago.

1. Melcan, Taylor W. Mobile Homes: The Growth and Business Practices of the Industry. Homewood, Illinois, Richard D. Irwin, Inc. 1954. p. 3-4.
2. Ibid
3. "A Report On Trailer Living," Consumer Reports. 21: March, 1956, p. 113-114.

Of the three phases of the mobile home industry, manufacturing, retail sales, and parks, there is unquestionably much less valid information known about park operations than for the other areas. Unlike manufacturing and sales, there is no national park organization. There are about twelve thousand parks in operation in the United States today, five thousand five hundred of which meet the minimum requirements for listing in the Mobile Home Manufacturers Park Guide.⁴ All of these listed parks have adequate sewer, water, and electrical connections.

The state wide distribution of parks varies a good deal, with Florida and California the two leading states. Likewise, there is a good deal of variance among parks as to facilities offered, rates, size, and general level of desirability. The recent and rapid change in the size and nature of mobile homes, rising costs, and varied opposition, has been felt by parks to the extent that they have come in for much adverse criticism from the rest of the field. The problems of the park operator are of concern to the industry as a whole, since one must rely upon the other to insure continued prosperity.

Thesis Problem

It is the purpose of this investigation to discover and compare methods of mobile home park operation throughout the United States with emphasis upon the following factors:

1. Major considerations influencing the choice of mobile home

4. "A Report On Trailer Living," Consumer Reports. 21: March, 1956, p. 116.

parks as a business, and site selection.

2. Experience and opinions on zoning.
3. Design and size of original park.
4. Park finance, cost, and income.
5. Facilities, size, and construction of the park today.
6. Services, equipment, and special features of the park today.
7. Specific problems, personnel requirements, and opinions based on experience.
8. Opinions about the future of mobile home park operation based upon experience.

From this study, the writer expects to secure information which will assist in formulating answers to questions such as the following:

1. Why do people go into the park business?
2. How do they get into the business?
3. What is the physical plan of a park today?
4. How successful are most parks?
5. Are there major differences in park operation in different areas?
6. In what area would a new park be most successful and profitable?

Procedure

After investigating the available published material in the field, it was decided some other method of securing the information would be necessary. The Mobile Home Educational Program at Michigan

State University had expressed an interest in the investigation, and after consultation with them, it was decided to send out a direct mail questionnaire under their sponsorship.

The general nature of the questions to be asked was based upon the author's personal experience, interviews with park operators, and advice from the Mobile Home Program at Michigan State University. It was decided that a letter from the head of the Mobile Home Program would be included to introduce the questionnaire. This letter was developed with the aid of the Business Letter Writing Department of Michigan State University. The mechanics of the questionnaire were developed with the aid of the Bureau of Business Research and the Department of Psychology, both of Michigan State University.

A three day conference on mobile homes was attended at Kellogg Center in East Lansing, Michigan, during the first part of April to further add to the author's general background.

The letter, a copy of which follows, has its appeal for return of the questionnaire centered around the idea of benefit to the operator. The questionnaire, a copy of which follows also, is a simple choice check type for accuracy of tabulation and high return. A postage paid return envelope was provided. The Mobile Home Manufacturers Association Trailer Park Guide was used as a mailing list with every third, sixth, ninth, and eleventh park receiving a letter. Questions which could be answered from other sources were eliminated, so that as far as could be ascertained, the results from this work will provide new information.

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

DIVISION OF CONSERVATION • DEPARTMENT OF FOREST PRODUCTS • B-4 SOUTH CAMPUS

March 19, 1956

Dear Park Operator:

In running your park, did you ever wish you knew "Will that new shopping center affect my business? or, "If I expand my park, will I need more full time help?" Perhaps you have wondered how your park compares to other parks in the country. Maybe most important, you wonder how things will be in the future.

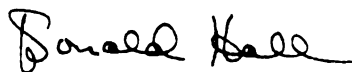
Right now there is no way you can find the answers to these questions. Very little is known about what is going on in trailer parks today. Since it began last September, however, the Mobile Home Program at Michigan State University has progressed rapidly in promoting trailer parks. The first semi-annual mobile home conference will be held here this April. Now, the department is sponsoring this survey to collect information for you. (Perhaps you saw the letter about it in the March issue of Trailer Park Management.)

This survey will show what park operators are thinking and doing all over the country. Much of the poor legislation and unfavorable attitude concerning parks today is based upon ignorance. Knowledge to be gained from this survey will act as a beam of light on the path toward complete park acceptance.

The information you give will be kept confidential. Results of the survey will be shown as percentages, and individual parks will not be identified.

To be sure the results are accurate, we'd like a 100% response. The success of this project depends upon YOUR co-operation. YOU are the one to benefit the most. Therefore, to help me and YOURSELF, would you please take a few minutes now to fill out the questionnaire?

Sincerely,

Donald Hall
Mobile Home Educational Program

P. S. T'ain't as long as it looks; should take only 10-15 minutes.

The following questions are about you and your trailer park. A few questions may not apply to your park, but please try to answer as many as possible. There may be more than one answer to any question, so place a check before all answers that apply. If no answer is exactly right, check the one that is closest to being right.

Since the results of the survey are to be divided into sections of the country (example: Mid-west, South, etc.), it is important that you name the state you are in.

My park is in _____ (name of state)

BEGINNING

- A. Before going into the operation of this trailer park, I
 - 1. ☐ lived in a trailer
 - 2. ☐ sold trailers
 - 3. ☐ owned another park
 - 4. ☐ was connected with trailers in some other way
 - 5. ☐ was NOT connected with trailers in any way
- B. Before starting this park, I
 - 1. ☐ lived in this area
 - 2. ☐ lived elsewhere
- C. Things which helped me decide to go into the park business were:
 - 1. ☐ I already owned the property
 - 2. ☐ Dealers said a park was needed
 - 3. ☐ Success of parks elsewhere
 - 4. ☐ Existing parks were full
 - 5. ☐ Existing parks were of poor quality
 - 6. ☐ There were no parks in this area
- D. Other things which influenced me were:
 - 1. ☐ Housing shortage
 - 2. ☐ Probable high return on my investment
 - 3. ☐ This is a resort area with a great deal of tourist business
 - 4. ☐ A market analysis which I hired someone to do
- E. In choosing my present location, nearness to the following was important:
 - 1. ☐ Schools
 - 2. ☐ Shopping centers
 - 3. ☐ Churches
 - 4. ☐ Bus and train lines
 - 5. ☐ Tenants' places of employment
 - 6. ☐ Main highways
- F. The following also influenced my choice of my present place:
 - 1. ☐ Low land cost
 - 2. ☐ Good land contours
 - 3. ☐ Available sewage and water lines
 - 4. ☐ Nearby recreation areas
 - 5. ☐ Natural features such as trees, lakes, scenery, etc.
- G. Other parks within one mile made this property, more ☐, less ☐, desirable.

ZONING

- A. I, did ☐, did not ☐, buy a park already in operation.
- B. My property, was ☐, was not ☐, zoned for trailer parks before I bought it.
- C. My property wasn't zoned for trailer parks before I bought it, and to get it so zoned was
 - 1. ☐ very easy
 - 2. ☐ easy

C. (Continued)

3. ☐ fairly difficult
4. ☐ difficult
5. ☐ very difficult

D. The main difficulty in getting my park zoned was

1. ☐ public opposition
2. ☐ meeting zoning regulations
3. ☐ meeting health and sanitation regulations
4. ☐ resistance by public officials
5. ☐ other

E. I overcame public resistance by

1. ☐ calling on people
2. ☐ advertising
3. ☐ other

F. I, do ☐, do not ☐, believe public opinion to be a problem of park operators today.

G. In my opinion, the best way (s) to overcome unfavorable public opinion is through

1. ☐ personal contacts
2. ☐ advertising locally
3. ☐ advertising nationally
4. ☐ laws requiring higher park standards
5. ☐ trailer associations encouraging higher park standards

ORIGINAL PARK

A. When I first opened my park, I had

1. ☐ less than 20 sites
2. ☐ 20 – 50 sites
3. ☐ 50 – 75 sites
4. ☐ 75 – 100 sites
5. ☐ 100 or more sites

B. Since it began, I've expanded my park

1. ☐ not at all
2. ☐ once
3. ☐ twice
4. ☐ three to six times
5. ☐ more than six times

C. In planning my park, I had professional help from

1. ☐ a lawyer
2. ☐ a design architect
3. ☐ a landscape architect
4. ☐ a mobile home association
5. ☐ no one in designing my park

FINANCE

A. My park is

1. ☐ owned by myself
2. ☐ a partnership
3. ☐ incorporated
4. ☐ other

B. The park was originally financed in whole or part by

1. ☐ myself
2. ☐ a bank
3. ☐ a savings and loan association
4. ☐ an insurance company

B. (Continued)

5. ☐ private investors
6. ☐ other

C. To finance my park, I had to have a down payment of

1. ☐ 80% or more
2. ☐ 65%
3. ☐ 50%
4. ☐ 35%
5. ☐ less than 35%

D. I, do ☐, do not ☐, know that FHA guaranteed loans are available for trailer parks.

E. I believe the effect of this FHA ruling on NEW parks will be

1. ☐ good
2. ☐ fair
3. ☐ poor
4. ☐ insignificant
5. ☐ detrimental

F. I believe the effect of this FHA ruling on PRESENT parks, including mine, will be

1. ☐ good
2. ☐ fair
3. ☐ poor
4. ☐ insignificant
5. ☐ detrimental

G. The total cost of my original park was

1. ☐ less than \$4,000
2. ☐ \$4,000 - 10,000
3. ☐ \$10,000 - 25,000
4. ☐ \$25,000 - 50,000
5. ☐ \$50,000 - 100,000
6. ☐ more than \$100,000

H. My yearly gross income from the park operation is

1. ☐ \$0 - 5,000
2. ☐ \$5,000 - 10,000
3. ☐ \$10,000 - 20,000
4. ☐ \$20,000 - 50,000
5. ☐ \$50,000 - 100,000
6. ☐ over \$100,000

I. My yearly net income is

1. ☐ \$0 - 2,000
2. ☐ \$2,000 - 5,000
3. ☐ \$5,000 - 10,000
4. ☐ \$10,000 - 20,000
5. ☐ \$20,000 - 40,000
6. ☐ over \$40,000

J. I prepare a profit and loss statement

1. ☐ monthly
2. ☐ quarterly
3. ☐ semi-annually
4. ☐ annually
5. ☐ not at all

PRESENT PARK

A. I'm using in some way in my park today

1. ☐ less than two acres

- A. (Continued)
2. ☐ 2-4 acres
 3. ☐ 4-8 acres
 4. ☐ 8-15 acres
 5. ☐ 15-30 acres
 6. ☐ over 30 acres
- B. The sizes of sites in my park are (check size closest to being right)
1. ☐ 25 ft. by 35 ft. or smaller
 2. ☐ 30 ft. by 40 ft.
 3. ☐ 30 ft. by 50 ft.
 4. ☐ 40 ft. by 60 ft.
 5. ☐ 50 ft. by 60 ft. or larger
- C. In my park there
1. ☐ is entirely underground wiring
 2. ☐ is a central TV antenna
 3. ☐ are telephones available for individual trailers
 4. ☐ are underground gas lines
- D. The roads in my park are
1. ☐ crushed stone or gravel
 2. ☐ black top
 3. ☐ oiled or leveled earth
 4. ☐ cement
 5. ☐ other
- E. My roads have
1. ☐ permanent curbing
 2. ☐ street lights
 3. ☐ storm sewers or drains
- F. My roads are
1. ☐ less than 15 ft. wide
 2. ☐ 15-20 ft. wide
 3. ☐ 20-25 ft. wide
 4. ☐ 25-30 ft. wide
 5. ☐ 30-35 ft. wide
 6. ☐ over 35 ft. wide
- G. Parking is provided
1. ☐ on the streets
 2. ☐ on the lots
 3. ☐ outside the park
 4. ☐ in special areas in the park

IMPROVEMENTS

- A. I have the following in my park
1. ☐ hobby shop
 2. ☐ storage building
 3. ☐ office building
 4. ☐ bottled gas sales
 5. ☐ fuel oil sales
- B. I, do ☐, do not ☐, have a planned program of recreational activities.
- C. The recreation program is handled by
1. ☐ myself
 2. ☐ park residents
- D. I believe a recreation program for residents of my park to be
1. ☐ very important
 2. ☐ important

- D. (Continued)
3. ☐ not too important
 4. ☐ of no importance
- E. For recreation, my park offers
1. ☐ shuffle board courts
 2. ☐ a swimming pool
 3. ☐ tennis courts
 4. ☐ a park
 5. ☐ picnic facilities
- F. I have
1. ☐ a jeep
 2. ☐ a truck
 3. ☐ a tractor
- G. The lots have
1. ☐ individual storage facilities
 2. ☐ underground fuel oil tanks or lines
 3. ☐ cement or blacktop patios
 4. ☐ paved runways or slabs for trailers

SERVICES

- A. In my park there is
1. ☐ delivery of mail to each lot
 2. ☐ a central mailroom
 3. ☐ a public address system
 4. ☐ paved sidewalks throughout
- B. We offer
1. ☐ free landscape service for lots
 2. ☐ free lot maintenance equipment
 3. ☐ awards for attractive lots
- C. We, do ☐, do not ☐, have an incinerator in our park.
- D. Our garbage and/or trash is picked up by
1. ☐ the city
 2. ☐ a pick-up service
 3. ☐ farmers
 4. ☐ myself
 5. ☐ no one
 6. ☐ other
- E. I try to promote my park through
1. ☐ membership in the chamber of commerce
 2. ☐ membership in a mobile home or park association
 3. ☐ advertising in guide or telephone books
 4. ☐ advertising in newspapers, radio, or TV
 5. ☐ road signs

GENERAL

- A. For successful park operation, I believe a trailer dealership to be
1. ☐ very essential
 2. ☐ essential
 3. ☐ important
 4. ☐ not too important
 5. ☐ insignificant
 6. ☐ detrimental
- B. In my opinion, the best type of parking is
1. ☐ on the streets
 2. ☐ on the lots
 3. ☐ in special areas
 4. ☐ out of the park

- C. Major problems in my park are
1. ☐ non-payment of rent
 2. ☐ fire control
 3. ☐ tenants storing things outside their trailer
 4. ☐ poor lot upkeep by tenants
 5. ☐ complying with laws
 6. ☐ speeding
- D. Not including myself or immediate family, I employ full time.
1. ☐ a park manager
 2. ☐ office help
 3. ☐ a bookkeeping service
 4. ☐ one or more maintenance men
 5. ☐ other
- E. Not including myself or immediate family, I employ full time
1. ☐ 1 person
 2. ☐ 2-4 people
 3. ☐ 4-6 people
 4. ☐ 6-8 people
 5. ☐ more than 8 people
- F. I, do ☐, do not ☐, want or encourage transient or overnight business.
- G. My sewage is disposed of by
1. ☐ city sewer lines
 2. ☐ septic tanks
 3. ☐ other means

THE FUTURE

- A. I, do ☐, do not ☐, plan to expand in the near future.
- B. I believe the future of trailer parks to be
1. ☐ outstanding
 2. ☐ good
 3. ☐ fair
 4. ☐ poor
- C. Compared to other businesses in a depression, I feel a trailer park would do
1. ☐ very well
 2. ☐ well
 3. ☐ poor*
 4. ☐ poorly
- D. In my park today, I
1. ☐ could rent other sites if I had them
 2. ☐ feel that competition for tenants is increasing
 3. ☐ feel the trend is toward immobility in trailers
 4. ☐ believe many of my tenants prefer trailers over regular housing
- E. I believe a new park would stand the best chance of success today in
1. ☐ the East
 2. ☐ California
 3. ☐ the Mid-West
 4. ☐ Florida
 5. ☐ the West
 6. ☐ the South

Thank you for your co-operation. Please fold the questionnaire and put it in the return envelope provided, we will pay the postage.

* Printers error, should have read "fair".

CHAPTER II

TABULATION OF RESULTS

Questionnaire Technique

From a mailing of two thousand and fifty questionnaires, five hundred and thirty-six, or twenty-six percent, were returned. The returns have been divided into what was considered the six major operational areas in the country. These are:

1. California 120 returned.
2. The West, which includes Washington, Oregon, Nevada, Montana, Idaho, Wyoming, Utah, Arizona, Colorado, New Mexico, North Dakota, South Dakota, Nebraska, Kansas, Texas. 139 returned.
3. The Mid-West, which includes Minnesota, Wisconsin, Iowa, Illinois, Missouri, Indiana, Michigan, Ohio. 117 returned.
4. The East, which includes Pennsylvania, Maine, New Hampshire, New York, Rhode Island, New Jersey, Delaware, Connecticut, Massachusetts, Vermont. 46 returned.
5. The South, which includes Maryland, West Virginia, Georgia, Virginia, North Carolina, South Carolina, Alabama, Mississippi, Louisiana, Arkansas, Tennessee, Kentucky, Oklahoma. 49 returned.
6. Florida 65 returned.

Each part of every question will be tabulated separately, with the results from each area shown in percentages. Some questions will be shown as a percentage of all those answering the questionnaire, while some will be shown as a percentage of only those an-

swering the question. This will be noted on each question, and additional comments that will be necessary to add to the ease of interpretation will be made. In general, the results, considering the favorable return, should be fairly reliable, but any exceptions to this will be noted on the individual questions tabulation. It should be remembered that the mailing was taken from a selected list, supposedly representing the better parks, so that the results are not completely indicative of the industry as a whole. It should also be noted that some of the questions apply to the time when the park was originated, while others are about today's operation.

Statistical Data

The following is a tabulation of the results of the questionnaire, with each part of each question being treated as an individual question for purposes of clarity and comparison. Where the size of the response upon which the percentage has been based is less than twenty, the size is given in parenthesis after the percentage. In this way, the reader can judge for himself the reliability of these smaller samplings.

BEGINNING

- A. 1. "Before going into the operation of this trailer park, I lived in a trailer." Percentage based on all questionnaires tabulated.

California	- 35%
West	- 35%
Mid-West	- 25%
East	- 48%
South	- 20%
Florida	- 37%

- A. 2. "Before going into the operation of this trailer park, I sold trailers." Percentage based on all questionnaires tabulated.

California	- 5%
West	- 3%
Mid-West	- 10%
East	- 20%
South	- 8%
Florida	- 0%

- A. 3. "Before going into the operation of this trailer park, I owned another park." Percentage based on all questionnaires tabulated.

California	- 7%
West	- 3%
Mid-West	- 4%
East	- 0%
South	- 10%
Florida	- 0%

- A. 4. "Before going into the operation of this trailer park, I was connected with trailers in some other way."

A. 4. Continued.

Percentage based on all questionnaires tabulated.

California	-	7%
West	-	6%
Mid-West	-	9%
East	-	4%
South	-	6%
Florida	-	6%

A. 5. "Before going into the operation of this trailer park, I was not connected with trailers in any way." Percentage based on all questionnaires tabulated.

California	-	56%
West	-	57%
Mid-West	-	62%
East	-	41%
South	-	61%
Florida	-	51%

B. 1. "Before starting this park, I lived in this area." Percentage based on all questionnaires tabulated.

California	-	53%
West	-	68%
Mid-West	-	81%
East	-	83%
South	-	88%
Florida	-	52%

B. 2. "Before starting this park, I lived elsewhere." Percentage based on all questionnaires tabulated.

California	-	47%
West	-	34%
Mid-West	-	23%
East	-	17%
South	-	12%
Florida	-	52%

On this question, some people checked both answers, so that the ratio between areas is accurate, but the percentages may be a little high.

C. 1. "Things which helped me decide to go into the park business were: I already owned the property." Percentage based on all questionnaires tabulated.

California	-	17%
West	-	42%
Mid-West	-	44%

C. 2. Continued.

East	- 13%
South	- 12%
Florida	- 3%

C. 3. "Things which helped me decide to go into the park business were: Success of parks elsewhere." Percentage based on all questionnaires tabulated.

California	- 47%
West	- 31%
Mid-West	- 24%
East	- 20%
South	- 16%
Florida	- 32%

C. 4. "Things which helped me decide to go into the park business were: Existing parks were full." Percentage based on all questionnaires tabulated.

California	- 22%
West	- 12%
Mid-West	- 22%
East	- 17%
South	- 14%
Florida	- 14%

C. 5. "Things which helped me decide to go into the park business were: Existing parks were of poor quality." Percentage based on all questionnaires tabulated.

California	- 33%
West	- 42%
Mid-West	- 42%
East	- 41%
South	- 41%
Florida	- 38%

C. 6. "Things which helped me decide to go into the park business were: There were no parks in this area." Percentage based on all questionnaires tabulated.

California	- 6%
West	- 18%
Mid-West	- 26%
East	- 30%
South	- 27%
Florida	- 8%

D. 1. "Other things which influenced me were: Housing shortage." Percentage based on all questionnaires tabulated.

D. 1. Continued.

California	- 22%
West	- 32%
Mid-West	- 46%
East	- 46%
South	- 41%
Florida	- 9%

D. 2. "Other things which influenced me were: Probable high return on my investment." Percentage based on all questionnaires tabulated.

California	- 60%
West	- 40%
Mid-West	- 57%
East	- 28%
South	- 39%
Florida	- 28%

D. 3. "Other things which influenced me were: This is a resort area with a great deal of tourist business." Percentage based on all questionnaires tabulated.

California	- 14%
West	- 29%
Mid-West	- 6%
East	- 17%
South	- 14%
Florida	- 82%

D. 4. "Other things which influenced me were: A market analysis which I hired someone to do." Percentage based on all questionnaires tabulated.

California	- 1%
West	- 1%
Mid-West	- 0%
East	- 0%
South	- 0%
Florida	- 0%

E. 1. "In choosing my present location, nearness to the following was important: Schools." Percentage based on all questionnaires tabulated.

California	- 49%
West	- 46%
Mid-West	- 52%
East	- 65%
South	- 61%
Florida	- 35%

- E. 2. "In choosing my present location, nearness to the following was important: Shopping centers." Percentage based on all questionnaires tabulated.

California	- 53%
West	- 44%
Mid-West	- 37%
East	- 54%
South	- 45%
Florida	- 37%

- E. 3. "In choosing my present location, nearness to the following was important: Churches." Percentage based on all questionnaires tabulated.

California	- 33%
West	- 24%
Mid-West	- 32%
East	- 48%
South	- 43%
Florida	- 26%

- E. 4. "In choosing my present location, nearness to the following was important: Bus and train lines." Percentage based on all questionnaires tabulated.

California	- 42%
West	- 34%
Mid-West	- 36%
East	- 48%
South	- 51%
Florida	- 28%

- E. 5. "In choosing my present location, nearness to the following was important: Tenants' places of employment." Percentage based on all questionnaires tabulated.

California	- 53%
West	- 40%
Mid-West	- 43%
East	- 48%
South	- 35%
Florida	- 12%

- E. 6. "In choosing my present location, nearness to the following was important: Main highways." Percentage based on all questionnaires tabulated.

California	- 65%
West	- 64%
Mid-West	- 65%
East	- 72%
South	- 67%

E. 6. Continued.

Florida - 71%

- F. 1. "The following also influenced my choice of my present place: Low land cost." Percentage based on all questionnaires tabulated.

California - 14%
 West - 14%
 Mid-West - 23%
 East - 17%
 South - 20%
 Florida - 14%

- F. 2. "The following also influenced my choice of my present place: Good land contours." Percentage based on all questionnaires tabulated.

California - 23%
 West - 27%
 Mid-West - 20%
 East - 35%
 South - 18%
 Florida - 28%

- F. 3. "The following also influenced my choice of my present place: Available sewage and water lines." Percentage based on all questionnaires tabulated.

California - 50%
 West - 37%
 Mid-West - 44%
 East - 22%
 South - 43%
 Florida - 12%

- F. 4. "The following also influenced my choice of my present place: Nearby recreation areas." Percentage based on all questionnaires tabulated.

California - 42%
 West - 16%
 Mid-West - 7%
 East - 7%
 South - 12%
 Florida - 32%

- F. 5. "The following also influenced my choice of my present place: Natural features such as trees, lakes, scenery, etc." Percentage based on all questionnaires tabulated.

California - 30%

F. 5. Continued.

West	- 34%
Mid-West	- 33%
East	- 41%
South	- 47%
Florida	- 65%

- G. 1. "Other parks within one mile made this property more desirable." Percentage based only on those who answered this question, and therefore presumably had other parks within one mile.

California	- 68%
West	- 65%
Mid-West	- 57%
East	- 71%
South	- 68%
Florida	- 61%

- G. 2. "Other parks within one mile made this property less desirable." Percentage based only on those who answered this question, and presumably had other parks within one mile.

California	- 32%
West	- 35%
Mid-West	- 43%
East	- 29%
South	- 32%
Florida	- 39%

ZONING

- A. 1. "I did buy a park already in operation." Percentage based only on those who answered this question. Since everyone should have been able to answer this question, however, the results should reflect the trend of the industry as a whole.

California	- 78%
West	- 43%
Mid-West	- 40%
East	- 28%
South	- 27%
Florida	- 44%

- A. 2. "I did not buy a park already in operation." Percentage based only on those who answered this question. Since everyone should have been able to answer this question, however, the results should reflect the trend of the industry as a whole.

A. 2. Continued.

California	- 22%
West	- 57%
Mid-West	- 60%
East	- 72%
South	- 73%
Florida	- 56%

B. 1. "My property was zoned for trailer parks before I bought it." Percentage based only on those who answered this question.

California	- 79%
West	- 46%
Mid-West	- 47%
East	- 30%
South	- 38%
Florida	- 55%

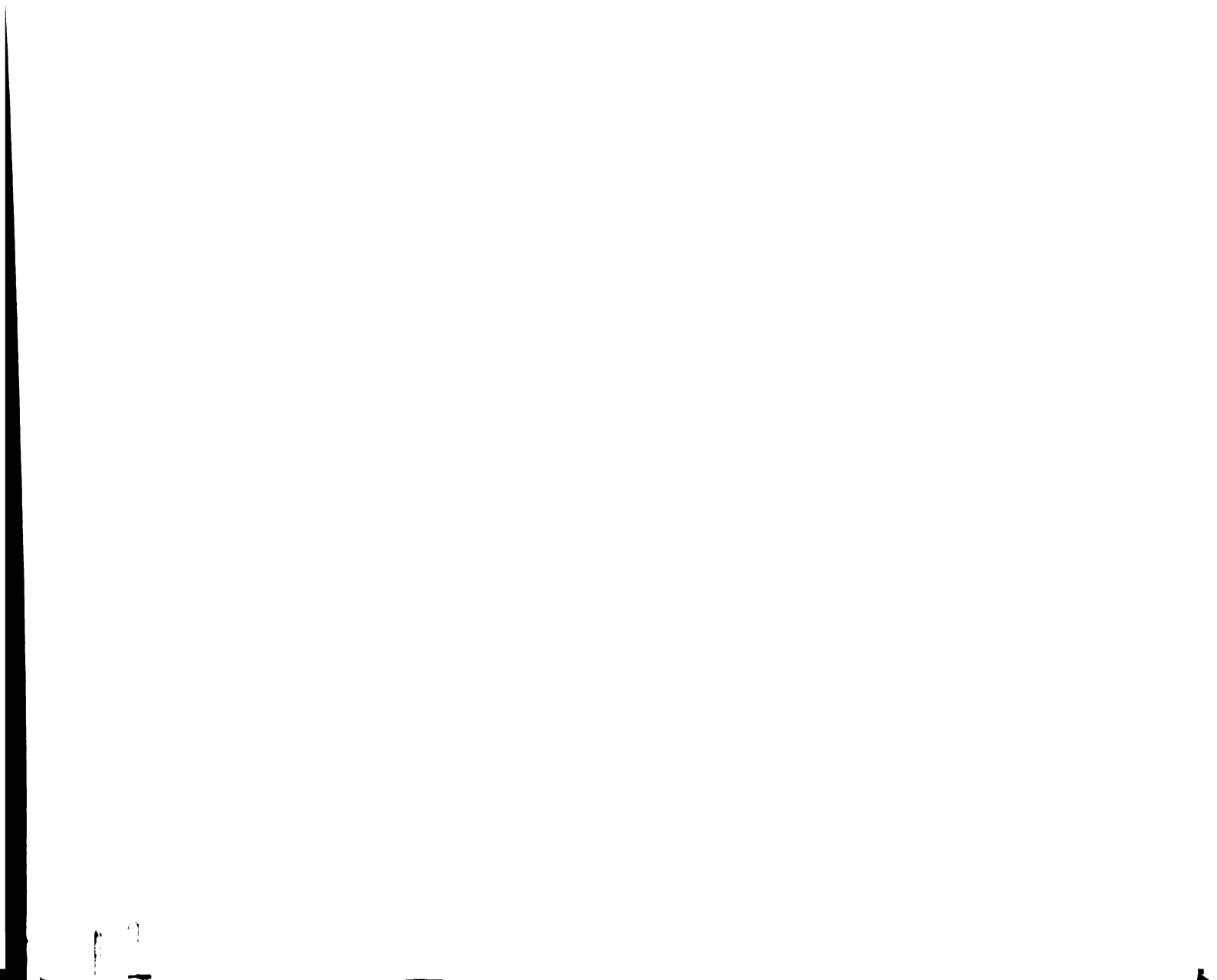
B. 2. "My property was not zoned for trailer parks before I bought it." Percentage based only on those who answered this question.

California	- 21%
West	- 55%
Mid-West	- 53%
East	- 70%
South	- 64%
Florida	- 45%

C. 1. "My property wasn't zoned for trailer parks before I bought it, and to get it so zoned was very easy." Percentage based only on those who answered this question, (and therefore had experience with zoning). It should also be noted that this refers to when the park was zoned originally, and does not necessarily reflect today's situation.

California	- 20%
West	- 33%
Mid-West	- 29%
East	- 18%
South	- 37%
Florida	- 23% (18)

C. 2. "My property wasn't zoned for trailer parks before I bought it, and to get it so zoned was easy." Percentage based only on those who answered this question, (and therefore had experience with zoning). It should also be noted that this refers to when the park was zoned originally, and does not necessarily reflect today's situation.



C. 2. Continued.

California	- 30%
West	- 44%
Mid-West	- 29%
East	- 23%
South	- 26%
Florida	- 22% (18)

- C. 3. "My property wasn't zoned for trailer parks before I bought it, and to get it so zoned was fairly difficult." Percentage based only on those who answered this question, (and therefore had experience with zoning). It should also be noted that this refers to when the park was zoned originally, and does not necessarily reflect today's situation.

California	- 33%
West	- 2%
Mid-West	- 12%
East	- 18%
South	- 19%
Florida	- 17% (18)

- C. 4. "My property wasn't zoned for trailer parks before I bought it, and to get it so zoned was difficult." Percentage based only on those who answered this question, (and therefore had experience with zoning). It should also be noted that this refers to when the park was zoned originally, and does not necessarily reflect today's situation.

California	- 7%
West	- 7%
Mid-West	- 12%
East	- 18%
South	- 7%
Florida	- 6% (18)

- C. 5. "My property wasn't zoned for trailer parks before I bought it, and to get it so zoned was very difficult." Percentage based only on those who answered this question, (and therefore had experience with zoning). It should also be noted that this refers to when the park was zoned originally, and does not necessarily reflect today's situation.

California	- 23%
West	- 16%
Mid-West	- 17%
East	- 41%
South	- 15%
Florida	- 22% (18)



- D. 1. "The main difficulty in getting my park zoned was public opposition." Percentage based only on those who answered this question.

California	- 39%	
West	- 29%	
Mid-West	- 58%	
East	- 35%	(17)
South	- 36%	
Florida	- 22%	(09)

- D. 2. "The main difficulty in getting my park zoned was meeting zoning regulations." Percentage based only on those who answered this question.

California	- 9%	
West	- 29%	
Mid-West	- 6%	
East	- 6%	(17)
South	- 9%	
Florida	- 33%	(09)

- D. 3. "The main difficulty in getting my park zoned was meeting health and sanitation regulations." Percentage based only on those who answered this question.

California	- 13%	
West	- 33%	
Mid-West	- 6%	
East	- 0%	(17)
South	- 27%	
Florida	- 11%	(09)

- D. 4. "The main difficulty in getting my park zoned was resistance by public officials." Percentage based only on those who answered this question.

California	- 66%	
West	- 33%	
Mid-West	- 32%	
East	- 76%	(17)
South	- 32%	
Florida	- 44%	(09)

- D. 5. "The main difficulty in getting my park zoned was other." Percentage based only on those who answered this question.

California	- 9%	
West	- 17%	
Mid-West	- 19%	
East	- 12%	(17)
South	- 5%	

D. 5. Continued.

Florida - 22% (09)

E. 1. "I overcame public resistance by calling on people." Percentage based only on those who answered this question.

California - 30%
 West - 28% (18)
 Mid-West - 45%
 East - 29% (17)
 South - 47% (17)
 Florida - 50% (08)

E. 2. "I overcame public resistance by advertising." Percentage based only on those who answered this question.

California - 0%
 West - 33% (18)
 Mid-West - 3%
 East - 12% (17)
 South - 18% (17)
 Florida - 25% (08)

E. 3. "I overcame public resistance by other." Percentage based only on those who answered this question. The large percentage checking "other" for this question shows a weakness in the question, as this choice gives no real information. As a matter of interest, quite a few people wrote in that they overcame public resistance by building a better grade trailer park, which would possibly account for some of the "other" choices.

California - 75%
 West - 44% (18)
 Mid-West - 66%
 East - 76% (17)
 South - 59% (17)
 Florida - 25% (08)

F. 1. "I do believe public opinion to be a problem of park operators today." Percentage based only on those who answered this question.

California - 76%
 West - 49%
 Mid-West - 70%
 East - 70%
 South - 57%
 Florida - 51%

- F. 2. "I do not believe public opinion to be a problem of park operators today." Percentage based only on those who answered this question.

California	- 24%
West	- 51%
Mid-West	- 30%
East	- 30%
South	- 43%
Florida	- 49%

- G. 1. "In my opinion, the best way(s) to overcome unfavorable public opinion is through personal contacts." Percentage based on all questionnaires tabulated.

California	- 33%
West	- 30%
Mid-West	- 41%
East	- 43%
South	- 27%
Florida	- 28%

- G. 2. "In my opinion, the best way(s) to overcome unfavorable public opinion is through advertising locally." Percentage based on all questionnaires tabulated.

California	- 14%
West	- 31%
Mid-West	- 14%
East	- 20%
South	- 10%
Florida	- 8%

- G. 3. "In my opinion, the best way(s) to overcome unfavorable public opinion is through advertising nationally." Percentage based on all questionnaires tabulated.

California	- 13%
West	- 14%
Mid-West	- 8%
East	- 13%
South	- 12%
Florida	- 17%

- G. 4. "In my opinion, the best way(s) to overcome unfavorable public opinion is through laws requiring higher park standards." Percentage based on all questionnaires tabulated.

California	- 36%
West	- 45%
Mid-West	- 57%
East	- 50%



G. 4. Continued.

South	- 39%
Florida	- 51%

G. 5. "In my opinion, the best way(s) to overcome unfavorable public opinion is through trailer associations encouraging higher park standards." Percentage based on all questionnaires tabulated.

California	- 62%
West	- 60%
Mid-West	- 63%
East	- 76%
South	- 45%
Florida	- 63%

ORIGINAL PARK

A. 1. "When I first opened my park, I had less than 20 sites." Percentage based only on those who answered this question.

California	- 28%
West	- 53%
Mid-West	- 48%
East	- 17%
South	- 73%
Florida	- 38%

A. 2. "When I first opened my park, I had 20-50 sites." Percentage based only on those who answered this question.

California	- 26%
West	- 34%
Mid-West	- 31%
East	- 24%
South	- 22%
Florida	- 38%

A. 3. "When I first opened my park, I had 50-75 sites." Percentage based only on those who answered this question.

California	- 13%
West	- 8%
Mid-West	- 9%
East	- 11%
South	- 4%
Florida	- 16%

- A. 4. "When I first opened my park, I had 75-100 sites."
Percentage based only on those who answered this question.

California	-	8%
West	-	2%
Mid-West	-	6%
East	-	4%
South	-	4%
Florida	-	3%

- A. 5. "When I first opened my park, I had 100 or more sites."
Percentage based only on those who answered this question.

California	-	4%
West	-	3%
Mid-West	-	5%
East	-	0%
South	-	0%
Florida	-	8%

- B. 1. "Since it began, I've expanded my park not at all."
Percentage based only on those who answered this question.

California	-	54%
West	-	36%
Mid-West	-	23%
East	-	31%
South	-	32%
Florida	-	27%

- B. 2. "Since it began, I've expanded my park once." Percentage based only on those who answered this question.

California	-	26%
West	-	26%
Mid-West	-	37%
East	-	24%
South	-	24%
Florida	-	27%

- B. 3. "Since it began, I've expanded my park twice." Percentage based only on those who answered this question.

California	-	14%
West	-	23%
Mid-West	-	23%
East	-	20%
South	-	20%
Florida	-	16%

- B. 4. "Since it began, I've expanded my park three to six times." Percentage based only on those who answered this question.

California	- 4%
West	- 10%
Mid-West	- 22%
East	- 18%
South	- 27%
Florida	- 22%

- B. 5. "Since it began, I've expanded my park more than six times." Percentage based only on those who answered this question.

California	- 5%
West	- 1%
Mid-West	- 1%
East	- 9%
South	- 2%
Florida	- 3%

- C. 1. "In planning my park, I had professional help from a lawyer." Percentage based on all questionnaires tabulated.

California	- 3%
West	- 2%
Mid-West	- 9%
East	- 0%
South	- 4%
Florida	- 3%

- C. 2. "In planning my park, I had professional help from a design architect." Percentage based on all questionnaires tabulated.

California	- 10%
West	- 10%
Mid-West	- 13%
East	- 7%
South	- 4%
Florida	- 5%

- C. 3. "In planning my park, I had professional help from a landscape architect." Percentage based on all questionnaires tabulated.

California	- 2%
West	- 6%
Mid-West	- 2%
East	- 0%
South	- 4%

C. 3. Continued.

Florida - 5%

C. 4. "In planning my park, I had professional help from a mobile home association." Percentage based on all questionnaires tabulated.

California - 3%
 West - 17%
 Mid-West - 9%
 East - 20%
 South - 16%
 Florida - 12%

C. 5. "In planning my park, I had professional help from no one in designing my park." Percentage based on all questionnaires tabulated.

California - 52%
 West - 55%
 Mid-West - 62%
 East - 72%
 South - 63%
 Florida - 63%

FINANCE

A. 1. "My park is owned by myself." Percentage based only on those who answered this question.

California - 85%
 West - 83%
 Mid-West - 77%
 East - 70%
 South - 77%
 Florida - 82%

A. 2. "My park is a partnership." Percentage based only on those who answered this question.

California - 9%
 West - 12%
 Mid-West - 13%
 East - 17%
 South - 15%
 Florida - 15%

A. 3. "My park is incorporated." Percentage based only on those who answered this question.

California - 1%
 West - 3%

A. 3. Continued..

Mid-West	- 9%
East	- 13%
South	- 6%
Florida	- 2%

A. 4. "My park is other." Percentage based only on those who answered this question.

California	- 3%
West	- 4%
Mid-West	- 3%
East	- 0%
South	- 6%
Florida	- 3%

B. 1. "The park was originally financed in whole or part by myself." Percentage based only on those who answered this question. This question is of doubtful value since many did not check this choice, but had checked one of the other means of financing, and yet on the percentage question following, showed a down payment. It is likely, therefore, the results of this question are understated, but the following choices of financing methods should be accurate.

California	- 55%
West	- 76%
Mid-West	- 68%
East	- 62%
South	- 81%
Florida	- 66%

B. 2. "The park was originally financed in whole or part by a bank." Percentage based only on those who answered this question.

California	- 23%
West	- 21%
Mid-West	- 21%
East	- 38%
South	- 17%
Florida	- 15%

B. 3. "The park was originally financed in whole or part by a savings and loan association." Percentage based only on those who answered this question.

California	- 5%
West	- 4%
Mid-West	- 11%
East	- 2%

B. 3. Continued.

South	- 13%
Florida	- 3%

B. 4. "The park was originally financed in whole or part by an insurance company." Percentage based only on those who answered this question.

California	- 1%
West	- 0%
Mid-West	- 1%
East	- 0%
South	- 0%
Florida	- 0%

B. 5. "The park was originally financed in whole or part by private investors." Percentage based only on those who answered this question.

California	- 30%
West	- 18%
Mid-West	- 10%
East	- 11%
South	- 15%
Florida	- 25%

B. 6. "The park was originally financed in whole or part by other." Percentage based only on those who answered this question.

California	- 8%
West	- 5%
Mid-West	- 4%
East	- 4%
South	- 0%
Florida	- 3%

C. 1. "To finance my park, I had to have a down payment of 80% or more." Percentage based only on those who answered this question.

California	- 14%
West	- 15%
Mid-West	- 15%
East	- 23%
South	- 24% (17)
Florida	- 16%

C. 2. "To finance my park, I had to have a down payment of 65%." Percentage based only on those who answered this question.

C. 2. Continued.

California	- 14%	
West	- 10%	
Mid-West	- 15%	
East	- 9%	
South	- 6%	(17)
Florida	- 5%	

C. 3. "To finance my park, I had to have a down payment of 50%." Percentage based only on those who answered this question.

California	- 12%	
West	- 18%	
Mid-West	- 20%	
East	- 18%	
South	- 18%	(17)
Florida	- 38%	

C. 4. "To finance my park, I had to have a down payment of 35%." Percentage based only on those who answered this question."

California	- 24%	
West	- 18%	
Mid-West	- 8%	
East	- 14%	
South	- 6%	(17)
Florida	- 16%	

C. 5. "To finance my park, I had to have a down payment of less than 35%." Percentage based only on those who answered this question.

California	- 39%	
West	- 40%	
Mid-West	- 42%	
East	- 32%	
South	- 47%	(17)
Florida	- 24%	

D. 1. "I do know that FHA guaranteed loans are available for trailer parks." Percentage based only on those who answered this question.

California	- 73%
West	- 53%
Mid-West	- 80%
East	- 74%
South	- 80%
Florida	- 70%

- D. 2. "I do not know that FHA guaranteed loans are available for trailer parks." Percentage based only on those who answered this question."

California	- 27%
West	- 47%
Mid-West	- 20%
East	- 26%
South	- 20%
Florida	- 30%

- E. 1. "I believe the effect of this FHA ruling on new parks will be good." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 31%
West	- 43%
Mid-West	- 49%
East	- 61%
South	- 67%
Florida	- 39%

- E. 2. "I believe the effect of this FHA ruling on new parks will be fair." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 12%
West	- 13%
Mid-West	- 22%
East	- 19%
South	- 13%
Florida	- 21%

- E. 3. "I believe the effect of this FHA ruling on new parks will be poor." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without

E. 3. Continued.

some prior knowledge.

California	- 14%
West	- 8%
Mid-West	- 3%
East	- 3%
South	- 3%
Florida	- 12%

- E. 4. "I believe the effect of this FHA ruling on new parks will be insignificant." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 35%
West	- 26%
Mid-West	- 16%
East	- 19%
South	- 13%
Florida	- 36%

- E. 5. "I believe the effect of this FHA ruling on new parks will be detrimental." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 12%
West	- 13%
Mid-West	- 13%
East	- 0%
South	- 3%
Florida	- 6%

- F. 1. "I believe the effect of this FHA ruling on present parks, including mine, will be good." Percentage based only on those who answered this question. Although there was good response to this question, Only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion

F. 1. Continued.

could not be expressed without some prior knowledge.

California	- 21%
West	- 32%
Mid-West	- 39%
East	- 36%
South	- 42%
Florida	- 16%

- F. 2. "I believe the effect of this FHA ruling on present parks, including mine, will be fair." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 14%
West	- 13%
Mid-West	- 16%
East	- 18%
South	- 18%
Florida	- 13%

- F. 3. "I believe the effect of this FHA ruling on present parks, including mine, will be poor." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 13%
West	- 7%
Mid-West	- 1%
East	- 4%
South	- 3%
Florida	- 10%

- F. 4. "I believe the effect of this FHA ruling on present parks, including mine, will be insignificant." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could

F. 4. Continued.

not be expressed without some prior knowledge.

California	- 40%
West	- 38%
Mid-West	- 30%
East	- 36%
South	- 30%
Florida	- 52%

- F. 5. "I believe the effect of this FHA ruling on present parks, including mine, will be detrimental." Percentage based only on those who answered this question. Although there was good response to this question, only the answers of those who had said they did know of this FHA ruling in the prior question were tabulated, since some of the aspects of this ruling are controversial and it was felt a valid opinion could not be expressed without some prior knowledge.

California	- 11%
West	- 20%
Mid-West	- 10%
East	- 11%
South	- 7%
Florida	- 10%

- G. 1. "The total cost of my original park was less than \$4,000." Percentage based only on those who answered this question.

California	- 7%
West	- 14%
Mid-West	- 8%
East	- 9%
South	- 18%
Florida	- 3%

- G. 2. "The total cost of my original park was \$4,000-10,000." Percentage based only on those who answered this question.

California	- 10%
West	- 19%
Mid-West	- 17%
East	- 27%
South	- 20%
Florida	- 10%

- G. 3. "The total cost of my original park was \$10,000-25,000." Percentage based only on those who answered this question.

G. 3. Continued.

California	- 24%
West	- 20%
Mid-West	- 29%
East	- 27%
South	- 31%
Florida	- 22%

G. 4. "The total cost of my original park was \$25,000-50,000." Percentage based only on those who answered this question.

California	- 26%
West	- 29%
Mid-West	- 24%
East	- 29%
South	- 24%
Florida	- 42%

G. 5. "The total cost of my original park was \$50,000-100,000." Percentage based only on those who answered this question.

California	- 27%
West	- 14%
Mid-West	- 15%
East	- 9%
South	- 10%
Florida	- 14%

G. 6. "The total cost of my original park was more than \$100,000."

California	- 9%
West	- 3%
Mid-West	- 7%
East	- 0%
South	- 0%
Florida	- 12%

H. 1. "My yearly gross income from the park operation is \$0-5,000." Percentage based only on those who answered this question.

California	- 25%
West	- 37%
Mid-West	- 23%
East	- 21%
South	- 31%
Florida	- 25%

- H. 2. "My yearly gross income from the park operation is \$5,000-10,000." Percentage based only on those who answered this question.

California	- 41%
West	- 26%
Mid-West	- 23%
East	- 45%
South	- 31%
Florida	- 28%

- H. 3. "My yearly gross income from the park operation is \$10,000-20,000." Percentage based only on those who answered this question.

California	- 15%
West	- 31%
Mid-West	- 27%
East	- 21%
South	- 28%
Florida	- 23%

- H. 4. "My yearly gross income from the park operation is \$20,000-50,000." Percentage based only on those who answered this question.

California	- 16%
West	- 5%
Mid-West	- 18%
East	- 10%
South	- 13%
Florida	- 15%

- H. 5. "My yearly gross income from the park operation is \$50,000-100,000." Percentage based only on those who answered this question.

California	- 2%
West	- 1%
Mid-West	- 7%
East	- 2%
South	- 3%
Florida	- 8%

- H. 6. "My yearly gross income from the park operation is over \$100,000." Percentage based only on those who answered this question.

California	- 2%
West	- 0%
Mid-West	- 2%
East	- 0%
South	- 0%

H. 6. Continued.

Florida - 0%

- I. 1. "My yearly net income is \$0-2,000." Percentage based only on those who answered this question.

California - 22%
 West - 36%
 Mid-West - 22%
 East - 31%
 South - 21%
 Florida - 15%

- I. 2. "My yearly net income is \$2,000-5,000." Percentage based only on those who answered this question.

California - 41%
 West - 33%
 Mid-West - 23%
 East - 38%
 South - 45%
 Florida - 40%

- I. 3. "My yearly net income is \$5,000-10,000." Percentage based only on those who answered this question.

California - 21%
 West - 26%
 Mid-West - 30%
 East - 18%
 South - 30%
 Florida - 25%

- I. 4. "My yearly net income is \$10,000-20,000." Percentage based only on those who answered this question.

California - 13%
 West - 7%
 Mid-West - 11%
 East - 13%
 South - 12%
 Florida - 13%

- I. 5. "My yearly net income is \$20,000-40,000." Percentage based only on those who answered this question.

California - 2%
 West - 1%
 Mid-West - 9%
 East - 0%
 South - 6%
 Florida - 3%

- I. 6. "My yearly net income is over \$40,000." Percentage based only on those who answered this question.

California	-	1%
West	-	0%
Mid-West	-	3%
East	-	0%
South	-	0%
Florida	-	2%

- J. 1. "I prepare a profit and loss statement monthly." Percentage based only on those who answered this question.

California	-	21%
West	-	27%
Mid-West	-	24%
East	-	18%
South	-	20%
Florida	-	26%

- J. 2. "I prepare a profit and loss statement quarterly." Percentage based only on those who answered this question.

California	-	12%
West	-	7%
Mid-West	-	16%
East	-	16%
South	-	11%
Florida	-	7%

- J. 3. "I prepare a profit and loss statement semi-annually." Percentage based only on those who answered this question.

California	-	5%
West	-	5%
Mid-West	-	5%
East	-	7%
South	-	11%
Florida	-	7%

- J. 4. "I prepare a profit and loss statement annually." Percentage based only on those who answered this question.

California	-	61%
West	-	60%
Mid-West	-	50%
East	-	55%
South	-	62%
Florida	-	7%

- J. 5. "I prepare a profit and loss statement not at all."
Percentage based only on those who answered this question.

California	- 8%
West	- 11%
Mid-West	- 10%
East	- 7%
South	- 2%
Florida	- 46%

PRESENT PARK

- A. 1. "I'm using in some way in my park today, less than two acres." Percentage based only on those who answered this question.

California	- 46%
West	- 35%
Mid-West	- 25%
East	- 17%
South	- 30%
Florida	- 18%

- A. 2. "I'm using in some way in my park today 2-4 acres." Percentage based only on those who answered this question.

California	- 33%
West	- 42%
Mid-West	- 32%
East	- 39%
South	- 33%
Florida	- 24%

- A. 3. "I'm using in some way in my park today 4-8 acres." Percentage based only on those who answered this question.

California	- 13%
West	- 23%
Mid-West	- 26%
East	- 26%
South	- 26%
Florida	- 35%

- A. 4. "I'm using in some way in my park today 8-15 acres." Percentage based only on those who answered this question.

California	- 4%
West	- 1%
Mid-West	- 15%

A. 4. Continued.

East	- 11%
South	- 9%
Florida	- 10%

A. 5. "I'm using in some way in my park today 15-30 acres."
Percentage based only on those who answered this question.

California	- 0%
West	- 2%
Mid-West	- 5%
East	- 4%
South	- 4%
Florida	- 11%

A. 6. "I'm using in some way in my park today over 30 acres."
Percentage based only on those who answered this question.

California	- 2%
West	- 0%
Mid-West	- 2%
East	- 2%
South	- 0%
Florida	- 2%

B. 1. "The sizes of sites in my park are 25 ft. by 35 ft."
Percentage based only on those who answered this question. Although the question called for a check for the size closest to being right, so many people made several checks that all answers were tabulated. Because of this, the percentage may be a little high, but the proportion between choices valid.

California	- 50%
West	- 23%
Mid-West	- 20%
East	- 11%
South	- 19%
Florida	- 23%

B. 2. "The sizes of sites in my park are 30 ft. by 40 ft."
Percentage based only on those who answered this question. Although the question called for a check for the size closest to being right, so many people made several checks that all answers were tabulated. Because of this, the percentage may be a little high, but proportion between choices valid.

California	- 41%
West	- 43%

B. 2. Continued.

Mid-West	- 47%
East	- 33%
South	- 27%
Florida	- 34%

- B. 3. "The sizes of sites in my park are 30 ft. by 50 ft." Percentage based only on those who answered this question. Although the question called for a check for the size closest to being right, so many people made several checks that all answers were tabulated. Because of this, the percentage may be a little high, but the proportion between the choices valid.

California	- 25%
West	- 37%
Mid-West	- 36%
East	- 47%
South	- 52%
Florida	- 53%

- B. 4. "The sizes of sites in my park are 40 ft. by 60 ft." Percentage based only on those who answered this question. Although the question called for a check for the size closest to being right, so many people made several checks that all answers were tabulated. Because of this, the percentage may be a little high, but the proportion between choices valid.

California	- 4%
West	- 9%
Mid-West	- 9%
East	- 22%
South	- 6%
Florida	- 16%

- B. 5. "The sizes of sites in my park are 50 ft. by 60 ft. or larger." Percentage based only on those who answered this question. Although the question called for a check for the size closest to being right, so many people made several checks that all answers were tabulated. Because of this, the percentage may be a little high, but the proportion between choices valid.

California	- 1%
West	- 5%
Mid-West	- 2%
East	- 4%
South	- 4%
Florida	- 3%

- C. 1. "In my park there is entirely underground wiring." Percentage based only on those who answered this question.

California	- 36%
West	- 28%
Mid-West	- 30%
East	- 35%
South	- 16%
Florida	- 29%

- C. 2. "In my park there is a central TV antenna." Percentage based only on those who answered this question.

California	- 5%
West	- 3%
Mid-West	- 3%
East	- 2%
South	- 2%
Florida	- 9%

- C. 3. "In my park there are telephones available for individual trailers." Percentage based only on those who answered this question.

California	- 62%
West	- 79%
Mid-West	- 88%
East	- 91%
South	- 86%
Florida	- 52%

- C. 4. "In my park there are underground gas lines." Percentage based only on those who answered this question.

California	- 42%
West	- 31%
Mid-West	- 8%
East	- 9%
South	- 20%
Florida	- 3%

- D. 1. "The roads in my park are crushed stone or gravel." Percentage based only on those who answered this question.

California	- 16%
West	- 68%
Mid-West	- 65%
East	- 62%
South	- 67%
Florida	- 41%

- D. 2. "The roads in my park are black top." Percentage based only on those who answered this question.

California	- 71%
West	- 25%
Mid-West	- 32%
East	- 38%
South	- 37%
Florida	- 44%

- D. 3. "The roads in my park are oiled or leveled earth." Percentage based only on those who answered this question.

California	- 14%
West	- 12%
Mid-West	- 10%
East	- 9%
South	- 7%
Florida	- 13%

- D. 4. "The roads in my park are cement." Percentage based only on those who answered this question.

California	- 4%
West	- 1%
Mid-West	- 0%
East	- 0%
South	- 2%
Florida	- 0%

- D. 5. "The roads in my park are other." Percentage based only on those who answered this question.

California	- 3%
West	- 4%
Mid-West	- 3%
East	- 2%
South	- 7%
Florida	- 16%

- E. 1. "My roads have permanent curbing." Percentage based on all questionnaires tabulated.

California	- 12%
West	- 14%
Mid-West	- 9%
East	- 17%
South	- 6%
Florida	- 3%

- E. 2. "My roads have street lights." Percentage based on all questionnaires tabulated.

E. 2. Continued.

California	- 63%
West	- 47%
Mid-West	- 76%
East	- 87%
South	- 67%
Florida	- 80%

E. 3. "My roads have storm sewers or drains." Percentage based on all questionnaires tabulated.

California	- 21%
West	- 20%
Mid-West	- 35%
East	- 36%
South	- 20%
Florida	- 25%

F. 1. "My roads are less than 15 ft. wide." Percentage based only on those who answered this question.

California	- 2%
West	- 2%
Mid-West	- 3%
East	- 2%
South	- 6%
Florida	- 3%

F. 2. "My roads are 15 ft. - 20 ft. wide." Percentage based only on those who answered this question.

California	- 39%
West	- 25%
Mid-West	- 25%
East	- 20%
South	- 27%
Florida	- 52%

F. 3. "My roads are 20 ft. - 25 ft. wide." Percentage based only on those who answered this question.

California	- 42%
West	- 23%
Mid-West	- 31%
East	- 37%
South	- 25%
Florida	- 33%

F. 4. "My roads are 25 ft. - 30 ft. wide." Percentage based only on those who answered this question.

California	- 21%
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F. 4. Continued.

West	- 32%
Mid-West	- 21%
East	- 30%
South	- 23%
Florida	- 8%

F. 5. "My roads are 30 ft. - 35 ft. wide." Percentage based only on those who answered this question.

California	- 9%
West	- 15%
Mid-West	- 15%
East	- 15%
South	- 19%
Florida	- 8%

F. 6. "My roads are over 35 ft. wide." Percentage based only on those who answered this question.

California	- 3%
West	- 10%
Mid-West	- 11%
East	- 4%
South	- 2%
Florida	- 3%

G. 1. "Parking is provided on the streets." Percentage based only on those who answered this question.

California	- 38%
West	- 50%
Mid-West	- 65%
East	- 61%
South	- 56%
Florida	- 29%

G. 2. "Parking is provided on the lots." Percentage based only on those who answered this question.

California	- 58%
West	- 54%
Mid-West	- 37%
East	- 35%
South	- 65%
Florida	- 86%

G. 3. "Parking is provided outside the park." Percentage based only on those who answered this question."

California	- 9%
West	- 9%

G. 3. Continued.

Mid-West	-	7%
East	-	4%
South	-	0%
Florida	-	2%

G. 4. "Parking is provided in special areas in the park."
Percentage based only on those who answered this question.

California	-	55%
West	-	31%
Mid-West	-	35%
East	-	48%
South	-	25%
Florida	-	22%

IMPROVEMENTS

A. 1. "I have the following in my park - hobby shop." Percent-
age based on all questionnaires tabulated.

California	-	3%
West	-	3%
Mid-West	-	3%
East	-	9%
South	-	2%
Florida	-	14%

A. 2. "I have the following in my park - storage building."
Percentage based on all questionnaires tabulated.

California	-	38%
West	-	50%
Mid-West	-	38%
East	-	57%
South	-	78%
Florida	-	38%

A. 3. "I have the following in my park - office building."
Percentage based on all questionnaires tabulated.

California	-	55%
West	-	58%
Mid-West	-	67%
East	-	72%
South	-	67%
Florida	-	80%

A. 4. "I have the following in my park - bottled gas sales."
Percentage based on all questionnaires tabulated.

A. 4. Continued.

This question excludes sale of gas through lines to individual trailers. (see Present Park - C-4)

California	- 10%
West	- 22%
Mid-West	- 44%
East	- 59%
South	- 27%
Florida	- 8%

A. 5. "I have the following in my park - fuel oil sales."
Percentage based on all questionnaires tabulated.

California	- 8%
West	- 19%
Mid-West	- 26%
East	- 20%
South	- 27%
Florida	- 28%

B. 1. "I do have a planned program of recreational activities."
Percentage based only on those who answered this question.

California	- 6%
West	- 16%
Mid-West	- 6%
East	- 16%
South	- 0%
Florida	- 40%

B. 2. "I do not have a planned program of recreational activities." Percentage based only on those who answered this question.

California	- 94%
West	- 84%
Mid-West	- 94%
East	- 84%
South	- 100%
Florida	- 60%

C. 1. "The recreation program is handled by myself." Percentage based only on those who answered this question. Only the answers of those who said they did have a program of recreational activities are tabulated in this question. A large number said they had no such program, and then went on to tell who handled it, which raises some doubt as to the clearness, and therefore the value of B and C.

C. 1. Continued.

California	- 71%	(07)
West	- 87%	(15)
Mid-West	- 67%	(06)
East	- 50%	(04)
South	- 0%	(0)
Florida	- 92%	

- C. 2. "The recreation program is handled by park residents." Percentage based only on those who answered this question. Only the answers of those who said they did have a program of recreational activities are tabulated in this question. A large number said they had no such program and then went on to tell who handled it, which raises some doubt as to the clearness, and therefore the value of B and C.

California	- 86%	(07)
West	- 87%	(15)
Mid-West	- 33%	(06)
East	- 50%	(04)
South	- 0%	(0)
Florida	- 72%	

- D. 1. "I believe a recreation program for residents of my park to be very important. Percentage based only on those who answered this question.

California	- 10%
West	- 21%
Mid-West	- 10%
East	- 13%
South	- 8%
Florida	- 35%

- D. 2. "I believe a recreation program for residents of my park to be important." Percentage based only on those who answered this question.

California	- 35%
West	- 28%
Mid-West	- 18%
East	- 47%
South	- 26%
Florida	- 25%

- D. 3. "I believe a recreation program for residents of my park to be not too important." Percentage based only on those who answered this question.

California	- 63%
West	- 38%

D. 3. Continued.

Mid-West	- 42%
East	- 38%
South	- 47%
Florida	- 37%

D. 4. "I believe a recreation program for residents of my park to be of no importance." Percentage based only on those who answered this question.

California	- 60%
West	- 22%
Mid-West	- 34%
East	- 25%
South	- 21%
Florida	- 12%

E. 1. "For recreation, my park offers shuffle board courts." Percentage based on all questionnaires tabulated.

California	- 8%
West	- 14%
Mid-West	- 3%
East	- 7%
South	- 8%
Florida	- 77%

E. 2. "For recreation, my park offers a swimming pool." Percentage based on all questionnaires tabulated

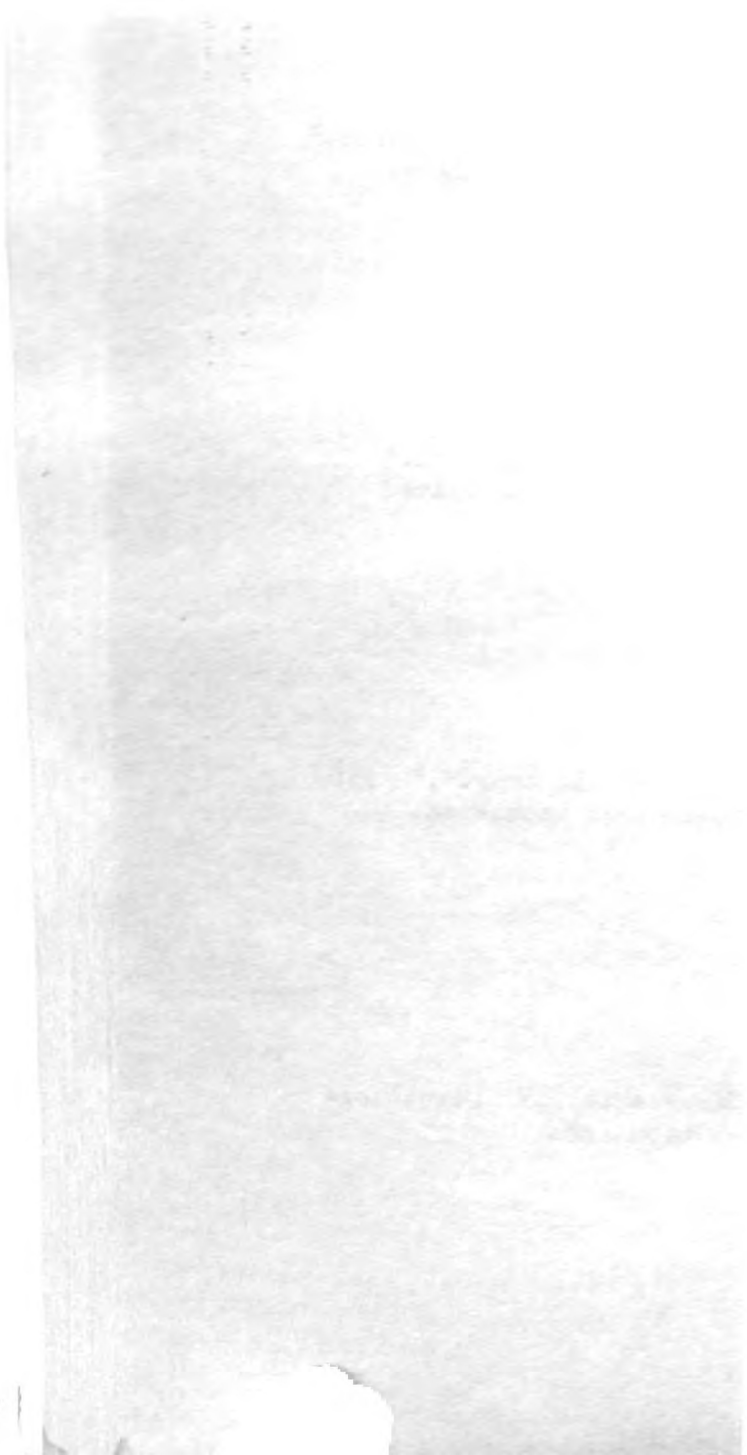
California	- 5%
West	- 8%
Mid-West	- 4%
East	- 4%
South	- 2%
Florida	- 5%

E. 3. "For recreation, my park offers tennis courts." Percentage based on all questionnaires tabulated.

California	- 3%
West	- 0%
Mid-West	- 0%
East	- 2%
South	- 0%
Florida	- 0%

E. 4. "For recreation, my park offers a park." Percentage based on all questionnaires tabulated.

California	- 10%
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E. 4. Continued.

West	- 17%
Mid-West	- 19%
East	- 15%
South	- 20%
Florida	- 32%

E. 5. "For recreation, my park offers picnic facilities."
Percentage based on all questionnaires tabulated.

California	- 24%
West	- 37%
Mid-West	- 29%
East	- 46%
South	- 31%
Florida	- 54%

F. 1. "I have a jeep." Percentage based on all questionnaires
tabulated.

California	- 17%
West	- 14%
Mid-West	- 34%
East	- 20%
South	- 14%
Florida	- 37%

F. 2. "I have a truck." Percentage based on all questionnaires
tabulated.

California	- 34%
West	- 39%
Mid-West	- 45%
East	- 76%
South	- 51%
Florida	- 43%

F. 3. "I have a tractor." Percentage based on all question-
naires tabulated.

California	- 11%
West	- 17%
Mid-West	- 22%
East	- 35%
South	- 22%
Florida	- 18%

G. 1. "The lots have individual storage facilities." Percent-
age based on all questionnaires tabulated.

California	- 15%
West	- 10%

G. 1. Continued.

Mid-West	- 11%
East	- 9%
South	- 6%
Florida	- 11%

G. 2. "The lots have underground fuel oil tanks or lines."
Percentages based on all questionnaires tabulated.

California	- 3%
West	- 1%
Mid-West	- 0%
East	- 2%
South	- 2%
Florida	- 0%

G. 3. "The lots have cement or blacktop patios." Percentage
based on all questionnaires tabulated.

California	- 82%
West	- 68%
Mid-West	- 68%
East	- 87%
South	- 82%
Florida	- 91%

G. 4. "The lots have paved runways or slabs for trailers." Percentage
based on all questionnaires tabulated.

California	- 23%
West	- 15%
Mid-West	- 27%
East	- 13%
South	- 12%
Florida	- 14%

SERVICES

A. 1. "In my park there is delivery of mail to each lot." Percentage
based on all questionnaires tabulated.

California	- 37%
West	- 22%
Mid-West	- 15%
East	- 28%
South	- 24%
Florida	- 40%

A. 2. "In my park there is a central mailroom." Percentage
based on all questionnaires tabulated.

California	- 58%
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A. 2. Continued.

West	- 68%
Mid-West	- 66%
East	- 67%
South	- 69%
Florida	- 58%

A. 3. "In my park there is a public address system." Percentage based on all questionnaires tabulated.

California	- 19%
West	- 13%
Mid-West	- 12%
East	- 17%
South	- 20%
Florida	- 26%

A. 4. "In my park there are paved sidewalks throughout." Percentage based on all questionnaires tabulated.

California	- 16%
West	- 18%
Mid-West	- 37%
East	- 15%
South	- 8%
Florida	- 5%

B. 1. "We offer free landscape service for lots." Percentage based on all questionnaires tabulated.

California	- 26%
West	- 26%
Mid-West	- 26%
East	- 33%
South	- 20%
Florida	- 26%

B. 2. "We offer free lot maintenance equipment." Percentage based on all questionnaires tabulated.

California	- 57%
West	- 61%
Mid-West	- 71%
East	- 83%
South	- 61%
Florida	- 72%

B. 3. "We offer awards for attractive lots." Percentage based on all questionnaires tabulated.

California	- 3%
West	- 8%

B. 3. Continued.

Mid-West	- 18%
East	- 17%
South	- 8%
Florida	- 0%

C. 1. "We do have an incinerator in our park." Percentage based only on those who answered this question.

California	- 66%
West	- 49%
Mid-West	- 58%
East	- 55%
South	- 40%
Florida	- 24%

C. 2. "We do not have an incinerator in our park." Percentage based only on those who answered this question.

California	- 34%
West	- 51%
Mid-West	- 42%
East	- 50%
South	- 60%
Florida	- 76%

D. 1. "Our garbage and/or trash is picked up by the city." Percentage based only on those who answered this question.

California	- 27%
West	- 36%
Mid-West	- 23%
East	- 7%
South	- 51%
Florida	- 29%

D. 2. "Our garbage and/or trash is picked up by a pick-up service." Percentage based only on those who answered this question.

California	- 62%
West	- 47%
Mid-West	- 42%
East	- 53%
South	- 35%
Florida	- 40%

D. 3. "Our garbage and/or trash is picked up by farmers." Percentage based only on those who answered this question.

D. 3. Continued.

California	--	0%
West	-	0%
Mid-West	-	2%
East	-	0%
South	-	0%
Florida	--	0%

D. 4. "Our garbage and/or trash is picked up by myself."
Percentage based only on those who answered this question.

California	-	14%
West	-	22%
Mid-West	-	35%
East	-	40%
South	-	14%
Florida	-	38%

D. 5. "Our garbage and/or trash is picked up by no one."
Percentage based only on those who answered this question.

California	-	2%
West	-	0%
Mid-West	-	3%
East	-	2%
South	-	0%
Florida	-	0%

D. 6. "Our garbage and/or trash is picked up by other."
Percentage based only on those who answered this question.

California	-	2%
West	-	0%
Mid-West	-	2%
East	-	4%
South	-	4%
Florida	-	2%

E. 1. "I try to promote my park through membership in the chamber of commerce." Percentage based on all questionnaires tabulated.

California	-	22%
West	-	25%
Mid-West	-	18%
East	-	13%
South	-	31%
Florida	-	46%

- E. 2. "I try to promote my park through membership in a mobile home or park association." Percentage based on all questionnaires tabulated.

California	- 62%
West	- 53%
Mid-West	- 55%
East	- 65%
South	- 41%
Florida	- 37%

- E. 3. "I try to promote my park through advertising in guide or telephone books." Percentage based on all questionnaires tabulated.

California	- 57%
West	- 61%
Mid-West	- 53%
East	- 50%
South	- 61%
Florida	- 72%

- E. 4. "I try to promote my park through advertising in newspapers, radio, or TV." Percentage based on all questionnaires tabulated.

California	- 16%
West	- 20%
Mid-West	- 24%
East	- 24%
South	- 37%
Florida	- 9%

- E. 5. "I try to promote my park through road signs." Percentage based on all questionnaires tabulated.

California	- 32%
West	- 42%
Mid-West	- 24%
East	- 35%
South	- 45%
Florida	- 42%

GENERAL

- A. 1. "For successful park operation, I believe a trailer dealership to be very essential." Percentage based only on those who answered this question.

California	- 2%
West	- 6%
Mid-West	- 10%
East	- 18%

A. 1. Continued.

South	-	0%
Florida	-	5%

A. 2. "For successful park operation, I believe a trailer dealership to be essential." Percentage based only on those who answered this question.

California	-	5%
West	-	5%
Mid-West	-	9%
East	-	7%
South	-	7%
Florida	-	3%

A. 3. "For successful park operation, I believe a trailer dealership to be important." Percentage based only on those who answered this question.

California	-	9%
West	-	13%
Mid-West	-	14%
East	-	27%
South	-	14%
Florida	-	12%

A. 4. "For successful park operation, I believe a trailer dealership to be not too important." Percentage based only on those who answered this question.

California	-	43%
West	-	39%
Mid-West	-	42%
East	-	25%
South	-	49%
Florida	-	37%

A. 5. "For successful park operation, I believe a trailer dealership to be insignificant." Percentage based only on those who answered this question.

California	-	40%
West	-	28%
Mid-West	-	22%
East	-	16%
South	-	30%
Florida	-	34%

A. 6. "For successful park operation, I believe a trailer dealership to be detrimental." Percentage based only on those who answered this question.

A. 6. Continued.

California	- 8%
West	- 13%
Mid-West	- 9%
East	- 7%
South	- 7%
Florida	- 14%

- B. 1. "In my opinion, the best type of parking is on the streets." Percentage based only on those who answered this question. Many operators had several choices under this question, so the percentages may be high, but the ratio between choices accurate.

California	- 12%
West	- 27%
Mid-West	- 37%
East	- 61%
South	- 40%
Florida	- 12%

- B. 2. "In my opinion, the best type of parking is on the lots." Percentage based only on those who answered this question. Many operators had several choices under this question, so the percentages may be high, but the ratio between choices accurate.

California	- 65%
West	- 54%
Mid-West	- 31%
East	- 27%
South	- 62%
Florida	- 80%

- B. 3. "In my opinion, the best type of parking is in special areas." Percentage based only on those who answered this question. Many operators had several choices under this question, so the percentages may be high, but the ratio between choices accurate.

California	- 41%
West	- 30%
Mid-West	- 41%
East	- 45%
South	- 31%
Florida	- 18%

- B. 4. "In my opinion, the best type of parking is out of the park." Percentage based only on those who answered this question. Many operators had several choices under this question, so the percentages may be high, but the ratio between choices accurate.

B. 4. Continued.

California	-	4%
West	-	4%
Mid-West	-	5%
East	-	2%
South	-	0%
Florida	-	0%

C. 1. "Major problems in my park are non-payment of rent."
Percentage based on all questionnaires tabulated.

California	-	5%
West	-	9%
Mid-West	-	6%
East	-	7%
South	-	4%
Florida	-	0%

C. 2. "Major problems in my park are fire control." Percent-
age based on all questionnaires tabulated.

California	-	0%
West	-	3%
Mid-West	-	1%
East	-	0%
South	-	2%
Florida	-	0%

C. 3. "Major problems in my park are tenants storing things
outside their trailer." Percentage based on all
questionnaires tabulated.

California	-	44%
West	-	43%
Mid-West	-	44%
East	-	50%
South	-	47%
Florida	-	38%

C. 4. "Major problems in my park are poor lot upkeep tenants."
Percentage based on all questionnaires tabulated.

California	-	33%
West	-	32%
Mid-West	-	34%
East	-	33%
South	-	35%
Florida	-	26%

C. 5. "Major problems in my park are complying with laws."
Percentage based on all questionnaires tabulated.

C. 5. Continued.

California	- 13%
West	- 11%
Mid-West	- 15%
East	- 24%
South	- 14%
Florida	- 11%

C. 6. "Major problems in my park are speeding." Percentage based on all questionnaires tabulated.

California	- 39%
West	- 44%
Mid-West	- 48%
East	- 48%
South	- 51%
Florida	- 51%

D. 1. "Not including myself or immediate family, I employ full time a park manager." Percentage based on all questionnaires tabulated.

California	- 21%
West	- 16%
Mid-West	- 27%
East	- 15%
South	- 20%
Florida	- 20%

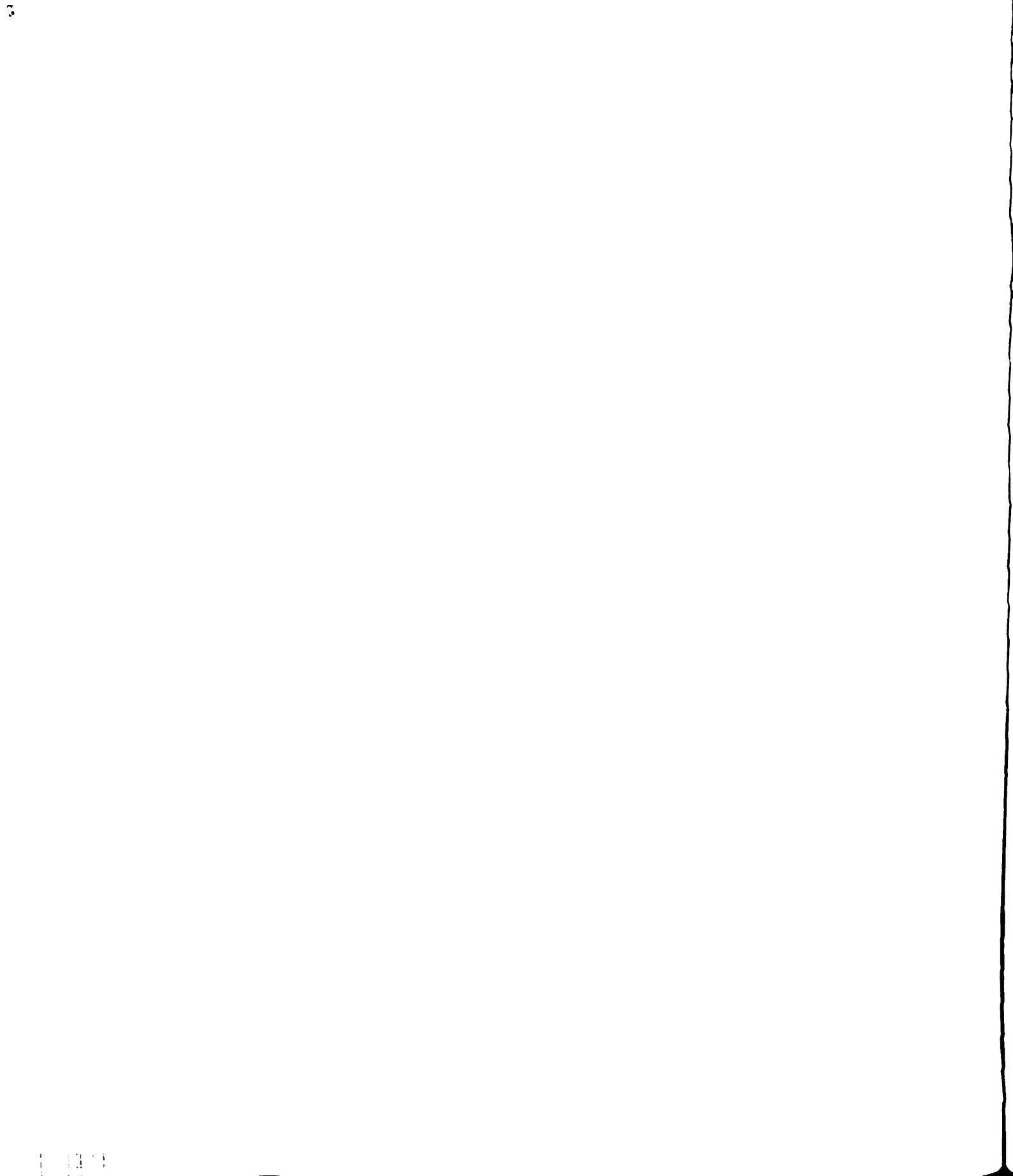
D. 2. "Not including myself or immediate family, I employ full time office help." Percentage based on all questionnaires tabulated.

California	- 7%
West	- 6%
Mid-West	- 13%
East	- 7%
South	- 10%
Florida	- 14%

D. 3. "Not including myself or immediate family, I employ full time a bookkeeping service." Percentage based on all questionnaires tabulated.

California	- 12%
West	- 14%
Mid-West	- 24%
East	- 15%
South	- 20%
Florida	- 20%

D. 4. "Not including myself or immediate family, I employ full



D. 4. Continued.

time one or more maintenance men." Percentage based on all questionnaires tabulated.

California	- 23%
West	- 21%
Mid-West	- 36%
East	- 41%
South	- 37%
Florida	- 38%

D. 5. "Not including myself or immediate family, I employ full time other." Percentage based on all questionnaires tabulated.

California	- 12%
West	- 7%
Mid-West	- 9%
East	- 9%
South	- 8%
Florida	- 5%

E. 1. "Not including myself or immediate family, I employ full time 1 person." Percentage based on all questionnaires tabulated.

California	- 26%
West	- 18%
Mid-West	- 20%
East	- 15%
South	- 22%
Florida	- 28%

E. 2. "Not including myself or immediate family, I employ full time 2-4 people." Percentage based on all questionnaires tabulated.

California	- 10%
West	- 8%
Mid-West	- 20%
East	- 17%
South	- 22%
Florida	- 22%

E. 3. "Not including myself or immediate family, I employ full time 4-6 people." Percentage based on all questionnaires tabulated.

California	- 2%
West	- 2%
Mid-West	- 3%
East	- 4%

E. 3. Continued.

South	- 4%
Florida	- 5%

E. 4. "Not including myself or immediate family, I employ full time 6-8 people." Percentage based on all questionnaires tabulated.

California	- 1%
West	- 0%
Mid-West	- 0%
East	- 0%
South	- 0%
Florida	- 2%

E. 5. "Not including myself or immediate family, I employ full time more than 8 people." Percentage based on all questionnaires tabulated.

California	- 1%
West	- 0%
Mid-West	- 3%
East	- 2%
South	- 0%
Florida	- 0%

F. 1. "I do want or encourage transient or overnight business." Percentage based only on those who answered this question.

California	- 52%
West	- 59%
Mid-West	- 38%
East	- 42%
South	- 52%
Florida	- 50%

F. 2. "I do not want or encourage transient or overnight business." Percentage based only on those who answered this question.

California	- 48%
West	- 41%
Mid-West	- 62%
East	- 58%
South	- 48%
Florida	- 50%

G. 1. "My sewage is disposed of by city sewer lines." Percentage based only on those who answered this question.

California	- 68%
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G. 1. Continued.

West	- 51%
Mid-West	- 56%
East	- 22%
South	- 49%
Florida	- 11%

G. 2. "My sewage is disposed of by septic tanks." Percentage based only on those who answered this question.

California	- 36%
West	- 48%
Mid-West	- 45%
East	- 78%
South	- 51%
Florida	- 89%

G. 3. "My sewage is disposed of by other means." Percentage based only on those who answered this question.

California	- 0%
West	- 4%
Mid-West	- 3%
East	- 13%
South	- 0%
Florida	- 5%

THE FUTURE

A. 1. "I do plan to expand in the near future." Percentage based only on those who answered this question.

California	- 35%
West	- 44%
Mid-West	- 50%
East	- 70%
South	- 50%
Florida	- 48%

A. 2. "I do not plan to expand in the near future." Percentage based only on those who answered this question.

California	- 65%
West	- 56%
Mid-West	- 50%
East	- 30%
South	- 50%
Florida	- 52%

B. 1. "I believe the future of trailer parks to be outstanding." Percentage based only on those who answered this question.

B. 1. Continued.

California	- 40%
West	- 31%
Mid-West	- 39%
East	- 35%
South	- 35%
Florida	- 41%

B. 2. "I believe the future of trailer parks to be good."
Percentage based only on those who answered this question.

California	- 55%
West	- 60%
Mid-West	- 55%
East	- 57%
South	- 57%
Florida	- 51%

B. 3. "I believe the future of trailer parks to be fair."
Percentage based only on those who answered this question.

California	- 7%
West	- 12%
Mid-West	- 4%
East	- 9%
South	- 8%
Florida	- 6%

B. 4. "I believe the future of trailer parks to be poor."
Percentage based only on those who answered this question.

California	- 1%
West	- 1%
Mid-West	- 1%
East	- 0%
South	- 0%
Florida	- 2%

C. 1. "Compared to other businesses in a depression, I feel a trailer park would do very well." Percentage based only on those who answered this question.

California	- 35%
West	- 27%
Mid-West	- 33%
East	- 24%
South	- 35%
Florida	- 41%

- C. 2. "Compared to other businesses in a depression, I feel a trailer park would do well." Percentage based only on those who answered this question.

California	- 59%
West	- 62%
Mid-West	- 60%
East	- 69%
South	- 59%
Florida	- 52%

- C. 3. "Compared to other businesses in a depression, I feel a trailer park would do poor." Percentage based only on those who answered this question. Due to an error of the printer, this choice reads poor instead of fair, and therefore lowered the value of the entire question.

California	- 8%
West	- 13%
Mid-West	- 5%
East	- 7%
South	- 11%
Florida	- 5%

- C. 4. "Compared to other businesses in a depression, I feel a trailer park would do poorly." Percentage based only on those who answered this question.

California	- 5%
West	- 1%
Mid-West	- 2%
East	- 0%
South	- 2%
Florida	- 2%

- D. 1. "In my park today I could rent other sites if I had them." Percentage based on all questionnaires tabulated.

California	- 50%
West	- 41%
Mid-West	- 69%
East	- 67%
South	- 55%
Florida	- 55%

- D. 2. "In my park today, I feel that competition for tenants is increasing." Percentage based on all questionnaires tabulated.

California	- 28%
West	- 48%
Mid-West	- 26%

D. 2. Continued.

East	- 35%
South	- 31%
Florida	- 42%

D. 3. "In my park today, I feel the trend is toward immobility in trailers." Percentage based on all questionnaires tabulated.

California	- 28%
West	- 24%
Mid-West	- 36%
East	- 43%
South	- 18%
Florida	- 43%

D. 4. "In my park today I believe many of my tenants prefer trailers over regular housing." Percentage based on all questionnaires tabulated.

California	- 77%
West	- 67%
Mid-West	- 68%
East	- 67%
South	- 73%
Florida	- 60%

E. 1. "I believe a new park would stand the best chance of success today in the East." Percentage based only on those who answered this question. Many operators checked more than one area for this question, with many checking all areas (and therefore implying a new park would be successful anywhere), so that the percentages are high, but the ratio between choices accurate.

California	- 14%
West	- 12%
Mid-West	- 19%
East	- 66%
South	- 31%
Florida	- 14%

E. 2. "I believe a new park would stand the best chance of success today in California." Percentage based only on those who answered this question. Many operators checked more than one area for this question, with many checking all areas (and therefore implying a new park would be successful anywhere), so that the percentages are high, but the ratio between choices accurate.

E. 2. Continued.

California	- 81%
West	- 27%
Mid-West	- 20%
East	- 34%
South	- 16%
Florida	- 9%

- E. 3. "I believe a new park would stand the best chance of success today in the Mid-West." Percentage based only on those who answered this question. Many operators checked more than one area for this question, with many checking all areas (and therefore implying a new park would be successful anywhere), so that the percentages are high, but the ratio between choices accurate.

California	- 18%
West	- 21%
Mid-West	- 66%
East	- 16%
South	- 22%
Florida	- 16%

- E. 4. "I believe a new park would stand the best chance of success today in Florida." Percentage based only on those who answered this question. Many operators checked more than one area for this question, with some checking all areas (and therefore implying a new park would be successful anywhere), so that the percentages are high, but the ratio between choices accurate.

California	- 29%
West	- 24%
Mid-West	- 30%
East	- 31%
South	- 25%
Florida	- 61%

- E. 5. "I believe a new park would stand the best chance of success today in the West." Percentage based only on those who answered this question. Many operators checked more than one area for this question, with some checking all areas (and therefore implying a new park would be successful anywhere), so that the percentages are high, but the ratio between choices accurate.

California	- 29%
West	- 51%
Mid-West	- 13%
East	- 6%
South	- 13%

E. 5. Continued.

Florida - 2%

E. 6. "I believe a new park would stand the best chance of success today in the South." Percentage based only on those who answered this question. Many operators checked more than one area for this question, with some checking all areas (and therefore implying a new park would be successful anywhere), so that the percentages are high, but the ratio between choices accurate.

California	- 22%
West	- 37%
Mid-West	- 19%
East	- 13%
South	- 47%
Florida	- 32%

CHAPTER III

ANALYSIS OF RESULTS

Going into the Mobile Home Park Business

The first section of the study was designed to discover why, and under what circumstances, mobile home park operators went into the business. In general, only about one-third of the operators responding to the questionnaire had lived in a trailer before opening a park. This percentage varied from 20% in the South to 48% in the East. Apparently trailer sales experience, previous park ownership, or other connections with trailers was of negligible influence since the average percentage of respondents having had such experiences was so small as to be irrelevant. Overall, the East showed the greatest background of trailer experience. In confirmation of the fact of lack of prior experience, the answers to question A-5 indicate that over half of those included in the tabulation had not been connected with trailers in any way before opening a park.

On the average, about 75% of the persons answering the questionnaire had lived in the area for a time before opening a park. This percentage dropped to almost 50 in California and Florida, which appears logical in view of the established fact that population trends indicate a shift into these areas.

Among the items suggested, the following appeared to be more important factors in determining entrance into the park business:

1. Ownership of the property, which was considered important by about one-third of the respondents. All areas fell in

the mid-forty percentages other than California with 17% and Florida with 23%.

2. The low quality of existing parks which influenced about 40% of those submitting information.
3. A housing shortage, listed by 33% of the respondents, was another incentive to enter the business.
4. The probability of a high return on their investment favorably influenced 42% of the operators replying.

Other factors of moderate influence were:

1. The success of parks elsewhere.
2. The absence of parks in the area in sections other than California and Florida.
3. The fact that existing parks were full.
4. That the person answering was in a resort area with a great deal of tourist business, with the exception of Florida, where 82% of the operators felt this a very important consideration.

Apparently the opinion of dealers, and the results of a professional market analysis had relatively little effect upon those who were considering such a business.

The facilities offered nearby are listed in order of their importance as shown by the park operators replying:

1. Main Highways - 67% of respondents considered important.
2. Schools - 51% of respondents considered important.
3. Shopping Centers - 45% of respondents considered important.
4. Bus and Train lines - 39% of respondents considered important.

5. Tenants' places of employment - 38% of respondents considered important.

6. Churches - 34% of respondents considered important.

All these factors were apparently considered significant in choosing a location.

The physical qualifications of the proposed park site also influenced the park operators to various degrees. Natural features such as trees, lakes, and scenery received the strongest emphasis, with 42% of the operators listing them as an influencing factor. This was particularly true for Florida. Available sewage and water lines were important for one-third of those replying. 42% of the California operators were influenced by nearby recreation areas, compared to 7% for the East and Mid-West. Apparently outdoor living is a greater influence in the warmer climates, as was also indicated by the response to question f-5 dealing with natural features such as trees, lakes, etc.

Apparently other parks within one mile made the property for the prospective park more desirable, since two-thirds of the operators replying said so.

Zoning the Property for a Mobile Home Park

An entire section of the questionnaire was devoted to the subject of zoning, since this seems to be one of the major obstacles of park expansion and construction today. Although the author would have preferred to have figures on today's situation, it was decided that the operator's experience in having his own park zoned, even if it was some time ago, would be more valid than his opinion on

what today's situation is.

57% of the operators replying were the original owners of their parks. California, with 78% buying a park already in operation, showed the highest degree of park turnover, compared to the South and East with 27% and 28% respectively.

Since the idea was to get the experience of operators who had to have their property zoned for trailer parks, only the replies of these people were tabulated, and 56% of these operators found it easy or very easy to get their property zoned, varying from 41% in the East to 77% in the West. Again the East, with 41%, found it very difficult to get their property zoned. The greatest source of zoning difficulty lay in resistance by public official and public opposition which was felt to be a general problem by 62% of the operators. Although in general these two areas were the greatest source of trouble, local differences in all areas mentioned, including meeting zoning regulations, meeting health and sanitation regulations, and other reasons are so great that no general pattern can be established from these statistics.

Calling on people was a popular means of overcoming public resistance throughout the country, but advertising as a means to the same end varied from 0% usage in California to 33% in the West. By the large number checking other ways of overcoming public resistance, it is clear that other ways exist, but not what they are. In the opinion of these operators the best way to overcome public resistance is through trailer associations encouraging higher park standards. This fact should be of interest to these associations,

especially in view of the second most popular choice, laws requiring higher park standards, which shows the thinking of many operators that legal steps are now necessary to upgrade the profession.

The Design, Growth, and Size of the Original Park

The large majority of park operators began with less than fifty sites, 29% with less than twenty. Only 3% had 100 or more sites when they began. Nearly two-thirds of the operators had no professional help in designing their parks. A mobile home association was the most popular source of help from the remaining one-third.

One-third have not expanded their parks at all since they began operating. California and the West show the lowest rate of high expansion at 10% or less, while the other areas were all in the mid and high twenties. High expansion is considered to be expanding three times or more. Although this question may have a weakness in the fact that expansion was not defined in the questionnaire, and therefore may have been subjected to widely varying interpretation by those filling out the form, it seems a crucial one in pointing up this much higher expansion in the four more easterly areas.

The Financial Aspects of Mobile Home Park Construction and Operation

This section of the questionnaire was designed to discover who owns today's parks, how they were originally financed, what their original cost was, and what their gross and net revenues are today. An attempt was also made to determine the extent of book-

keeping by park operators.

In the fall of 1965, Congress passed a bill authorizing the Federal Housing Administration to guarantee loans for the construction and expansion of trailer parks. Since this is an important new factor in trailer park finance, and since it has been a controversial issue in the mobile home field ever since its inception, several questions about this ruling were included.

The great majority of parks (79%) are sole proprietorships, with partnerships, corporations, and other forms of ownership constituting the balance. Banks were the most popular source of outside financing, followed closely by private investors. A few parks had secured loans from Savings and Loan Associations, while the number borrowing from insurance companies was so small as to be irrelevant. On the average, 37% of the operators financed construction of their park with a down payment of less than 35%. Financing at this figure ranged from 47% of the parks in the South to 24% in Florida. Percentages for the other down payment questions varied so that no general pattern could be defined from them.

Nearly three-fourths of the of the operators replying knew that FHA loans were available for trailer parks. Of the operators who did know, 48% felt the effect of the ruling on new parks would be good, while 15% felt it would be poor or detrimental. Concerning their own parks, 31% felt the ruling would have a good effect, while 18% felt it would be poor or detrimental. The South felt most favorably inclined toward the new ruling as it affected their park, with 42% anticipating a good effect compared to 7% expecting detrimental results. Florida was the least favorably inclined area, with

16% expecting good effects, and 10% expecting bad.

The largest percentage, 29, reported their original park costing between \$25,000 and \$50,000. 54% fell within an original cost range of \$10,000 to \$50,000, with the rest dropping off rapidly in both directions.

Nearly two-thirds of the parks replying are netting under \$5,000 per year. The Mid-West had the smallest percentage falling into this class with 45%, with the East and the West both having 69% of their parks in this classification. The Mid-West showed the highest (14%) number of parks having a net income of \$20,000 and up, while the East showed the lowest with 7%.

Most of the parks reporting prepared a profit and loss statement at some time, with the exception of Florida, where 46% of the parks reporting never prepared one.

The Physical Plant of Today's Park

There are some known facts about the features of today's parks. The Mobile Home Manufacturer's Association's Official Mobile Homes Trailer Park Guide reference tells which parks have transient accommodations, those which allow children and pets, those which sell trailers, those which repair trailers, and those with a store or restaurant. Woodall's Official Mobile Home Park Directory reference lists in addition to the above, parks having a laundry, community hall, a family section, cottages, and the distance from the city limits or business district. This section of the questionnaire and the section on park improvements were designed to supplant this information.

87% of the operators are using eight or less acres in their parks today. Only 1% are using over thirty acres. For all the parks in their area, Florida, the Mid-West, and the East have the largest percentage of big parks (over fifteen acres).

California by far had the smallest sites, with over 90% of them 30 feet by 40 feet or smaller. The East had the highest percentage of large sites, with 26% reporting sites 40 feet by 60 feet or larger. The most popular site size for the country as a whole was 30 feet by 50 feet, with 41% of the operators reporting having sites of this size.

Over half of all the parks had telephones available for individual trailers, with the East reporting a high of 91%, and Florida a low with 52%. In the authors opinion a relatively low percentage of parks (29) had entirely underground wiring, especially the South with 16%. A rather insignificant number of parks, 4%, had a central T.V. antenna, although all areas had some, which indicates some operators throughout the country are attempting to keep up with the latest advancements in this area. Parks having underground gas lines showed a very interesting geographical distribution. California, with 42% so equipped, and the West, with 31%, showed strong development of this feature. The South, with 20% showed some development, while the remaining areas had so little development as to be insignificant.

California had the highest percentage (75) of parks with paved roads, compared to the East with 26%. 10% of the park roads have permanent curbing, while 70% are equipped with street lights. One-fourth of the park roads had storm sewers or drains. It is signi-

ficant that in all three of these methods of road improvement, the East led all the other areas. The most popular road width for the country is 20-25 feet, followed very closely by 15-20 feet. Florida parks have over half their roads 20 feet or less in width, while the West and Mid-West have one-fourth of their roads 30 feet or wider.

On the street parking was most popular in the Mid-West with 65% of the operators reporting this type, compared to a low of 29% for Florida. In Florida, parking on the lots is very popular, with 86% of the parks having this type facility. Parking outside the park was insignificant, while many parks provided special areas for this, especially in California, with 55% of the parks reporting this method.

Special Improvements, Facilities, and Equipment in Today's Park

This section of the questionnaire is really a continuation of the preceding one, and attempts to determine some of the special features of parks, equipment used, and the use and importance of a recreation program.

Florida, with 14%, was the area reporting the greatest number of parks with hobby shops, but in general the number of parks having this facility was so small as to make it irrelevant.

One of the major problems of mobile home living is the lack of adequate storage space. In attempting to find out how park operators solved this problem, two questions were asked. In the South, the most popular solution was the provision of a storage building, with 78% of the parks there having one. California, the Mid-West, and Florida showed the smallest percentage of parks (38) offering

this type storage. Only 10% of the parks offered individual storage facilities on the lots, showing this solution to the problem not nearly as popular as the first. 58% of the parks offered some type of storage, led by the South with 84%, and trailed by Florida with 39%.

Two-thirds of the parks had an office building. Bottled gas sales were an important feature of the business in the East with 59%, and the Mid-West with 44%, of the parks offering this service. In California and Florida, however, this feature was relatively unimportant, with 10% or less of the parks offering it. The partial explanation of this probably lies in the heavy use of underground gas lines in California and the West as was noted in a preceding section. Fuel oil sales were offered by 21% of the operators reporting.

A planned recreation program for park residents was unimportant in all areas with the exception of Florida, where 40% of the parks operated with this feature. The question on who handled the recreation program was mis-interpreted to the extent that it is valueless. The main point of interest in questioning operators about their beliefs on the importance of a recreation program is that a much larger number of them felt a program of this nature to be important than were actually employing one.

Florida, with 77%, showed a large number of parks with shuffleboard courts, but this form of recreation was insignificant for the rest of the country. Only 5% of the parks had swimming pools, with no geographical emphasis shown, while tennis courts were considered completely unimportant to park operation. Parks were reported by

19% of the operators, while 37% had picnic facilities.

Trucks were the most popular vehicle used by parks, with 48% of them having one. Jeeps and tractors with 23% and 21% respectively, were also used to a significant degree. Adding the percentages for all three types of equipment for each area, it was found the East had about 1 and 1/3 pieces of equipment per park to lead all the other areas. It was followed by the Mid-West and Florida with about 1 piece of equipment of these types per park, the South with 87% of the parks having one of the pieces of equipment listed, the West with 70% of the pieces of equipment listed and California with 62% of the parks having one of the pieces of equipment listed.

Cement or blacktop patios were very popular throughout the country, with from 68% to 91% of the parks having them. Paved runways or slabs for trailers were less popular, with 17% of the parks having them, while underground fuel oil tanks or lines were so rarely used as to be completely insignificant.

Services and Promotion of Parks

This section of the questionnaire was designed to discover the amount of extra services offered by parks, how parks dispose of their wastes, and means they use to promote their parks.

In the Mid-West, 86% of the parks dispensed their mail from a central mailroom and only 15% of them had delivery of mail to each lot. 40% of the Florida parks, however, had lot delivery of mail, with the other areas falling between these two extremes. For the whole country, a central mailroom was over twice as popular as delivery to the individual lots.

Public address systems were reported by 18% of the parks. The Mid-West, with 37%, had over twice as many parks having paved sidewalks throughout as any other area. Florida, with 5%, showed sidewalks to be a negligible feature of parks in that section.

Free landscape service for lots was offered by about one-fourth of the parks, while 67% of them had free lot maintenance equipment available. 18% of the parks in the Mid-West and the East offered awards for attractive lots, while the other areas showed almost no interest in this incentive plan.

The use of incinerators was heavy, from 40% to 66%, in all areas except Florida, where only 24% of the parks had them.

The most popular means of garbage and/or trash disposal was through the use of a pick-up service, with 46% of the parks employing this method. City pick-up and self pick-up were equally popular, with about 28% of the parks using each of these ways. Other forms of disposal were reported in such small numbers as to be insignificant.

Membership by park operators in the chamber of commerce varied from 46% of those replying in Florida to 13% in the East. Except for the South with 31%, less than one-fourth of the park operators belong to this business organization. Advertising in guide or telephone books proved the most popular form of advertising with 59% of the parks employing these methods. This was followed in popularity by roadsigns, with 37% of the parks using them, and advertising in newspapers, radio, or TV, with 22% of the parks employing these media.

General Facts and Information

This section was designed to cover some of the remaining facts about park operation which did not fall into any of the previous categories.

25% of the operators in the East felt a trailer dealership to be essential or very essential to successful park operation. The South and California, with only 7% feeling this way, did not feel nearly so strongly about it. The other areas fell somewhere between these two points of view. The greatest concentration, 34%, felt that dealerships were either not too important or insignificant, while only 10% felt them to be detrimental.

When asked their opinion as to the best type of parking, parking on the lots was the overwhelming choice of the operators, with over half of them listing this over the other three choices. There was a good deal of geographical difference of opinion concerning this question.

Major problems for park operators were tenants storing things outside their trailer, poor lot up-keep by tenants, and speeding. Complying with laws presented a problem for 15% of the operators, while fire control and non-payment of rent were checked so little as to be irrelevant.

Less than one-fifth of the parks employed a full time manager, 9% had full time office help, 17% used a bookkeeping service, and 33% employed one or more maintenance men. Only 19% of all the parks employed four or less people, while those employing over that amount showed a wide dispersion in the number employed. 43% of the parks reported employing some type of full time help, implying the re-

maining 57% of the parks are entirely owner operated except perhaps for part time help.

Half of the parks did want or encourage transient business. This varied from a high of 59% in the West to a low of 38% in the Mid-West

Methods of sewage disposal varied widely between the various geographical areas. City sewer lines accounted for 68% of the disposal in California, and only 11% in Florida. The West, Mid-West, and South showed about half their parks using this method, and the East 22%. Septic tanks are used by 89% of the Florida parks reporting and 36% of the California parks. Other means of sewage disposal were completely irrelevant for all areas except the East, where 13% of the operators listed this choice.

The Future of Trailer Parks

This section of the questionnaire was designed to see what park operators are going to do, their opinions about future success, and their choice of areas of potential park success.

Half of the parks replying are planning to expand in the near future. This expected expansion ranged from 70% of the parks in the East to 35% of the California parks. 37% of the operators felt the future of trailer parks was outstandingly good, while only an insignificant number felt it to be fair to poor. The question comparing trailer parks to other businesses in a depression was weakened by an error of the printer, and is not considered valid.

The Mid-West and the East, with 69% and 67%, showed the greatest ability to rent additional sites, while the West with 41% show-

ed the poorest. The West also showed the greatest number of parks, 48%, reporting increasing competition for tenants. In the Mid-West, however, only 26% of the operators reported such a condition.

32% of the operators felt the trend is toward immobility in trailers, and 69% felt many of their tenants preferred trailers over regular housing.

Californians were the most optimistic when asked about the chance of success for a new park in their area, while the South was the least optimistic.

CHAPTER IV

CONCLUSIONS

The value of the statistical results of the questionnaire is dependent and variable. It is dependent upon the extent to which it fulfills certain needs of the reader. It is variable in that the same question may fulfill different purposes for different people, and likely to different degrees. The context is broad enough that it should find active usage among certain affiliated groups, including:

1. Government agencies, both local and national, who are seeking a better insight into the mobile home park industry in order to deal more wisely with it.
2. Prospective park operators who are seeking valid information about the hows, whys, and wheres of the industry.
3. Mobile home manufacturers, who, in trying to expand their operations, are vitally concerned with such information.
4. Mobile home dealers, whose direct dependence on parks for sites to accommodate their sales, has forced them into keen awareness of parks on the local level, whether they be good or bad.
5. Park operators, who for the first time will be able to see in statistically tabulated form what other operators are thinking and doing all over the country.
6. Educators in the new field of mobile homes, where scientifically collected information is exceedingly scarce.

When attempting to interpret data of this nature, there is no choice but to take mathematically produced facts, and treat them to

subjective analysis. This is an unavoidable step in the process. Realizing the large scope of the questionnaire, its different possible applications, and the potential weakness of interpretation, the author has taken several questions which should have fairly universal value, and answered them on the basis of the collected data.

In trying to decide why people have gone into the park business, several things stand out. The majority had not been connected with trailers in any way, which raises a large question as to the competency of these people for this business. Some type of background in the business or an affiliated field is usually considered a requisite in any new enterprise, yet is noticeably lacking here. The factors of prior property ownership and residency both point to a condition commonly known as "Putting the cart before the horse." Instead of deciding that a mobile home park would be a desirable business, and then through the use of market surveys, interviews, and other more scientific methods picking a desirable location, many people are apparently looking for some way to stay in the area and/or utilize a vacant piece of property, and falling upon the choice of a mobile home park.

While the probability of a high return on their investment influenced many people to enter into this business, more thorough examination of the field does not substantiate this hope.

With the increasing resemblance of the mobile home park to a normal residential community, overemphasis on the nearness to main highways was noted. Conversely, it is felt that more importance should be attached to the normal community features such as shopping

centers, schools, etc..

While only one-third of the operators considered nearness to sewage and water lines important, it is the authors opinion that, in view of increased public cognizance of trailer parks, this feature will become increasingly important, especially in view of the sanitary conditions prevalent in some parks today.

While Florida and California show a high rate of park turnover, it is difficult to say in light of population shifts and the large number of people seeking a semi-retirement type business, just what this indicates. It should, however, at least be considered a warning signal since healthy, profitable businesses do not usually change hands frequently.

Zoning is a problem of park operators today, and is likely to get worse unless steps are taken to prevent it. Educating the public through the proper use of the mobile home associations, and the up-grading of the general level of the parks are two effective ways toward this end. While, in the authors experience, the cry is often raised that to provide the type park desired by people today would price the rents out of the market, this has never been proven. On the other hand, to continue with the quality park prevalent today is to invite severe criticism.

The answer to the question "How did people get into the park business?" can be answered simply ----- In a small way. The large majority started out with less than fifty sites, many with less than twenty, and having no professional help whatever in designing their park. Many were financed without any outside help, and most are sole proprietorships. Nearly all the parks today are using less than eight acres, and the majority are sole owner operated.

Most parks today seem quite successful, although not unusually profitable, with nearly two-thirds netting under \$5,000. This comparatively small profit raises the question of the financial advisability of the business. If the operators reporting gave themselves a salary, and then reported the remaining balance as net profit it is one thing. If, however, this net figure represents the return on investment PLUS a years wages for the operator, it would be a very questionable undertaking.

With a ready market for additional sites, continuing expansion, rapid advancement in the quality of mobile homes, the possibility of government insured loans, general housing demand, and an optimistic attitude in the field, the future seems fairly bright. The future for present parks in California seems more questionable than for any other area. The large number of small sites and narrow paved streets presents a picture of static demensions trying to accomodate the rapidly increasing size of todays mobile home and growing parking problem.

If a new park were to go into the West or California the possibility of encountering difficulty would be greater than for any of the other areas with the possible exception of Florida. A park on the level of existing parks would likely suffer from high competition both from the high number of comparable parks and the few higher class, more expensive parks. Conversely, a superior park would likely have trouble getting the rates to justify its investment due to competition from lower grade parks. While Californians were the most optimistic of any area concerning the success of a

new park, these factors do not substantiate their belief.

The question of where a new park would stand the best chance of success is therefore difficult to answer. On the basis of all the information, the Mid-West and the East seem the most promising areas, with the final choice going to the Mid-West mainly on the strength of its higher net profits and the great difficulty with zoning in the East.

The fact that most of the park operators felt that the best way to overcome public resistance is through raising park standards is significant. While the greatest number preferred accomplishing this through their associations, a surprisingly large number favored more stringent laws to accomplish this end. It is surprising because most business men prefer to have the least possible amount of legislation concerning their operations. This attitude should, therefore, serve as a warning light to the industry as a whole to accomplish this raising of park standards from within, before increased, and possibly harsh, legislation becomes a reality.

There does appear to be significant differences in the operation and physical plants of parks in the various areas. This was shown quite clearly in the tabulation of results, with major differences again emphasized in the analysis of the results. In general, Florida and California show signs of being in a more mature stage of park development than the other areas.

Weakness in promotion both inside and outside the park was evidenced to a considerable degree.

In general, the type question used in the questionnaire does not lend itself to broad interpretation. If the reader is inter-

ested in very specific information, it is suggested he refer to the tabulation of results in Chapter 2. If more encompassing data is desired, the analysis of results in Chapter 3 should prove the best source. Finally, if broad conclusions derived on the basis of personal experience, reading, and the results of the questionnaire are the aim of the reader, Chapter 4 on conclusions may be of help.

Due to the high return and size of the original mailing, the results of this study give a valid look into mobile home park operations today. As a result, there is available for the first time statistically computed information on many phases of this field that was here-to-fore solely a matter for conjecture. The division of the country into six major areas allows objective comparison of parks that was not possible before. It is not reasonable to make a complete analysis of the information from all points of interest, but it has been analyzed to the stage where further analysis can be made readily in any area where the reader so desires.

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