

# Today's Manufactured Housing Community

**More than 8 million people live in manufactured housing communities in the U.S.** For community residents it's about choice, and they love the choice they've made. The community lifestyle provides a positive environment to raise a family or enjoy retirement in safety and comfort - just like any home. These homeowners are consumers like everyone else. They are active, like to travel, add upgrades to their homes, and spend time together socially. If you want to grow your business, this is the market to tap.



- 49% of residents have annual incomes above \$35,000
- 47.6% have a net worth in excess of \$100,000
- Over 60% travel twice a year or more.

**MOBILE HOME PARK  
MAGAZINES**

*Serving Individual Mobile Home Parks Since 1974*

# The Numbers Speak for Themselves.

## DEMOGRAPHICS

### *Loyal, Affluent Seniors*

#### Age

- 49.9% are 70 years or older.
- 34.5% are 56-70 years of age.
- 11.3% are 40-55 years of age.

#### Life stage/employment

- 63% are retired
- Retired married (24.6%) or retired single (40.8%).
- 16% are middle singles (age range 35-65yrs).
- 20.3% are employed full time.
- 8.7% are employed part time.
- 5.2% are self-employed.
- 2.7% are seeking employment.

#### Annual household incomes

- 37.3% show incomes of \$25,000-29,999
- 13.6% show incomes of \$30,000-34,999
- 8.3% show incomes of \$35,000-39,999.
- 16.1% show incomes of \$40,000-49,999.
- 14.7% show incomes of \$50,000-74,999.
- 9.9% show incomes of \$75,000+.

#### Net worth

- 26.5% show net worth of \$50,000-99,999.
- 26.5% show net worth of \$100,000-249,999.
- 21.1% show net worth of \$250,000+.

#### Education/military

- 18.8% have college degrees.
- 40% having taken some college courses.
- 6.2% have some post graduate class experience.
- 8.1% have a post graduate degree.
- 27.7% have served in the military.

#### Race/gender

- 86.6% are Caucasian.
- 4.1% are Hispanic.
- 2.2% are Native American.
- 2.1% are Asian American.
- 59.3% are female.
- 40.7% are male.

#### Homeownership

- 94.6% own their homes.
- 72.9% paid cash for their homes.
- 88.6% own a multi-section home.

#### Residents

- 46.7% live alone.
- 42.9% have two residents per household.
- 7.7% have children living with them..

#### Travel

- 31.5% travel twice a year.
- 31% travel three times a year.
- 28.4% spend two weeks or more per trip.
- 10.7% spend three weeks or longer per trip.

#### Insurance data

Residents buy a variety of insurance in significant numbers. They like coverage and cost certainty. Types of policies that are held:

- Home Owners Insurance - 95.4%
- Life Insurance - 55.2%
- Auto Insurance - 94.6%
- Health Insurance - 90.9%
- Dental Insurance - 56%
- Vision Insurance - 46.9%
- Supplemental Insurance - 29%
- Long Term Care (LTC) Insurance - 17.1%



## MAGAZINES

### *Unique Content, Partnership, and High Readership*

#### Reading activity

- 96.1% read their magazines every month.
- 71.4% refer to their magazines twice or more/month.
- 24.1% refer to their magazines 5 times or more/month.
- 66.8% keep their magazines for two months.
- 12.1% keep their magazines for four months.
- 16% keep their magazines for 10 months or longer.

#### Participation in Production

- 20.9% of readers contribute to the editorial content.
- 50.7% of respondents have been mentioned in their magazines editorial section.
- 10.2% help to deliver the magazine in their community.
- 89.8% of the time each issue is delivered to the home.

#### Advertisers

- 73.0% use the advertisers in the magazine.
- 93.7% find our advertisers to be reputable.
- 61.9% would refer an advertiser to their neighbor.

#### Comparison of Options

- We are preferred over the internet 48.6% of the time.
- We are preferred over the yellow pages 66.1% of the time
- We are preferred over local newspapers 53.2% of the time.



## COMMUNITY

### *Active Residents who love their community and lifestyle*

#### Amenities

- Clubhouse - 98.2%
- Pool - 96.1%
- Guest Parking - 93%
- Laundry facilities - 81.2%
- RV Storage - 73.1%
- Hot tub/spa - 70.5%
- Picnic area/playground - 37.2%
- Golf courses - 8.1%

#### Groups

- HOA - 49.2%
- Social/recreation group - 79.4%
- Men's Club - 11.1%
- Ladies Club - 23.7%
- Travel Club - 17.3%
- Sunshine/Get Well Committee - 31.2%
- 66.3% participate in organized activities on a regular basis.
- 25.0% organize their community events.

#### Age restricted/family/lifestyle

- 70.6% live in age restricted (55+) communities.
- 29.4% live in all-age communities.
- 37.1% have lived in their community for over 10 years.
- 11.9% have lived in their community for 8-10 years.
- 30.2% have lived in their community for 4-7 years.
- 93.0% would positively recommend living in a manufactured housing community to a friend or relative.



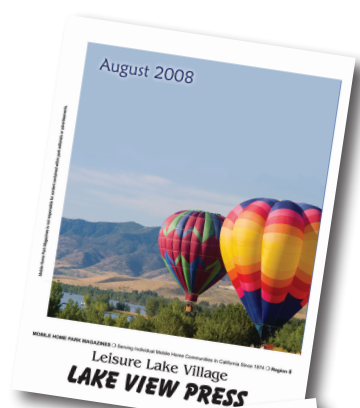
# *This is Your Market*

As our numbers show, manufactured housing communities have the consumers you want to attract. Our readers are looking for reliability and consistency. Clarity of message, consistent appearance of that message, and a long-term focus on building a customer base is the key. They don't buy on impulse. Glitzy, one-time appeals are not going to work here.

We are more than a publisher — we are part of the manufactured housing industry. The MHB Group is a privately held company based in Sunnyvale, California. Since 1974, the MHB Group has been exclusively serving manufactured housing communities with a custom printed newsletter service in California and most recently Arizona. We have broad based experience in community development and management, manufactured home sales and industry association leadership.

Our 35 years of supporting communities gives us a unique perspective into the community lifestyle. It also gives us unparalleled access. There is no comparable service.

- **96.1% read their magazine every month**
- **73% use the advertisers in their magazine**
- **89.8% of all magazines are delivered door to door**



## **Survey Methodology**

The Mobile Home Park Magazine Readership Survey was conducted in April 2009 using two methods:

- Electronically via [www.mobilehomeparkmagazines.com](http://www.mobilehomeparkmagazines.com) for the month of April.
- A hard copy distributed in every April magazine.

The total number of magazines distributed was 96,751 in 482 different communities in three states (Arizona, California and Nevada). This number does not count pass through or extra copies but actual copies required.

The total number of responses was 3,406 - a return rate of 3.4%. A raffle was conducted to drive participation.

**800-828-8242**

**[www.mobilehomeparkmagazines.com](http://www.mobilehomeparkmagazines.com)**

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