

2009

# Caravan second homes: an empirical study of consumer behaviour towards a depreciating property asset

Steer-Fowler, John Martyn William

<http://hdl.handle.net/10026.1/394>

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<http://dx.doi.org/10.24382/3627>

University of Plymouth

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**CARAVAN SECOND HOMES**  
**AN EMPIRICAL STUDY OF**  
**CONSUMER BEHAVIOUR**  
**TOWARDS A DEPRECIATING**  
**PROPERTY ASSET**

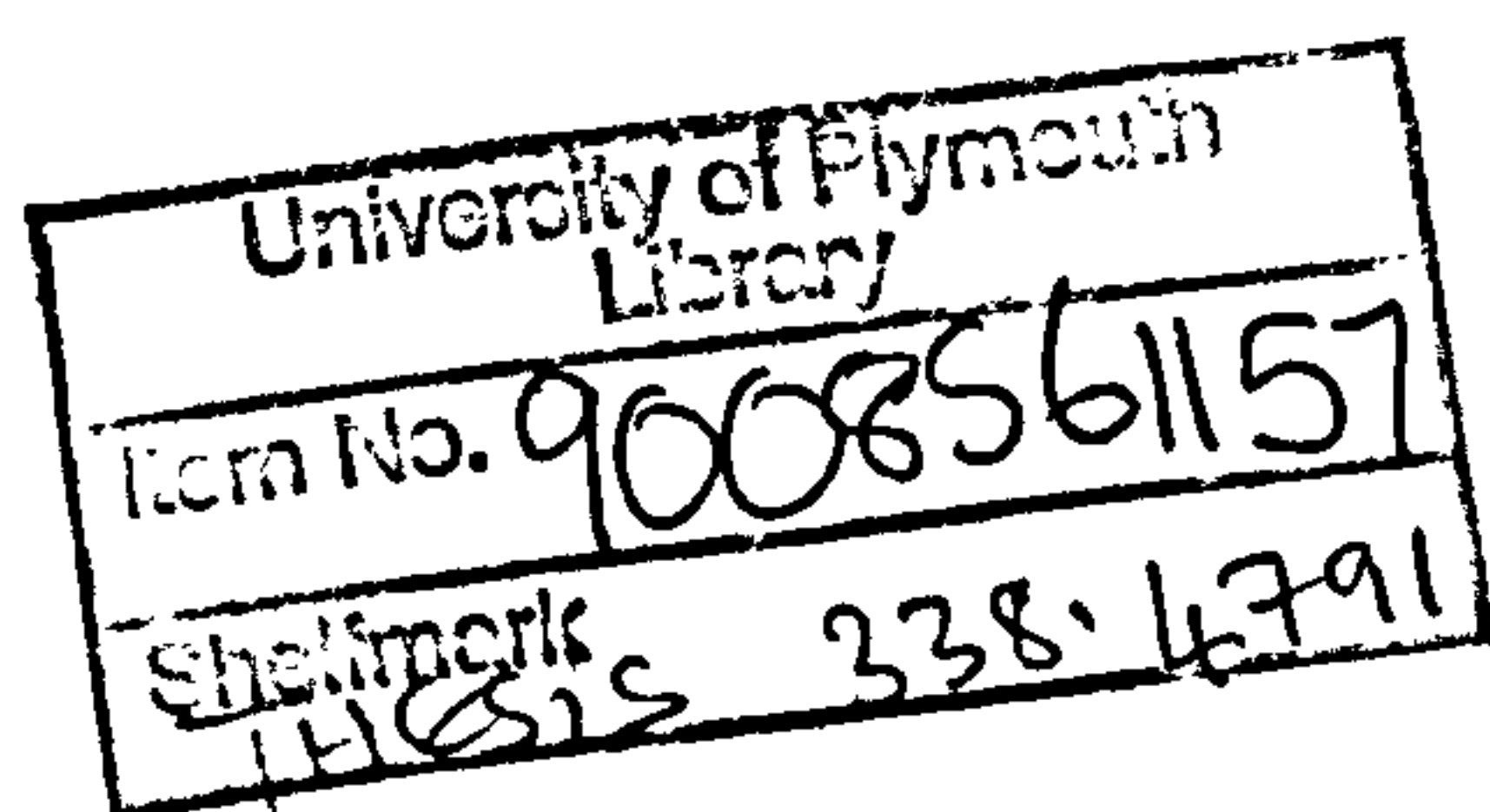
by

**J M W STEER-FOWLER**

A thesis submitted to the University of Plymouth  
in partial fulfilment for the degree of

**DOCTOR OF PHILOSOPHY**

University of Plymouth  
Faculty of Social Science & Business



STE August 2009



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# Caravan Second Homes:

## An Empirical Study of Consumer Behaviour Towards a Depreciating Property Asset

John Martyn William Steer-Fowler, *University of Plymouth*

### Abstract

This research draws upon a combination of qualitative interviews and quantitative questionnaire data to investigate the role static caravans play within second home consumerism. Fundamentally it seeks to explain why people buy such a fast depreciating property asset. Results suggest how irrespective of their income two thirds of such consumers show a passionate loyalty towards their static caravan and have little regard for alternative forms of retreat they could afford. Clearly there are significant reasons beyond price which explain such investment. At their broadest static caravans proved to be desirable for reasons of *escape, salvation, control, enhancement* and *opportunity* but a number of further concepts began to emerge which extend current understanding of second homes. Within the caravan, space and time were found to hold greater value, and by virtue of their compactness life was considered to be *organized, tidier, simplified* and as a consequence more enjoyable than that at the principal home. Many of the alluring features which were inherent in their design were discovered to create an environment in which living was perceived to be *miniaturised, adventuresome* and a *fairytale*. Remarkably the lack of space and permanence were not perceived to be shortcomings but attributes, providing further forms of freedom and connection with nature. Purchases were seen to be driven as much by an *attachment* with the space static caravans provided, and memories of previous occasions enjoyed in them, as any desire for location. Through utilising chi-square tests with both factor and cluster analysis the research has been able to identify four types of consumer and the effects of eight statistically significant variables upon their profiles and behaviour. The character traits of purchasers were found to be particularly high in levels of *agreeableness*, and their perpetual yo-yoing between the caravan and home proved to be so regular, and the community they engendered so familiar, touristic characteristics were little evident. Indeed this research questions whether such consumption can continue to be considered touristic, and provides a fresh insight into understanding the *need* for a second home. Regardless of environment what purchasers yearned was a leisurely existence at home without any sense of guilt. What static caravans were found to provide was *permissible behaviour*; a utility within which 'at leisure' could be transacted. For the first time this research *quantifies* the ownership of static caravan second homes and draws together a number of findings to explain the success they enjoy, to finally offer some resolve to the repeated calls for such study.



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# Acknowledgements

I would like to express my sincere thanks and appreciation to everyone who supported me during this PhD.

Particular thanks must go to my supervisor Professor Phil Megicks for his help and guidance throughout the research, and particularly for his valuable advice during the quantitative stages of analysis. I shall also be forever grateful to Professor Paul Brunt for persuading me to study at the University of Plymouth, and for his continual encouragement and support. Above all I am indebted to them both for their immense kindness and unconditional help which they have always given me.

I would like to thank John Fowler Holidays for enabling me to undertake this work, and Jacqui Paul for her assistance with all the printing and photocopying she endured. I am also indebted to the respondents who took time to be interviewed and the trouble to complete such long questionnaires, as without their participation this research could never have taken place.

Finally I would like to convey my gratitude to my family for always giving me the time and freedom to explore my interests. Particularly to my father for his support, my mother for her desire, my children for their interest, and my darling wife Sandra for all her patience.

To all these individuals and everyone who has assisted me I express my extreme thanks.



# Author's Declaration

At no time during the registration for the degree of Doctor of Philosophy has the author been registered for any other University award.

The following post-graduate courses have been attended:

*Post-graduate Qualitative Research*  
*Post-graduate Quantitative Research I*  
*Post-graduate Quantitative Research II*  
*Developing Long Documents*  
*Writing for Publication*  
*Writing and completing a PhD*

Publications:

*Second Homes: The Intrinsic Value of Static Caravans* (2008) The University of Plymouth Symposium published papers ISSN 1753-7061 [www.ppgs-research.org](http://www.ppgs-research.org) , p.155-167

Lectures and Presentations:

*Second Homes: The Role of Static Caravans* (2008) Faculty of Social Science and Business, University of Plymouth

*Methodological Approaches in Tourism Research* (2008) Plymouth Business School, Second-year Undergraduates, University of Plymouth

Word count of main body of thesis: 79,428

Signed ..........

24<sup>th</sup> August 2009



# CHAPTER 1

## Introduction

### 1.0 Introduction

For decades Britain has witnessed an uninterrupted pattern of growth in the ownership of second homes. Much of this increase has been driven by the pressures of modern life, facilitated by greater mobility, leisure time and real-term wealth. In this sense modern life has come to mean all that is negative which people seek to escape: their routine, the effects of urbanisation, congestion, growing crime, noise, pollution and the general speed at which it is conducted. Fundamentally the second home has been considered to provide an opportunity to lead a life which is not possible at the principal home (McIntyre, Williams and McHugh, 2006: 13; Haldrup, 2004: 435; Hall and Muller, 2004: 12; Chaplin, 1999: 44).

With such growth in demand for second homes it is hardly surprising to find some resurgence in this area of research over recent years, further stimulated by rising concerns over migration, governmental tolerance and local conflict (Hall and Muller, 2004: 4). The focus of present research therefore has become far ranging. In her contemporary study of second home owners in France Chaplin (1999: 53) for example explores the concept of escape and the consequential blurring of the divisions between work and leisure. Quinn (2004: 128) considers the reasons for second home purchases in Ireland, their types of use and connection between the regularity of use and place attachment. A similar study by Mottiar and Quinn (2003: 123) highlights the difficulty in identifying second home owners as groups, and examines the role they play in shaping leisure and tourism places. Hall and Muller (2004: 3) have brought together a number of studies to consider the social and



environmental impact second homes make in the context of their location and mobility. McIntyre, Williams and McHugh's (2006: 3) work features studies on the identity second homes provide to purchasers throughout the world. Recent papers have examined the problems owners have integrating with their local community (Muller, 2002: 426), the effects ownership has on housing (Gallent and Tewdwr-Jones, 2001: 67) and upon travel (Dijst, Lanzendorf, Barendregt and Smit, 2005: 150; Hall, 2005: 205). This *second wave* of second home study as Hall and Muller (2004: 4) refer to it shows few signs of exhaustion.

### 1.1 The Need for Further Research

As second home consumerism becomes more commonplace and research continues to extend understanding of the issues and concepts which surround it, it seems evermore surprising that one of its most popular forms, *static caravans*, continue to be largely ignored. Now some fifty years after the first report<sup>1</sup> on second homes in Britain which identified them as "*worthy of a separate study*" (Wilson, 1959) and despite much research intimating a similar need the absence of such an investigation largely remains. Regardless of the inclusion of static caravans within almost all definitions of second homes, invariably they seem to be excluded from the general discussion for reasons of mobility or difficulties of quantification (Hall and Muller, 2004: 5; Crofts, 1977: 104; Bielckus, Rogers and Wibberley, 1972: 10).

A number of reasons suggest a growing need for some focus within this field of study. As the demand for second homes continues, a recent weakening in the domestic holiday park market has resulted in a shift away from conventional letting of static caravans for holidays towards outright sale. Rises in property values which have led to the disposal of holiday

---

<sup>1</sup> The Arton Wilson Report was commissioned by the Ministry of Housing and Local Government in 1959 to examine second homes in Britain

parks to a number of investment companies have similarly resulted in business models heavily reliant upon static caravan sales.<sup>2</sup> This form of expansion in second home ownership undoubtedly offers some resolve to many of the issues which surround the purchase of conventional second homes which have been criticised for raising property prices, reducing supply, and the moral and social implications of displacing local housing. As Gallent and Tewdwr-Jones warn (2001: 67) whilst traditional forms of second home may not be inherently bad they are unlikely to be left unrestricted, and localised policies have begun to emerge in a desire for greater control (McIntyre, Williams and McHugh, 2006: 11). Much of this evidence suggests that the static caravan sector of the British second home market is likely to continue to grow, yet it remains little understood. This is a deficiency which is becoming difficult to ignore and it is possibly hard to justify its continued exclusion for reasons of mobility when clearly once sited and assembled during their lifetime modern static caravans are rarely if ever moved.

## **1.2 The Research Question and Objectives**

Recent studies of static caravans have been primarily concerned with topics such as design (Horn, 1998: 28; Design UK, 1973: 48) marketing (MEW Research, 1998: 2) construction (Chaplin and Scott-Boyle, 2001: 233) economic and behavioural comparisons (The Tourism Company, 2003: 9) management (Walker, 1984: 138) and environmental planning (McEwen, Hall, Hunt, Dempsey, Harrison, 2002: 271). Little work has been undertaken into the reasons people choose to buy such a temporary and fast depreciating form of property, nor have its consumers or their behaviour ever been compared with those who

---

<sup>2</sup> Since 2001 the formation of a number of holiday park groups has increased the availability of static caravans for sale. Currently six groups account for the ownership of 126 parks which provide 58,000 pitches, and represent approximately 23% of the static caravan second home ownership in Britain today: Haven Holiday Parks (Bourne Leisure Ltd), Park Resort Parks (G I Partners), Parkdean and Weststar Parks (Alchemy Partners), Park Holidays and Cinque Ports Leisure Parks (Graphite Capital), South Lakeland Parks (White Ocean Leisure).



purchase more conventional forms of second home. Whereas static caravans can be expected to depreciate by more than half their value within their first year of purchase<sup>3</sup> (Glass's Guide, 2009: 211) to little or of no value within twelve years, prices for traditional second homes have been seen to double within a similar period (Nationwide House Price Index, 2009)<sup>4</sup>. There is no firm evidence to suggest that owners of static caravans are representative of only certain socio-economic groups, nor that they should differ from a wide cross-section of society. This poses a number of underlying concerns which this research sets out to address. If static caravans are purchased not simply on the basis of price or affordability, what is the appeal which offsets their shortcomings of size, quality, construction, depreciation, and lack of permanence compared with more traditional second homes? Does this form of second home or its consumer behaviour vary from our present understanding of second home ownership? The principle objective of the research therefore is to question the reasons consumers purchase such a fast depreciating property asset, and thus seeks to answer:

### ***How can static caravan second home consumption be explained?***

Such explanation requires resolve to not one but a number of interrelated objectives which will underpin the study (*Figure 1*). In order to understand the possible reasons for purchase for example the research must first consider not only the attributes and forms of value static caravans provide, but the needs and desires of their consumers (Solomon, 2002: 104). However as Jobber (2001: 191) cautions it is rare for consumers to perceive a product's attributes and its benefits in identical ways, or indeed to share similar sets of needs, and it is likely that not one but a number of *consumer types* with quite different requirements may

---

<sup>3</sup> Average depreciation has been calculated using the recognised fall in value from the popular ABI Westwood; Willerby Aspen, Vacation and Leven models over a twelve month period to May 2009.

<sup>4</sup> The Nationwide House Price Index indicates that a property located in the South West which was valued at £50,000 in 1997 Q1 would be worth approximately £138,316 in 2009 Q1



exist within a single marketplace. The investigation must be careful therefore to ensure that it can identify and define not only such consumer types by common characteristics, but also according to similarity in their reasons for purchase. Furthermore any comprehension of a process of consumption must also require some knowledge of the decision making process, and an identification of the variables and their influence upon choice and ultimately product use (Engel, Blackwell and Miniard, 2001: 76). The answers to these six objectives might then be brought together to assist in the construction of a model to help explain static caravan second home consumption. It is intended for these sets of objectives to be continually reassessed as the study develops, and the findings which they provide will be analysed for the value they offer to practitioners and the contribution they make to current theory.

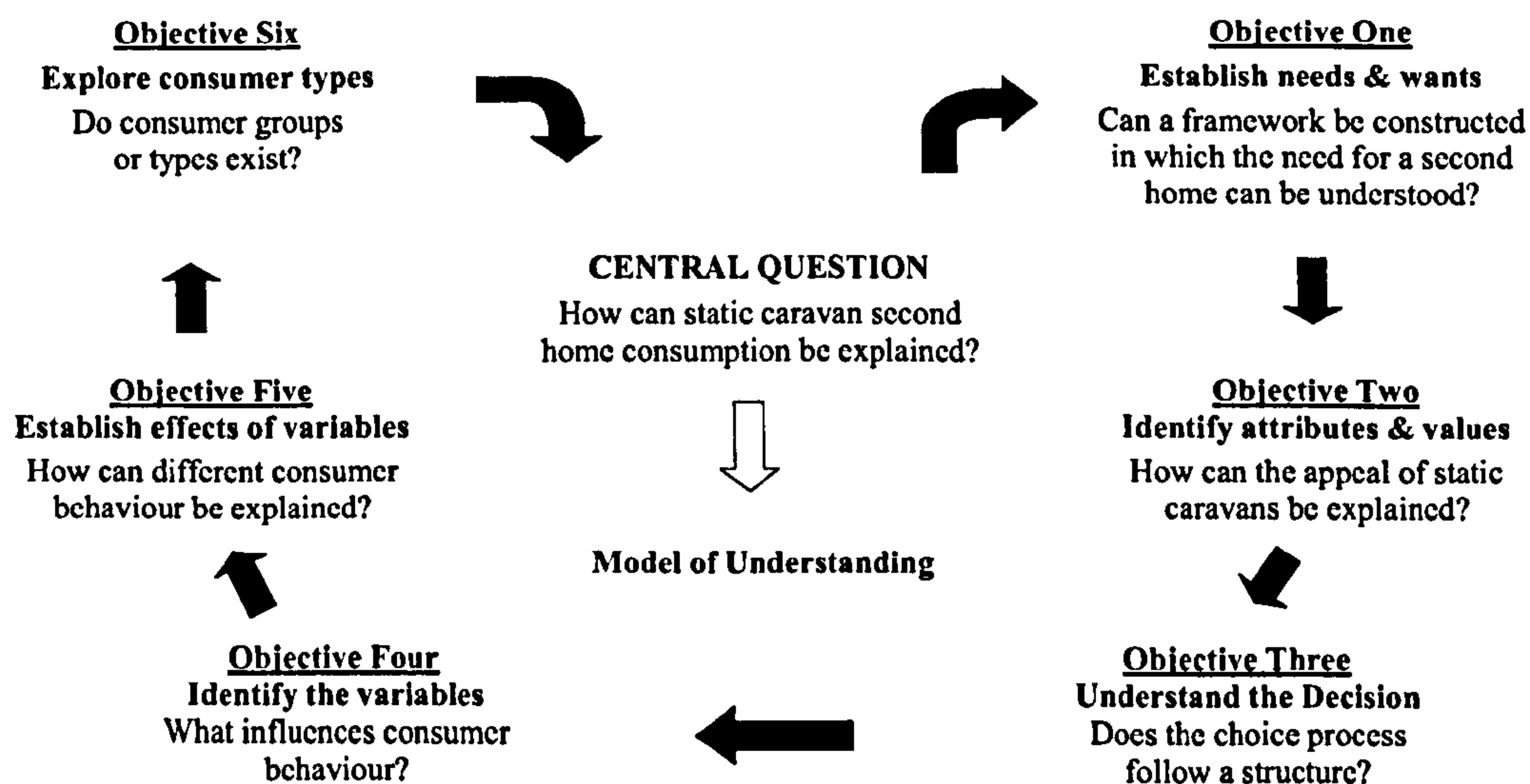
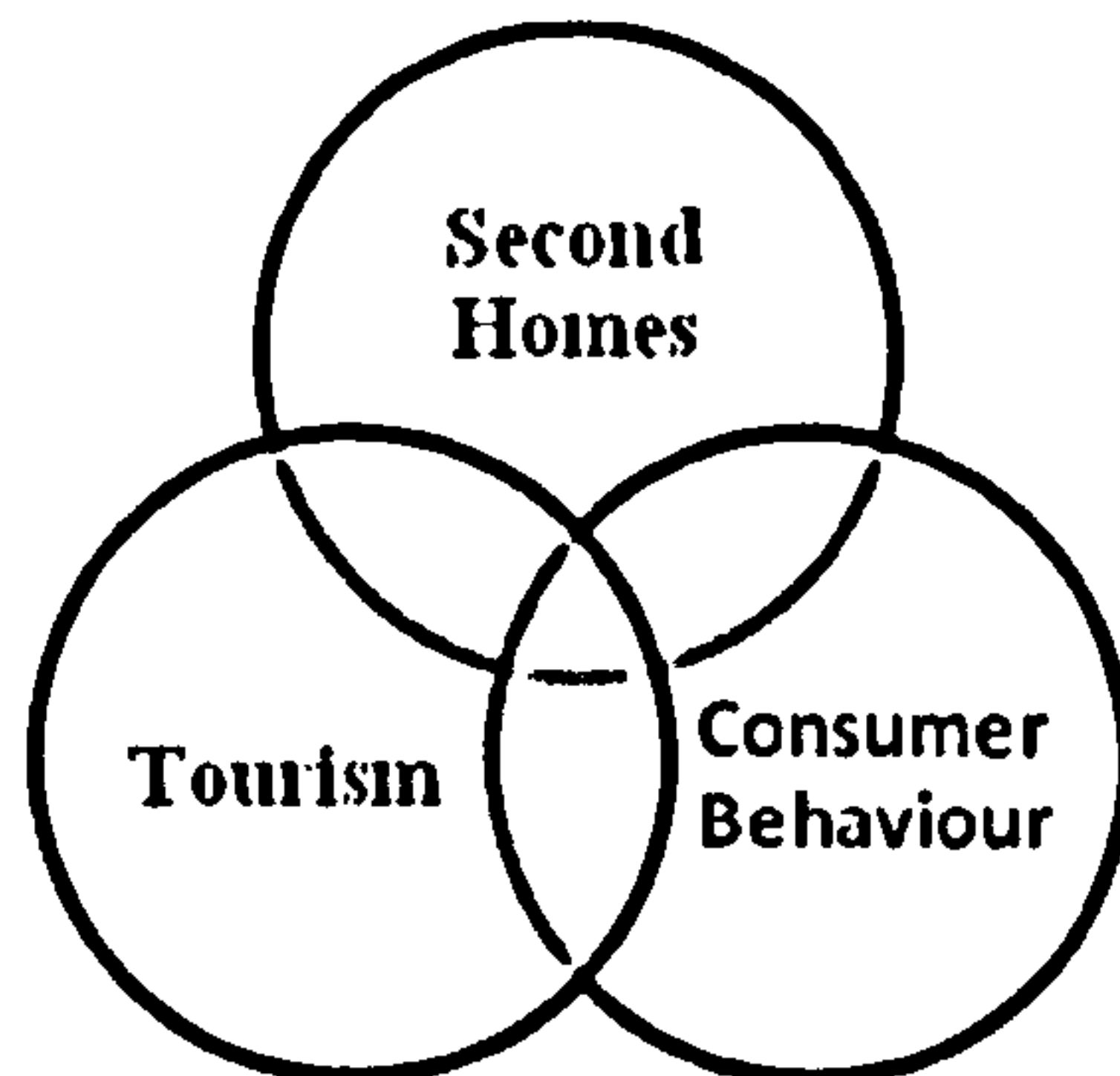


Figure 1 – The Research Objectives

### 1.3 Theoretical Orientation and Structure of the Thesis

As the study is concerned with people who buy second homes and the manner in which they make their decisions its theoretical approach will primarily remain one of consumer behaviour. However as the use of such property embraces the inevitable movement away

from home for forms of leisure activity it also suggests a touristic perspective (Swarbrooke and Horner, 1999: 4) and all three theoretical dimensions therefore will be combined and included within the study (*Figure 2*).



**Figure 2 –Orientation of Study**

The presentation of the thesis will consist of four sections within eight chapters. The first will examine existing research in order to provide some context and a platform of knowledge from which it may draw and time to time compare. This will include an evaluation of previous second home literature together with the most relevant theories of consumer behaviour and the forms of value which might exist. The second part will consider a choice of study philosophies and a selection of research techniques in order to select the most appropriate design and methodology to best achieve the aims and objectives of the study.

The data that is collected will first be presented and considered according to the answers it provides to the research question and any subsequent requirements which might arise. Thereafter it will be further analysed and tested as appropriate to assist in determining any remaining objectives. To conclude the research will discuss whether its findings have successfully resolved its six chief objectives, and consider how they might assist in the construction of a model to facilitate understanding. The manner in which any conclusions

are able to contribute to present knowledge and the value they might provide to practitioners will also be assessed. As each chapter draws to a close it is intended for it to reflect on the original aims and objectives of the research and the contribution it has made in order to determine the most appropriate work to follow and the manner in which this may be best transacted.





## CHAPTER 2

# Second Homes

### 2.0 Introduction

This chapter will review the themes and theory that arise from current second home research literature, in order to assist and inform the study in designing a framework for its examination of the role static caravans' play. Such a foundation is also necessary to enable a comparison between the findings of this research and that which has previously been established. In part the chapter will explore the background to second homes, their growth and some quantification of the importance of static caravan second home ownership in Britain today. Further issues such as second home utility, functionality and purpose must also be considered, and the definitions and the frame of reference for the research will be set out.

### 2.1 The Growth of Second Homes

The true extent of second home ownership in Britain over the past fifty years is difficult to quantify as through the decades definitions have varied, and consequently so too have the properties that qualify and the regions which have been included. Second homes are by instinct places where people like to retreat in private, and like most countries Britain has been unable to measure the official definition satisfactorily as the information about them has been *"fragmentary and, understandably, given with reluctance"* (Wibberley, 1972: vii). Moreover, until 1994 there has been no single information source to accurately reflect a pattern of growth on a comparable basis, and the data which has been gathered may not be wholly reliable, for example as Rogers (1977: 87) warns *"lists of potential second homes gathered from rating registers are probably only about 75 per cent accurate"*. It is

hardly surprising therefore to find that “*the greatest single problem*” (*ibid*) for second home researchers has been the “*absence of reliable data*” (Rogers, 1977: 86), but through carefully piecing together the comparable evidence which does exist from the most reliable sources (*Table 1*) some retrospective picture of second home development can be established with reasonable accuracy.

Year	Number of Second Homes	Source	Notes
1930	< 10,000	Gallent and Tewdwr-Jones, 2001	
1940	<15,000	Bielckus, Rogers and Wibberley, 1972	<i>Actual growth during 1950's calculated as 5,000 second homes per year (Housing in Britain TCPA, 1962)</i>
1960	50,000	Grays and Russell, 1962	<i>Excludes estimated 90,000 static caravans in the UK (Wilson, 1959), growing at 10,000 per annum (Rogers, 1977)</i>
1960	> 50,000	1960 Social Survey, Town and Country Planning Association 1964	<i>Growth in demand estimated at 10,000 per annum. Forecast of 600,000 by 1982. (Town and Country Planning Association, 1962)</i>
1965	140,000	Barr, 1967: 313	<i>Indicates 1% of households owned a second home</i>
1966	144,000	Bielckus, Rogers and Wibberley –Wye College Study, 1972	<i>Random sample of local authorities. Estimated annual growth from 1955-70 of the order of 12,000 per year</i>
1970	180,000 to 200,000	Bielckus, Rogers and Wibberley –Wye College Study, 1972	<i>Random sample of local authorities Dower, 1977 cites figure including static caravans as being between 300,000 and 400,000</i>
1972	>160,000	Audits of Great Britain Ltd., (Downing and Dower, 1973)	<i>Excludes estimated 154,000 static caravans, (Downing and Dower, 1973)</i>
1995	223,000	National Statistics Survey of English Housing, 2008	<i>Excludes caravans and second homes that are lived in by others, intending to sell, and owned abroad</i>
2000	251,000	National Statistics Survey of English Housing, 2008	<i>Excludes caravans and second homes that are lived in by others, intending to sell, and owned abroad</i>
2004	267,000	National Statistics Survey of English Housing, 2008	<i>Excludes caravans and second homes that are lived in by others, intending to sell, and owned abroad</i>
2007	277,000	National Statistics Survey of English Housing, 2008	<i>Excludes caravans and second homes that are lived in by others, intending to sell, and owned abroad</i>
2015	401,760	Forecasted potential rise in second home ownership over 10 years (Ward, 2005)	<i>Excludes the contribution of static caravan ownership</i>

**Table 1 - Comparative Evidence of Second Home Ownership in Britain 1930-2007**

It has been estimated that during the early 1930s there were fewer than 10,000 second homes in Britain (Gallent and Tewdwr-Jones 2001: 60), yet as post-war prosperity increased evidence suggests that by the mid 60s this had grown to 140,000 (Bielckus,



Rogers and Wibberley, 1972: 7). Such a rise in second home tourism across the UK (Gallent and Tewdwr-Jones 2001: 60) was largely fuelled by greater affluence and expanding leisure time coupled with an increased mobility provided by a quadrupling of that “*essential adjunct to the second home*” (Rogers, 1977: 90) car ownership (Middleton and Lickorish, 2005: 98; Muller, 2002: 427; Morgan and Pritchard, 1999: 40).

By 1970 it was estimated that the number of British second homes had reached almost 200,000 properties, and thought to be matched by a similar number of static caravans (Dower, 1977: 160). Seventy per cent had been identified as being located in coastal regions (Bielckus, Rogers and Wibberley, 1972: 39) and as many as thirty per cent within Wales alone (Gallent and Tewdwr-Jones 2001: 60). With strong economic performance, considerable developments in infrastructure, and increasing ‘*hyper-mobility*’ (Middleton and Lickorish, 2005: 90 & 106) ownership of second homes continued to rise rapidly through the following decades (*Figure 3*) to become a significant feature of tourism (Quinn, 2004: 113; Mottiar and Quinn, 2003: 110). Middleton and Lickorish (2005: 86) specifically point to the resurgence in domestic tourism during in the 1990s being fuelled by the growing ownership of static caravans:

*“In self-catering there was a remarkable resurgence and process of reinvention in the caravan park industry. For decades considered to be a down-market operation, the sector modernized itself by agreeing to operate to stricter codes of quality assurance and by using a business model based more on the sale and site rental of units as second homes than on traditional seasonal holiday lettings”*

Middleton and Lickorish (2005: 88)

The most recent survey of English housing now suggests that there are as many as 277,000 second homes in Britain (National Statistics, 2008: 36) although there is no indication of the number of static caravans which might be in similar use.

The availability of statistics for static caravans used as second homes which by their very nature are less permanent and at times portable is problematic. Although not central to the aims of the research it is important to nevertheless consider some quantification of the contribution they make. The National Centre for Social Research who collect information for those who reside in mobile homes do not specifically include caravans, and likewise the Valuation Office who is responsible for the rating assessment and as a result the total number of caravans on a park, have no breakdown between caravans owned by the site operator or private individuals who may own them for the purpose of a second home. For these reasons it was found necessary to approach all caravan manufacturers in order to determine a precise indication of their output and types of supply. Taking the production figures which they provided for a twelve year period, and the average indicated by manufacturers as intended for private retail sale (83.3%), the data suggests that there are currently 249,000 static caravans in use as second homes in Britain today. There is little evidence to imply that there is a practical alternative method to such estimation, or indeed that this figure is likely to be significantly inaccurate. This approximate level of static caravan ownership therefore demonstrates that they account for some 47% of all current domestic second home ownership.

Future patterns of ownership may be difficult to predict (Dijst, Lanzendorf, Barendregt and Smit, 2005: 150) but based upon current demand and historical growth it has been



suggested that the number of people owning a second home might be likely to rise by a further 24 per cent by 2015 (Ward, 2005: 1).

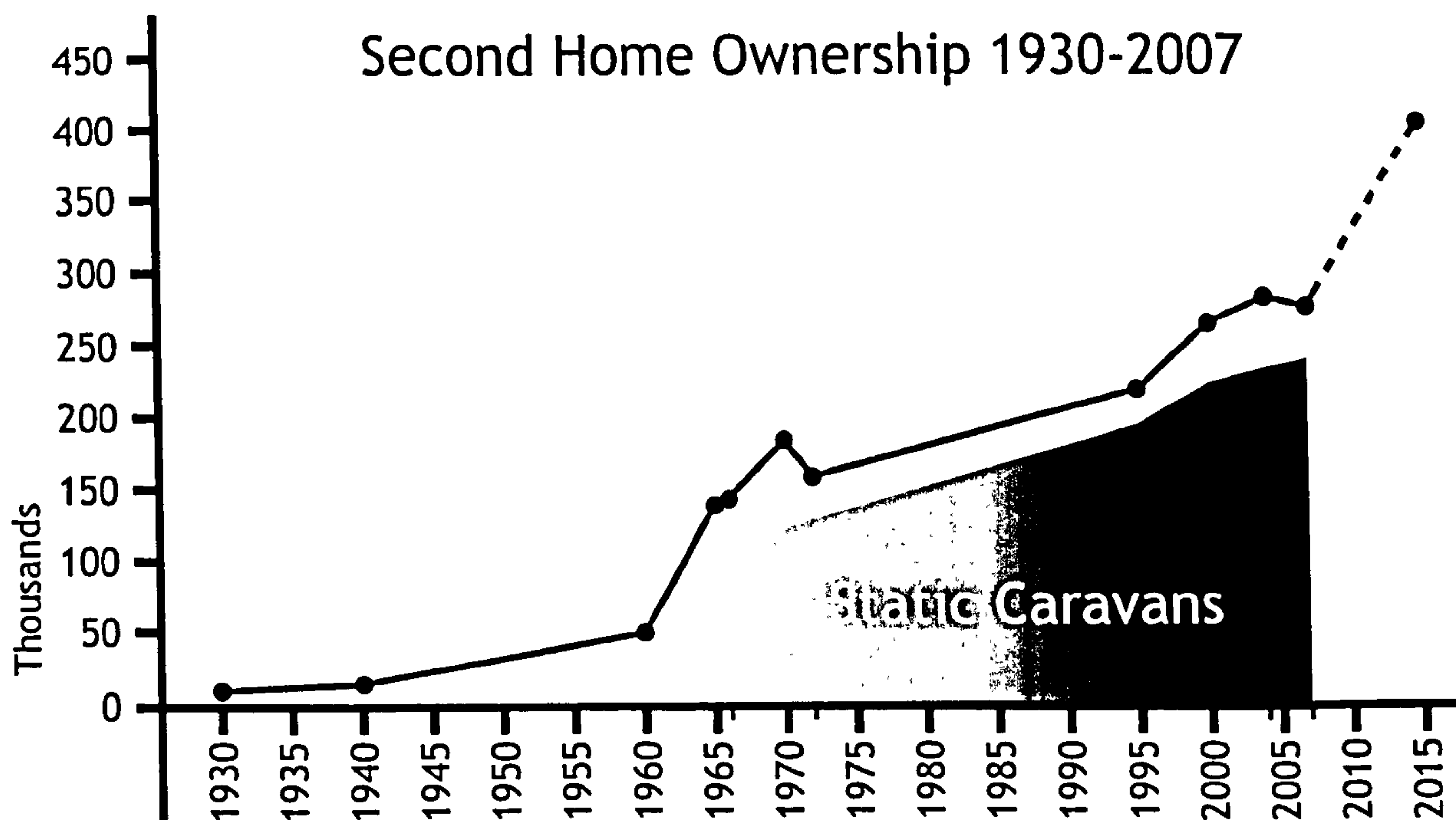


Figure 3 - Growth of Second Home Ownership in Britain from 1930-2007

## 2.2 Static Caravans: Holiday or Second Homes?

Any interpretation of the term '*second home*' can rest as much upon ones past experience and perception as on the criteria being employed. Whilst for some the second home may be a reference to the *physical form* such as a cottage, caravan, house or apartment, to others it signifies a *varying purpose* or the *functionality* of a retreat, investment property, or holiday home (Jaakson, 1986: 371; Hall and Muller, 2004: 5). As there is no single distinguishable form, any definition of the second home is inherently difficult (Dijst, Lanzendorf, Barendregt and Smit, 2005: 140 & 142; Gallent and Tewdwr-Jones, 2001: 65; Coppock, 1977: 2; Gardavsky, 1977: 63). Consequently definitions vary in the type of property that they include (Rogers, 1977: 86; National Centre for Social Research, 2005: 36; Crofts, 1977: 104; Suffolk County Council, 2005: 10) and may relate to varying use, or have

differing requirements of ownership (Coppock, 1977: 2). Within the official definition second homes are:

*'properties owned or rented by a household member, which are not the household's main residence'.*

National Centre for Social Research:  
Survey of English Housing (2005: 43)

Unfortunately in isolation this definition encompasses many properties besides the second home including investment accommodation, buy-to-let property and even vacant housing. A far more precise definition provided by Dijkstra, Lazendorf, Barendregt and Smit (2005: 140) more practically excludes such diversities with their interpretation of the second home as:

*'a property owned, long-leased or rented on a yearly or longer basis as the occasional residence of a household that usually lives elsewhere'.*

Dijkstra, Lazendorf, Barendregt and Smit (2005: 140)

Bielckus, Rogers and Wibberley (1972: 9) and subsequently Dower (1977: 160) utilise a similar definition which excludes renting of property and one which will be used by this research as a frame of reference for the investigation into the consumer choice of *static caravans* as second homes:

*'a property which is the occasional residence of a household that usually lives elsewhere and which is primarily used for recreational purposes'.*

Bielckus et al. (1972: 9)

The definition of a *caravan* is somewhat less problematic as it has been enshrined within statute law. Section 29(1) of The Caravan Sites and Control of Developments Act 1960 provides the legal definition for a caravan as being:



*“any structure designed or adapted for human habitation which is capable of being moved from one place to another (whether by being towed, or by being transported on a motor vehicle or trailer) and any motor vehicle so designed or adapted”*

The Caravan Sites and Control of Developments Act (1960: 29(1))

The wording of the definition under section 29(1) implies that to qualify as a caravan the structure must have been designed or adapted for human habitation, and be capable of being moved in one piece *“as a single structure”* (Barsby, 2002: 24). In this way the 1960 Act provides for the dichotomous nature of caravans: as *tourers* designed to be regularly towed by a motor vehicle; and the *static* structures which are transported as a load on a lorry or trailer designed to be second or holiday homes. The 1960 Act has not been superseded, but to facilitate the development of twin-unit caravans and lodges was modified by Section 13(1) of The Caravan Sites Act 1968 that provides a caravan may be:

*“A structure designed or adapted for human habitation which is composed of not more than two sections separately constructed and designed to be assembled on a site by means of bolts, clamps or other devices; and is, when assembled, physically capable of being moved by road from one place to another (whether by being towed, or by being transported on motor vehicle or trailer)”*

The Caravan Sites Act (1968: 13(1))

Significantly, such an amendment in recent times has facilitated caravan parks in upgrading *“existing static caravans to holiday lodges in response to the rise in demand for lodge-style accommodation from a population grouping with a higher disposable income”* (HLL Humberts Leisure, 2005: 28). Although when assembled they cannot lawfully be moved on the road, twin-unit caravans and lodges fall within the legislation<sup>5</sup> provided they consist of

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<sup>5</sup> Section 13(2) of The Caravan Sites Act 1968 as amended provides that any complete structure must not exceed 20 metres in length, 6.8 metres in width, and 3.05 metres in internal height.

no more than two sections, and comply with all other aspects of the definition within section 29(1) of the 1960 Act (Barsby, 2002: 25).

It is within these frameworks that this research concerns itself with the choice of static caravans, not as residential dwellings, but as second or additional homes. Taken quite literally the numerical term '*second*' may be too precise and descriptive (Williams, King and Warnes, 2004: 112) but in the context of this research it is intended to signify that it is second in an additional sense to that of a main residence. Paradoxically however for more than two decades holiday parks have in desiring to find a terminology that is appealing to prospective purchasers and sympathetic to planning constraints referred to the sale of static caravans not as second but '*holiday homes*' (BH&HPA, 2006: 20), despite it being clear that properties bought for such use may have many functions besides (Visser, 2004: 202). As the second home and holiday home are somewhat universal and generic terms, within the context of this research they may both be used in reference to the ownership of static caravans.

### **2.3 The Function of Second Homes**

Whatever terminology is employed, such properties clearly have functions beyond holidays and second homes, and there is a need to be flexible in understanding the many ways in which they can be used. In contrast to buying a principal home where there is a tendency to focus heavily on the personal needs of the family, a purchaser in looking for a second home often combines objectives (Godbey and Bevans, 1987: 18) including holidays, retirement, rental income, and a multitude of leisure interests (Clout, 1977: 57; Robertson, 1977: 134; Coppock, 1977: 9; Henshall, 1977: 76). Second homes may therefore be as useful for their recreational potential and source of rental income, as they are in providing "*somewhere to*



*go with the kids every summer*” or an *“occasional weekend retreat”* (Suiter, 1999: 1). A person’s requirements and interest in buying a second home is in part also determined by the life stage that they have reached and the particular *‘life course’* that they have taken, and consequently different stages provide different needs and opportunities for purchasing and enjoying a second property (Godbey and Bevans, 1987: 18-22).

*“Others bought second homes for different purposes. Pam found that her need for a second home in England increased when her younger sister had children. Having a nephew and niece made her keener to retain links with her sister, but there was no longer enough space for Pam and her partner to stay at her sister’s home’ ... and ‘they considered buying a second home.’”*

Williams, King and Warnes (2004: 110)

Henshall (1977: 75) reflecting much of second home literature, argues that properties are bought either for retirement or *“with future retirement in mind”*, a theory supported by the research of Dijst, Lanzendorft, Barendregt and Smit (2005: 145) who discovered that regardless of the category of second home, as many as half of all owners were *“retired and childless”*. Second home literature predominantly recognises how owners of such properties have an eye on retirement, and are likely to consider their purchase as a balance between the present versus the future (Eldred, 2000: 22; Ward, 2005: 1; Robertson, 1977: 133; Henshall, 1977: 75) thinking through not only current needs and wants, but also those that might be of later importance. Second homes can often act as stepping stones which lead to eventual migration or retirement (Muller, 2002: 426; Williams, King and Warnes 2004: 103; Henshall, 1977: 75) either at the second home, or later elsewhere within the neighbourhood, yet as evidence suggests that as second homes are often bought before the advantages of retirement or utility are considered (Robertson, 1977: 131) there may be further reasons for their purchase.

## 2.4 A Reaction to Urban Life

Second home owners repeatedly talk about the stresses of working life, pressures, restraint, and lack of personal and family time as further factors which drive them to purchase a second property. Here they regain command of their lives (Chaplin, 1999: 44) and are provided with a break from the rules and a degree of control to do things as and when desired (Rejnīs, 1998: 85), opposed to the '*imprisoned existence*' of the principal home to which Chaplin (1999: 44) refers. In this way the growth in ownership of second homes can be seen as a reaction to urban life (Williams, King and Warnes, 2004: 97; Muller, 2002: 430), for which the major determinants have been increasing leisure time and disposable income (Dijst, Lanzendorf, Barendregt and Smit, 2005: 150; Wolfe, 1977: 28; Coppock, 1977: 12; Bielckus, 1977: 35), facilitated by greater car ownership and improving infrastructure (Coppock, 1977: 11). This has been largely underpinned by a development of lifestyles and heightened knowledge and experience in travel. According to Dijst, Lanzendorf, Barendregt and Smit (2005: 146) "*people who live in relatively low quality dwellings located in highly urbanised areas are more inclined to buy a second home*", consistent with the compensation hypothesis and Hall and Muller's (2004: 12) explanation that they are purchased in order to achieve a "*dimension of lifestyle that is not available at their primary residence*", to provide a contrast to the main residence such as a location on the coast, in the country, or in a quieter recreational setting that may be void of the complications and clutter of modern domestic life.

People purchasing second homes for such quality of life reasons, take part in what Eldred (2002: 29) refers to as '*ruralising dreams*', and Muller (2002: 430) the '*disneyfication*' of the countryside in seek of "*low crime rates, comparatively low housing costs, recreational opportunities, and perhaps most of all, a search for community values*" (Eldred, 2002: 29).



Properties become “*centres of life*” (Muller, 2002: 427) which act as an arena in which family members can meet and engage in various activities that can be performed with a level of interest and family awareness that is not evident at the principal residence (Jaakson, 1986: 379-380). Jaakson refers to such recreational qualities as having “*an element of make-believe*” that in contrast to the often larger main residence “*facilitate a closer family togetherness*” (*ibid*). Much second home literature reflects how owners feel more at home at their holiday homes which are perceived to be more ‘*authentic and real-life*’, than their main residence (Hall, 2005: 134; Hall and Muller, 2004: 12; Chaplin, 1999: 51; Kaltenborn, 1998: 123) in a way that ownership contributes to the enjoyment of the main residence, and the main residence to the enjoyment of the second home. According to Jaakson such *duality* permeates everything in being a second-home owner. Quite simply it involves “*two places with two lives*” (Jackson, 1986: 387).

In addition to the importance of location and surroundings the ‘*inversion*’ of everyday life that the second home provides creates a leisure dominated environment opposed to the work orientated principal dwelling (Jaakson, 1986: 376). Whilst the first home serves as a mere dwelling place with “*no other significance except its function as shelter*” (Chaplin, 1999: 51-52) the second home is “*qualitatively different*” in that the freedom of time may be enjoyed (*ibid*). Typically the second home is recreationally orientated (Jacobs, 1972: 29); an environment in which work can be dissociated from the negativity of everyday employment or household chores, and entered into as an enjoyable pass-time, sometimes as a family or communal event (Jaakson, 1986: 382). However for Jaakson such a spatial separation between employment and recreation is no guarantee of a psychological separation. Chaplin agrees that a second home can become a double-edged sword “*chosen for accessibility as a retreat, but too close for comfort when the pressures of work become*

*too great to resist*" (Chaplin, 1999: 47). Contrary to getting away from it all owners of second homes often find a multitude of tasks, rituals and responsibilities awaiting them (Choen and Taylor, 1992) inherent with property ownership. However, in contrast to the negativity of such chores within their main residence which are viewed as *work-oriented*, these tasks become quite agreeable now that they fall within a leisure environment (Jaakson, 1986: 382; Robertson, 1977: 134).

Chaplin refers to such forms of escape as "*a desire to get away from it all*" (Chaplin, 1999: 43) and much of her research points to *the "sense of liberation in adopting a different mode of life"* (*ibid*) as being a principal motive for purchase. Quinn (2004: 113) draws similar conclusions:

*"A number of explanatory motives have been put forward, most notably the desire to escape from routine, from home life, and ultimately from modernity itself. The second home is viewed as something of a release valve, providing a temporary escape that enables people to return to their routine lives having been revitalized and restored by their second home experiences."*

Quinn (2004: 113)

The theme of escape is not new to second home research. Bielckus et al (1972: 11) citing Hanson from as far back as 1969 observed:

*"The desire of those who live and work in the cities to have a country cottage to escape to at weekends is not a new phenomenon. What is new is the comparative affluence of a greater number of people for whom a second home has now become a distinct financial possibility."*

Bielckus et al. (1972: 11)

In their desire to escape the "*horror of home*" (Haldrup 2004: 435), second home owners seek to return not only to a natural and simplified form of existence, but partake in a degree



of integration with the natural environment. According to Wolfe (1977: 22) people have a *'fundamental and atavistic'* need to return to nature, yet there is no single way in which second home owners may achieve this. Jaakson (1986: 377) categorises owners according to their behaviour. One group consist of those who are knowledgeable about the environment, and look to a more rural way of life, whereas others have a significant level of involvement in their newly acquired surroundings, and partake in activities such as planting, mowing the grass, and tending the gardens. The largest group of second home owners fall somewhere between the two, and seek a hands-on involvement, being drawn to a more rural and simplified existence. Interestingly Wolfe concludes that most second home owners in practice have very little connection with nature to the extent that similar environments can usually be found in their *"own backyard"* (1977: 29).

## 2.5 Status and Identity

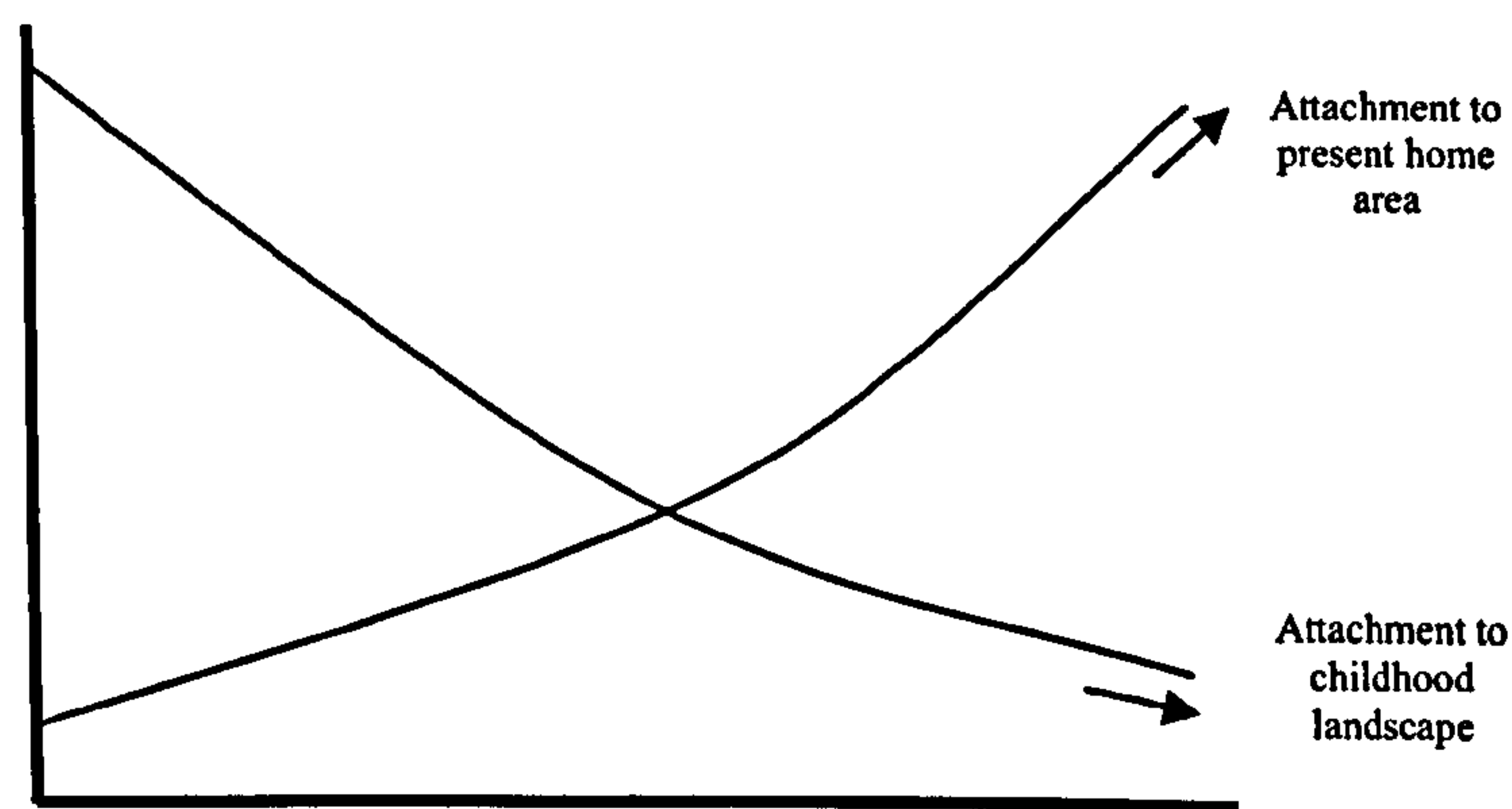
Therefore whilst they are unmistakably a place for fun, second homes rarely seem to genuinely encompass nature, and in reality are not primarily for *amusement, recreation nor escape* (Wolfe, 1977: 31). In what he refers to as the *"last metaphysical right"* (Wolfe, 1977: 30) the true enjoyment according to Wolfe comes from the ownership itself, and it is this form of *status* that provides the prevailing reason for purchase. There is significant evidence to support this view in that second home ownership is regarded as a status symbol and a privilege (Hall and Muller, 2004: 14; Jaakson, 1986: 383), and a sense of *elitism* is commonplace. Muller however recognises (2002: 429) that as second homes can sometimes be very basic, rustic or *'rudimentary'*, and if such properties provide a degree of social status they may do so for reasons besides quality, location, or exclusivity. The question therefore Jaakson (1986: 383) asks is: *"elitism in relation to what?"* It seems the answer is that the communal feeling amongst owners engenders a sense of shared ownership in their

surrounding environment, a sense of belonging, and place attachment engendering a feeling that *“all others who are not property owners are seen as not having a legitimate claim”* (Jaakson, 1986: 383).

In this way different forms of social and economic relationship emerge to that of a non-stakeholder tourist (Muller, Hall and Keen 2004: 15) and social groups form as second homers at each level share their identity and build a common bond with one another, often with considerable *“uniformity in the social and economic class of second-home owners in the one location”* (Jaakson, 1986: 378). Second home literature recognises this deep rooted need for people to find their identity and connect with a place. It may not necessarily be home but a retreat where they can *“escape from modernity ... towards a sense of place, rootedness, identity and authenticity”* (Williams and Kaltenborn, 1999: 227). Haldrup (2004: 444) finds that in direct contradiction to how place attachment and mobility are usually seen in social science where they are opposite concepts, that such *“places are valued not for their immanent qualities, but for their ability to serve as a safe haven for the family and as landscapes in which the family can inscribe itself and its social roles”*. Through his extensive interviews of cottage owners in Canada Jaakson revealed how second homes provided *“a sense of permanence and continuity, a sense of place, of ‘roots’, in a way that the urban, principal residence does not”* (Jaakson, 1986: 380). Aronsson too discovers in his empirical study how *“vacation residents sought self-fulfilment both in the form of place attachment and through experiences”* (2004: 86). Its occupation therefore differs from a visit to an area for holidays as it involves a sense of belonging, *‘property rights’* and *‘responsibilities’* (Muller, 2002: 428), providing owners with a sense of identity (Jaakson, 1986: 378) that may relate to characteristics, immediate location, nearest town or village, or wider geographical region. In this way a strong relationship emerges between a



person's attachment to a landscape, and how attractive they perceive its environment to be (*ibid*). The extent a person favours a landscape therefore can become influenced by their level of involvement and knowledge of that environment, and preferences evolve over time as a result of the interaction with it (Kaltenborn and Bjerke, 2002: 393-394) in a form of "attitude learning" Hogg and Vaughan refer to as "classical conditioning through repeated association" (1995: 136). However as the level of involvement might naturally be expected to diminish with time (Figure 4) so the attachment may weaken (Jansson and Muller, 2004: 269). Place attachment is recognised to be multi-faceted and incorporates the psychological dimensions of dependence, identity, expression, involvement and satisfaction (Kaltenborn and Bjerke 2002: 384).



**Figure 4 - Changing attachment to place after out-migration**

(Jansson and Muller, 1994: 269)

Understandably there are physical distances in both time and space between the holiday home and principal dwelling, and furthermore between owners whose main residence is elsewhere and the local population. Jaakson (1986: 387) refers to a minimum psychological distance, and time, that acts as a threshold between the principal and second dwelling. The very pleasure of travelling Jaakson argues, is partly in the returning home. Cultural and social differences no matter how regular the visits can also act to distance the second-home owner from the permanent residents. Second home tourism may therefore be viewed in

terms of *distance* and *regularity* of visit, a concept Cohen (2004: 28) explains as ‘*marginal*’ or ‘*minimal* tourists’. The greater the frequency of visit to the second home the least touristic it becomes. In this way those who live close-by tend to display the minimum of touristic qualities, whereas those journeying further and less often fall somewhere between full tourists and becoming local residents, or as Cohen refers to them ‘*marginal* tourists’.

## 2.6 Touristic Qualities

*“I am a discerning traveller, you are visitors, they are tourists”.*

*Anon* (Middleton and Lickorish, 2005: xi)

The debate on whether second home ownership is ‘*touristic*’ runs through much of contemporary literature. Hall’s (2005: 129) belief that tourism should be understood in terms of human mobility in both space and time, expansively considers the relationship between leisure and other social behaviour related to human movement. With cursory consideration a recurring visit to an unchanging destination at which there is a level of integration with the local community seem hardly the traits of a tourist (Cohen, 2004: 28; Aronsson, 2004), yet the *“the incessant reminder of the inevitable return to the principal residence in the city mirrors the universality of the eventual returning to home of all tourists”* (Jaakson, 1986: 368) and any degree of recurrence seemingly characterises tourism.

Cohen (2004: 28) observes how second home marginal tourists’ pattern of visiting behaviour differentiates them from traditional tourists in that they are not perpetually seeking new experiences and surroundings. Types of tourism therefore can fall between the



nostalgic familiar and expected, and the serendipitous new or unexpected (Graburn, 1983: 20 cited by Jaakson, 1986: 373). Plog's categorisation (2001: 15-17) neatly distinguishes between such types. On the one hand psychocentric '*dependable tourists*' centre on the concept of place attachment and include second home owners who dislike repeated exploration and unfamiliar destinations. On the other hand the more typical allocentric '*venturer tourists*' desire exploration of new destinations and resorts. Lofgren (1999: 9) suggests similar distinctions using the characters of Phileas Fogg and Robinson Crusoe to "*metaphorically encapsulate*" (Haldrup 2004: 436) the two contrasting aspects of tourism. The former personifies the eager traveller in pursuit of new and exciting experiences, while the latter typifies endeavour "*to create a utopian alternative to the humdrum of everyday life*" (Lofgren, 1999: 9) in the form of tourism which Haldrup (2004: 435) refers to as "*a desire to flee the horror of home*".

In light of the various activities and relaxation that a second home provides Muller (2002: 429) believes owner motivation for purchasing a second home must be touristic. Today tourism understood as "*the frequent repeat movement from home on a day or staying basis for the whole variety of reasons that an affluent, mobile population considers a normal part of daily lives*" (Middleton and Lickorish, 2005: 154) provides adequate qualification, after all "*tourism is not just about holidays*" (Middleton and Lickorish, 2005: 65). The second home owner is a "*permanent tourist*", someone "*in a perpetual state of travel anticipation*" (Jaakson 1986: 388). The fundamental difference of the second-home owner is their set of aspirations which are unlike those of local people (Jaakson, 1986: 385) as they have formed from the "*spatial outcome of consumption related tourism*" (Feng and Page, 2000: 247). In contrast to the local population who desire evolution and particularly quality advancement which might lead to full-time job creation (*ibid*), owners of second homes are not dissimilar

to tourists who hanker after peace and quiet and yearn for continuity, routine and little change.

## 2.7 Routine and Ritual

From the pre-purchase fantasy to post-purchase consumption (Chaplin, 1999: 48) the theme of *routine* runs through much of second home literature. On the one hand Chaplin (1999: 51) comments how the second home experience is fundamentally based on enjoying the familiar and the expected, whilst Quinn (2004: 113) observes that it is "*the routine associated with the primary home that acts as a push factor, motivating the second home purchase*" to occur in the first place. Thereafter the use of a second home becomes an acceptable ritual with owners returning to the same place and the same activities over and over again (Chaplin, 1999: 45) with a duality between routine and the novelty of the unexpected and the certainty of always being able to return to the other home (Jaakson, 1986: 387).

## 2.8 Studies of Second Home Ownership

Amongst the significant contemporary studies on second homes can be found Quinn's (2004: 113-130) examination of the motivation for the purchase of holiday homes in the North Wexford region of Southern Ireland. Not surprisingly Quinn finds that *relaxation* and *getting away from it all* to be predominant themes (*Table 2*) and often the reasons cited as differences between life at their second home and that of their main residence. A *desire to get back to nature*, and *more family time* seemed important too. When asked how their two homes differed almost a third found their second homes to be more relaxing, and a fifth less stressful. In general there seemed to be "*a desire to live life at a slower pace and spend more time outdoors*" (Quinn, 2004: 125).



Reason	Instances of being ranked first	Instances of being ranked in the top 3
A place to relax	21	40
A place to escape from everyday routine	14	41
A place to spend more quality time as a family	9	28
Was a regular visitor and wanted to own property here	9	20
An investment	9	16
To give children more freedom	6	34
Plan to retire to this area	5	23

**Table 2 - Most Important Reasons for Purchasing a Holiday Home**  
(Quinn, 2004: 124)

Location and a person's *affinities to place* were undeniably the reasons underlying the selection process (Table 3). More than half had strong connections with the area and recognised this to influence their choice of location, and a quarter had had childhood holidays in the area or been a regular visitor. Many had family connections with the location, or already had family or friends living close-by.

Reason	Instances of being ranked first	Instances of being ranked in the top 3
Closeness to beach	41	60
The price was right	16	38
Used to holiday here as a child	7	28
Was a regular visitor and wanted to own property here	10	26
Family/friends with second home in area	9	20
Nearness to Dublin	6	38
Peacefulness of area	6	31
Scenic qualities	5	34
Family connections in the area	5	24

**Table 3 - Reasons for Choosing the Wexford Location**  
(Quinn, 2004: 125)

The decision to purchase a second home Quinn concluded was "*not founded simply on general placeless factors*" (Quinn, 2004: 125) such as amenity value, escape, and a desire to relax, but "*a means of returning and re-connecting with a place that already had special*



*connotations for the individuals concerned*” (ibid). Her analysis suggests that acquiring a second home is a “*moderate, rather than a life-changing lifestyle choice*”. Owners had:

*“chosen to connect with another place within easy reach of their primary residence, at a relatively early stage in life and at a time when household incomes were relatively modest.”*

Quinn (2004: 123)

Not surprisingly Quinn discovered that virtually all respondents used their second homes with “*remarkable regularity*” (Quinn, 2004: 125) and lived within a 100 kilometre radius. In comparing the lives of owners between their two homes (Table 4) Quinn supports Jaakson’s (1986: 380) concept of the second home as a *leisure-dominated sphere*.

Comparison	In permanent residence (%)	In holiday home (%)	Unsure or not applicable (%)
Feel more relaxed	6	77	17
Have more leisure time	3	90	7
Spend more time in recreational pursuits	10	80	10
Feel children are more carefree	10	67	23
Feel more at home	32	27	41
Spend more time with the family	22	58	20
Feel closer to nature	10	75	15
Lead a healthier lifestyle	27	48	25

Table 4 - Life at the Permanent Residence and Second Home Compared  
(Quinn, 2004: 127)

In part, the Wexford research reinforces such a concept. Most respondents agreed that their second home was generally fulfilling expectations with the majority claiming to *feel happier* and able to spend *more time with their family* and *lead healthier lifestyles* at their second homes. Interestingly when asked where they felt most at home only a third replied their main residence.

*“One possible way of interpreting this response is to suggest that both places have a part to play in creating a ‘home’. ... ‘the second home is not founded on competition between two places or two homes. Rather it involves developing multiple associations with places that contribute to a balanced, meaningful existence such that people can feel ‘at home’ in more than one place.”*

Quinn (2004: 126)

## 2.9 Caravan Holiday Homes in Wales

Whilst there has been little research specifically into the ownership of static caravans, a study by the Tourism Company (2003) to predominantly ascertain the economic impact of the caravan holiday home industry in Wales, provides some insight into owner profiles and the motivation for the use of caravans as second homes based on a survey of 17 holiday parks in the north-east, mid and south west of Wales. The study found that there were principally four attractions for ownership cited by owners with particular regularity (*Table 5*): *relaxation, freedom, escape and ability to use for short breaks.*

Appeal	% of survey
Relaxation	28
Freedom	23
Escape/get away from it all	22
Able to use for short breaks	19
Peace and quiet	9
Good for children	6

**Table 5 - Appeal of Caravan Holiday Home Ownership**  
(adapted from the Tourism Company, 2003: 62)

Unfortunately further conclusions on the motivation for purchase were largely drawn from the perceptions of park managers rather than from reasons given by purchasers themselves. Nevertheless such information is valuable if only to understand the motivations seen as important to *providers* of second homes. Managers perceive there to be seven possible justifications for a person choosing to own a caravan at their parks:

- Property price issues
- Family altruism
- Increasing holidays & improved caravans
- Fed up with towing
- Hirers who want to own
- Security
- No garden at home and want somewhere to tend

For a number of reasons property prices were felt to be one of the most common motivations for ownership, and there can be little doubt that caravans were seen as being “an affordable way of getting a second home” when the costs of owning a holiday cottage or house were “out of reach for many” (The Tourism Company, 2003: 18). Moreover the increasing property prices enabled purchasers to raise equity from their main homes in order to buy a caravan. For some purchasers it provided an opportunity to sell their main residence and either down-size, or live in their caravan and take a holiday during the winter months when the park was closed.

Family life-stage	Owners
Pre-family	13%
Family	40%
Post-family	47%
Total	100%

**Table 6 - Family Life-Stage of Respondent**  
(Adapted from the Tourism Company, 2003: 33)

Almost half of owners were found to belong to the *post family* life-stage having grown up children with families of their own (Table 6), and it was not surprising therefore to find that managers felt the potential to offer family holidays to be an advantageous feature of ownership (The Tourism Company, 2003: 19). In such cases the needs of the younger family were significant, and facilities such as swimming pools and entertainment were key selling points. It was clear that ownership was viewed in light of the vast improvements



made to modern-day caravans, such as double glazing and central heating, that had created a home from home environment in which people could benefit from regular holidays and short breaks. Almost two thirds of owners revealed that they had experienced camping and caravanning as a child (*Table 7*) and all in all there was a *“feeling that they could now get more out of owning than they used too”* (The Tourism Company, 2003: 19).

<b>Experience</b>	<b>Owners</b>
Never	39%
Once or twice	15%
Frequently	46%

**Table 7 - Experience of Camping and Caravanning as a Child**  
(Adapted from The Tourism Company, 2003: 40)

Many owners were thought to have turned to static caravans as a direct result of the inconveniences that emanated from towing a touring caravan, including issues such as increases in road congestion and storage difficulties. Park managers believed that positive holiday experiences also led to some holiday makers purchasing a caravan home for permanent use, particularly in instances where the park and caravan lifestyle had surpassed expectations.

The security offered by parks and their wardens, restricting public access, was one further attraction, principally because it provided a level of reassurance for both the elderly and those who came from higher-crime urban regions. For a very small number of owners having a plot of land around their caravan which they perceived as their own personal garden was a significant enticement, particularly if they had no space for a garden at home.

The analysis of owner profiles (*Table 8*) revealed that they tended to be predominantly mature couples of the C1 Clerical and Supervisory socio-economic group with an average

annual household income of £25,000 which was much in line with the UK average at the time.

Socio-economic group	Owners
AB Professional & managerial	22%
C1 Clerical & supervisory	39%
C2 Skilled manual	26%
DE Unskilled, pensioners	13%
Total	100%

Table 8 - Socio-economic Group of Static Caravan Owners  
(Adapted from the Tourism Company, 2003: 35)

Managers commented that owners seemed to mostly originate from large urban conurbations within one or two hours drive and thought of them as typically being:

*“middle of the road people, ordinary guy in the street plus a few people who’ve got a bit”*

Park Manager, cited by the Tourism Company (2003: 17)

Whatever generalisations are used it was evident that owners had strong loyalties to the region, and unsurprisingly were attracted by the local towns, countryside and coastline. Walking, swimming and watching wildlife predictably became their chief pastimes. In addition to what owners believed to be their favourite activities managers noted that a few seemed to spend much of their time in pursuit of major purchases:

*“Managers put this behaviour down to the fact that owners spend their leisure time at the caravan holiday home and so use this time to research and then buy major items”*

The Tourism Company (2003: 23)

Typically a park’s owner occupancy ran between 10% and 15% during the week, rising to 50% at weekends when most owners or their family were able to visit. This pattern was



reflected, and could be perhaps better explained by the occupancy *types* developed from the study:

- Weekenders:*** Who visited mostly at weekends but perhaps less during the high season “*preferring instead to let their grown-up children and families use the caravan holiday home*”.
- Rarely-Seens:*** Who managers considered to be more wealthy than the other types of owners, using their caravans just once or twice a year, taking a lot of their holidays abroad or elsewhere.
- Stay-Puts:*** Who despite breaching planning conditions and leaving the park vulnerable to enforcement action, use the caravan as their main residence, at least for the 10 months that on average it was open.

Adapted from the Tourism Company (2003: 15)

Towards the latter half of 2003 when the survey was undertaken sales were reported to be at record levels with on average parks reselling 10% to 12% of their pitches a year, which became available through a mixture of owners who had reached the end of their tenure, those leaving prematurely, and those who had upgraded to newer models. Consequently most parks were reporting waiting lists for pitches and substantial delays in caravan manufacturers fulfilling their orders. It was evident that such buoyancy in the market had resulted in driving up prices and a degree of selectivity. This had emanated in part from strong demand, but furthermore park managers having developed extremely good relationships with their owners felt it as important to invite only “*a certain sort of person*” (The Tourism Company, 2003: 20) into the fold as it was for a purchaser to find the most agreeable property.

## Chapter Summary and Conclusions

### 2.10 Understanding Second Homes

This chapter completes a review of the breadth of research which exists on ownership of second homes. In line with the aims of the study it has largely concentrated on providing some context and explanations for the purchase, and thereafter the patterns of use, for a variety of forms. Although a wide range of reasons for ownership have been put forward, commonly they were found to emanate from what Haldrup (2004: 435) and Hall et al. (2004: 12) amongst others refer to as the desire to obtain some form of lifestyle which is not possible or available at the principal home. Beyond these explanations, of the many themes to have been highlighted within the literature, those of *attachment*, *routine* and *identity* seemed to provide the cement upon which other themes were built. For example understanding the concept of time and distance also required some recognition of place attachment; the principle of novelty an appreciation of routine; and elitism some reflection upon identity. Through piecing together the various forms of evidence which exist, an indication of the pattern of growth witnessed in second home ownership in Britain has also become possible, and importantly perhaps for the very first time the significant role static caravans now play within this sector of tourism has been clearly established.

### 2.11 Research Direction

The chapter has presented a valuable understanding of current second home theory with which it may from time to time draw and compare. Where necessary it has also clarified the context and definitions upon which it may rely. As the introduction suggests, in order to understand second home consumption a central consideration of the study must be to identify the needs which exist, and the values which are sought. Above all, the review of current literature and theory has shown a wide and disparate number of explanations for



needing a second home, and it would be of value if the study could consider whether it may provide some form of structure to understand those explanations which have been put forward, and within which it may place its own findings. An additional objective of the research therefore (*Figure 5*) will be:

***Can a framework be developed which encompasses types of need?***

**Figure 5 – Extending the Research Objectives**





## CHAPTER 3

# Understanding Consumer Behaviour

### 3.0 Introduction

This chapter assesses a range of theories of consumer behaviour and where appropriate their associated models which may assist the research design and understanding of the purchase of static caravan second homes. First it considers a number of competing perspectives which involve different actors and influences and the likely impact which they might have upon any purchase. The remaining part examines the importance of values and the role they play within that process, and discuss the benefits of a typology which may assist in identifying and explaining the many determinants of value and forms they may take.

### 3.1 Models of Consumer Behaviour

Conceptual models can provide significant insights into the social and psychological influences on purchasers behaviour, and serve as useful frameworks with which “*to test empirically the strength of different kinds of relationships*” (Jackson, 2005: vi) such as those between values and choice. Early works tended to be *monadic* in nature relying on a single discipline such as economics and an assumption that all consumers driven by the forces of satisfaction and utility, act rationally. Whilst such theories are clearly useful in providing explanations for consumer behaviour they often lack the “*support of substantial empirical validation*” (Chisnall, 1985: 165) and fail to recognise the complexities of subjective values and personal tastes, which can account for behaviour that is inconsistent with economic theory such as paying a higher price for perceived quality or a branded good (Elliott and Wattanasuwan, 1998: 140). Such complexities of modern consumption

therefore have more recently led to a multi-variable *eclectic* approach to consumer modelling, in an attempt to synthesise the knowledge of behavioural sciences, including psychology, sociology and anthropology (Chisnall, 1985: 161).

Multi-variable models attempt to account for the multiple influences which might affect the purchase process. Inputs come from a variety of sources and are evaluated in terms of psychological, economic and socio-cultural influence. As Jackson (2005: 23) explains models that are “*heuristic devices for exploring the nature of specific behaviours*” provide a useful “*conceptual and theoretical framework for carrying out detailed empirical research on the structure of specific behaviours*”. Figure 6 shows Howard and Sheth’s *Model of Buyer Behaviour* (1969: 30) as a comprehensive, but complex example that is widely claimed to have provided greater predictive capability than earlier models (Chisnall, 1985: 168).

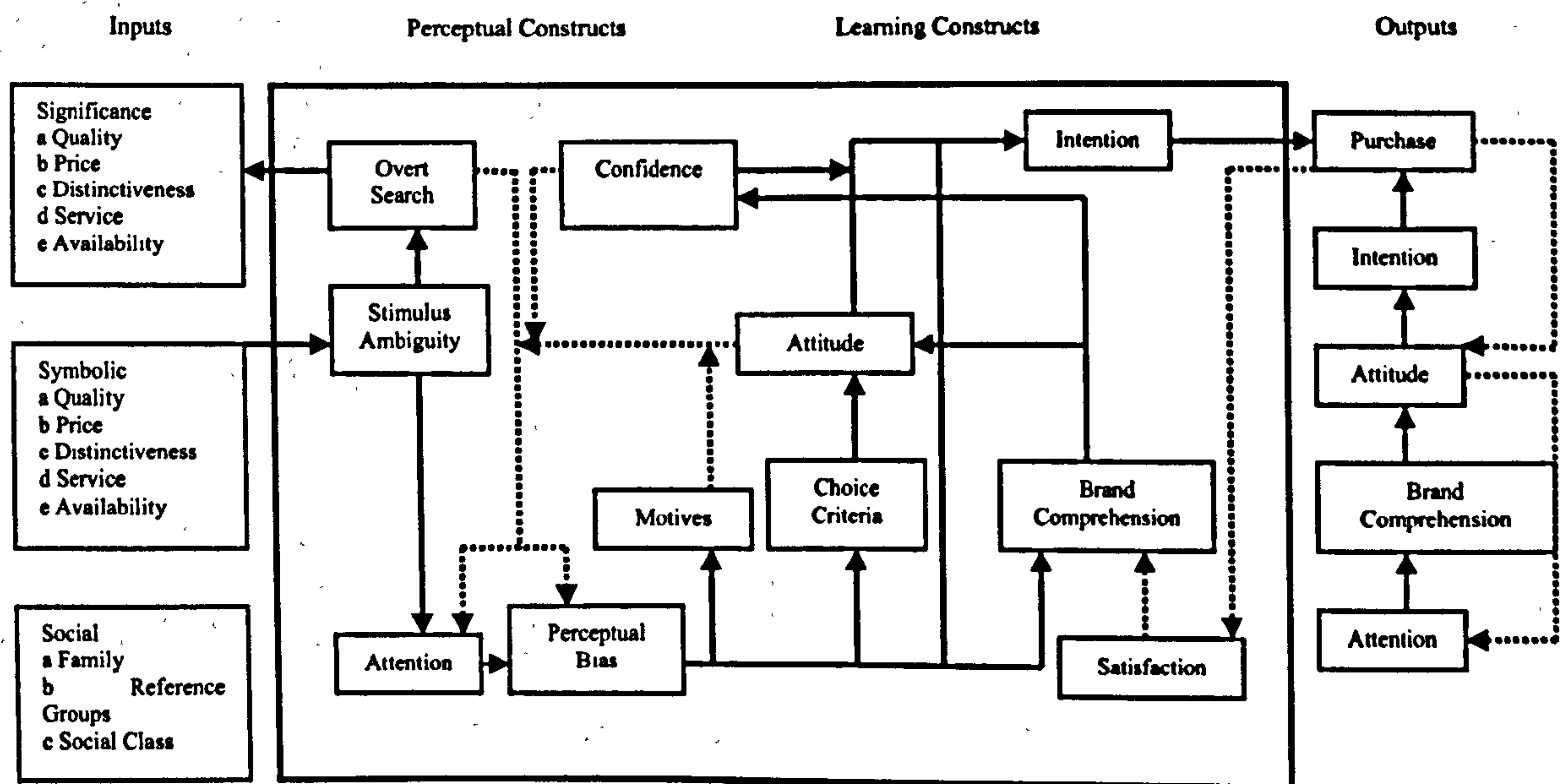


Figure 6 - Howard and Sheth's Theory of Buyer Behaviour

(Howard and Sheth, 1969: 30)



Howard and Sheth clearly consider a wide range of potential influences on purchasing behaviour with a view to identifying external stimuli which may be significant for sustainable consumption, yet typical of many such multi-variable models it is criticised for its structural complexity and inability to be utilised in empirical investigations which seek to make comparisons between strengths and weaknesses of particular relationships such as behaviours, attitudes and intentions (Jackson, 2005: 22). Ajzen and Fishbein (1980: 15) suggest that *“theories that incorporate virtually every known social-psychological construct and process, not only lack parsimony but, more importantly, ... are likely to generate confusion rather than real understanding”*.

In order to provide a suitable degree of utility models need to remain adequately complex to consider a broad range of potential variables, yet remain carefully restricting in the number of relationships if they are to aid empirical investigation. Paradoxically therefore *“there will always be something of tension between simplicity and complexity in modelling consumer behaviour”* (Jackson, 2005: 23). The type of variables being utilised provides further contrast between models. *Internal* characteristics such as attitudes, habits and values typically provide social and psychological studies, whilst *external* characteristics such as economics and social norms provide an applied behaviour approach.

Models for understanding consumer behaviour in tourism have typically tended to follow such main-stream multi-variable models which consider the stimuli of price, quality and availability of product, in addition to experience, social class and the influence of groups. Versions within tourism have also tended to consider the dimensions of travel (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005: 64), intangibility of the investment (Wahab, Crompton and Rothfield, 1976) destination image and time constraints (Schmoll, 1977).

Cooper et al., (2005: 64) recognise how touristic orientated models share a number of characteristics:

- 1) *Consumer behaviour is viewed as a decision process*
- 2) *Focus is upon individual behaviour*
- 3) *Behaviour is assumed to be rational*
- 4) *The evaluation of information is purposeful and central to the decision*
- 5) *Limits are placed on information collection*
- 6) *Consumption will affect future purchase*
- 7) *Decisions consist of stages with an aim to ultimately satisfy needs*

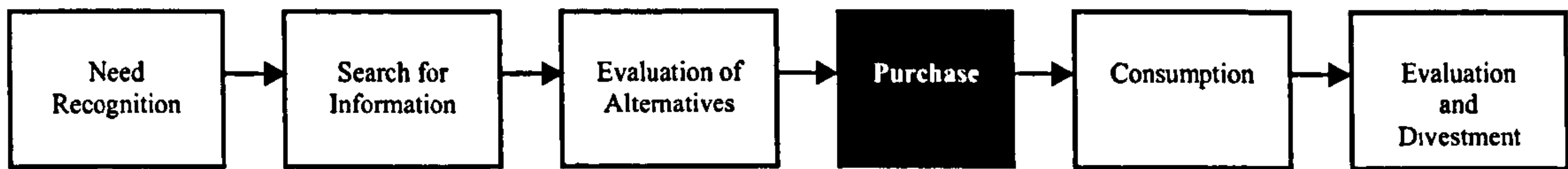
### **3.2 Rational Choice**

The foundation of many behaviour conceptualisations is the presumption that consumers will endeavour to make a *rational choice*, and that their decision will be a consequence of the options available. Rational choice models assume that all individuals strive to achieve the maximum value from their decisions, thus involving consideration of potential benefits, and their value and ultimate *utility*, against the costs of alternative choices. Such models share a perception of social behaviour as a combination of individual behaviours and choices, in what has become known as *methodological individualism*.

*Decision Process Models (Figure 7)* such as that of Blackwell, Miniard and Engel (2001: 71) conceptualise buying decisions as a series of rational steps. Purchase begins with a need, wish, want or motive (Elster, 1983: 15), that is followed by a search for information on those products or services which might best effectively meet and satisfy those needs. An evaluation of the choices available might include not only the product, but its utility, price, payment, quality and location. A secondary evaluation follows the process of purchase and consumption based upon the net utility that the decision provides; that is to say how



successful the product has been in meeting those needs in relation to the costs incurred<sup>6</sup>. This is critical to the long-term success of supply, after which time the consumer is divested from the decision process.



**Figure 7 - Consumer Decision Process Model**

(Blackwell, Miniard and Engel, 2001: 71)

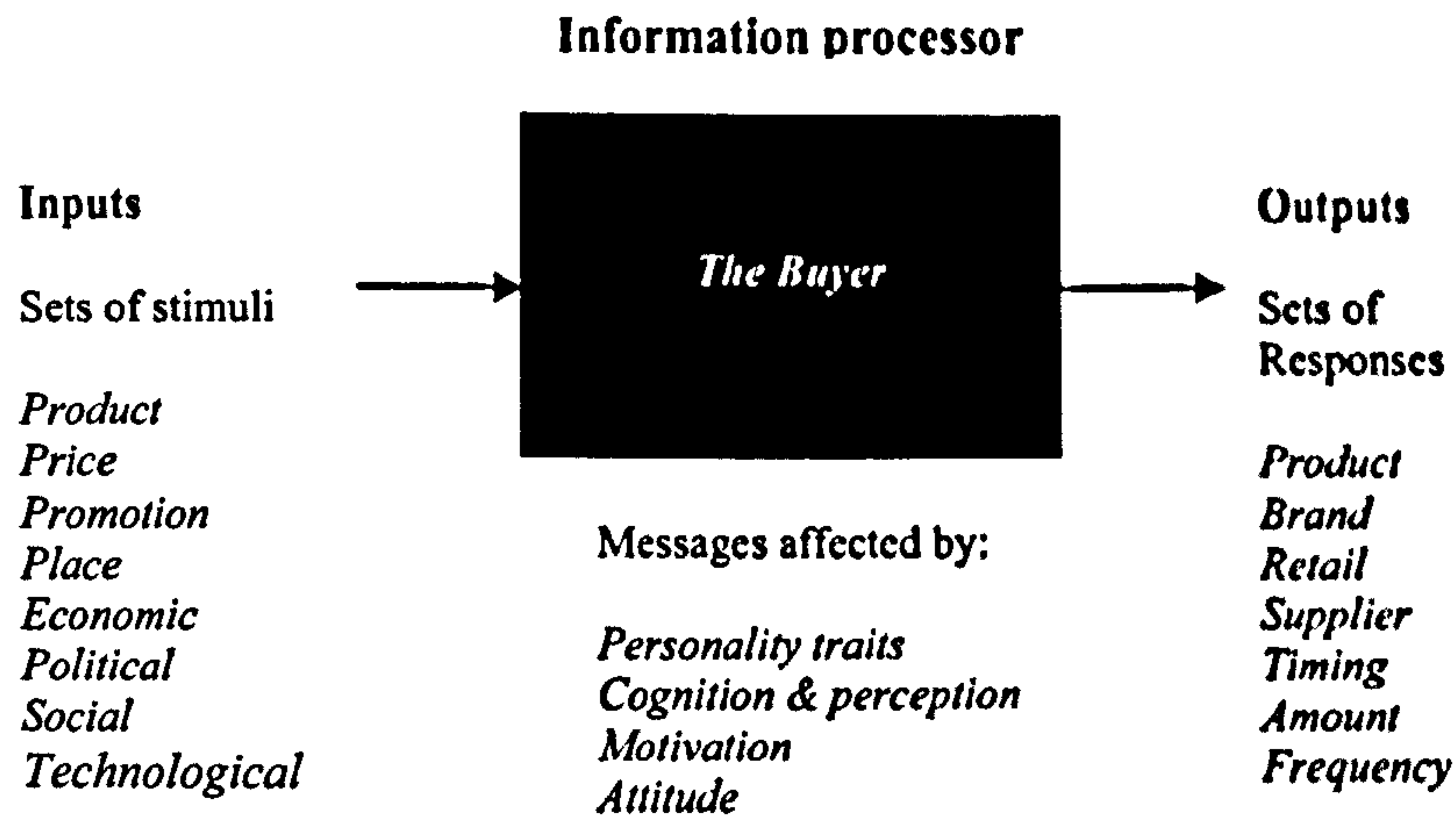
### 3.3 The Black Box (Stimulus-Response) Model

*The Black-Box Model* begins to move toward a “more sophisticated study of the many variables in the decision process” (Chisnall, 1985: 163) such as reflected in multi-variable models to consider consumer choice as a system of behavioural outputs which arise from varying sets of stimuli (*Figure 8*). Such types of model are commonly used within studies of tourism to explain consumer behaviour. Middleton (1994: 54 and 59) who suggests buying decisions in tourism are often made not for the individual but for the sake of others, additionally recognises two further forms of communication through which the stimulus may pass to the buyer: marketing and the influences from friends and family members. The basic premise of the *Black Box Model* is that buyer *characteristics* determine the perception of inputs, and therefore ultimately consumer behaviour. These might include psychological features of motivation, perception, beliefs and attitudes; personal attributes such as age, occupation and personality; or social and cultural influences. As a processor of information the buyer’s interpretation of stimuli varies according to their personality, beliefs, motivation and attitude, and consequently shapes their choice in terms of product, supply, the quantity and timing. ‘*Black-Box Stimulus-Response*’ is well orientated toward a

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<sup>6</sup> In addition to price, costs may include other resources such as a consumer’s time, energy and the effort required to acquire the product or service (see also Zeithaml, 1988: 14; Jaskari and Jyrinki, 2003: 4)

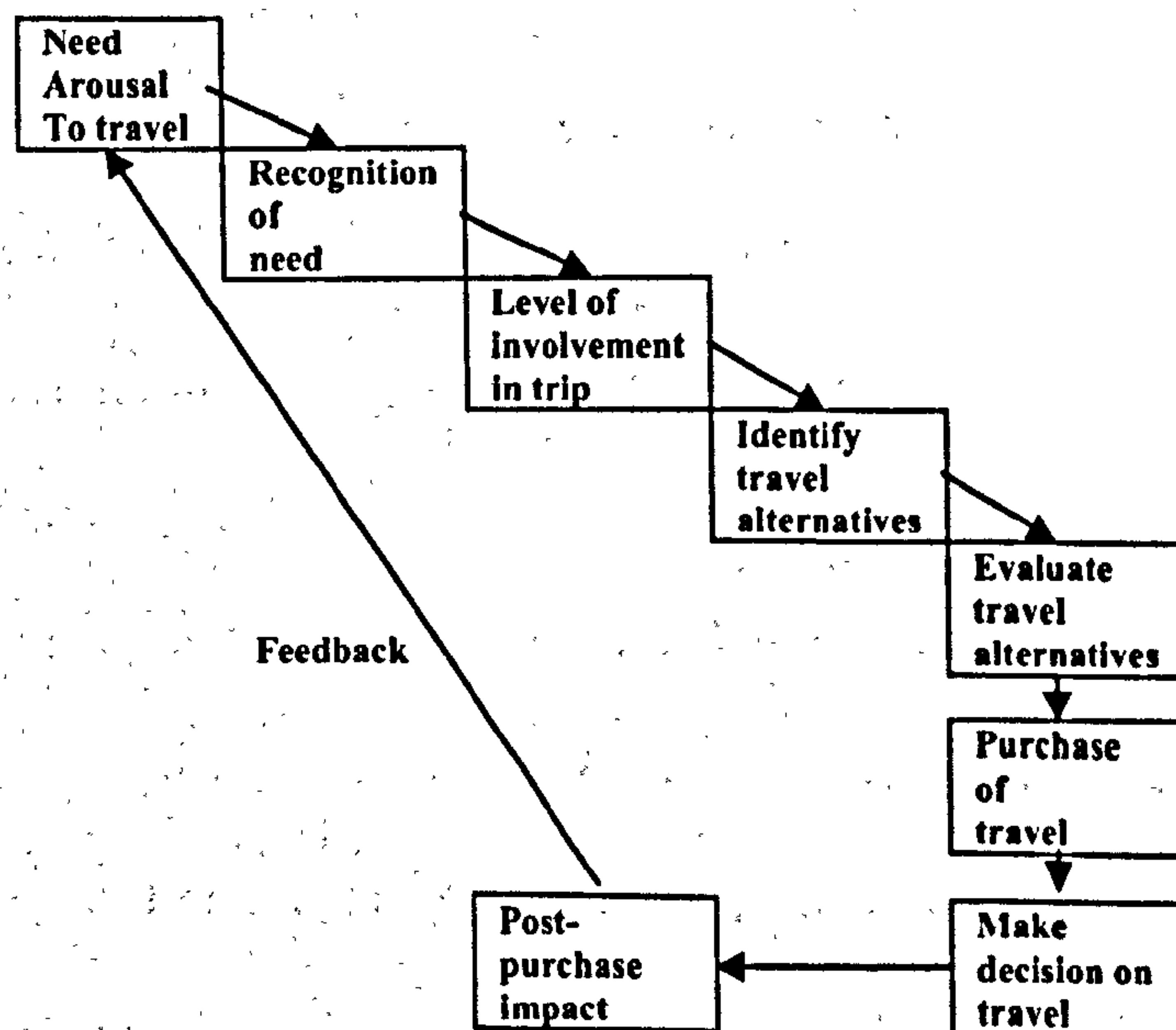
systematic examination of the variables which influence consumers' response to products, and is therefore particularly suited to studies on subjective price perception (Bitta, Albert, and Monroe, 1974: 359) and new product research (Raju, 1979: 200).



**Figure 8 - The Black Box Model of Buying Behaviour**

(Source: Adapted from Chisnall, 1985: 163)

In a model which focuses upon similar stimuli Cooper, Fletcher, Fyall, Gilbert and Wanhill (2005: 53) explain consumer decision making within tourism within a framework according to their scope and sequence of influence (*Figure 9*).



**Figure 9 - Consumer Decision Making in Tourism**

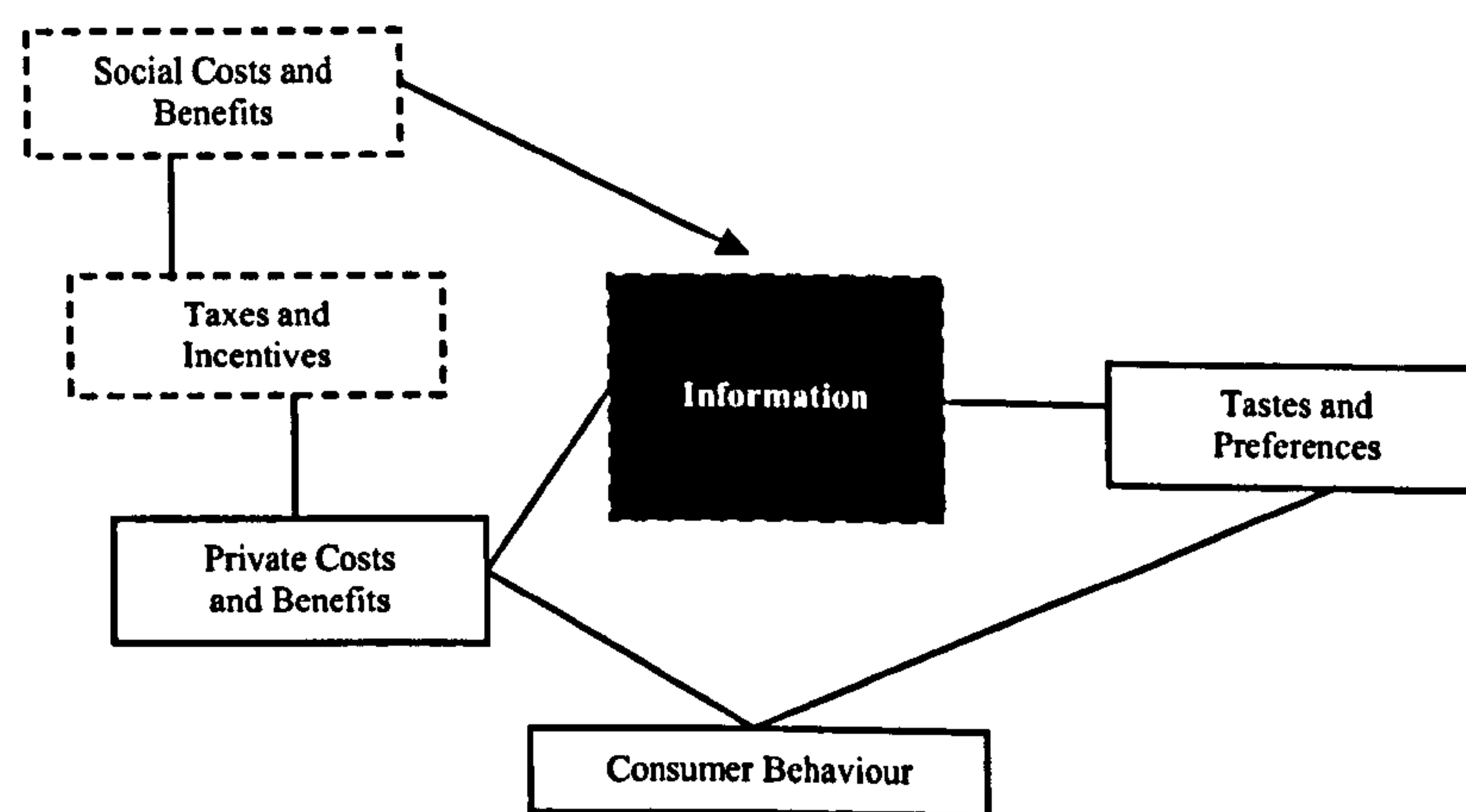
(Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005: 99)



The main differences within such a model adapted to account for consumer behaviour in tourism is its focus upon travel as the chief aim and objective of purchase; moreover similar models also make account for time, the distance to be travelled and specific forms of the leisurely behaviour being sought.

### 3.4 Consumer Preference Theory

*The Consumer Preference Model (Figure 10)* similarly relies upon the rationality of conventional economic consumer behaviour, and is accordingly limited in what it might reveal about the nature and origins of consumer choice. In their common economic theory of consumer preferences Begg, Fischer and Dornbusch (2003: 55) identify four principal constraints: a consumer's disposable income and therefore purchasing power or ability; the cost of the products or services available; an infinite set of tastes and preferences of the individual consumer; and a presumption that a purchaser seeks utility maximisation.



**Figure 10 - Simple Economic Model of Consumer Preference**

Within a consumer's available income therefore a range of goods may be considered according to varying tastes and preferences in such a way that the choice will provide a maximum benefit from the expenditure made. Significantly, such tastes and preferences

which underline consumer choice are exogenous to the model, which consequently provides little in itself of the nature and origin of consumer preferences. The value of such models however is in what can be revealed, which are the preferences that a consumer might make, given a rational decision within a particular market place (Jackson, 2005: 30).

### **3.5 Kelvin Lancaster's Attribute Model**

In his analysis of consumer demand Kelvin Lancaster (1971: 21) found that consumers often want not so much a specific product but a particular bundle of characteristics. Paul Krugman (1999: 3) in explaining his interpretation of *Lancastrian Consumer Theory* illustrates the principle with the requirements of the business traveller. In purchasing a laptop computer they might care about light weight, battery life, and computing power, rather than the logo on the case, and trade-off between those needs. A similar situation might exist for consumers choosing their second home, weighing important requirements such as the number of bedrooms, location or garden size, in preference to a specific *type* of property. Within the attribute model a product's characteristics become central to understanding the process of choice, for the fundamental reason that "*the relationship between characteristics and people is expressed by their preferences*" (Lancaster, 1971: 20).

### **3.6 Criticisms of Rational Theory**

Whilst *rational choice models* provide the foundation for understanding cognitive decision making from a perspective of intentional behaviour, they fail to account for the complexities and bearing of psychological influences such as habit, morality, altruism, and emotions (Elster, 1999: 328). The predominant weaknesses of rational choice models emanate from their three principal assumptions that all choices are: rational; individualistic



in nature<sup>7</sup>; and in a person's own self interest (Scott, 2000: 126-138). In the real world, Simon (1957: 199) argues, optimisation is unrealistic as "*there are practical limits to human rationality*". Information can not possibly be at the disposal of all decision makers all of the time. Resources are limited and what might happen in the future, uncertain (Simon, 1957: 246). More representative Simon suggests is a process in which decisions are reached from "*approximate rationality*" (Simon, 1957: 256) in a form of *satisficing* from the information which is practically available. Moreover such a concept of '*Bounded Rationality*' goes a considerable way to bridge the gap that had previously existed as a criticism of the rational choice model, and in part begins to account for habitual, and irrational behaviour.

Rational choice theory is further criticised for its assumption that choices are individualistic. In practice our very own individualism is gained through interaction with others<sup>8</sup> (Burr, 2002: 95), and many decisions are made collectively or by organisations (Scott, 2000: 132), whereby individual rationality is compromised "*by the need to account for the wishes and desires of others*" (Jackson, 2005: 38). You only need to reflect on history Jackson points out to be reminded of the apparent deference of individual behaviour to the wishes of social groups or society in general. While pro-rationalists might consider such group decisions to be combinations of individualistic behaviour reached in the interest of others (Elster, 1986: 13; Simon, 1957: 131) they fall short of the third tenet of the rational choice model: self-interest. Schwartz recognises such behaviour as "*influenced by feelings of moral obligation to act on one's personally held norms*" (Schwartz, 1977: 273),

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<sup>7</sup> Some studies recognise groups of rational individuals acting with *collective rationality* (Elster, 1983: 33).

<sup>8</sup> From studies of inter-group conflict and group research, Burr concludes that groups are an important source of our identity. A variety of terms are used to describe and explain this phenomenon, such as 'expectations', 'stereotyping', 'self-fulfilling prophecy' and 'labelling'.

which can not always “*easily be subsumed under the rational choice model*” (Jackson, 2005: 41).

### 3.7 Expectancy-Value Theory

In an attempt to meet such criticisms a number of conceptualisations have emerged from the expectancy-value structure of rational choice theory. One straightforward example is the *Expectancy-Value Theory* which suggests that a consumer’s attitude towards an object ( $A_{obj}$ ) is reflected by an evaluation ( $e_i$ ) of the sum of their beliefs about its characteristics ( $b_i$ ). This is expressed by the equation:

$$A_{obj} = \sum_{i=1}^n b_i e_i$$

For example an owner’s attitude toward their second home ( $A_{obj}$ ), might consist of the sum of their beliefs about its characteristics such as location, design or specific features ( $b_i$ ), together with their evaluation of the importance, or relevance, of those characteristics ( $e_i$ ). Not unlike previous rational choice models the *Expectancy-Value Theory* drawing upon available resources considers decisions as rationally focused towards maximising the utility of  $A_{obj}$ , but most importantly unlike conventional economic preference, it sets out in a *social-psychological* approach to measure two antecedent variables: beliefs and values.

### 3.8 Means End Chain Theory

In contrast to distinguishing between two key variables Gutman (1982: 60) focused on connecting consumer values directly with product choice through *laddering* linkages between attributes, desired consequences, and personal values (Manyiwa and Crawford, 2001: 55). The success of means-end laddering lies in identifying both physical and



psychological features or emotions that differentiate one desired product from another (Solomon, 2002: 120). It is these attributes and benefits, from which linkages of personal outcomes and values may be made, and a consumers' desired end state such as happiness, self-esteem or belonging is understood. On the one hand whilst undeniably beneficial in resolving the likely determinants of market demand for a product or service, or linking a consumer's evaluation of a product's attributes to its perceived quality (Zeithaml, 1998: 2-18), recent literature has been critical of means-end laddering for ignoring the effects of cultural values (Schwartz, 1999: 25) and the social context in which a consumer's choice takes place, arguing that values *"linked to actual choices in real natural context ... could be ... more enduring and more effective in predicting consumers' choices than the values elicited using hypothetical context"* (Manyiwa and Crawford, 2001: 67).

### 3.9 The Theory of Reasoned Action

Drawing upon expectancy-value theory Ajzen and Fishbein (1980: 8) developed their much credited *Theory of Reasoned Action (Figure 11)* connecting people's actions with their *beliefs* about the likely outcome of the various choices available to them.

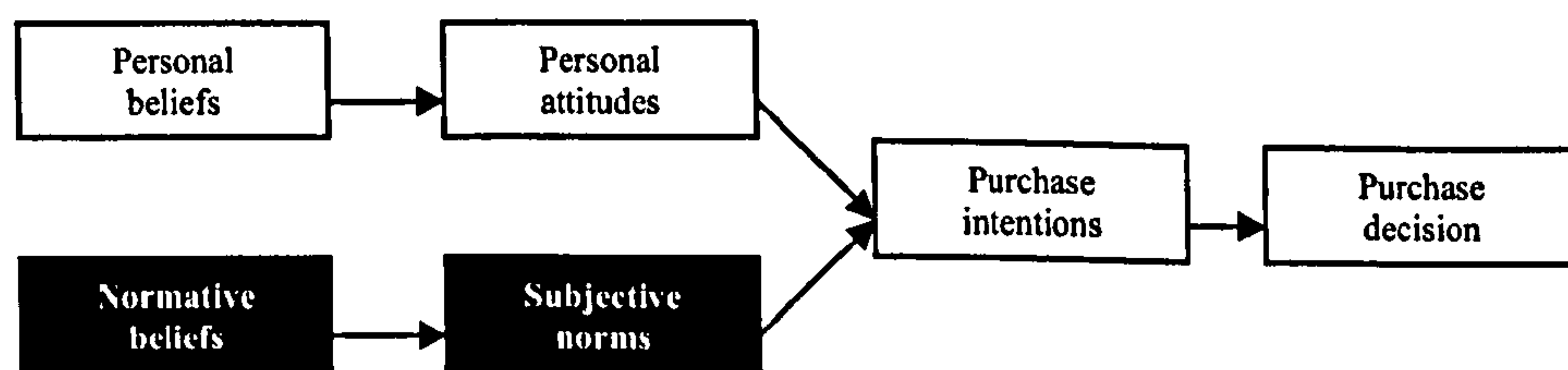


Figure 11 - Model of Reasoned Action

(Ajzen and Fishbein, 1980: 8)

Central to the theory is what Ajzen and Fishbein term the *subjective norm*, or what an individual believes other people who are considered important might think toward the

intended behaviour. The model has received some criticism for ignoring the role of morality and habit, although in recent years some attempt has been made to incorporate such influences (Sparks and Shepherd, 2002: 299-321).

What the model does successfully achieve is to identify the facets of consumer preference and attitude and begin to recognise the social influence on personal behaviour in an environment where people are perceived to have control over their actions. As Jackson (2005: 47) observes in contrast to many of the earlier models of consumer behaviour such as that of Howard and Sheth, at its simplest the *Theory of Reasoned Action* "has the virtue of being able to explore specific aspects of consumer action and preference in some detail".

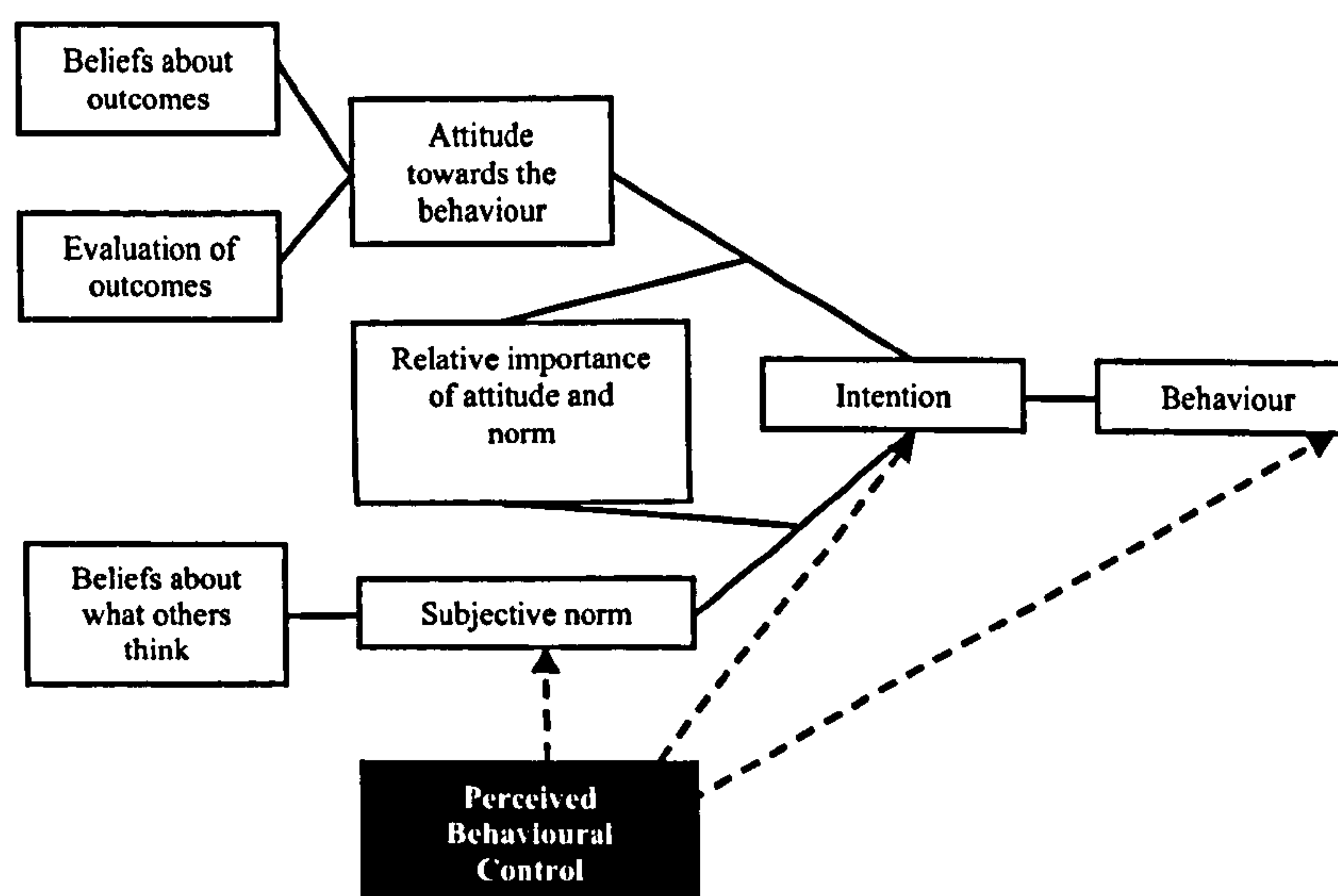
### **3.10 The Theory of Planned Behaviour**

A further deficiency of the *Theory of Reasoned Action* was its failure to account for the degree of control that a person might have over the decision process. Ajzen and Madden (1986: 458) began to account for this in their adaptation called *The Theory of Planned Behaviour* (Figure 12) by introducing the variable of *perceived behavioural control*. Although research is divided on whether such a relationship can be made (Bandura, 1977: 191-215; Armitage and Conner, 1999: 72-90), the concept of perceived behavioural control rests upon a suggested correlation between a person's behaviour, and their confidence in performing it.

The presumption of the model is that a person's level of confidence in achieving a particular action is likely to be reflected in their degree of success. Conversely where there are doubts or there is a lack of control over the process these will be reflected in the level of



failure. The roots of the *Theory of Planned Behaviour* lie firmly within expectancy value theory, concentrating upon the relationships between attitudes, intentions and perceived behavioural control, yet it does go some way toward taking account of moral, emotional and altruistic influences, in an area worthy of further examination.

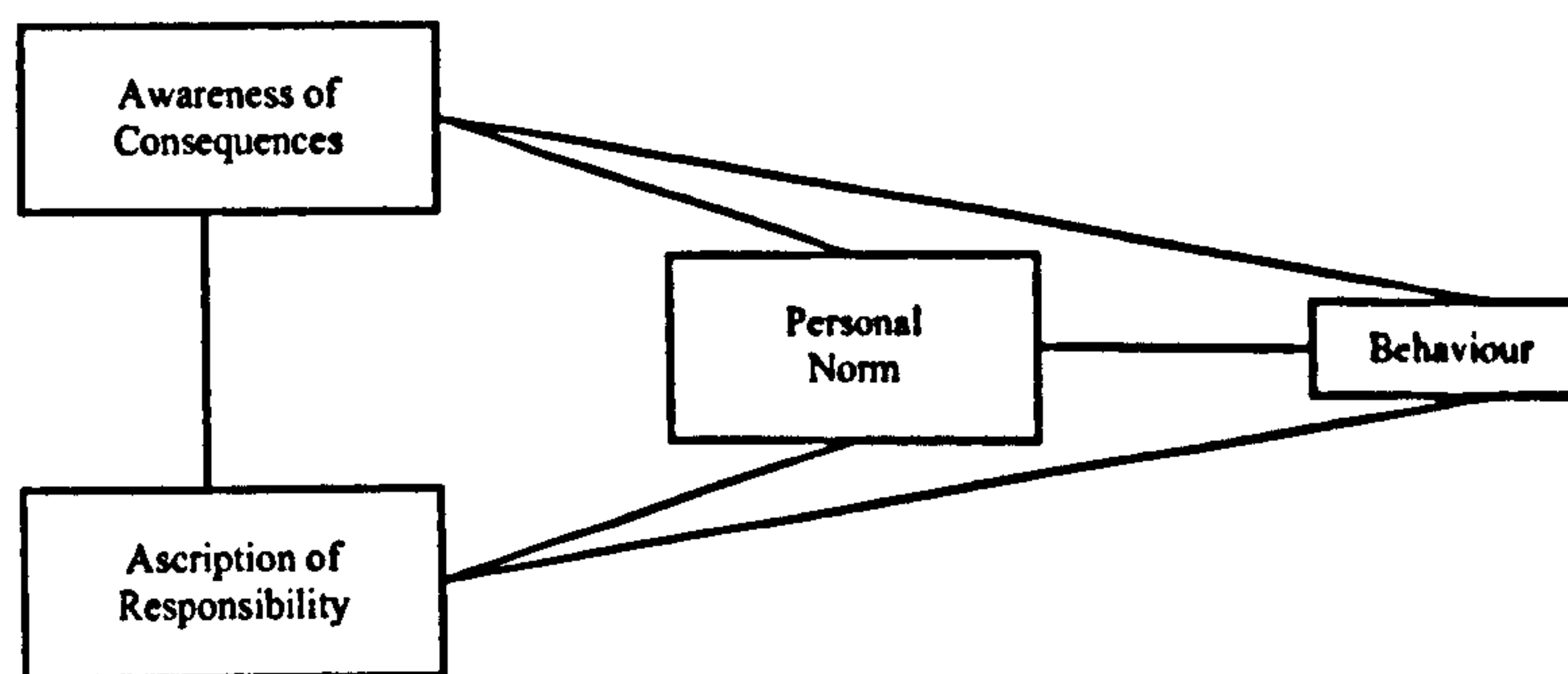


**Figure 12 - The Theory of Planned Behaviour**

(Adapted from Ajzen and Madden version 2, 1986: 458)

### 3.11 Norm Activation Theory

A useful framework for understanding social, moral, and altruistic behaviour, is provided by Shalom Schwartz (1977: 221-279) in his paper '*Normative Influences on Altruism*', in what has become known as *The Norm Activation Theory*. From his study Schwartz concludes that "*behaviour is casually influenced by feelings of moral obligation to act on one's personally held norms*" (Schwartz, 1977: 273). What Schwartz found is that as pro-social activity seemed to be determined by personal norms, irrespective of intentions, individuals felt morally obligated to engage in the behaviour (*Figure 13*). Such obligations arise partly from an *awareness* of the consequences of potential actions, and in part from an acceptance of personal *responsibility* for those consequences.



**Figure 13 - Schwartz's Norm Activation Theory**

(Schwartz, 1977: 273)

The relationship between personal norms and behaviour is effectively strengthened by an appreciation of the negative consequences of not engaging in the activity, particularly where one accepts responsibility for the consequences. A possible shortcoming of such models however might arise from interference of external influences such as social or institutional constraints (Jackson, 2005: 55), and the effects of social norms.

### **3.12 The Focus Theory of Normative Conduct**

There is much debate within social science as to whether social norms reflect *predictable* or *desirable* behaviour. In his *Focus Theory of Normative Conduct* (Cialdini, Kallgren and Reno, 1991: 201) social psychologist Robert Cialdini essentially ends such debate by considering both sources of human motivation simultaneously within a single situational construct. Cialdini holds that *descriptive* norms (or the norms of "is") exist as a perception of "what is commonly done" (Kallgren, Reno and Cialdini, 2000: 1002) and usual, motivated by evidence of how likely it is to be effective. Much of our behaviour he argues is negotiated and informed on the basis of what others are doing around us. In addition, but quite distinct and separate, *injunctive* social norms (or the norms of "ought") are associated with the actions which are "commonly approved and disapproved" (Kallgren, Reno and Cialdini, 2000: 1002) or expected by others, and in particular by society in general,



although recent research suggests that they may vary according to social group and between cultures (Buchtel and Norenzayan, 2006: 15). Injunctive norms are in part a reflection of our morality, which is motivated by the promise of social reward (or punishment).

According to Cialdini's theory therefore, as a precursor to behaviour, descriptive social norms provide us with behavioural examples from which we draw, whilst our choice is simultaneously considered within a context of social acceptance that is provided by injunctive norms. How we respond and which normative influence is predominant in directing our behaviour Kallgren argues is "*tied to the degree to which they are focal at the time of the behavioural act*" (Kallgren, Reno and Cialdini, 2000: 1010). Injunctive norms have been widely found to have greater persuasive predictability than their descriptive counterparts. For example in a separate study of the effectiveness of warning notices in the Arizona Petrified Forest, Cialdini concluded how injunctive normative messages of disapproval were considerably more effective than a focus upon descriptive norms (Cialdini, Demaine, Sagarin, Barrett, Rhoads and Winter, 2006: 6). Moreover Cialdini's work provides considerable evidence to suggest that our responses to normative influences are dependant upon the wider situational context in which we find ourselves: the environment; the strengths of social groups around us; and predominantly the *type* of action being considered.

### **3.13 The Symbolic Self and Social Identity**

Whereas preceding models perceive decisions as individualistic a significant area of research considers the concept of 'self' in a social context. Many of our needs, wants and desires Mead (1962: 228) observed have "*social implications*" and the very understanding of our 'self' arises from a "*process of social experience and activity*", either as a response

to our social situation, or from our conversation and gesture (Mead, 1962: 135). More recently this has been interpreted to include the symbolic meaning of material goods (Bauman, 2005: 29; Featherstone, 1991: 11; Dittmar, 1992: 96; Belk, 1988: 140; Elliott and Wattanasuwan, 1998: 134), and the *“social identities that choices may help to confer”* (Sparks and Shepherd, 1992: 397). Schultz, Kleine and Kernan (1989: 359) explain how material *attachment* seems to reflect both social structure and individual processes in a way that culturally certain material objects become identified as valued possessions. Jager (1984: 55) remarks that in particular the ownership of a property *“permits us a radical access to material objects, that allows us to treat these objects as extensions of our own body”*. Particularly in the Western world possessions have become a *“necessary part of people’s selves”* (Dittmar, 1992: 112). Bauman (2005: 29) for instance notes that *“aggregate identities’, loosely arranged of the purchasable, not-too-lasting, easily detachable and utterly replaceable tokens currently available in the shops, seem to be exactly what one needs to meet the challenges of contemporary living”*.

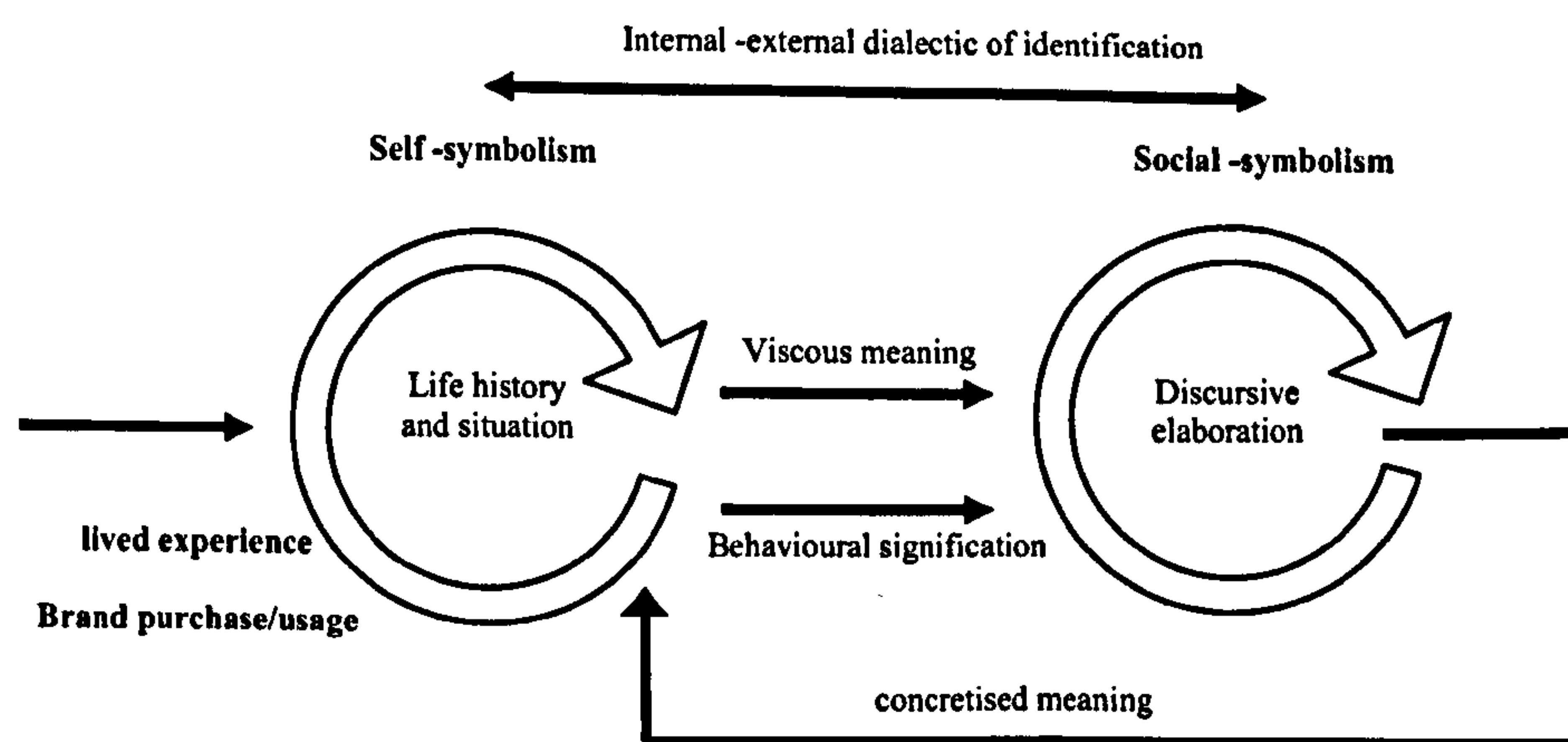
In their model *The Symbolic Project of the ‘Self’* (Figure 14) Elliott and Wattanasuwan (1998: 138) draw upon the significance of such material and symbolic possession, in both an individual and social dimension. The semiotic behaviour of material possessions<sup>9</sup> such as clothing, a car, or a second home, are seen as an important source of personal prestige, although at certain times there is a tendency to *“ascribe such prestige to one’s family rather to one’s self as an individual”* (Belk, 1988: 148). In pre-retirement adulthood Csikszentmihalyi (1982) and Rochberg-Halton (1981) discovered that the focus shifted from defining oneself through one’s occupation, to an emphasis on the possessions which

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<sup>9</sup> The semiotics of consumer behaviour broadly considers how people communicate through the medium of products, but can include some consideration for the religious, philosophical and ethical reason for repression of the desire to possess such physical products (Holman, 1983: 565)



one owns. Furby (1978: 602) found that it was the 40-50 year old age-group which were the most likely to cite social status as the reason to own personal possessions. However the perception of 'self' does not necessarily require a form of attainment, as consumers are "often guided by a sense, an image, or a conception of what is possible for them" in what Cross and Markus (1991: 232) refer to as the role of "possible selves". A person's life history and current situational circumstances are seen as crucial to how a person begins to understand them self; their background, upbringing, life experience, environment and status. This perception is influenced by the extent and nature of the material resources available, and crucially the symbolism that this provides to them and others. The 'behavioural significance' and 'viscous meaning' or understanding of one's 'self', may be either renegotiated or 'solidified' through acting out those beliefs and testing them in a social context (Sadalla, Vershure and Burroughs, 1987: 572), through a process Elliott et al. term 'discursive elaboration'. This draws upon social norms and values, which in turn are elaborated to further strengthen or amend the symbolic significance of that person's resources available.



**Figure 14 - The Symbolic Project of the Self**

(Adapted from Elliott and Wattanasuwan, 1998: 138)

Elliott and Wattanasuwan's model is a good example of how *Symbolic Self-completion Theory* provides an explanation for the way in which people negotiate 'self', and maintain their identity. As recent research indicates<sup>10</sup> (Buchtel and Norenzayan, 2006: 1-25), exactly which symbolic resources are employed within this process, clearly may differ from one society to another. For example symbolic-self completion may occur as much through the "*importance attached to particular trades and capabilities*", as it might through the exchange of social roles (Jackson, 2005: 75) or the significance of material goods. The strength of identity construction theory lies in the manner in which material goods provide symbolic meaning that is reinforced or refined in a social context. From this perspective the symbolic meaning and identity that second home ownership may provide, should be understood therefore as an inherently social process.

### 3.14 Status and Social Identity Theory

Whilst individualistic based conceptualisations provide useful frameworks for understanding motivation and behaviour from a position of cognitive rationality, Wetherell's (1996: 4) contention that "*individual psychology is transformed in group situations so that individuals come to act in qualitatively different ways in collective situations*", suggests the importance for behavioural models to take account of the role and influence of others. The *Theory of Intergroup Behaviour* (Hogg and Abrams, 1988: 216; Turner and Giles 1981: 3; Tajfel, 1978: 28; Billig and Tajfel, 1973: 49) considers this issue, based on an "*individual's knowledge that he belongs to certain social groups together with some emotional and value significance to him of the group membership*" (Tajfel, 1972: 31). Whether we belong to a particular group or not, '*minimal group theory*' hypothesises that societies demonstrate a tendency to organise themselves into competitive behavioural

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<sup>10</sup> Buchtel and Norenzayan (2006) provide evidence to suggest that East Asian and Westerners hold differing values and injunctive norms, which may be linked to different evaluations of the interpersonal importance of situations.



reference groups, according to common interests and identities (Wetherell, 1996: 39; Turner, 1981: 100). Significantly such groups provide “*views or behaviour whether or not we are present in them or have any realistic expectations of joining them at any time*” (Brown, 1996: 26). Social identity theory therefore suggests “*that there is a widespread if not universal human desire for positive social identity*” (Jackson, 2005: 80), creating social groups, values, norms and stereo-types (Hogg and Vaughan, 1998: 73; Turner, 1981: 66), that make up the very fabric of society (Turner and Giles, 1981: 27; Bergami and Bagozzi, 2000: 574; Ellemers, Kortekas and Oowekerk, 1999: 372). Importantly, Tajfel and Turner (1979: 33) argue, that shared identity and reference to in-group membership is contrasted by an inevitable “*intergroup hostility*” and conflict, which not only serves to enhance intragroup morale, cohesiveness, and cooperation, but also to “*heighten identification with, and positive attachment to, the in-group*” (*ibid*).

Intergroup behaviour Tajfel (1978: 58) suggests can become a facilitator for social change. As no two societies share the same values or belief system, the manner in which social mobility may be achieved (*Figure 15*), is largely dependant upon the social structure in which it is transacted. Whilst for some, advancement may require change in the social order, within many Western societies social improvement may simply be achieved through the transition from one status group to another (Hogg and Vaughan, 1998: 367; Tajfel and Turner, 1979: 43). The choice of possessions which provide such upward social mobility through symbolic expressions of identity with an in-group, and serve to create a degree of “*social distinction*” (Dittmar, 1992: 188; Belk, 1988: 144; Bourdieu, 1984: 260) as “*status consumption*”<sup>11</sup> (Eastman, Goldsmith and Flynn, 1999: 41), is central to understanding the

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<sup>11</sup> Eastman, Goldsmith and Flynn (1999: 42) define status consumption as *the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others.*

elitism and social status that Hall and Muller (2004: 14), Jaakson (1986: 383), and Wolfe (1977: 31) suggest is sought after by the ownership of a second home.

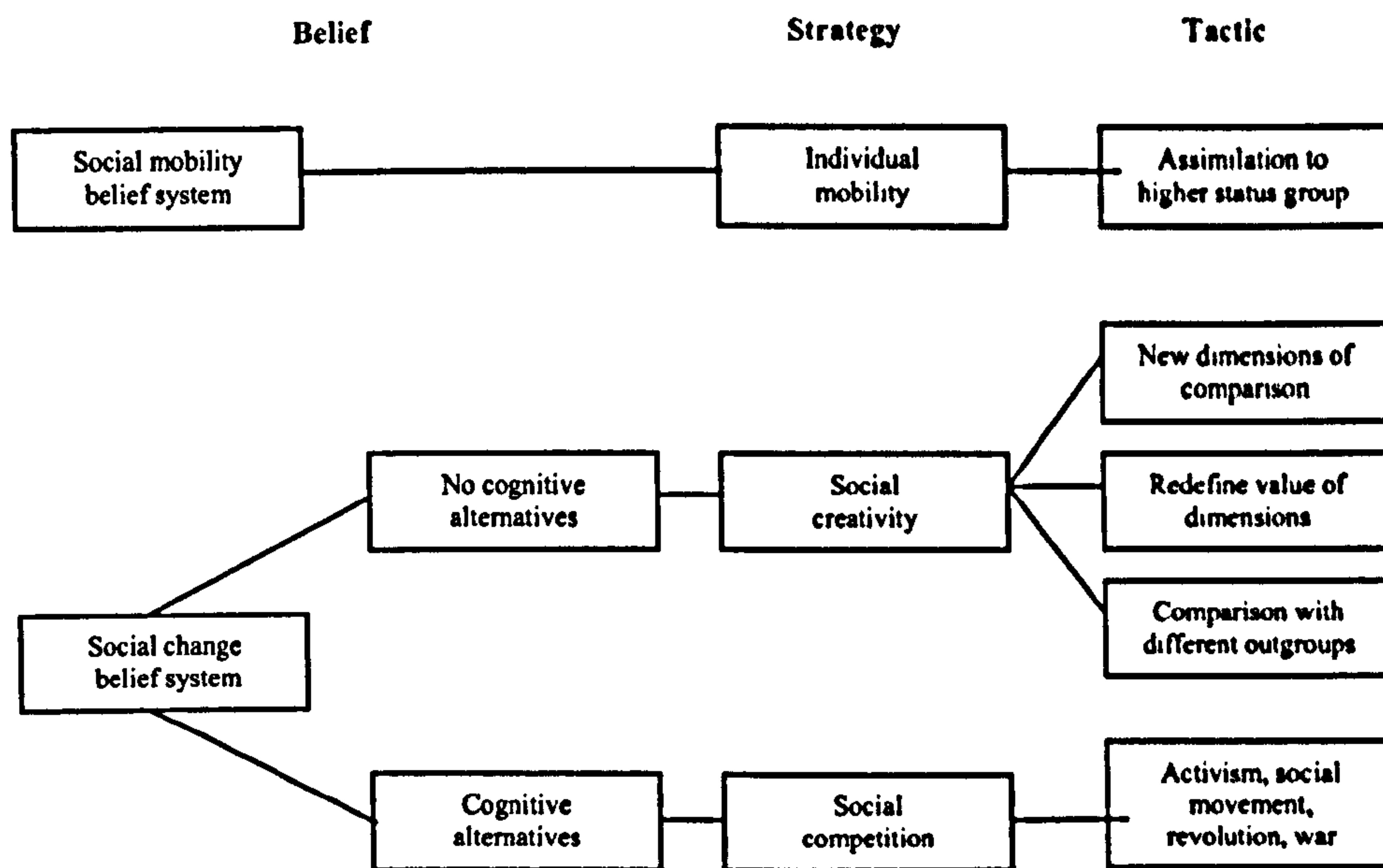


Figure 15 - A Social Identity Perspective on Social Change  
(Hogg and Vaughan, 1998: 367)

A number of theorists have indicated how personal and social symbolism is expressed through property ownership. Rapoport (1959) first provided evidence to suggest that types of property and location indicated a resident's social status. Cooper (1974) suggested that it was specifically a property's attributes which made it effective as a symbol of 'unconscious feelings' and research by Vershure, Magel and Sadalla (1976) linked such attributes to the likely inferences formed about the personality of the owner. Whilst from a study of architectural and social literature, Becker (1977), and more recently research by Sadalla, Vershure and Burroughs (1987: 583), concluded how a property's attributes symbolised an owner's identity, more specifically Csikszentmihalyi and Rochberg-Halton (1981) demonstrated how these could be defined in terms of status, and group membership. Should an acquisition of a second home therefore provide "an indispensable symbolic



*environment*” (Csikszentmihalyi and Rochberg-Halton, 1981: 144), then social identity theory may furnish some explanation for the perceived value and such wide ownership, of fast-depreciating static caravan second homes.

### 3.15 Cultural Theory

The distinguished anthropologist Mary Douglas (1997: 20) contends that the fundamental choice for any individual is their cultural allegiance, and consequently the type of society in which they wish to live. *Cultural theory* assumes that there are four distinctive lifestyles<sup>12</sup> which compete for our subscription (Douglas, 1977: 18; Dake and Thompson, 1999: 429):

- An *Individualistic* lifestyle within a wide-flung open society, that promotes entrepreneurial opportunity, personal choice and freedom
- A *Isolated* (or fatalist) lifestyle in which one relies upon one’s own resources in preference to engaging in social, competitive or commercial activity
- A *Hierarchist* lifestyle typified by established tradition and institutionalisation, which is resistant to social change
- An *Egalitarian* lifestyle that proffers friendship, spiritual values and frankness, in preference to formal authority and institutions

Varying in their scale and degree of freedom these cultural lifestyles clearly occupy contrasting orientations (*Figure 16*), and can be better understood by a four-way typology (Thompson, Ellis and Wildavsky, 1990: 8). One consideration must be for the importance of proportion (represented by the high-group low-group axis), from an individual level up to the largest social group, whilst simultaneously there must be a reflection for the extent of the freedom of behaviour that is promoted and tolerated within any particular society (the

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<sup>12</sup> A further lifestyle, the ‘hermit’, referred to in research such as Drake and Thompson’s (1993: 421) model of ‘*conviviality without coercion*’, has been used to represent those who withdraw from social interaction and lead an autonomous way of life. Although the ‘hermit’ is recognised as a fifth cultural type it is usually ignored by Cultural Theory as so few people fit such a description, and by definition therefore it is not viable as a basis for society.

high-grid low-grid axis). The central tenets of a modern economy are undoubtedly represented by the individualist orientation, yet a degree of rationality is also characterised by each typological lifestyle, and significantly it is the “*constant pressure to define allegiance to one or another of those four conflicting cultures*” Douglas contends (1997: 20) that explains consumer behaviour.

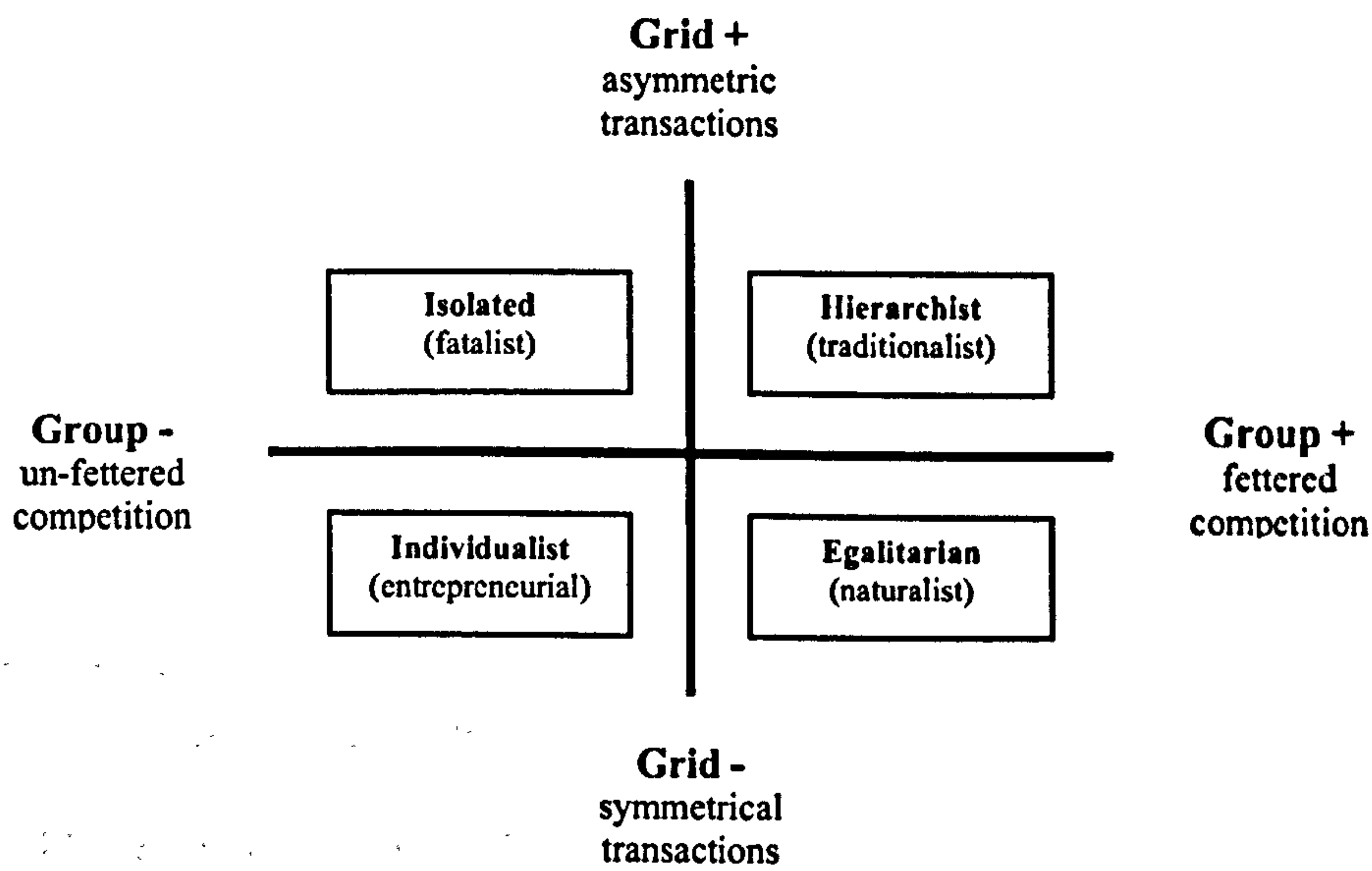


Figure 16 - The Basic Model of Ways of Life

(Adapted from: Thompson, Ellis and Wildavsky, 1990: 8)

Dake and Thompson (1999: 428) likewise point to the importance of cultural theory in helping to explain consumption, maintaining that people discover their preferences through establishing social relations. Their research suggests that each form of social organisation corresponds to specific psychological types: *individualists* tend to be ambitious, fashion conscious, and purvey an appearance of success; *hierarchists* are tidy, routine conscious and traditionalist in nature; starkly contrasted by the informality of the *egalitarians*, who are typically community spirited, but care little of design and fashion, are untidy, and show little brand loyalty; *fatalists* likewise lead unstructured lives with little or no routine, are unbudgeted, sedentary, and champions of convenience. At its worst cultural theory adds



some value to the understanding of consumer behaviour, but the more rigorous empirical testing of recent years has demonstrated the worth of such a typology in providing some interesting answers to not only why people buy what they do, but why sometimes they don't.

### 3.16 Values and Motivation

*“Value is an intangible, derived from the tangible characteristics of an object, that is influenced by characteristics of the subject, including his or her personal values. Ultimately, value pervades the entire experience of processing information about an object, including perception, evaluation, and preference formation.”*

Wagner (1999: 126)

It is hard to imagine an example of consumer behaviour that does not make reference to personal values. Almost invariably the previous behavioural models have demonstrated the importance of values in the study of both individual, and group behaviour. Clawson and Vinson (1978: 400) have suggested that values are *“one of the most powerful explanations of, and influences on, consumer behaviour”*, which *“surpass the contributions of other major constructs including attitudes, product attributes, degree of deliberation, product classification and life-styles”*. Consumer values are responsible for the selection of our aspirations, and the driving force of our needs, wants and desires, and regulators of the *striving* which ensues (Gutman and Vinson, 1979: 335).

Identifying the many forms and determinants of consumer value is complex, as it is a phenomenon characterised by an interaction between consumer and product that entails a multi-faceted process of evaluation. Whilst value undeniably relates to a consumer's perception of a product that is inherent with the purchase (Edvardsson, Enquist and

Johnston, 2005: 150; Woodruff, 1997); consumption (Sheth, Newman and Gross, 1991); service (Bolton and Drew, 1991: 376); acquisition and transaction (Grewal, Monroe and Krishnan, 1998); it may equally be influenced by personal values which are reflected in a wide range of psychological oriented lifestyle research (Duman, 2002: 3). Fundamentally, the concept of value centres on "*what people are willing to pay*" (Porter, 1985: 3), and by definition has an implicit consideration of price (Oliver, 1977: 16) which in conjunction with past association and experience (Bevan and Murphy, 2001: 280) is in a form of "*value equation*" (Underhill, 2000: 21) ultimately determined by a comparison of the expected benefits with the sacrifices made (Naumann, 1995: 117; Oliver, 1999: 167; De Rose, 1994: 16; Leszinski and Marn, 1997: 99-115; Zeithaml, 1988: 14; Jaskari and Jyrinki, 2003: 12). Such sacrifices are not wholly restricted to monetary price, but include other resources such as a consumer's time, energy and the effort required to acquire the product or service (Zeithaml, 1988: 14; Jaskari and Jyrinki, 2003: 4). According to Holbrook (1999: 3) such an assessment essentially involves *experience, preference, relativity, and interaction*, which from a viewpoint of function and encounter (*extrinsic* or *intrinsic*), or degree and type of involvement (*active* or *passive*, and *orientation*), provides a typology (*Table 9*) of eight principal sources of value: *Efficiency, Play, Excellence, Aesthetics, Status, Ethics, Esteem* and *Spirituality*. Holbrook (1999: 5) argues that such values are derived from an "*interactive relativistic preference experience*": interactive because it involves some *interaction* between the consumer and product in order for its qualities to be appreciated; relativistic because purchasers do not value the same attributes equally, and therefore make comparisons with alternative sources of value, both at the time, and from previous consumption experiences; and somewhat contentiously (Brown, 1999: 163) value because it is derived not from the purchase itself but from the experience of consumption, or "*value in use*" (Jaskari and Jyrinki, 2003: 2). As peoples circumstances change, so too are the



experiences which are to be gained from the product, in such a way that what is perceived to be great value today, may be considered poor value in the future (Naumann, 1995: 108).

Type	Involvement	Extrinsic Value	Intrinsic Value
Self-oriented	Active	<b>EFFICIENCY</b> (Convenience)	<b>PLAY</b> (Fun)
	Reactive	<b>EXCELLENCE</b> (Quality)	<b>AESTHETICS</b> (Beauty)
Other-oriented	Active	<b>STATUS</b> (Impression)	<b>ETHICS</b> (Morality)
	Reactive	<b>ESTEEM</b> (Reputation)	<b>SPIRITUALITY</b> (Faith)

**Table 9 - Typology of Consumer Value**  
(Adapted from Holbrook, 1999: 12)

Some values identified by Holbrook receive little attention from researchers (Holbrook, 1994: 58; Shaw, Grehan, Shiu, Hassan and Thompson, 2005: 186), yet the principal observations which flow from his literature have unquestionably contributed significantly toward consumer understanding (Smith, 1999: 149):

- *Values can be categorised or included within eight groups*
- *Value is derived from the experience of consumption*
- *The level of value may vary during the consumption process*
- *Values are governed by orientation, reaction and intrinsicity*
- *Different types of value may be interrelated*

From Holbrook's typology it is evident given the right context of consumption that almost any product or service including second homes could possess all or some of such types of value. For example the *efficiency* value of a second home is by its nature more likely to be

identified as convenience and ease of operation, as from the conventional relationship between input and output. In the context of a static caravan it is factors such as the proximity to a desired location and the principal residence, the functionality and ease of use, and subsequent time efficiency, that provides a consumer with value. The concept of time having value and "*capable of being bought and spent as well as being saved and wasted*" (Leclerc and Schmitt, 1999: 29) is not new to consumer research. However it is not time that possesses value but the context in which it is used, which according to Leclerc and Schmitt (1999: 40) provides a useful explanation for "*why individuals are sometimes incredibly wasteful with their time but almost stingy in other circumstances*".

Arguably the most obvious of all consumer values, "*pleasurable fulfilment*" or *satisfaction* (Oliver, 1999: 56), is strikingly absent from the Holbrook typology, however such values are considered to be at the centre of the "*constellation of consumption related constructs*" (Figure 17) from which the value of *excellence* may be understood (Oliver, 1999: 59). Whether satisfaction may be seen to be resultant from value (Cronin, Brady and Hult, 2000: 193) or value be a consequence of satisfaction (Petrick, Morais and Norman, 2001: 41) is best understood in terms of circumstance and application (Duman, 2002: 31), and is likely to therefore remain a relationship that is always controversial in consumer literature. What is universally agreed is that satisfaction is dependant upon having experience or use of the product or service (Sweeney and Soutar, 2001: 206). Ultimately excellence is released from the process of comparison of the performance of *attainment* (recognised accomplishment), *desirability* (attractiveness of ownership) and *usefulness* (capacity to fulfil wants), compared with expectations (Holbrook, 1999: 14; Oliver, 1999: 56; Zeithaml, 1988: 14). In this way excellence may be seen in addition to performance or the "*service experience*" (Edvardsson, Enquist and Johnston, 2005: 150) "*in terms of the consequences of*



*consumption*” (Oliver, 1999: 52), and satisfaction derived as much from its *potential* quality or *perceived* value as through the process of consumption itself that might occur during any stage of the purchase process (Sweeney and Soutar, 2001: 206). An example of this might be a second home *perceived* to provide a superior way of life, excellence in quality of manufacture, and appreciated for its *potential* level of utility, just in the same way that such excellence is *realised* through the enjoyment of a holiday at the property itself.

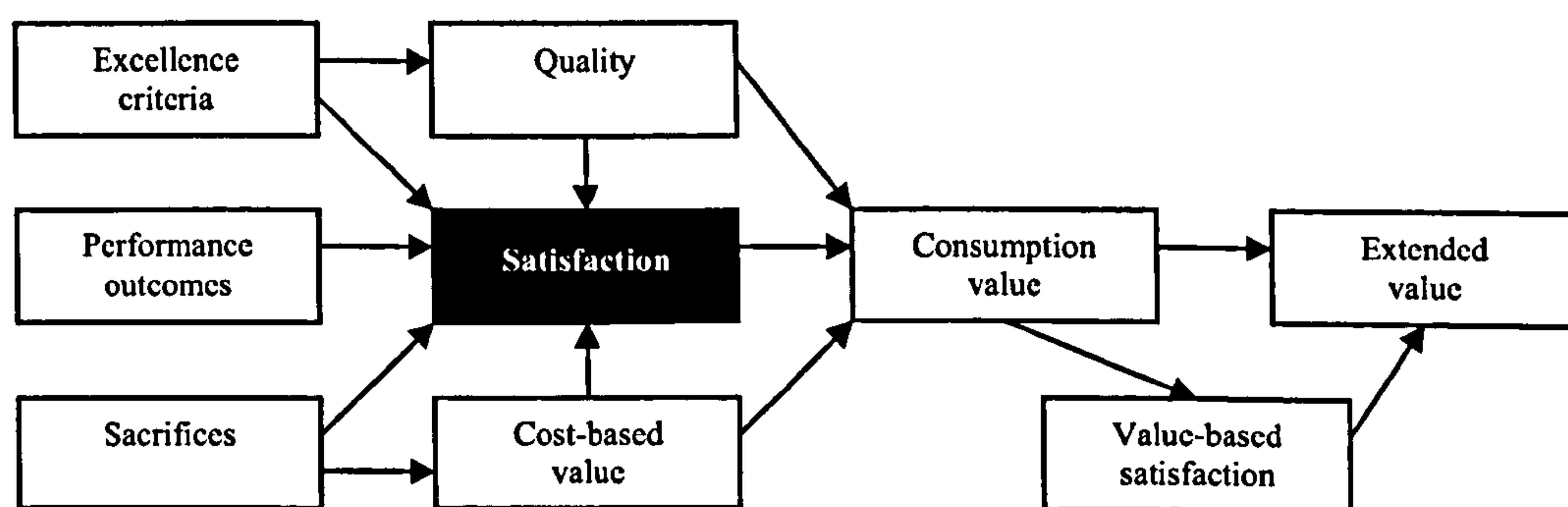


Figure 17 - Nomological net of value concepts in consumption

(Oliver, 1999: 59)

In relation to its form as a value status is as much the strive for self-expression (Solomon, 1999: 64) as it is the social stratification traditionally proffered by sociologists. Status as a form of *'attainment'* according to Solomon is achieved through the *identification* of a desirable position, followed by an *acquisition* of products and experiences that are believed necessary to attain this position, and thereafter a *validation* of the achievement with others (*ibid*). Holbrook contrasts the active value status with the reactive derivative he refers to as *esteem*. For Holbrook the prerequisite of status is the involvement of utility, opposed to esteem that may be inactively generated from admiration or appreciation:

*"... the display or staging of a status product often contributes as much or more to the experience of status as does the object per se. Just as a falling tree does not make a sound if no one is there to hear it, perhaps the value of a status act does not fully register if others don't know the act has been performed."*

Solomon (1999: 70)

Notwithstanding status in its form as attainment, its further value lies in informing others that it has been attained, which bodes the question of whether esteem and status can indeed be separated in such a manner? In this way status can become a *"motivational construct"* ... *"like a basic biological drive"* (Solomon, 1999: 67) which produces a tension or force for achieving a desired end. For example such is the tendency for people to evaluate themselves in comparison to others, and in particular their material accomplishments, that the ownership of a luxury possession such as a second home may be *"artfully staged rather than accidental"* (Solomon, 1999: 67).

Holbrook's (1999: 6) intrinsic value play is closely associated with fun, and usefully serves to distinguish between the acts of work and leisure (Holbrook, 1999: 18) that are central to second home consumerism. Research by Ros, Schwartz and Surkiss (1999: 54) suggests that work values should be considered more specific than other values as they only relate to goals in a work environment. Not unlike time therefore, it is not the act of play that is important, that may be derived from either consumption within *"the rules expected by the marketer"* or *"in which they break the rules"* (Grayson, 1999: 121), but it is the context in which it is undertaken, that separates a playful state from becoming work. Holbrook makes the distinction:

*If I hit some tennis balls ... with my wife on the weekend, I am engaging in a leisure activity; if Pete Sampras battles Michael Chang for the men's championship at the US Open or Wimbledon, he is working hard."*

Holbrook (1999: 19)



Grayson (1999: 106) maintains that “*given the right perspective on the part of the consumer, nearly every product or service might be sold or consumed as play*”, yet much of consumer research fails to consider such “*multisensory aspects of product enjoyment*” (Holbrook and Hirschman, 1982: 139).

Aesthetics similarly involves a level of consumer interaction with a product and a perception of its characteristics such as style, taste and features, which can be influenced by the context in which evaluation occurs (Wagner, 1999: 128). The chief difference between aesthetics and other values is how it is disassociated with utility. For example regardless of whether a product has extensive or little function it may nevertheless possess great beauty and therefore aesthetic value. The aesthetics of a second home might be derived from its intrinsic attributes of design, styling and character, or in the wider context of the environment and surroundings in which it is located. Whilst the degree of practical utility has no relevance, the influence of experience, culture and others within the ‘*buying centre*’ (Jobber, 2001: 62) all impact on how aesthetic features are interpreted and the perception and value of beauty that may be gained.

In showing consideration for how a product and its utility might affect others consumers draw upon what Holbrook (1999: 21) and recent research (Shaw, Grehan, Shiu, Hassan and Thompson, 2005: 185) refer to as the value of ethics (and spirituality as its reactive counterpart), yet there continues to be considerable disagreement amongst axiologists as to the nature and extent of ethical behaviour from which value is derived. Holbrook (1999: 21) maintains that virtuous behaviour can only constitute consumer value if there is no association with self interest, and is conducted purely for its own sake, which in certain circumstances ethical value gained through a consumption experience, involving

consideration of others, may sometimes “*stem from disguised or hidden extrinsic purposes that, if known, would remove it from the sphere of ethical value*” (Holbrook, 1999: 22). A purchaser considering a caravan home in preference to a village cottage in order to relieve housing shortages would confer ethical value through supporting local resident interests, which according to Holbrook would be lost once it becomes clear that the predominant reason for selection is location. Those “*in favour of a broader and more widely accepted view*” (Smith, 1999: 151) believe on the other hand that ethical behaviour may be recognised in such a way that “*permits less selfless motivations*” (*ibid*), and should be regarded as “*an affirmative act of goodness*” (*ibid*).

Sheth, Newman and Gross (1991) develop a similar perspective of consumer value based on a benefit-driven conceptualisation, in which consumer choice results from the desire to achieve one or more of five types of value: a) functional value through utility and performance; b) social value from the association of the product with class<sup>13</sup>, status or a specific group, which may be symbolic or shared; c) emotional value from the perceived utility to arouse feelings; d) epistemic value driven by curiosity and the products potential capacity to satisfy; and e) conditional value benefiting from a particular situation or set of circumstances, although it is argued that condition is not a value per se, but “*a mediating factor that provokes other values*” (Jaskari and Jyrinki, 2003: 3). Such types are perceived to be ‘*instrumental values*’ (Pitts and Woodside, 1991: 92), which act as ‘*motivational forces*’ (Duman, 2002: 20), and explain the benefits consumers seek in purchasing a product, and their specific hierarchy and variants become dependant upon the specific choice situation. Sheth et al. find that it is predominantly functional value that has a

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<sup>13</sup> Research such as that by Fisher (1987: 496) suggests that there is a close connection between social class structure and consumer behaviour, and that social processes contribute to an unequal access to material possession, in what has become known as the *social class theory*.



significant influence on consumer choice, and the importance of other values depend largely upon the decision level and type of product being considered. For example whilst functional values appeared to rationalise the decision to use filtered or unfiltered cigarettes, it was emotional values which were believed to explain the decision as whether to smoke. In a similar way research by Durgee and O'Connor (1995: 652) suggests that products even with a surprising number of flaws can be valued for their functional properties, particularly where they express user personalities and childhood experiences. Whilst the values identified by Sheth et al. may be instrumental and motivational, Lai (1995: 384) argues that they are fundamentally benefits, and for completeness should include aesthetic benefits (such as the products capacity to create a beautiful impression), hedonic benefits (which can produce a sense of fun, enjoyment and pleasure), and holistic benefits (which might be gained from product combination, compatibility and coherence). Lai's framework therefore, is more consistent with a "*definition that value is a trade-off between perceived benefits and perceived sacrifices*" (Jaskari and Jyrinki, 2003: 4).

A further significant study of values shifts the focus away from the product toward the "*desired end state of existence*" (Manyiwa and Crawford, 2001: 55; Solomon, 2002: 120), and the effects or emotional responses that value evokes for the consumer (Desmet, Hekkert and Hillen, 2004: 3). The University of Michigan Survey Research Centre developed Milton Rokeach's (1979) value scale into a List of Values (LOV) which differentiates between those externally focused values such as a sense of belonging, being well respected, and secure, and those which are internally focused such as self-respect, warm relationships with others, sense of accomplishment, self-fulfilment, excitement, fun and enjoyment in life (Kahle, Beatty and Homer, 1986: 406). The significance of such a list lies in assisting with the classification of consumers, and with the exclusion of the

additional categories of fun and excitement (Sheth, Mittal and Newman, 1999: 32) is used in conjunction with Maslow's hierarchy of needs<sup>14</sup> (Maslow, 1970: 42-45) to identify and place consumers within groupings based on the values they endorse (Solomon, 2002: 119). As values do not remain fixed, but are continually subjected to a process of reassessment and change, the predictive quality of such models must remain uncertain. Furthermore as Festinger (1957: 31) points out in his theory of cognitive dissonance human behaviour as a reaction to the discomfort which results from the conflict between personally held attitudes and values is subject to continual change.

It was upon these theories that Beach and Ragheb (1983: 219) constructed their Leisure Motivation Scale to explain the motivation of consumer behaviour in tourism. Their model of explanation recognises four types of touristic motivation which might be used to understand the appeal of second home ownership:

- a) *The intellectual component, which assesses the extent to which individuals are motivated to engage in leisure activities which involve ... mental activities such as learning, exploring, discovery, thought or imagery*
- b) *The social component which assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic needs ... the need for friendship and inter-personal relationships, while the second is the need for the esteem for others*
- c) *The competence-mastery component which assesses the extent to which individuals engage in leisure activities in order to achieve, master, challenge, and complete. The activities are usually physical in nature*
- d) *The stimulus-avoidance component which assesses the desire to escape and get away from over-stimulating life situations. It is the need for some individuals to avoid social contact, to seek solitude and calm conditions; and for others it is to seek to rest and to unwind themselves*

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<sup>14</sup> Maslow identifies five prevailing needs, the most basic are predominant, and therefore in order of precedence should be considered to be: Physiological, Safety, Social (Belongness), Esteem (Ego), and Self-Actualization (Fulfilment).



Understanding the types of motivation in this way is considered central to understanding tourist behaviour (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005: 54). However as so many types of tourism may be recognised, with the exception of leisure and travel, little similarity tends to exist between models. Dann (1981: 187) for example in contrast recognises seven different elements in explaining motivation in tourism:

- 1) *Travel is required in order to respond to that which is lacking in peoples' lives*
- 2) *Destination is the pulling force, whereas desire is a motivational push*
- 3) *Travel permits fantasy behaviour not possible at home*
- 4) *Motivation is derived from a goal, objective or purpose*
- 5) *Tourist motivation is a desire for a better role, or a better place*
- 6) *Motivation can best be explained through experiences*
- 7) *To hear about motivation outweighs observation*

A similar and populist segmentation system centres upon the connection between value and consumer life style. The Values and Life Style (VALS) methodology developed by Mitchell (1983: 4) classifies people within groups of nine life styles: an outer-directed group of achievers, emulators, and belongers, and an inner-directed group (Mitchell, 1983: 25) that includes survivors, sustainers, I-am-me, experiential, societally conscious, and the integrated (Kahle, Beatty and Homer, 1986: 406). Whilst the VALS conceptualisation provides an important alignment to lifestyle typology, the List of Values is widely recognised to have “*greater predictive utility*” (Kahle, Beatty and Homer, 1986: 409), and the advantage of obtaining the “*demographic predictions separately, which implies that a researcher can more readily identify the source of influence*” (*ibid*).

In challenging the Rokeach and LOV classification of instrumental and terminal values Schwartz (1992: 1-65) presents an alternative value scale based on a circular continuum of ten inter-related motivations: Power; Security; Conformity; Tradition; Benevolence; Universalism; Self-Direction; Stimulation; Hedonism; and Achievement. Schwartz's recognises values as "*trans-situational goals that serve the interests of individuals or groups*" (Blackwell, Miniard and Engel, 2001: 216) and accordingly places these motivational constructs within four higher-order value domains that link the basic values to work values (Ros, Schwartz and Surkiss, 1999: 52), in which their proximity to one another becomes dependant on whether they are congruous and may be shared, or are discordant and incompatible.

## Chapter Summary and Conclusions

### 3.17 Assisting the Research

Beyond the ways in which consumer behaviour may be rationally explained the theoretical debate suggests a number of concepts which may have a specific bearing upon the study. Simon (1957: 256) for example highlighted the influence emotion might have upon purchase, particularly in respect of material items, and Wetherell (1996: 4) underlined the weight groups, family members and others might add to a decision process. The effect of a purchaser's principal home environment (Csikszentmihalyi et al., 1981: 144) and the second home location (Rapoport, 1959), its attributes (Sadalla et al., 1987: 583) and symbolic meaning (Eastman et al., 1999: 41; Elliott et al., 1998: 138) have also been emphasised for their likely influence upon purchase, highlighting the elitism and social status which might result. Holbrook's typology usefully offers eight principal sources of consumer value upon which the research may focus, which have been shown to underpin all types of needs, satisfaction, and desires. The investigation will next require some



careful consideration of the methodology to adopt in order for these objectives to be explored.

### **3.18 Research Direction**

This chapter has considered ways in which theories of consumer behaviour may assist the research, and the importance of values. What this examination suggests is that any theory or perception of consumer behaviour may vary according to the number and types of variables which are being considered. Whilst sophisticated multi-variable models guide research in the concepts it should consider, and identify potential influences which might exist, they do not account for the significance of the variables, nor do they more crucially take account of the effect any change in variable is likely to have. The review has also suggested that the focus should not simply rest upon the consumer, but more closely consider the attributes of the product itself. For example whilst the consumer preference model (Begg et al., 2003: 55) undeniably establishes four fundamental influences which may act upon a purchaser, such as cost, income, preferences, and the desire for maximum utility, Kelvin Lancaster refers to the bundle of characteristics products possess which influence a sale. As the introduction suggested, it is hard for any study to consider the needs of a consumer irrespective of considering the forms of value the product also has to offer.





## CHAPTER 4

# Research Design and Methodology

### 4.0 Introduction

As LeCompte and Preissle (1993: 30) suggest good research design focuses upon the aims and purpose of the study, and what “*information most appropriately will answer specific research questions, and which strategies are most effective for obtaining it*”. The following chapter therefore will consider the most appropriate structure for the strategic inquiry, and best methods for the collection and analysis of its empirical material (Denzin and Lincoln, 1994: 14) whilst also addressing the critical issues of representation and legitimisation.

### 4.1 Research Philosophies

“*‘Inquiry from the inside’ and ‘inquiry from the outside’*”

Evered and Louis (1991: 7)

In order to add rigour to a study it is important to investigate the assumptions, values and beliefs which make up the interpretive framework which under-pin the inquiry (Smith and Dainty, 1991: 3). These interpretations can be largely derived from the interconnected answers to ontological, epistemological and methodological questions, referred to as *paradigms*<sup>15</sup> (Kuhn, 1970: 10) which form the “*basic set of beliefs that guide action*” (Guba, 1990: 17). Much of sociological literature concedes that paradigms are principally characterised by *three* contrasting philosophies; *positivist, interpretive*, and less central to this study *critical* frameworks, reflecting fundamentally different beliefs and approaches to

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<sup>15</sup> Thomas Kuhn popularised paradigms as the common or shared perspectives of researchers towards the nature and conduct of research, consisting of ontological, epistemological, axiological, aesthetical and methodological beliefs. In short a paradigm may be considered to refer to a *research culture* (see Johnson and Onwuegbuzie, 2004: 24).

social science (Benton, 1977: 11; Blaikie, 2003: 49; Bredo and Feinberg, 1982: 26; Burrell and Morgan, 1979: 21; Denzin and Lincoln, 2000: 158; Douglas, 1971: 12; Fay, 1983: 103; Fletcher, 1974: 195; Keat and Urry, 1982: 2; Khazanchi and Munkvold, 2003: 5; Lincoln and Guba, 2000: 165; Lloyd, 1988: 41; Mulkay, 1992: 118; Neuman, 2000: 65; Sabia and Wallulis, 1983: 5; Smart, 1976: 42; Wilson, 1971: 57).

A comparison of the significant characteristics between perspectives has been summarised within *Table 10*, although it should be noted that literature has begun to challenge the flexibility of such divisions and precisely where these boundaries lie. In contrast to Guba and Lincoln (1994: 109) who once suggested complete isolation between paradigms, Neuman (2000: 65) argues that elements from perspectives often become mixed. More recently Lincoln and Guba (2000: 164) have conceded that paradigm boundaries are far less rigid than first proposed, and many social scientists have begun to reject the humanist contention of divisions altogether (Benton, 1977: 15), recognising instead a fluidity between approaches (Veal, 2006: 40; Morgan and Smircich, 1980: 493; Burrell and Morgan, 1979: 396) in which proponents of one paradigm may incorporate intellect from neighbouring philosophical perspectives.

## 4.2 Positivist Social Science

*“An organised method for combining deductive logic with precise empirical observations of individual behaviour in order to discover and confirm a set of probabilistic casual laws that can be used to predict general patterns of human activity”*

Neuman (2000: 66)

The positivist tradition is considered to be the approach of natural sciences. Ontologically, social reality is perceived to be tangible, and something which can be tested, measured, and



explained by natural laws, which are universally applied across time and space. The observation and search for such universal laws remains external to the social context, suspending the play of values from the study process and any conclusions which may be drawn. Consequently in the main positivists adopt a quantitative, deductive, and experimental method of inquiry, which is able to consider the degree that certain properties and relationships exist, and verify subsequent theory and hypothesis through vigorous testing. Whilst Halfpenny (1982: 114) is able to identify a dozen variations, principally positivist philosophies can be seen to follow three traditions. In its purest, Comte's *comparative* positivism (Vidich and Lyman, 2000: 43) perceives social reality to be governed by laws and values which are distinctly different from, and independent to those within natural sciences. Contrastingly *logical* positivism adopts a reductionist view of sociology, whereby explanations of the social world are perceived in terms of the fundamental laws, including mathematics and physics, which are validated through experience, and it is between these two that the *standard view* has evolved to gather and test statistical evidence to attribute explanations of social phenomena to a number of recognised generalisations and universal laws.

### 4.3 Interpretive Social Science

*“The systematic analysis of socially meaningful action through the direct detailed observation of people in natural settings in order to arrive at understandings and interpretations of how people create and maintain their social worlds”*

Neuman (2000: 71)

In the interpretive paradigm the researcher's goal is to understand the social world from the participant's perspective, through interpretation of their actions and interaction. The ontological nature of social reality therefore is manufactured from multiple realities which

are perceived to be created by human behaviour. Society does not realise a single or tangible form, but rather multiple processes shaped by “*creative participants*” (Hassard, 1991 b: 143). Following this epistemology, interpretive research is undertaken by subjective interaction with the providers of knowledge, during which process an individual’s values are able to impact upon what is being studied, and how it is interpreted.

	<b>POSITIVISM</b>	<b>INTERPRETIVE</b>	<b>CRITICAL</b>
<b>The Paradigm Framework</b>	Varied by traditions of Behaviourism Post-Positivism Logical Positivism Standard or Accepted View Conventional Views	Varied by traditions of Constructivist Phenomenological Idealist Subjectivist Hermeneutics	Varied by traditions of Structuralism Feminism Dialectical Materialism Class Analysis Marxism
<b>ONTOLOGY</b> Nature of social reality	<b>Realist</b> Social world is a tangible single reality and external to the individual following natural laws	<b>Interpretive</b> Social world is intangible and exists as multiple realities made up from human action and interaction	<b>Historical Realist</b> Social world is real but hidden by underlying structures and influenced by politics and conflict
<b>EPISTEMOLOGY</b> Knowledge How we come to understand and construct reality	<b>Positivist</b> Objectivity External observation for the search of universal laws or principles, and the verification of hypothesis through vigorous testing Values can be suspended from the research process	<b>Anti-Positivist</b> Subjectivity Requires interaction with providers of knowledge, to describe and interpret people and events in contextual natural settings Values can mediate and change what is understood	<b>Critical</b> Reflexive People are constrained by materialism, culture, and historical events. Examines how change can be achieved and its outcome Commitment to a value position
<b>METHODOLOGY</b> Method of inquiry	<b>Quantitative</b> Deductive Experimental Considers the degree that a phenomena possess certain properties and casual relationships which exist in a statistical report of findings	<b>Qualitative</b> Inductive Naturalistic Considers the nature of phenomena in a narrative report with contextual description and quotations from research participants	<b>Qualitative/Quantitative</b> Activist Transformative Any research technique may be utilised and the resultant theory tested by applying knowledge to change social structure

**Table 10 - Competing Research Paradigms for Viewing Social Reality**

(Sources: Blaikie, 2003: 94; Hassard, 1991 a: 25; Khazanchi and Munkvold, 2005: 5; Neuman, 2000: 85; Williams, 1998: 3; Guba and Lincoln, 1994: 105)



#### 4.4 Critical Social Science

*“A critical process of inquiry that goes beyond surface illusions to uncover the real structures in the material world in order to help people change conditions and build a better world for themselves”*

Neuman (2000: 76)

The aim of critical research is to challenge and change the social world. Invariably, Fay suggests (1987: 27) this involves an analysis that *“becomes itself the catalyst which leads to the transformation of this social order”*. Not unlike positivism, critical research makes the ontological assumption that social reality is a tangible state, yet it perceives it to be historically constituted and shaped by social, political, cultural, economic, ethnic and gender values, and as a consequence continually evolving. Epistemologically it demands critical evaluation to bring about tension and subsequently change, through challenging existing structure and social processes.

#### 4.5 Methodological Appropriateness

A number of paradigm variations have developed within these philosophical frameworks, and in order to prevent confusion and inconsistency within research a cautious approach to their selection should be taken (Smith and Dainty, 1991: 4; Hassard, 1991 a: 23). Undoubtedly different ontological and epistemological standpoints provide varying perspectives and consequently differing interpretations of the social world, but what seems an appropriate philosophy for conducting an inquiry may not necessarily provide the methodology best suited to answering the questions it presents. For example in his study of the Fire Service Hassard (1991 a: 31) demonstrates the benefit of choosing paradigms according to their methodological appropriateness. Contrasting investigative frameworks were found to provide quite different images of the subject matter. Dainty (1991: 63)

likewise becomes drawn to the centrality of methodology, warning that the adoption of a seemingly appropriate philosophy may subsequently provide a wholly inappropriate research method. Smith and Dainty (1991: 6) show similar concerns:

*“that methods used are appropriate to answering a research question rather than trivializing the question by imposing inappropriate, if orthodox, methodologies. The issue is really about balance –to combine the pursuit of a significant research question with methods which will give meaningful conclusions”.*

Smith and Dainty (1991: 6)

Clearly before a suitable paradigm may be adopted, in addition to ontological and epistemological considerations, thought must be given to the suitability of methodology.

#### **4.6 Adopting a Philosophy and Methodology**

The comparative benefits of a *quantitative* methodology which experimentally tests and measures hypothetical generalisations or a *qualitative* naturalistic inquiry of phenomena in context-specific settings (Hoepfl, 1997: 2) has become the subject of much debate over recent years (Neill, 2004: 2; Patton, 2002: 571; Brunt, 1997: 15). Clearly such perspectives represent fundamentally different inquiry paradigms. What is universally agreed is that no single method of research is intrinsically better than another, and must be chosen according to its methodological appropriateness (Pritchard and Morgan, 2007: 21; Patton, 2002: 72) in providing answers to particular studies (Punch, 1998: 244; Silverman, 2005: 6) and to *“the questions that are asked”* (Nelson, Treichler and Grossberg, 1992: 2).

Whilst quantitative inquiries consider the *degree* that a phenomena possess certain properties and casual relationships which exist (Labuschagne, 2003: 1; Strauss and Corbin, 1990: 17) qualitative studies are appropriate for understanding the *nature* of phenomena



and uncovering “*consumer language in order to subsequently ask consumers the right questions in a way they most accurately understand*” (McCullough, 2003: 3). It would be difficult therefore for this study to interpret human behaviour from experimental research without first some understanding of the framework within which consumers interpret their thoughts, feelings and actions. Moreover evidence suggests that studies can benefit from being conducted within the setting in which the contextual variables are operating and influencing actions and decisions (Siegle, 2005: 3).

As the primary concern of this study is people’s perceptions toward ownership of static caravan second homes in the form of an intangible reality which can not be quantitatively measured, the early stages of the research felt it necessary to adopt an *interpretative philosophy* which required a form of *qualitative* dialectical engagement. For these reasons, and drawing upon the natural setting of ownership as its source of data (Patton, 2002: 47) a *phenomenological interpretive paradigm* with a *qualitative* methodology of in-depth open-ended semi-structured interviews was chosen as the most effective strategy to begin to gain an understanding of purchasers, their values, beliefs and reasons for caravan ownership, with an unobtrusive “*empathic neutrality*” (Patton, 2002: 53). In this way by avoiding the presumptions of a quantitative questionnaire during the early stages, which might lack an exacting direction or omit areas of investigation which might be pertinent to the research, by sacrificing “*scope for detail*” (Silverman, 2005: 9) the research was able to get “*closer to the actors perspective*” (Denzin and Lincoln, 1994: 5) and place an “*emphasis on process and meaning*” (Denzin and Lincoln, 1994: 4). Following almost twenty years of experience of second home research, Reiner Jaakson (1986: 372) draws similar conclusions:

*“There are profound difficulties with any attempt, including a phenomenological approach, to understand the meaning of second homes. But empirical research with respondents using structured methods, such as a questionnaire, would also be inherently problematic. The researcher’s formulation of survey questions may be different from how such questions would be posed by the respondents themselves. Thus the very act of questioning would impose on the respondent some of the researcher’s own biases. The design of a questionnaire implies that the relevant data are defined by the researcher, not by the respondent. Closed questions would force the respondent to translate what may be complex personal thoughts into predetermined answer categories.”*

Jaakson (1986: 372)

Whilsy qualitative in-depth interviews provide early practical answers to the study phenomena, and importantly identify relevant variables which can later be *quantitatively* measured and tested, quantitative questionnaires may be employed for the complete sample frame in order to collect and test specific data drawing upon the findings of the qualitative study and literature review. Through combining quantitative and qualitative methodology in this way it provided an insight that neither type of analysis could contribute alone and added further depth and rigour to the investigation (Veal, 2006: 40; Denzin and Lincoln, 1994: 2; Flick, 1992: 194; Strauss and Corbin, 1990: 18; Patton, 2002: 16).

In order to encourage any theory to evolve during the early stages of research, the study also adopted *a grounded theoretical approach* in order to permit a continuous interaction between data collection, analysis, and development of the research question. First proposed by Glaser and Strauss (1967: viii) as *“a general<sup>16</sup> method of comparative analysis”*, in contrast to solely a *“theory generated by logical deduction from a priori assumptions”* (Glaser and Strauss, 1967: 3) or an *“hypotheses generated in advance of the research process”* (Mason, 2005: 180) a grounded approach characteristically places emphasis upon

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<sup>16</sup> Glaser and Strauss use the term ‘general’ to refer to the quantitative as well as qualitative nature of grounded methodology (see Glaser and Strauss, 1967: 17; Strauss and Corbin, 1994: 277; Mason, 2005: 181).



theory development through the distinguishing procedures of generative and concept related questioning, comparison analysis and theoretical sampling (Strauss and Corbin, 1994: 275).

#### **4.7 Research Design**

The research design therefore aimed to combine both a qualitative and quantitative form of methodology, whilst also incorporating primary and secondary types of inquiry (*Figure 18*). A review of current second home literature and consumer behaviour was used to inform the design and content of the first phase of the primary study. The qualitative investigation was undertaken first to identify and assess the concepts and theories which might emerge directly from the purchasers and sellers themselves. Such concepts would then be used to inform the quantitative investigation and be quantified and tested for their significance and any associations which might exist.

For each form of methodology there were a number of approaches available, and the use of these were largely dependent upon the level of engagement with the purchaser which was felt appropriate or necessary. For example whilst *participant observation* might have provided a satisfactory understanding of owner behaviour and use of static caravans, it was unlikely to fully reveal any perception of value or reason for purchase. Debate within *focus groups* alternatively might have provided a closer interaction with owners, but denied some degree of freedom in recounting more personal experiences. In-depth *informal interviews* were chosen therefore as the most appropriate method of inquiry. In contrast the quantitative investigation chose to distance itself as much as practicable from participants in order to encourage a greater range of detail and personal opinion to be given

anonymously. Postal *questionnaires* were therefore chosen as the most appropriate method for the second stage of quantitative inquiry.

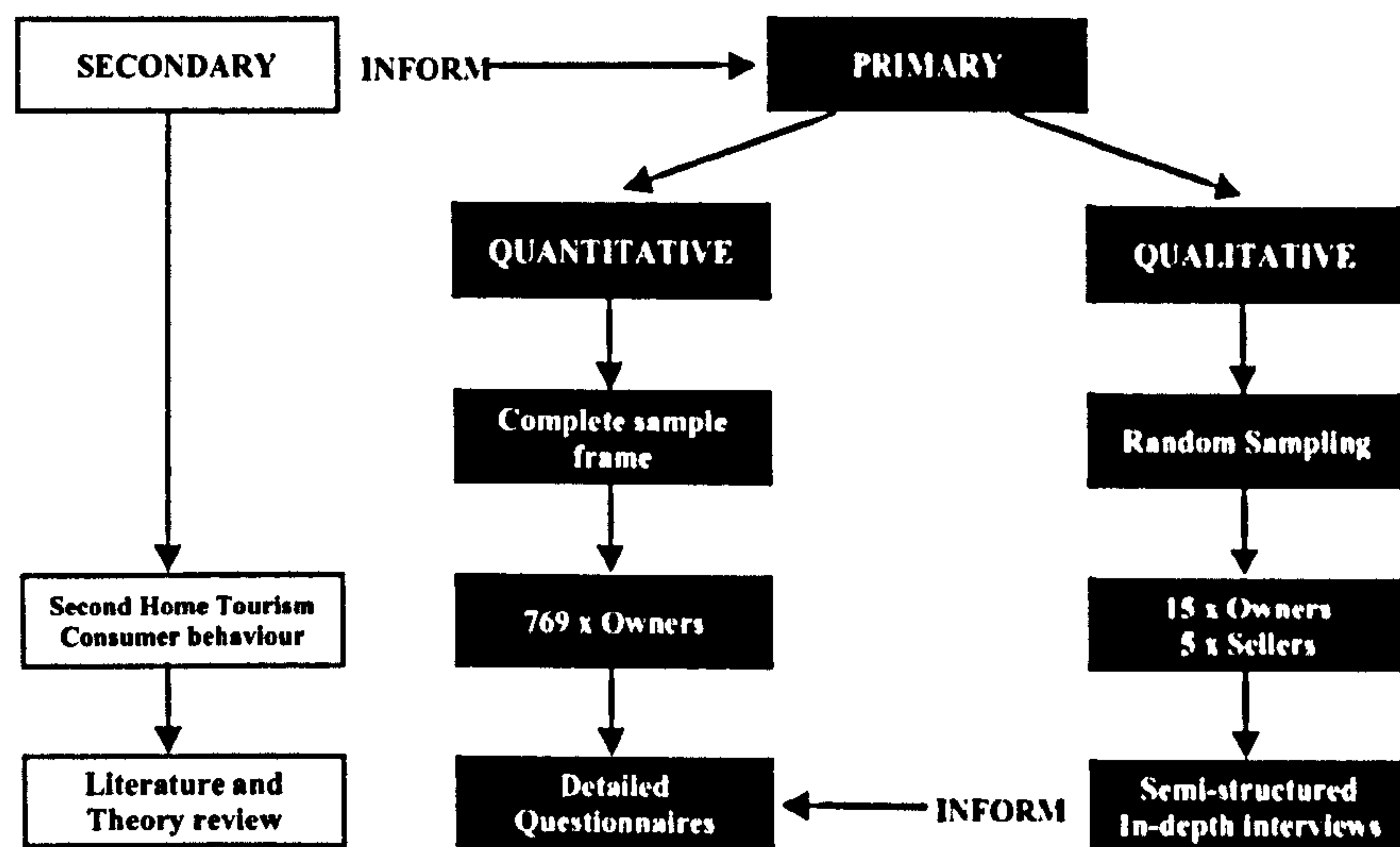


Figure 18 - Integration of Research Design

#### 4.8 Sample Frame and Locations

The greater the sample frame from which such sampling could be drawn, the more reflective the study was likely to become of the key characteristics and parameters of the total population, or those who currently own a static caravan in the United Kingdom as a second home. Clearly the practicalities of such scale had to be evaluated according to a number of criteria (Henry, 1990: 84):

- Sampling bias and variability
- Cost
- Feasibility
- Constraints on other choices

Within the confines of such constraints yet reflecting Fowler's (1993: 12) requirements of: *comprehensiveness* in the broadness of the inclusion of owner types; *selection probability* in equality of selection; and *efficiency* in the exclusion of un-required samples; a sample



frame of 769 caravan second-home owners (*Table 11*) taken over six holiday park cluster samples (Somerset (1) Devon (2) and Cornwall (3)) was felt sufficient to enable the research question to be fully addressed. Moreover whilst the defining characteristics of the sample frame were specific to the research in that they were as typical of caravan second-home owners as was possible, it provided sufficient scale and scope to permit further categorisation and stratified sampling should it be required.

Holiday Park	Location	Second Homes	Coding <sup>17</sup>	Mailing	Owner Interview	Seller Interview
Sandyglade	Somerset	Static Caravans	White	260	260	1
Combe Martin	North Devon	Static Caravans	Gold	9	9	n/a
South Bay	South Devon	Static Caravans	Green	226	226	1
Widemouth	North Cornwall	Static Caravans	Yellow	73	73	1
Trelawne	South Cornwall	Static Caravans	Blue	127	127	1
Killigarth	South Cornwall	Static Caravans	Mauve	74	74	1
<b>Total Sample Frame</b>				<b>769</b>	<b>769</b>	<b>5</b>
<b>Total Sample Engaged</b>				<b>769</b>	<b>15</b>	<b>5</b>

**Table 11 - Analysis of the Sample Frame**

#### **4.9 Sample Size and Selection**

One of the most common questions for any research to consider is how big the survey sample should be (Fowler, 1993: 33) and as there is no strict criteria for sample size a difficult balance had to be maintained (Patton: 2002: 244; Brunt, 1997: 72). Any sample had to be large enough to provide meaningful comparisons in relation to the research question, yet not so extensive that it complicated and prevented a specific focus from being made (Mason, 2005: 136). It is sometimes unhelpful for sample size to be provided from a single estimate with a precise level of precision as most studies are designed to make numerous approximations and the degree of precision needed is likely to vary (Fowler, 1993: 34). As the first stage of the study set out to develop explanations for consumer

<sup>17</sup> Identification of Holiday Park as a variable within the quantitative element of the study was referenced by colour coding questionnaires

behaviour rather than making connections between variables, the sample size for the interviews could be dictated by its results. Sampling therefore continued to what is commonly referred to as the *“theory saturation point”* (Mason, 2005: 134; Strauss and Corbin, 1998: 143) whereby a consistent picture began to emerge from the interview dialogue which provided an appropriate explanation or theory. This was achieved within fifteen interviews. Further interviews were conducted with five sellers within the complete sub-sample available to the research. Interviewees were selected using random equal probability sampling as defined by Fink (1995: 69) in order to provide an:

*“objective means of choosing a sample and [as] a fair way of getting a sample. Members of the target population [were] selected one at a time and independently. Once they have been selected, they are not eligible for a second chance and are not returned to the pool. Because of this equality of opportunity, [these] random samples are considered relatively unbiased”.*

Fink (1995: 69)

The strategic purpose in random selection from the full sample frame was to provide a relationship which was representational of the wider population, and with the exception of ownership no restrictions were placed on eligibility, giving every member the same probability of selection. This gradual process of selection and measurement took some account of social, economic and other change which may have occurred during the timeframe of the survey. For the second phase of the research questionnaires were mailed to the complete sample frame of 769 owners available to the research, and 456 were received completed.

#### **4.10 Interview Design and Application**

In order to establish a broad an understanding of purchase and a level of interaction with the study population (Mason, 2005: 62; Fontana and Frey, 1994: 361) the research first



adopted a methodology of semi-structured interviews which were loosely based upon the concepts which arose from the literature review, thus enabling further themes to be explored as they inevitably emerged from the open-ended questions. An example of the interview questions together with their conceptual linkages is reproduced in *Appendix 6*.

Jaakson (1986: 373) endorses the benefits of such a methodology:

*“Open-ended questions allow for more personal answers, but even here, the subject matter being probed would be explored better in a dialogue, whereby the respondent does not merely answer questions but can discuss them with the interviewer. It may well be the very first time the respondent has consciously thought about recreation and leisure. Any unstructured, humanistic approach has the strength of facilitating such explorations”.*

Jaakson (1986: 373)

To enable the behaviour of consumers to be examined from a number of perspectives it was decided that interviews should be conducted with both purchasers and sellers. Twenty interviews were conducted in total, each lasting between an hour and an hour and a half in duration; fifteen were held with owners and five with sellers. The number of owner interviews was not predetermined, but continued to the point at which fresh concepts ceased to emerge. The full sample frame of the five available sellers was utilised.

In order for interviewees to feel at ease and for the study to have some benefit of participant observation, all interviews were conducted within the natural environment of the second home (Mason, 2005: 62; Fontana and Frey, 1994: 361) and in each instance consent was obtained to enable an audio recording of the interview which was later transcribed, thereby avoiding potential distractions from hurriedly written notes, allowing the focus upon the interview, its responses and appropriate probing (Frey and Oishi, 1995: 123).

## 4.11 Analysing the In-depth Interviews

*“working with data, organising it, breaking it into manageable units, synthesising it, searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell others”.*

Bogdan and Biklen (1982: 145)

To enable the optimum number of meaningful observations and associations to be drawn, the nature of unstructured qualitative interviews called for a form of analysis which provided a degree of organisation and coherence to the data collected. Consequently the research adopted a *Framework*<sup>18</sup> approach to the analysis in order to present a structured arrangement within which ideas could be repeatedly reworked and considered according to their context and theme (Gillham, 2000: 62; Ritchie and Spencer, 1994: 177). This strategy followed five stages:

- Familiarisation
- Identification of a thematic framework
- Indexing
- Charting
- Mapping and interpretation

Familiarisation with the material began with the transcription process, and subsequent reading and rereading of the in-depth recorded interviews. Such a procedure provided an early indication of key themes and concepts which were naturally emerging from the data, and began to form a framework within which the concepts could be indexed according to a range of categories, divided under a number of subject headings. As Ritchie and Spencer (1994: 180) suggest, such a process inevitably requires a degree of judgement as to what is significant or relevant, and most importantly what contributes towards addressing the

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<sup>18</sup> The term ‘Framework’ is commonly used to refer to the systematic process of analysis, first developed by the Institute of Social and Community Planning Research (SCPR) in their studies of social and public policy.



research question. Whilst many of the index categories reflected broad areas of questioning, there were a number which resulted from the dialogue itself. The full index (*Appendix 4*) contained a total of 91 categories within 11 subject headings. Using numerical keys within the margin, references could be subjectively interpreted and indexed according to their category, thus enabling easy access for arrangement by theme in the charting process which followed. In contrast to many methods of qualitative analysis which centre on grouping similarly indexed sections of transcribed interviews together, the charting stages of framework analysis included an evaluation and summary in the form of notes of the emergent patterns and potential meaning, which became helpful to the final stage of interpretation.

#### **4.12 Questionnaire Design and Application**

The selection of questions included in the questionnaire were derived from the themes and concepts which were identified by the qualitative interviews and literature review, together with associated data intended to determine variables and consumer profiles. A sample questionnaire is included in *Appendix 5*. For the benefit of the respondents questions were grouped together under a number of thematic headings and areas of understanding:

- Your experience
- Your static caravan
- The use of your static caravan
- The decision to buy your first static caravan
- The reasons for your purchase
- You as a consumer
- How do you feel about your purchase
- Your opinions
- You and your household

To ascertain likely response rates and to test the clarity of both the questions and instructions questionnaires were piloted to a random sample of ten purchasers. These were subsequently removed from the final sample frame to leave 769 mailings. Piloting confirmed that a 60 to 70% response rate should be enjoyed, and notwithstanding some minor amendments an acceptable level of comprehensiveness was established. The total number of completed questionnaires received was 456.

To maintain interest and to reduce questionnaire fatigue the format for responses was purposively of mixed design, incorporating cardinal, ordinal and categorical data. A seven point Likert (Likert, 1932) bipolar scaling method was used in parts in order that respondents could specify their level of agreement to a wide range of statements taken from themes which began to emerge from the qualitative analysis, and which required further testing and quantification. In addition to mean averages, analysis of distribution, ranking, grouping, and tests for significance the data from questionnaires offered a number of analytical options. When treated as ordinal data Likert responses could be analysed using non-parametric tests, including Mann-Whitner, Wilcoxon, Single Rank, and Kruskal-Wallis analysis. In addition when responses are summed they are able to be treated as interval data which measures a latent variable, thereby permitting parametric statistical tests such as the analysis of variance to be used. Chi-Square tests would indicate association and effect, and factor analysis further reduces data to meaningful and manageable sizes.

#### **4.13 Ethics and Integrity**

Qualitative research by its nature provides a relatively close relationship between researcher and respondent, and is important that it is carefully transacted so as not to cause conflict or objection and *“spoil the field for others”* (Punch, 1994: 92). To avoid such



ethical issues arising, and in accordance with the University of Plymouth's protocol, three precautionary measures were adopted throughout the study, providing reassurances to respondents which broadly followed the recommendations of Fontana and Frey (1994: 372):

- 1) **Informed consent:** Prior to any data collection each respondent was carefully informed about the purpose of the research, its objectives, and their participatory requirements, and their voluntary consent was once again reconfirmed upon completion (Fowler, 1993: 133).
- 2) **Right to privacy:** According to Bulmer (1982: 225) and Punch (1994: 92) there are many powerful arguments and ethical codes which champion the protection and respect for the privacy of research subjects, but fundamentally the most successful, is "*the assurance of confidentiality*" (Punch, 1994: 92). An accurate statement assuring the protection of respondent's privacy was given to each interviewee, together with an assurance that should they desire they could skip a question they did not wish to answer.
- 3) **Protection from harm:** Despite the inert nature of the study, such assurances also served to provide respondents with protection from physical, emotional and other kinds of harm their participation was likely to induce, and in addition respondents were invited to withdraw from interview, unconditionally, should at any time they have felt anguished, discomforted or distressed.

As Fontana and Frey (1994: 372) highlight, it is important that further ethical consideration should be given to the level of involvement on the part of the researcher with the subjects of the study. In addition to considerations of bias therefore, it was important that a clear

separation was openly established between the role of the researcher with the holiday park sample clusters, and the impartiality of the study.

#### 4.14 Validity and Reliability

As “*qualitative studies typically employ multiple forms of evidence*” Eisner, (1991: 39) explains “*there is no statistical test of significance to determine if results count*” (ibid). A continual process of verification was used throughout the research to consider the “*most common or most insidious biases that can steal into the process of drawing conclusions*” (Huberman and Miles, 1994: 438); in particular aimed at preventing:

- Data overload which could have resulted in a skewed analysis
- Too great a weight being given to impressionable incidents
- The analysis becoming too selective
- A belief that co-occurrences were naturally correlated
- False proportionality arising from extrapolation of data
- Unreliability of resources
- A selective focus on information supporting a possible hypothesis

In order to achieve a reliability of analysis as defined by Kirk and Miller (1986: 20) as “*the degree to which the finding is independent of accidental circumstances of the research*”, a process of triangulation was adopted to further spread potential bias, by considering data from multiple modes of evidence and conflicting sources, including semi-structured interviews, detailed questionnaires, and some observation spread between five cluster samples. In this way triangulation although not a tool or method of validation, was able to act as an alternative to validation (Denzin, 1989: 244; Fielding and Fielding, 1986: 33; Flick, 1992: 194). To ensure that inferences were valid “*in the relaxed sense that they are probable, reasonable, or likely to be true*” (Huberman and Miles, 1994: 431), the early stages of the qualitative analysis utilised an *iterative* procedure of a succession of question and answer cycles, refining and modifying assumptions on the basis of subsequent findings.



#### 4.15 Personality Traits

Notwithstanding shared interests, in order to establish whether owners of static caravans were similar in other ways, some practical measure of personality types was required. The difficulty the research faced was how it would be able to quantify various dimensions of a respondent's personality within reasonable accuracy, without fear of further adding to questionnaire fatigue and having no measure at all. Drawing upon the work of Cattell (1957: 53) Allport and Odbert (1936: 211) who had shown how personality could be found encoded within peoples' everyday language, the research of Norman (1963: 574) Tupes and Christal (1961) discovered how the common reoccurrence of just five personality dimensions sufficiently accounted for the majority of personality data. Today these dimensions are referred to as: **Openness to Experiences** (the extent of insight, imagination, interests and exploration); **Conscientiousness** (the degree of thoroughness, organisation and planning); **Extraversion** (the extent of sociability, assertiveness, and talkativeness); **Agreeableness** (the degree of sympathy, kindness, and affection); and **Emotional Stability** (the extent of anxiety, tension or moodiness) (Srivastava, 2006: 1).

The studies of Goldberg (1981: 141) and Costa and McCrae (1985) provide a reliable set of language based tests which focus upon their measurement; these are commonly referred to as the Five-Factor Model or the Big Five. These written tests are based upon the extent participants agree with selected words or phrases to describe their everyday emotions, character and behaviour, each categorised by one of the five personality dimensions. Consequently various versions of the tests have evolved, most commonly a 44 item Big Five Inventory (John and Srivastava, 1999: 102), a 60 item NEO Five Factor Inventory (Costa and McCrae, 1992), and Goldberg's (1992: 26) set of a 100 trait-descriptive adjectives. Unfortunately in terms of the overall effectiveness of the broader quantitative

research, the time taken by respondents to complete such tests is prohibitive<sup>19</sup>, but recognising the greater usefulness of shorter measures (Kline, 2000: 41), and the need when research conditions dictate, Gosling, Rentfrow and Swann developed a simplified yet reliable ten item personality instrument (TIPI) to provide “*reasonable proxies for the longer Big-Five instruments*” (2003: 523). Whilst it is recognised that the TIPI has limitations, particularly its inability to measure individual facets within the broader personality dimensions, it does maintain tolerable levels of reliability (Kline, 2000: 42), and levels of: convergence with widely used Big-Five measures in self, observer, and peer reports; test-retest reliability; patterns of predicted external correlates; and convergence between self and observer ratings (Gosling, Rentfrow and Swann, 2003: 504).

Using a seven point Likert scale, respondents are asked to indicate the extent to which they agree or disagree with a number of characteristics which may apply to them (*Table 12*). With the exception of ‘exploring’, ‘curious’ and ‘routine’ which have been used to provide a more specific focus on owners of second homes, to replace the words ‘complex’ and ‘uncreative’, the test adopted by this research mirrors the Ten Item Personality Inventory developed by Gosling, Rentfrow and Swann (2003: 504). Half the descriptives are purposely designed to be opposing characteristics, for which scores will be reverse-calculated. The average score for each measure of the Big Five will indicate the strength of a participant’s traits within that dimension, and provide valuable comparative data between groups, sub-groups, and normative values. In order for the data to be meaningful therefore, similar measurements will be required to provide normative measures<sup>20</sup> for those who are not the owners of static caravans. This data will be collected in an identical way, randomly

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<sup>19</sup> John and Srivastava (1999: 102) estimated the BFI, NEO-FFI, or TDA would take approximately five to fifteen minutes each to complete, and recognised the need for a briefer measure of the Big Five

<sup>20</sup> Collaborative research into the measures of personality by the International Personality Item Pool (2007), suggests that considerable caution should be taken adopting normative values, and wherever possible *local norms* should be used which are derived from a sub-set of the research itself.



from people who are on holiday in chalet or apartment accommodation, and in addition to undertaking the TIPI, participants will answer a number of placebo questions together with providing an indication of their caravan experience.

<b>Descriptives</b>	<b>Big Five Character Traits</b>
Extrovert, enthusiastic	Extraversion
Critical, quarrelsome	Agreeableness ( <i>reversed</i> )
Dependable, self-disciplined	Conscientiousness
Anxious, easily upset	Emotional stability ( <i>reversed</i> )
Open to experiences, <i>exploring, curious</i>	Openness to experiences
Reserved, quiet	Extraversion ( <i>reversed</i> )
Sympathetic, warm	Agreeableness
Disorganised, careless	Conscientiousness ( <i>reversed</i> )
Calm, emotionally stable	Emotional stability
Conventional, like <i>routine</i>	Openness to experiences ( <i>reversed</i> )

**Table 12 - The Ten Item Personality Inventory (TIPI)**  
 (Adapted from Gosling, Rentfrow & Swann, 2003: 525)

## Chapter Summary and Conclusions

### 4.16 Research Design, Methodology and Direction

This chapter has considered the most appropriate strategy and design for the research to adopt in relation to the aims and objectives of the study. By considering a number of research philosophies it became evident that through combining approaches the study could achieve a level of insight which was not possible using a single or alternative form of analysis. In first adopting an interpretative philosophy therefore, with a qualitative methodology of semi-structured in-depth interviews, the owners and sellers of static caravans themselves would provide some early practical answers to the research question, which could subsequently be extended and tested through a positive experimental approach. In this way, random interviews will serve to both confirm and extend current knowledge

from the literature and theory review, and inform the design of the subsequent questionnaire in areas of wider and more specific data collection. In order to provide a structured arrangement from which meaningful observations and associations may be drawn, framework analysis has been chosen to be the most appropriate technique to examine the interview transcriptions. The quantitative data which will first be presented in the form of descriptive statistics, will then rely upon a number of methods of analysis, including chi-square tests, factor and cluster analysis as appropriate. Issues of ethics, sampling and reliability have also been addressed.



## CHAPTER 5

# Presentation and Analysis of Qualitative Data

*“I feel at home ... but I’m on holiday at the same time”*

(SG6, page 7: line 306)

### 5.0 Introduction

This chapter presents the results of the first phase of qualitative in-depth interviews in a form of preliminary discussion, with the aim of identifying the themes and concepts which have begun to emerge, and which might require further investigation, testing and building upon through quantitative analysis. The presentation has been broken down into key concepts: beginning with the reasons people gave for owning a second home; more specifically why it should be a static caravan; its appeals; uses; and the influences upon and formation of the decision making process. Extracts are used whenever appropriate as illustrations within the discussion<sup>21</sup>, but it is not intended for these to be exhaustive of all such examples.

## The Need for a Second Home

### 5.1 Central Themes

The rearrangement of data from the transcribed in-depth interviews during the charting process set out in chapter four revealed that the reasons given for the ownership of second homes could be broadly categorised by five themes: *escape, salvation, control, enhancement* and *opportunity*; and could be sub-divided into a number of categories. These

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<sup>21</sup> In the interest of confidentiality interviews are referred to by a park abbreviation, followed by the numerical sequence of interview, transcription page, and line number. Full interview transcriptions can be found in Appendix 3.

have been summarised in Table 13, and form the basis of the format for the presentation of results and the discussion which follows.

Almost all respondents suggested that it was the desire for a better quality of life which led them to owning a second home. Many perceived this in terms of the need to escape the pressures of modern living, slow its pace, and regain control, whilst others sought an alternative or contrast to the environment they endured at home. Other reasons were given, but these tended to be irregular, for example in some instances a desire to be closer to family, to provide a healthier lifestyle, or more commonly to enable regular holidays in place of infrequent and stressful foreign travel.

Central Themes		Divisions	Sub-Categories
<i>Improved quality of life</i>	<i>Escape</i>	Work Environment  Urban Environment	Occupational work Work and chores at home  Stress Noise Crime / unruly behaviour Confinement Traffic & congestion
	<i>Salvation</i>	Quality of life	Relaxation Peace & quiet Reassurance Space & freedom Tranquillity / solitude
	<i>Control</i>	Routine (break)  Choice	Working life Domestic life  Daily agenda Pace of life
	<i>Enhancement</i>	Change / Variety/Pride	Location Environment Activity
	<i>Opportunity</i>	Group  Individual	Closer to family Alternative to foreign holidays Health Leisure activities

**Table 13 - Themes Arising from Reasons for Owning a Static Caravan Second Home**

## 5.2 Escape

Amongst the principal reasons respondents gave for owning a second home was to escape the effects of urban life. Distress from excessive *noise, crime, disturbance, traffic*, and *abusive or unruly behaviour* were frequently referred to, and there was an overall sense of relentless disruption that was hard to evade; *“I am in a terraced house and you are watching the telly if they are watching next door, I go in the garden and I have got their radio ...”* (CM5, page 2: line 85) was illustrative of the frustration. Whether a common occurrence or not, the fear of crime and disorder also became a predominant theme. One owner recounted houses having their windows broken, cars being stolen, and *“police helicopters chasing joy riders”* (TM13, page 2: line 69); and more than half of interviewees reported a steady deterioration in the social and urban environment which surrounded their principal dwelling.

*“Well obviously home is in an urban area, and it’s getting worst to be honest as everything goes on there now ... crime and that. We are not far from police sirens all the time ... and we are not far from a club, and they tend to use our street as a cut-through on a night. At two o’clock in the morning anything could be going on. You get people coming down the streets shouting and swearing ... whereas this ... I mean this morning woke up and there were birds singing ... no sirens going off ... it’s just totally different”*

SG6, page 3: line 119

*“In the town it is a totally different lifestyle ... everybody’s rushing around ... it’s like you have got to keep an eye on your shoulder all the time, and you hear so much about people getting attacked ... and I mean where we actually live in Plymouth which is down on the Barbican, well there’s a lot of clubs and everything around there and you can hear some awful things come Friday and Saturday nights ... girls screaming and ... really I don’t like to bring my children up in that sort of environment ... and when you come out here it’s totally different”*

KG8, page 1 line 29



*“You’ve got drugs ... crime ... you’ve got people coming out of there letting their children walk on your wall ... you know it’s all very frustrating. So when you come down here you’ve got no stress. No stress. The stress goes out of it ...”*

SG10, page8: line 384

During many of the interviews people also referred to escape in terms of the pressures endured in their working and domestic life. There was no evidence to suggest that this was linked to a particular life-stage. Whether retired or fully employed for many this seemed to emanate as much from jobs awaiting them at home as from busy or demanding occupations. At the second home there was no requirement to enter into work, and those jobs which did exist were all the more enjoyable for the voluntary and leisurely context in which they took place; *“we usually work when we are down here”* but *“we don’t mind doing those jobs”* (SG1, page 6: line 264) one couple explained. The second home provided sanctuary, and a holiday environment in which it was considered natural to have the freedom to do what they wished, when they desired:

*“I think that all week you build up the pressure in work, and I think that this is kind of the release for it ... because I can do what I want down here ... I can go off ... I please myself ... not only that but when you are home you tend to look ‘well what can I do?’ and find something to do, and inevitably you end up doing a bit of work around the house”*

SG6, page 2: line 99

*“I just feel that I am on holiday all of the time ... very stress free ... it gives me a ... well when I’m at home I am always thinking what can I do, in the house ... washing, cooking, cleaning, ironing ...”*

SG9, page 7: line 330

### 5.3 Salvation

For most owners the second home provided not only a means for escape, but salvation in the *contrast* of the alternative life it contributed; *“this morning I woke up and there were birds singing ... no sirens going off ... it’s just totally different”* (SG6, page 3: line 123) one interviewee explained. Typically the contrasting environment of the second home was referred to in terms of *“almost all the opposites to what we have got at home”* (SG12, page 4: line 172): solitude, freedom, peace and quiet, and one within which an owner could relax and unwind providing a means for the stress of life at the principal dwelling to be released.

*“It’s important for my relaxation side of it ... I get more relaxed here than I do at home. When I arrive and open the door, I just feel totally relaxed ... it’s like having a steamer and turning the knob and the steam comes out ... and its all settled down, and you think ... ‘I’m here ... I’m settled’ ... and I’m not going to work tomorrow”*

SG6, page 6: line 298

*“I feel totally un-overlooked ... very private ... there’s no phone going to ring ... nobody is going to knock on the door ... that’s the luxury. I get up in the morning and I feel really content ... and I say to you ‘oh another day in paradise’ ...”*

CM5, page 2: line 85

The environment became a central issue in the discussion. Whilst the geographical location and aspect of pitch or plot were important environmental considerations at the time of purchase, it was providing salvation from the stress of the urban environment which seemed to drive the decision process. Evidently over time these needs did not seem to have changed. One owner recounted the reasons her parents gave for purchasing their caravan nearly three decades ago:

*“Well they were both retired and they loved it, because down here it was relaxed ... to get away for the same reasons as we’re coming down for. My mum used to say “we’re off to the caravan” and sometimes she would say “oh we are going on our own” and I know exactly what she meant now because even I say it now ... you know, oh we will be back up next week ... so we can relate to it ... and I’ve even said as we’ve sat in our caravan haven’t I ... we know what mum and dad meant now”*

SG12, page 5: line 209

There was also some evidence to suggest that should the environment of the principal home improve, these needs would diminish. One couple recollected the important role their second home played whilst they lived in London, and how it changed after they subsequently moved to the countryside.

*“Before we moved four years ago we couldn’t wait to get down here ... in London all the time. That’s one of the reasons why we had one in the first place ... somewhere you can bolt to and unwind ...”*

SG11, page 3: line 121

*“Well I feel all right now, where we are. I always felt extremely ... the further I got towards London the more depressed I got when we were going home before. I don’t know how much you know about London, but we came from Southall ... and we just couldn’t get out quick enough ... so yes coming down here, it’s all blimey we have got to go back there again. But now we are in totally a different environment”*

SG11, page 6: line 249

#### **5.4 Control**

The third theme which began to emerge was *control*. Inextricably linked with working and domestic agendas, respondents suggested that they had little control of their lives within their principal dwelling, and had difficulty breaking the incessant routine and pace while they remained within the home environment. The second home seemed to provide an opportunity for them to break that routine and regain control; offering an environment



within which they could do as they wished, when they wanted, and without the interruption of external demands and influences. One owner explained this value to be not so much in doing nothing, but having the *choice* to do as they wished, and with such choice came freedom. In the second home environment there was no timetable, no agenda, and time therefore became *“totally different ... you’re not clock watching. Nothing really matters ...because it’s no big deal, and there’s no rush”* (SG12, page 17: line 810).

## 5.5 Enhancement

Conversely other owners talked of enjoyment for their work, and love of their domestic environment; *“we love where we live as well ... we just wanted to get away for a break”* (SG2, page 2: line 66) such owners exclaimed. For this group the value of the second home seemed to be provided not by escape, but variety and change, commonly referring to their purchase in terms of a holiday or break from the routine of work or their schedule at home. Sometimes the regularity of change was surprising, with an almost perpetual yo-yoing between the principal and second home. *“When we’re down here we have had enough, and when we get up home, we have had enough, then we come back”* (SG1, page 4: line 164) an owner explained. Each location seemed to compliment the other; the principal dwelling raising the desirability of the static caravan, which following a visit replenished the appreciation of home. The second home was not so much a salvation, but an enhancement of their lives:

*“It’s a nice village surrounded by National Trust land. It does make us wonder sometimes why we leave that behind to come down here ... but you know you need a change, and a break or whatever”*

SG3, page 1: line 6

*"Mmm ... yeah ... it's a real nice change in your life isn't it ... so err ... when we have been down here for two weeks we are ready for that change again ... we are ready to go home by then ... yeah home feels better because we have been away ... and then after two weeks we are ready to come here ... funny isn't it ... human nature how it works"*

SG2, page 7: line 315

Not only did the second home provide variety therefore but life at the owner's principal dwelling was reportedly more enhanced and enjoyable as a consequence. Some owners explained this in terms of their life-stage, suggesting that they were less likely to desire alternative destinations and exploration than younger family or friends, which might indicate some connection between life stage and length of tenure. There was also evidence to suggest that it was not necessary for a change from repetitive work to provide a break in routine. A variation in the environment and the context within which the work took place seemed to be equally important:

*"I'm twenty-four hours a day, seven days a week carer, and although I do the same things down here, it's more relaxed down here than it is on a schedule at home sort of thing ... it's a break in the routine"*

SG11, page 5: line 226

Through the very purpose of seeking change paradoxically, visits by owners were most repetitive and routine in nature, providing variation despite the regularity of visit to an unchanging destination, and there was significant evidence to imply that of those interviewed many saw themselves as creatures of habit. *"I always think its better the devil you know"* (SG11, page 5: line 233) one exclaimed.

## 5.6 Opportunity

Others specified varying personal reasons for their purchase of a second home, often in conjunction with other themes such as escape and enhancement. Ownership provided the chance for families to unite, removed from one another's personal agendas, permitting a greater togetherness and sharing of quality time which was not possible at the principal dwelling. Quite simply second homes provided opportunity. Grandparents could interact with their grandchildren, and gain considerable satisfaction and pride from them enjoying the advantages of their wise investment; *"we get as much pleasure from them coming back saying they have enjoyed it"* (SG2, page 2: line 92) one couple explained. Such family togetherness did not always involve children. At times the second home became a solution to discord. One owner indicated to a seller that the purpose of buying his caravan was to save his marriage. Previously *"all they did was argue about him going to the pub, or her being around her mate's house ... about work ... or the house"*, but *"as soon as we moved into a caravan at weekends ... it was a totally different relationship"* (SE17, page 10: line 463). It was also common for interviewees to refer to childhood relationships with the area, for example *"my father used to bring us"* (SG2, page 1: line 24) and *"I came when I was a kid"* (SG6, page 1: line 26) were typical recollections. Others cited the desire to be closer to family who had moved away or retired to the locality as a contributory cause for their purchase, or made reference to cleaner living and health issues in order to substantiate their decision:

*"Well it's entirely different living in a big city to living here ... it just makes you feel better. I suffer from asthma and when I go back to Birmingham my asthma is always worst than when what it is when I am here because it's cleaner air ... living by the beach and the sea it's better for it ..."*

SG7, page 4: line 179



Almost half of the sample referred to the ownership of their second home as a substitute for foreign travel. They talked of being "*fed up with going abroad*" (SG9, page 8: line 355) and growing "*cautious about flying*" (SG9, page 1: line 19), emphasising the value of the second home in providing less stressful, more regular, hassle-free holidays. For them their second home was purchased in order to provide a break whenever they wished for as long as they wanted, without "*the hassle, the stress, and everything to get there*" (SG12, page 8: line 363) foreign travel demanded. There were other advantages too. One couple recounted the practicalities of life at their second home:

*"I thought what we spent in a year, and I said times that by ten years left to live ... you've nothing at the end of it ... whereas we can have a holiday whenever we want, we can go away and do what we want, in this country ... because when I went abroad OK all you did was sunbathe all day, or go on the beach, dress up to the nines to go out at a night ... and I don't drink that much ... I don't drink really ... have a couple of beers, go to bed, get up, go to the beach, go to the pool, get dressed up at night and go out ... and after doing all that when you filled your suit case it were full of washing! ... and it took me two or three days ... and it were all stressful ..."*

#### AND HOW DOES YOUR TIME AT YOUR SECOND HOME COMPARE?

*"This ... I don't bother tarting myself up all of the time ... I don't need the amount of clothes when I come down here ... I just dress casually ... but have just the one or two smart things if we go in restaurants and that ... and down here when I bring the children I haven't time to titivate and what-not because I have got to see to them ... I always bring enough clothes for them but it goes in one wash ... you know ... there isn't any stress"*

SG9, page 8: line 363

# The Appeal of Static Caravans

## 5.7 Attributes

In grouping together the appealing aspects of static caravans which were put forward, it became apparent that they could be separable by attributes distinguishable at the time of purchase, such as cost, size and design, and those which were more likely to have manifested themselves once the caravan was in use, such as its ambiance, the use of space, or the type of living and lifestyle it provided. For the purpose of this research these are referred to as *pre-consumption* and *post-consumption* attributes. This is an important distinction for whilst both categories of attribute remain relevant to the appeal and enjoyment of caravans, those which were more likely to have been relevant at the time of purchase are crucial to understanding the decision process. The variable of whether a consumer had previous experience of caravans therefore would have been highly significant, but interestingly it was found that all interviewees without exception had had some experience of either touring caravans, or staying at holiday Parks in static caravans during childhood or more recently with their own children.

## 5.8 First Impressions

Almost all owners described the time that they chose their caravan in passionate terms, knowing instinctively when they had found the right one for them. Led by emotion, first impressions seemed fundamental to the decision process, governed by a love and feeling for the caravan, as much as the functionality and utility it offered: “*as soon as I looked at it I knew it was mine*” (KG8, page 2: line 72) ... “*I just fell in love with it ... it was like love at first sight!*” (KG8, page 2: line 91); “*as we walked into it I said I like this ... yeah ... we both did ... as soon as we walked in*” (SG10, page 4: line 178); “*we just fell in love with it, and I can’t explain it any more than that*” (CM4, page 5: line 212). Notwithstanding the

basic criteria of price, size and number of bedrooms, owners found it difficult to describe what they had been seeking, but felt *“overwhelmed”* (KG8, page 2: line 91) when they had found it, using phrases such as *“there was a bit of a wow factor”* (SG3, page 3: line 119); *“there’s a certain umm ... what is it ...?”* (SG3, page 8: line 390); *“this is nice ... wow this is nice ...”* (TM23, page 7: line 324). Others to be certain of how they felt took a little time to reinforce their choice, but nevertheless showed considerable passion toward their purchase:

*“Oh I like this ... we sat in it for half an hour ...because we liked it ...and we wanted to get the feel. We did it with the first van ...and we went and sat in it again ...we sat in it to see whether we loved it or not”*

(SG10, page 7: line 324)

Sellers on the other hand believed that purchasers often gave inadequate consideration to their choice of caravan, and led by emotion could sometimes rush into an ill thought-out decision which resulted in *“a mistake in the one that they pick”* (SE20, page 8: line 353).

## 5.9 Affordability

Invariably owners saw a fundamental appeal of their caravan to be the ability to provide them with *“the chance of a second home”* (SG11, page 3: line 134), referring to *budget* and *price ceiling* as the chief constraints on further choice. *“There was no way that we could afford a proper second home anywhere, and caravans were ... totally affordable”* (SG11, page 3: line 134) was typical of the discussion.

However there was much evidence to suggest that price was not the single attraction, and many indicated a passionate loyalty to caravans with little regard for alternative forms of property. Suggesting a chance of a more permanent second home without the constraints of



a budget or price, owners were largely dismissive: *“I think I would still be looking to a caravan”* (SG6, page 8: line 357); *“nothing else even crossed our mind”* (KG8, page 8: line 353); *“no ... never entered my mind”* (SG9, page 10: line 459); *“it had to be a caravan”* (CM5, page 3: line 125); *“yes, it still would have been a caravan, oh yes”* (SG12, page 3: line 124). In many ways owners were suggesting that they were a certain kind of person, a group, or cohort, referring to themselves as *‘the caravan type’* (SG12, page 12: line 557), typically exclaiming *“it’s just what we like”* (SG10, page 10: line 159), or *“we are caravan people, aren’t we ... a cottage wouldn’t be for me”* (SG1, page 3: line 101). Indeed it was common to find that owners had had some considerable experience of static caravans, and many recollected fond memories of touring caravan holidays.

## 5.10 Freedom

There were many obvious reasons for such loyalty. Some of those interviewed associated more conventional forms of property with worry and added responsibility. Responsibilities they were seeking to escape:

*“Mentally it feels less burdensome. I think that if you take on a second home which is a building or something structural, personally I would be scared stiff of things going wrong, and maintenance and goodness knows what, that I don’t know anything about. Whereas here I don’t feel any burdensome responsibility ... it’s lovely”*

CM5, page 8: line 374

Others suggested caravans offered them a degree of *freedom* (for example SG 1, page 5: line 200; and SG11, page 3: line 136) and a connection with outdoor life (SG1, page 3: line 138; and CM5, page 4: line 176) which conventional properties were unable to provide, and although constrained within the boundaries of the Park and their individual pitches,

references such as *"you feel that you are in the countryside"* (SG10, page 5: line 227) and *"you have got the countryside around you"* (SG9, page 7: line 318) were common. Caravan types it was suggested have got to like the outdoor life; *"I mean you don't buy these and sit in them all day"* (SG1, page 3: line 139) one owner remarked.

The activities enjoyed by static caravan owners were surprisingly similar to those reported within mainstream second home literature, and were predominantly leisurely in nature. Walking, reading, cycling, fishing, playing golf and visiting local landmarks and attractions were regular pursuits. Time did not seem to matter; *"we don't make plans ... if that makes sense"* (SG11, page 3: line 118) said one, *"we just tootle around"* (SG2, page 6: line 272) said another.

### 5.11 The Value of Space

Almost all respondents revealed a significant appeal to be the orderly environment caravans provided. *Compact, neat, tidy, and uncluttered* were words regularly used. It was evident from the discussion that by virtue of the limitations of size, manufacturers had given considerable thought to ergonomics, design, and the use of space, which became a necessary requirement to keep tidy<sup>22</sup>. *"If caravan builders built you a house you would probably have the best house in the world"* one owner remarked, *"... it's not more spacious but it feels more spacious because of the use of space"* (TM13, page 8: line 356).

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<sup>22</sup> More than half of interviewees referred to the tidiness of their caravan second home compared to their principal dwelling (see SG1, line 444; SG2, line 138; CM5, line 386; SG7, line 197; KG8, lines 158 & 218; SG12, lines 93, 568, 603 & 350; TM13, lines 353 & 389)





Photograph 1 – Ergonomics and the Use of Space

This emerged as central to the post-consumption appeal of caravans and the nature of the life which they provided. Despite being considerably smaller than their principal home, almost all owners felt their caravan to be spacious, and significantly more than half of those interviewed implied that the space because more limited, held a greater value to that of their principal dwelling; this led them to live quite different, and for most a “*more enjoyable life*” (TM13, page 8: line 383 and SG12, page 12: line 693) at their caravan<sup>23</sup>. With space at a premium owners talked of being *disciplined, tidier, and less cluttered*, and fewer possessions seemed to make for a simpler, but more satisfying life.

*“... you become very disciplined ... and very good at keeping it uncluttered ... so we work harder here because we want these psychological benefits of an uncluttered appearance, and we work harder to keep it that way, and it pays off ... it all makes a difference to my frame of mind totally ... and is easier because it is in a caravan. You only have what you need. If you found a pile of stuff you would have to turn around and clear it up ... you would have to ... because part of a holiday is to have a mentally clear mind ... it’s not just the physical ... part of a holiday is to have a mentally clear mind ... and so what you look at effects the way you feel mentally ... you have a completely different life here ... for me it’s like weekends all the time”*

CM5, page 8: line 382

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<sup>23</sup> In in-depth interviews seven owners referred to the value of space and its relationship with a better life within their caravan second homes (see SG1, line 445; CM5, line 420; SG7, line 228; KG8, line 220; SG9, lines 547 & 631; SG12, lines 587 & 627; TM13, line 428)



*“... when you are in a house you tend to have a lot of clutter. I think because you have got the room to actually put the clutter in. But [here] ... me and the my wife tend to say right if we don't want it then chuck it out ... you know we work on the basis of never cluttering anything ... if we don't like something or we have bought something ... or it's getting a bit old ... you know ... chuck it out and get something else back in ... we've got no clutter at all ... so you relax more without the clutter ... more free time to yourself because it's surprising how much time is spent tidying up things if you let it get in to a mess”*

TM13, page 8: line 386

The appeal of the ease by which life could be led in a caravan where *“you can put your hand straight on everything”* (SG2, page 3: line 139), with its uncluttered, compact and simplified layout emerged as a prominent theme. Possessions tended to be more essential, well utilised, and of greater perceived importance than those at home. Typically caravans were reported as *“easier to keep clean and tidy”* (SG7, page 4: line 198); have *“everything I need”* (KG8, page 3: line 130); *“no stairs to climb”* (SG1, page 9: line 444); and at times were *“better appointed than our house”* (SG11, page 3: line 147). Life was portrayed to be more effortless within their caravan, and as a consequence less stressful.

*“Oh it's just like a sense ... to breathe! I always feel that as soon as I get down to the caravan and I'm in there then I'm ... oh! ... yeah! ... you know. You've only got the things that you actually use and need. At home I always say to myself we have got a lot of stuff here we don't really ... it's just gadgets or whatever ... it's almost like why have I got it all? I said to you why have we got all this stuff at home, we don't need it”*

SG12, page 12: line 609

## **5.12 The Effect of Light**

Surprisingly as many as half of the interviewees referred to the abundance of light as an alluring characteristic of caravans. The *“illusion of light”* was *“part of its niceness”* (CM5, page 8: line 385) making it *cosier, welcoming, and homely*. They referred to an uplifting feeling, freedom and cheerfulness provided by the daylight from the predominance of



windows opposed to other forms of property, and often made comparisons with their home. Typically the contrast could not be more pronounced: *“We could never grow plants in our living room ... which is quite gloomy, we would have the light on at like nine o’clock in the morning”* (TM13, page 7: line 337) whereas in their caravan it was *“umm ... cosier ... windows and more light coming in ... plenty of sunshine”* (TM13, page 8: line 375). Another said *“at home ... umm ... it’s like darker colours. My front room is like a red ... a deep red ... so everything seems more closed in”* (KG8, page 4: line 186), whereas in the caravan *“there are more windows ... it’s lighter ... and I’ve got lighter colours. It makes you feel freer”* (KG8, page 4: line 187).



**Photograph 2 – Abundance of Light**

Such a positive effect of the daylight on the attitude of owners whilst they visited their caravan was not untypical. For one interviewee this attribute was fundamental to her choice of a caravan second home:

*“... we had decided that it would be a caravan ... because ... light ... I could never stay in apartments ... the light. I absolutely adore the light. The lovely thing about caravans is that they feel spacious ... you have got daylight coming in, and I find daylight coming in makes an incredible difference to your mind ... if you are looking at a wall, ooh you feel hemmed in ... but if you are looking at daylight you’re not somehow”*

CM5, page 2: line 74



### 5.13 Life in Static Caravans

Most owners were proud to suggest that static caravans were properties in the same sense as their principal dwellings, but interestingly for those who could not it was for reasons not of their size or limited life, but the fact that they possessed wheels and feasibly could be moved. Both owners and sellers alike were universally agreed that static caravans possessed a certain novelty; *"there's something about them"* (SE15, page 3: line 144) one seller explained because they're *"like a big dolls house"* (SE15, page 3: line 139). Clearly caravans were different to conventional properties, and interviewees showed considerable post-consumption excitement in describing their life which they led in them, commonly using terms such as: make believe; adventure; novelty; a place where *"your childhood instincts sort of come out in you"* (SG2, page 4: line 180); and life becomes a fairytale. An owner's time within a static caravan it seemed was spent with an expectation that it would be short lived, which seemed to further add to the novelty, and its simplification and miniaturisation made for an exciting existence; an adventure; a disneyfication of life. *"I know it's reality ... I know it's there, and everything's solid ... but it's like one day I am going to wake up and it's gone ... and it just seems unreal"* (KG8, page 9: line 401) one owner explained.

A quarter of owners recounted their genuine surprise at how well caravans were appointed compared to their expectations, and where relevant how much they had been improved upon from their previous experiences:

*"Beyond my expectations. Every room I went in I had a surprise at every corner. It's like ... the bedroom ... the master bedroom you've got the walk-in wardrobe ... you've got the en-suite bathroom ... and I was so impressed by it, I just had to say yes"*

KG8, page 3: line 103



*“I had always thought of caravans as minky little things, you know ... and I got the shock of my life when I saw how they had improved! There was such an improvement, that it was ... you know ... like a hotel room ... and then that set us off thinking that if we could get a caravan that was acceptable, I wouldn't mind it rather than going abroad ...”*

SG9, page 1: line 36



**Photograph 3 – Appointment**

In all instances the static caravan was considered to provide a home from home. The majority of the sample explained how they had personalised it in some way, making it individual, a mirror, or *“a miniature version of home”* (SG3, page 8: line 366). This often included creating small ornamental gardens, adding verandas, paths and patio areas, erecting hanging baskets, pictures of family in the living room, and leaving all their personal belongings in place anticipating their next visit. There was some evidence to suggest that the level of such enhancement might be reflected not only by the skills of individual owners, but by the time spent at the caravan. One interviewee who confessed that his static caravan had become his main home, replaced the plot number with the name ‘Rabbit’s Corner’, and in defiance of the Park rules had established a brick path and paving, low voltage external lighting, and a private lawn:



AND YOU HAVE GIVEN IT THE NAME 'RABBIT'S CORNER'?

*"Yes ... cos there was always rabbits up there ... and it was personalising it ... again ... not over the top but rather than just a number. I've put a path down ... ugh ... going back years ago there was a stump ... two trees ... that tree now is thirty foot high ... and I've got pictures of it in ninety-nine and it was only ten foot high ... but what we actually done as it got bigger, we chopped one of the stumps out, and I spent two days chopping the remainder of this stump, and grassing it all over ... because I used to get fed up ... I like to cut my own grass ... that space ... it personalises it again"*

TM13, page 13: line 638



Photograph 4 – Rabbit's Corner

#### 5.14 Perceived Value

Invariably static caravans were seen to provide good value, not in terms of a monetary investment purchasers were quick to recognise, but in the lifestyle and quality of life that they provided for the cost incurred. Its value, one owner explained was *"the enjoyment that we got out of it ... and I value that enjoyment"* (SG6, page 5: line 219). Predominantly static caravans were perceived as a *lifestyle investment*. For the relatively small number of owners who sub-let, any income was viewed as facilitating the payment of annual pitch fees, rates and running costs, rather than to provide a rate of return on the investment of the



purchase price. Despite such an attraction, subletting was often seen as hindering personal use, and unless it became an essential part of affordability, owners were steadfast in maintaining the privacy of their home from home.

Throughout the qualitative research interviewees also referred to the value of the owner community, which was created through the bringing together of like minded people with shared and common interests. Unlike the urban areas of many owners' principal homes, where people "*haven't got the time of day ... the modern generation ... they can't be bothered*" (SG12, page 15: line 713) life at the second home played out traditional values within a predominantly leisure environment, where owners could behave convivially towards one another and be able to genuinely spare the time to build long term friendships and relationships. People are so nice and friendly, they always seem to have the time for you they would remark; "*I have got more friends down here than I have got home to be honest*" (SG6, page 6: line 283).

### **5.15 Commencing the Decision Process**

It was apparent that for those considering a second home, location was invariably the primary and most important consideration. For many this was often led by a desire to be reacquainted with a particular region which may have had childhood significance or been of family importance, but the overriding objective was that it could be easily reached and enjoyed, typically after work on a Friday, and consequently was normally not more than a two hour drive away. Interestingly there was also considerable evidence to suggest that a minimum distance might apply, and it was indicated that this might be something between half an hour to an hour and a quarter. What was certain was that purchasers had to feel that they had been away, but that it was not so far that it became impractical and "*more of a*



*chore*” (CM4, page 4: line 166). For some the travel time was as much an issue of returning home should they be needed, as it was the accessibility of their second home.

*“I think that they just want to feel that they are away from their home ... and in conversations occasionally ... it’s probably half joking ... but it’s probably fact ... they will say that the family now are far enough away not to bother me for the weekend ... and I’m also close enough to get home quickly. And you will also speak to people who will say well I can get here in two and a half hours ... and they are in Birmingham ... and you can’t get from Birmingham here on a Friday afternoon in two and a half hours ... you can at two o’clock in the morning ... in order to justify themselves ... because that makes more sense ... it’s self justification. There’s two things ... there’s the huge investment getting a second home ... and if people try to justify it on cost and what they spend on it they can’t”*

SE20, page 5: line 200

Once a preference to location had been established, purchasers would typically consider the parks within those regions, their facilities, and most importantly the pitches which were available at the time. The setting of the static caravan was generally considered to be equally, if not more important than the desirability of the caravan itself, and many explained how they would have waited or walked away if they hadn’t found a pitch they liked; *“it was a clincher”* (SG3, page 2: line 98) one owner recalled; *“I think that the pitch is most important because it’s the environment you are in isn’t it”* (WB14, page 9: line 417) another added. The proximity to neighbours, extent of open ground, the view and proximity to the road were typical of such considerations, but generally unknown to many purchasers at the time it was the size of the available plots which ultimately dictated those static caravans which could be considered.

## 5.16 Choice, Tastes and Preferences

The process of choosing a caravan was invariably separated into three stages. The first consideration was a rigid and prescribed choice criteria, which was fundamental to the progression of purchase, consisting of core needs. These were typically location, the number of bedrooms, the size of caravan, and its general layout, and were constrained by budget and affordability. Such needs seemed to be primarily determined by structural considerations, such as the life stage of the purchaser and the ages and numbers of the intended users. The second element of the choice involved the preferences of the decision makers and secondary choice criteria, which features they desired, what appealed to them, and the extent to which they were prepared to trade-off one in place of another. The third consideration emerged as issues of emotion, taste and feelings towards décor and design, and the general ambiance of the caravan which all seemed more flexible in importance and interpretation. All elements of this process were not only regularly referred to by owners, directly or indirectly, but they were sometimes differentiated between. For example one couple recalling the features of the caravan which were most important to them, stated *“initially the general layout”, “we saw it as fitting our needs”*. Having established their core needs had been met, they added *“and then the décor was to our taste”* (SG3, page 5: line 218).

Owner’s tastes and preferences did vary significantly, and there was no single caravan design or specification which appeared to have more universal appeal than another. For example whilst a division between the living room and kitchen was for some a pleasant feature, the advantage of being open-plan was for others an essential part of their secondary choice criteria. Other preferences had to be made between free or fixed seating, dark or light wood, and the preferred arrangement of the dining area. Three features in particular



however did seem to have common appeal, and were evidently perceived as the most luxurious and fashionable innovations of the present-day. These were central heating, double glazing, and en-suite bathroom, and were referred to as much by owners who did not have them but were considering them for the future or if they had their time over again, as they were by those who did.

### 5.17 The Sales Perspective

A further valuable insight into consumer attitude and behaviour towards static caravans could be gained from those who had experience of sales and post-sales relationships with purchasers. In-depth interviews were therefore also conducted with a cross-section of salespeople, who between them had experience of more than four and a half thousand caravan sales<sup>24</sup>. For the purpose of this research this group has been referred to as *sellers*. The responses which were given were broadly in line with those of caravan owners, but nevertheless a number of concepts which follow emerge from or have been strengthened primarily by this alternative perspective.

Most sellers had experience of selling at a number of locations, and naturally reported some differences between owners. These were largely of character and personality rather than perception or general requirements which remained remarkably similar between regions. Their experience taught them that caravan owners were in many ways distinct, sharing characteristics quite different to those seeking conventional property. Property people were thought to be more analytical in behaviour, seeking enjoyment from the monetary return and safety of their investment, as much as any benefit from the leisurely lifestyle that caravan owners enjoyed. If customers asked about depreciation it was suggested they

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<sup>24</sup> Taking their lowest parameter, cumulatively sellers estimated that they had concluded 4,844 static caravan sales during their careers: SE15 - 170; SE16 - 400; SE17 - 90; SE18 - 1,500; SE19 - 184; SE20 - 2,500

*“don’t tend to buy”* (SE15, page 6: line 293). Certainly owners were felt to be *“like minded”* (SE20, page 6: line 297) but opinion was divided as to whether they could be classed as a group in other ways. On the one hand some sellers were adamant that *caravan types* existed, confident they could be picked out from the crowd, yet others felt that caravans had become so advanced that they now appealed to audiences *“used to having a fantastic standard of living”* (SE17, page 7: line 334) and should not be thought of as caravans any more.

It was also common for sellers to remark how they could differentiate between owners by life stage, and consequently a number of buyer groups were suggested. One such group consisted of those who were in their late twenties or thirties typically with young families. In contrast to the holidaymaker whose children were explained in terms as streetwise and *“going off on their own a lot more”* (SE20, page 12: line 584), caravan owners were believed to have a greater desire to remain with their family, and share in the experience of growing up. For that particular life group this seemed to be a significant appeal of caravan ownership. Once their children reached their teens however, becoming venturesome and seeking new experiences, the less enamoured with caravan life they became. Quite simply children were observed to out-grow the lifestyle caravans provided. This was thought a common reason for early termination of tenure, which by virtue of the particular life stage could be as soon as after four or five years of ownership. What we don’t have therefore, one seller explained, *“are parents forty to fifty five years of age with teenage children ... that is a group that we don’t get”* (SE20, page 7: line 309).

A second life group consisting of those who were retired similarly focused upon the value of family life. In this instance static caravans became the facilitator for grandparents to



have quality time with their grandchildren which might not otherwise have been possible. Not only did ownership provide an *opportunity* for this to take place, but it created an added *desire* and reason to be visited which only recreational and vacational environments could promote. Grandparents could interact and engage in activities with their grandchildren such as swimming, rock pooling, crabbing, exploring local attractions, and at times reliving their own childhood. By contrast most visits were in search of peace and quiet in the absence of children and holidaymakers whenever possible. Typically therefore the retired were found to avoid much of the school holidays, and were expected to stay for longer periods compared to other groups.

Sellers' descriptions of buyer groups also indicated a number of common consumer backgrounds and buying experiences. One such, which could be as much as a quarter of the park it was thought (SE19, page 4: line 103), were established caravan people, having had experience of touring caravans and a caravan way of life. Some felt that this group was probably diminishing, most likely as a consequence of the advances in static caravans and their wider appeal. Furthermore, one seller explained "*years ago they used to pass caravan ownership on ... and as soon as the children got married they would buy a caravan ... but this doesn't happen any more*" (SE18, page 4: line 154). Further groups consisted of those for which the static caravan was the only means of second home ownership, which could be a financed entry or pre-used model, and the more affluent who might have considered a cottage or an apartment but were attracted by the park environment and its facilities for their children, which conventional properties could not provide.

Without doubt some owners were known to have had the means to buy other forms of second home, but in preference were thought to have bought static caravans for reasons of

*confidence, simplification and control.* As one seller explained purchasers can “*understand [caravan] ownership better*” (SE20, page 6; line 279) because it’s simplified and there are few unknowns; if something requires attention they don’t fear “*how much a management company are going to charge*” (SE20, page 6: line 281), and can feel “*confident that their street won’t change in the next five years*” (SE20, page 6: line 286). Unlike residential properties most activities within a park could be carefully controlled. The customer’s assessment of the management therefore was likely to be of particular significance. The speed by which a bespoke property could be provided at a desired location leaving savings largely in-tact was also thought to be appealing. The purchase of a caravan was far more *prescriptive* in nature than for a conventional property. Consumers could choose a design that they liked and “*speck it*” (SG3, page 3: line 110) to their personal and individual requirements without the worry of alterations or building work. Moreover unlike any conventional property, the responsibility of delivering that second home exactly as ordered at the selected plot on time, was the responsibility of the seller.

*“... they may have money, but don’t want to spend it. It’s also because it’s ready made ... you know they can pick which one they want ... and it’s all about doing away with the stress. They don’t have to buy a house and think oh we want to rip the kitchen out ... or the roof may want doing ... or they’ve got to pay council tax. You know they think that if they can come down here ... it’s by the sea ... in an area they want ... and we can have it ready for them in two weeks and they can be in there having a holiday. They can pick their holiday home ... pick their pitch ... and outlook. It’s a ready made package. You can get that for around twenty to twenty-five thousand, and a property would be say two hundred thousand! They may be able to afford a property but they pick a holiday home”*

SE15, page 8: line 360

Usually sellers would purposely limit the number of caravans they showed to customers to three or four, believing that any more “*could get confusing*” (SE15, page 2: line 60). The success of restricting variety in this way was greatly improved by ascertaining the



customer's basic needs and wants, such as the number of bedrooms and preferred style of seating, prior to selecting the models made available to them. Once owners had concluded their purchase there was a tendency for them to share their decision with friends and family, and following a sale sellers would often "*see people on their phones*" (SE15, page 8: line 349) reinforcing their decision to buy, and not feel "*stupid about it*" (SE15, page 7: line 348) as much as to enjoy the *status* of ownership having "*bought a holiday home ... and happy with people knowing that*" (SE15, page 8: line 355).

The further owners lived from their caravans the more they seemed inclined to sub-let. This was believed to be a consequence of more limited use and therefore the less value the holiday home provided, the further they were obliged to travel. Older owners were thought not so likely to let their properties for income, and notwithstanding the significant appeal of the in-house marketing, sub-letting by owners themselves was generally thought to be becoming less popular. Not surprisingly satisfied owners were thought disposed to repurchase; a disposition one seller referred to as the '*itch cycle*'. Typically these upgrades were likely every four to five years, particularly by "*people who are happy with the park*" and when "*their confidence is high*" (SE15, page 7: line 326), and at times it was thought this could be precipitated by impulsiveness, particularly where inadequate consideration had been given to the original purchase. Although it was felt unlikely for owners to admit it, sellers were convinced a major enticement to upgrade was "*to keep up with the Jones*" (SE18, 3: 101; SE16, 6: 285), and it was thought *status* was ever present in owners minds when they sought to change models. The sight of a superior caravan on a near-by pitch therefore was felt to have a significant "*domino effect*" (SE16, 6: 288), producing multiple upgrades provided owners were comfortable with their experience the first time around.

## Chapter Summary and Conclusions

### 5.18 The Qualitative Data

This chapter has presented and discussed the results of the qualitative phase of the research. Through subjective and direct interaction with the consumer and the seller, their knowledge has begun to offer explanations as to why static caravans are purchased as second homes, and begun to build a structure within which those decisions take place. Within this decision process the study has distinguished between the general need for owning a second home, and secondary more specific reasons given for purchasing a static caravan.

### 5.19 Reasons for a Second Home

Many of the reasons given for second home ownership are not unlike those identified by previous studies, but a number of themes emerged to act as a useful framework in which to understand the context of the various explanations which are provided. For example whilst reference to the need for escape for much of research literature provides for the undesirable aspects of living *and* the alternative life the second home presents (Quinn, 2004: 113; Haldrup, 2004: 435; Williams et al., 1999: 227; Chaplin, 1999: 43; Coppock, 1977: 12; Wolfe, 1977: 31; Bielckus, 1972: 11) the study recognised some differentiation between the two as reasons which drive the purchase. Some owners were undoubtedly found to buy second homes to *escape* or to get away from poor environments and lifestyles, but others valued and steadfastly focused upon the *salvation* in the life that the second home provided as the basis for their explanation for purchase. Many gave *opportunistic* reasons, such as family requirements or retirement, whereas others who reported quite agreeable lives at their principal dwelling sought not escape but an *enhancement* through the contrast the second home provides and *control* to do exactly as they wished, when they wished.



## 5.20 Reasons for Buying a Static Caravan

Whilst the *macro* understanding of the reasons for seeking a second home fell within one or more of these themes, a *micro* understanding of the choice of static caravans rested upon the forms of value that they were recognised to provide. From the language used it was apparent that selection was an emotional experience, and despite the obvious attraction of price, a proportion of owners who could clearly afford other forms of second home were steadfast in their desire to buy a static caravan. Evidently there were significant reasons beyond price and affordability which drove the decision process. Many of the pre and post consumption forms of value as *Table 14* illustrates, were delivered from the simplicity static caravans provided, and amongst the many themes to commonly repeat themselves throughout the data, *novelty, freedom, adventure* and *simplification* seemed to hold a close relationship to their design.

Pre-Consumption Attributes	Post-Consumption Attributes
<ul style="list-style-type: none"> <li>● Affordability</li> <li>● Impact factor</li> <li>● Design and features</li> <li>● Appointment and specification</li> <li>● Freedom and connection with outdoors</li> <li>● View, setting</li> <li>● Provider of income</li> <li>● Park environment, facilities</li> <li>● Speed of provision</li> <li>● Simplification of ownership</li> <li>● Running costs</li> <li>● Limited responsibility</li> <li>● Future control</li> </ul>	<ul style="list-style-type: none"> <li>● Ergonomic maximisation</li> <li>● Use of space</li> <li>● Orderly environment, compact</li> <li>● Ease of upkeep</li> <li>● Better appointed than home</li> <li>● One level</li> <li>● Uplifting abundance of light</li> <li>● Value of space</li> <li>● Effortless life</li> <li>● Stress-free simplification</li> <li>● Novelty, adventure, make believe</li> <li>● Friendship and owner communities</li> <li>● Status and pride</li> </ul>

Table 14 - The Appeal of the Static Caravan

The *freedom* which interviewees referred appeared in a number of forms. For some it meant the avoidance of the maintenance and upkeep more conventional types of property

required, whilst for others it meant they provided *choice* and *opportunity* to do as they wished. Sometimes it was used to refer to connection to *nature*, which might be the coastline, countryside, the environment their plot provided, or even with the elements themselves. “*I can feel really close to the wind and the rain*” one owner explained, “*and know I will never get wet*”<sup>25</sup>. Throughout the interviews owners also illustrated how their caravans provided a unique arena, in which life was simplified and returned to basic values. The ambiance of light produced an uplifting feeling, and the design and lack of permanence a fairytale environment in which living was exciting, novel and an adventure. The limited space was regarded to possess greater value, and life considered more organised, tidier, simplified and as a consequence more enjoyable than it was at their principal dwelling. These findings may be particularly significant, for what the data are suggesting are firstly that many of the forms of value which caravans provide are specific to them and intrinsic in nature, emanating from design, form and function; and secondly that many of the expected shortcomings of static caravans such as their size and lack of permanence, prove to be attributes which offer unique forms of value and attraction to the consumers who use them.

## **5.21 Research Direction**

To establish the reasons for the purchase of static caravan second homes this study requires detailed knowledge of the consumers, their needs and desires and forms of value they seek, and an appreciation of the decision process. Whilst the data which has been presented in this chapter has provided a broad understanding of these areas, applying a quantitative approach (*Figure 19*) which distances itself from direct interaction with the consumer will permit this knowledge to be further extended, quantified, and where appropriate tested for its significance. This will be carried out through utilising a comprehensive questionnaire to

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<sup>25</sup> Explanation given by static caravan owner in February 2008



gather more detailed data in those areas from the full sample of static caravan owners available to the study.

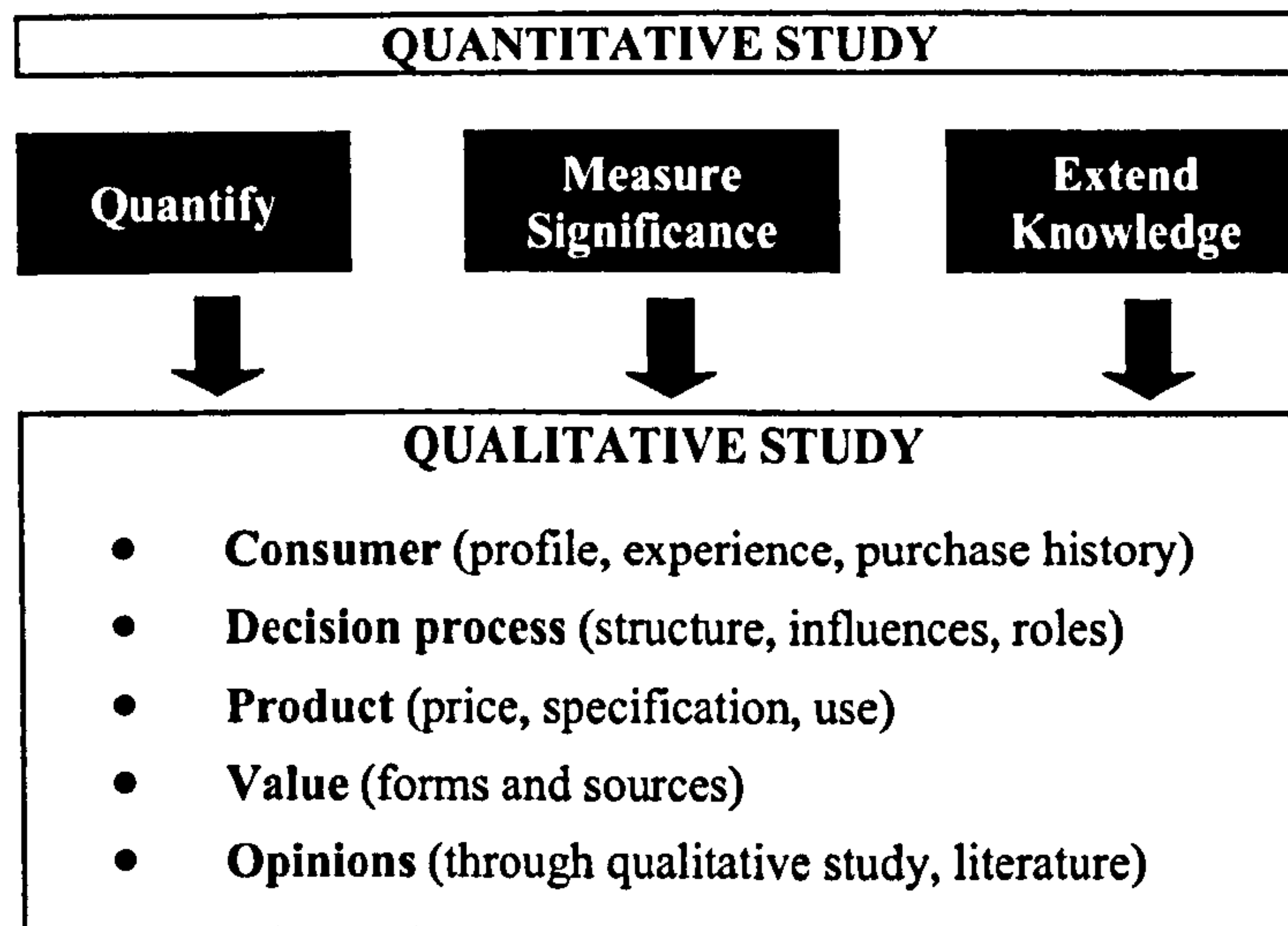


Figure 19 – Applying Quantitative Research Techniques

A significant proportion of the qualitative interviews suggested owners of static caravans could be distinguished from other consumers, and that a number of *purchaser types* may exist. The identification and definition of such groups will be important to this study if it is to fully understand variation in reasons for purchase, and differences in the consumption process. Such data will also provide some significant value to practitioners working within marketing.

## CHAPTER 6

# Analysis of Quantitative Data: Descriptive Statistics

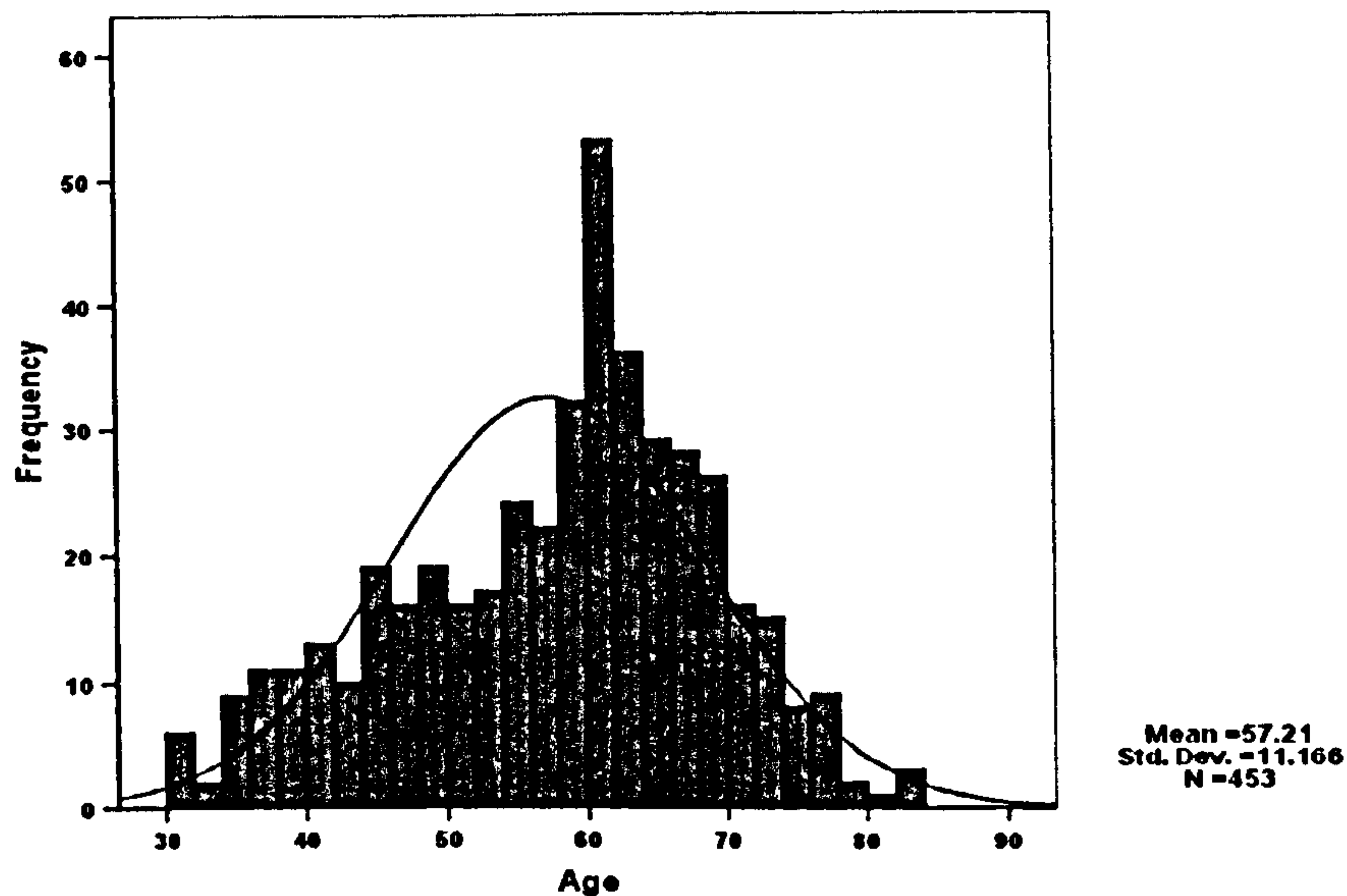
### 6.0 Introduction

This chapter sets out to present and analyse the data produced from the quantitative study. From the 769 questionnaires to be mailed to owners of static caravans 456 were returned completed. In each case they were numbered as they were received for reference, and all responses were coded to enable the complete dataset to be recorded for analysis. An *all available* approach was adopted, ignoring selectivity of respondents or missing data, and computing values based upon the valid observations which were available. In each analysis a corresponding value for  $n$  has been provided. Using graphs, frequency tables and descriptives this chapter sets out an overview and basic understanding of that data to provide a platform from which it may be more rigorously analysed and tested in subsequent sections.

### 6.1 Consumer Profile

Survey data was received from a slightly higher number of males (54%) than females. Upon analysis it showed the ages of owners to range between 30 and 84 years (*Figure 20*), with an interquartile range representing the middle 50% of cases concentrated within a spread of just 16 years. Half of all respondents therefore were found to be aged between 49 and 65. A visual comparison to the normal distribution showed a negative skewness of minus 0.381 from the mean average age, which was a little over 57 years. Unsurprisingly as many as 47% of cases indicated that they were retired.





**Figure 20 - Age distribution of static caravan owners  
(n= 453)**

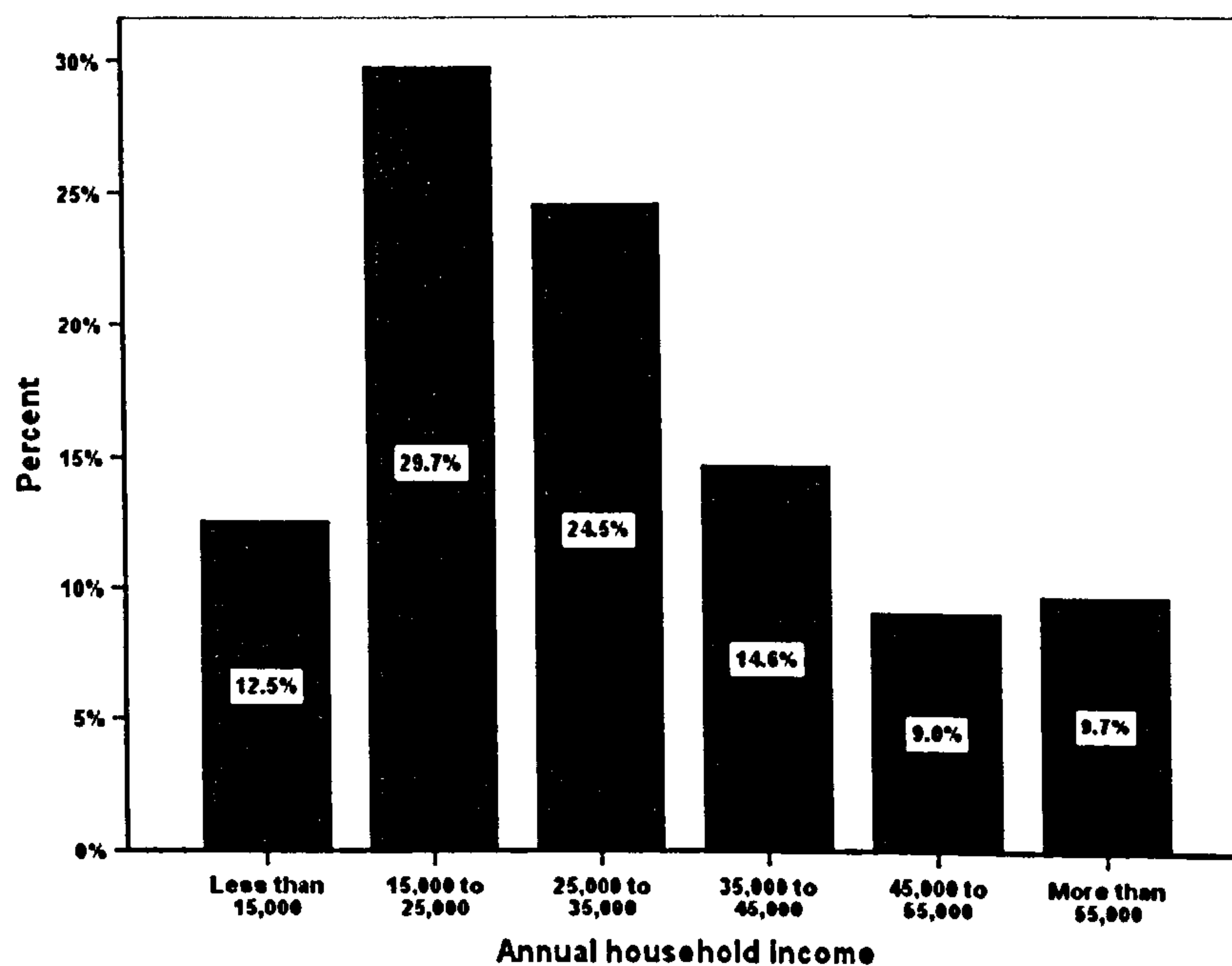
Data for the ages of those also living in the household revealed a high proportion of respondents (91.8%) having partners of a similar age, and for more than half of cases (54.3%) two was the predominant household size. Households on average consisted of 2.7 people. The analysis of the ages by grouping summarised in *Table 15* revealed that the 35 to 44 year age group (12.1% of owners) had the largest families, typically consisting of a couple and two children, aged 11.

Age group	Owners	Average family size	Average age of dependants
Under 35	3.1%	3.2	4.7 yrs
35 - 44	12.1%	4.0	10.9 yrs
45 - 54	20.1%	3.4	15.5 yrs
55 - 64	36.9%	2.2	24.7 yrs
Over 65	27.8%	2.1	29.4 yrs

**Table 15 - The composition of owner households  
(n= 453)**

Only one in five couples within the most significant group of 55 to 64 year olds (36.9% of owners) were likely to have dependents remaining at home. Typically therefore in almost

seven out of ten cases owners were found to be couples over the age of 50 who did not have children or dependents to accompany them to their second home. Significantly more than half of owners (57.8%) gave their household income at the time of their most recent caravan purchase (*Figure 21*) to be in excess of the current national median of £21,892 (Office for National Statistics, 2005), and only 12.5% reported incomes of less than £15,000. For almost one in ten respondents their annual household income was in excess of £55,000.



**Figure 21 - Annual household income for owners at time of purchase**

The occupations of the principal wage earners were broadly distributed, and when transcribed to social groupings using the national statistics occupation by social-grouping classifications (*Table 16*) reflected a close alignment with the national average for each group. Owners could be seen to be slightly less representative of socio-economic groups A/B (by 2.8%) and more representative of group C1 (by 3.3%) than the national average, yet the broad representation of social groups was such that the appeal of the static caravan could be perceived to be universally spread and typically representative of all groups.



Socio-economic group	Social status	Occupation given of principal wage earner <sup>26</sup>	Owner households	Owner households by group	UK Average <sup>27</sup>
A/B	Upper middle Class	Manager and Senior Official	23.1%	23.1%	25.9%
C1	Lower middle class	Semi-professional & technical	25.1%	32.3%	29.0%
		Administrative & secretarial	7.2%		
C2	Skilled working class	Skilled trades	19.3%	19.3%	20.7%
D/E	Working class	Personal & service occupations	8.5%	25.3%	24.4%
		Sales & customer service	2.0%		
		Process, plant & machine operative	7.6%		
		Traditional occupation	7.2%		

**Table 16 - Occupation and socio-economic group of principal wage earner  
(n= 445)**

Two respondents stated that they lived within a mile of their static caravan, and in the case of one Irish owner the travel distance was as much as 450 miles. Ignoring 5% of such outliers, owners on average lived 112 miles distance or 130 minutes travel time from their second homes. Two thirds of all cases accounted for those who lived within a 135 mile, or 150 minute, travel radius (*Table 17*).

Owners	Travel distance	Travel time
10%	20 miles	35 minutes
25%	40 miles	70 minutes
33%	74 miles	85 minutes
50%	110 miles	115 minutes
66%	135 miles	150 minutes
75%	165 miles	170 minutes
100%	450 miles	840 minutes

**Table 17 - Travel distance between second home and principal dwelling  
(n= 455)**

<sup>26</sup> National Statistics Standard Occupational Classifications (June 2007)

<sup>27</sup> National Readership Survey Ltd estimates of UK population by social grade (December 2006)

The data which suggested the type of environment in which owners lived revealed a stark contrast to that at their second home (*Figure 22*). For almost eight out of ten of those studied (77.4%) home was in or near to a city or urban environment, and significantly only 5% of cases were found to reside in the countryside or surroundings similar to that of their static caravan.

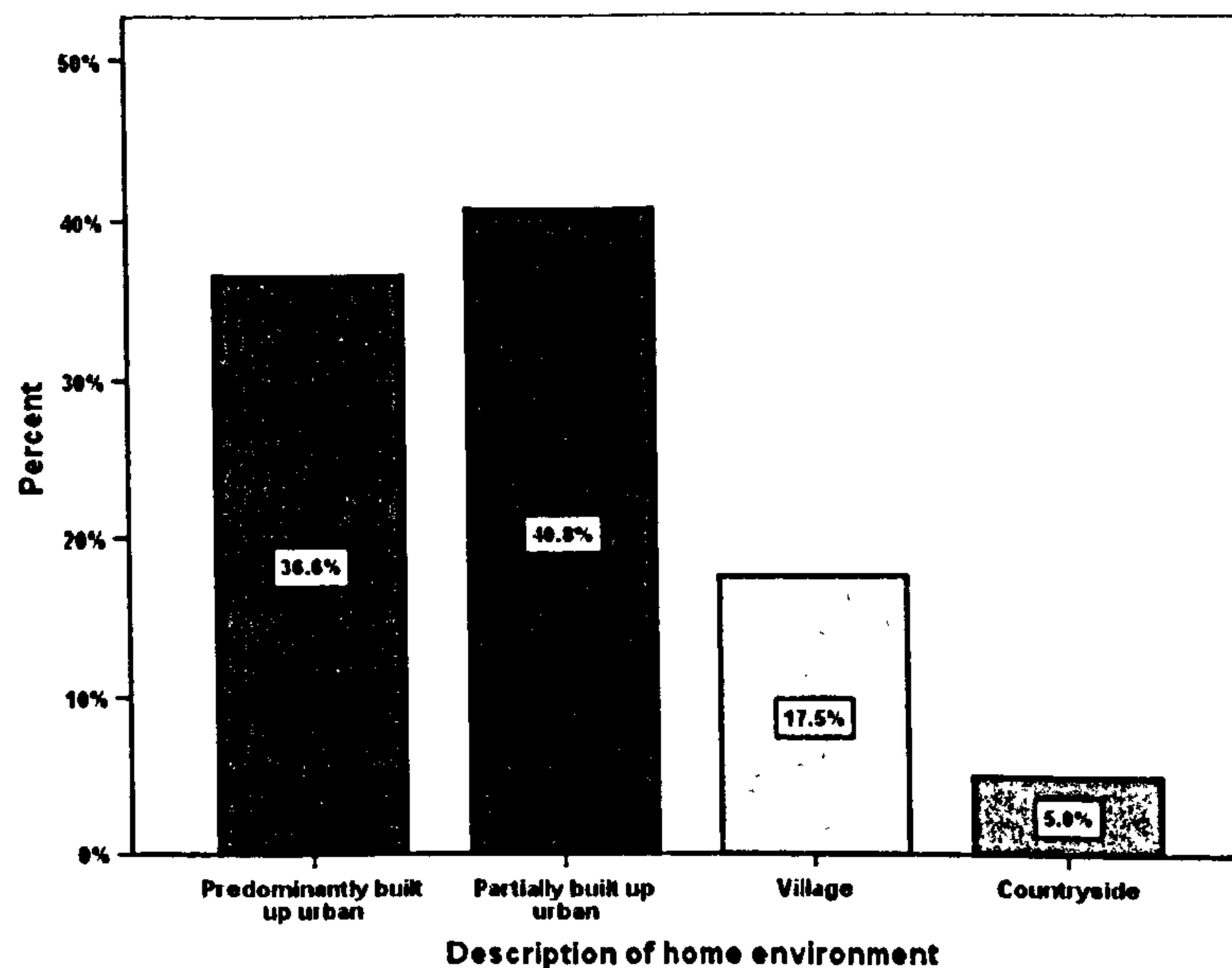


Figure 22 - Owners' home environment  
(n= 456)

## 6.2 Consumer Experience

Considerable care had to be taken in evaluating the data relating to previous ownership. On average respondents had owned 1.7 static caravans, but first time buyers were found to account for 60% of the sample. For those who had some previous experience of ownership therefore the average number of caravans to have been purchased was 2.4 and as many as a third of owners had owned two or three static caravans. *Table 18* shows that for more than half of cases a purchase had taken place during the past five years, and 10% indicated that their first purchase had been transacted more than twenty years ago. In some 31.3% of



cases the experience of caravan ownership also extended to touring caravans, and 15.2% had enjoyed touring holidays as a child.

First purchase	Period as owner	Owners
2003-2007	1-5 years	53.5%
1998-2002	5-10 years	22.4%
1993-1997	10-15 years	7.1%
1988-1992	15-20 years	6.7%
1983-1987	20-25 years	3.4%
1978-1982	25-30 years	2.7%
Pre 1977	Over 30 years	4.2%

**Table 18 - Experience of static caravan ownership**  
(n= 452)

It was evident that before their purchase of a static caravan, owners had also had considerable experience of the local area and the lifestyle caravans provided (*Table 19*). Prior to purchase only 6.4% of respondents had never taken a holiday in a static caravan, and less than 20% had no experience of the locality in which it was sited. In more than a quarter of cases (27.5%) such local familiarity had been gained during childhood.

Previous experience	As an adult	As a child	Adult & child	No experience
Static caravan holidays	38.3%	9.7%	45.6%	6.4%
The second home location	52.6%	5.5%	22.0%	19.9%
Camping and tenting holidays	20.4%	17.6%	22.6%	39.4%
Touring caravan holidays	21.8%	5.7%	9.5%	63.0%

**Table 19 - Pre-purchase experience of static caravan owners**  
(n= 455)

### 6.3 Current Purchases

The prices paid during the previous twelve month period shown in *Table 20*, ranged from a minimum of £5,000 for used models to a maximum of £45,950 for higher range new

designs. Prices for twin unit lodges ranged between £79,000 and £84,950. The mean average price for a caravan with the exclusion of lodges was £21,373. In almost three quarters of cases (74.9%) transactions had been cash purchases, and a further 14.3% were accounted for by bank loans, with the remaining 10.8% equally split between caravan finance and household re-mortgage.

Type of purchase	Maximum	Minimum	Mean
All caravans (n= 142)	£45,950	£5,000	£21,373
New caravans (n= 68)	£45,950	£13,900	£28,373
Used caravans (n= 74)	£33,000	£5,000	£15,008
Twin caravan lodges (n= 10)	£84,950	£79,000	£81,688

**Table 20 - Prices paid for static caravans (2007 only)**

Surprisingly as many as 44.6% of owners opted for a three bedroom configuration. New models accounted for 58.3% of the transactions, and more than three quarters of purchases (77.9%) were for the twelve foot wide specification. The average period of ownership for existing caravans was three and a half years, and significantly only 4% of respondents had owned their current model in excess of 10 years (*Table 21*).

Length of ownership	Owners
1 – 3 years	63.2%
4 – 6 years	21.8%
7 – 9 years	11.0%
10 – 12 years	2.5 %
> 12 years	1.5%

**Table 21 - Period of current static caravan ownership  
(n= 454)**



## 6.4 Patterns of Use

Despite the abundant freedom ownership provided, there was a surprising level of consistency in the usage of caravan second homes. Owners who visited within a four week period accounted for more than two thirds (67.4%) of the sample (*Table 22*), and almost a quarter of respondents (24.4%) used their caravan regularly on a fortnightly basis. The average pattern of use having removed outliers proved to be every 4.2 weeks.

Visits to static caravan	Owners
Weekly	17.4%
2 weekly	24.4%
3 weekly	11.6%
4 weekly	14.0%
Every 5-10 weeks	19.1%
Every 10-20 weeks	9.7%
Ever 20 or more weeks	3.8%

**Table 22 - Regularity of use**  
(n= 414)

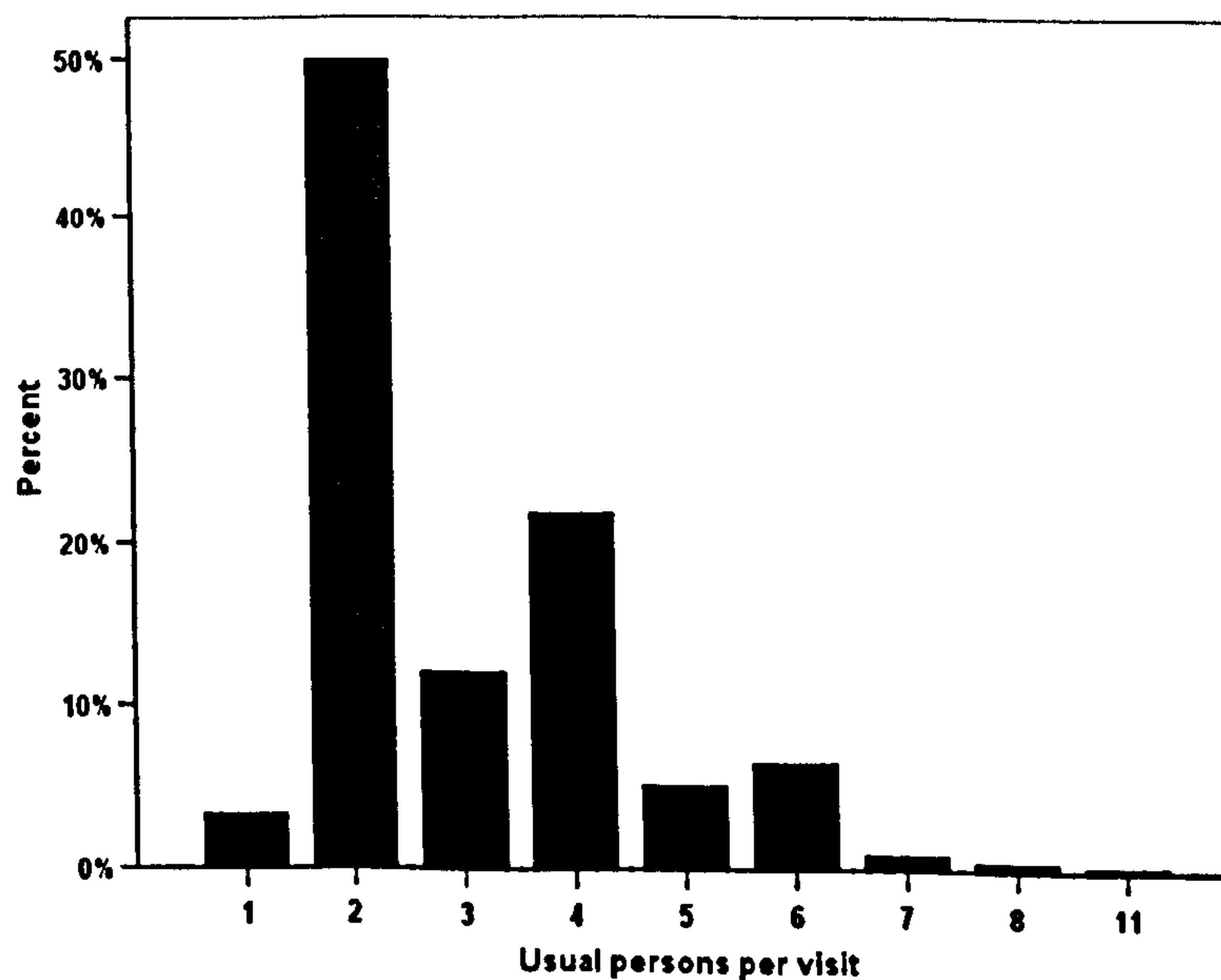
There was likewise considerable consistency in the duration of visit. Removing five outliers who suggested that they were almost residing at their second homes, the average duration of each visit was 4.5 nights, and respondents who stayed for two or three nights (shown in *Table 23*) accounted for almost half the sample (48.0%). The proportion of owners who spent just one night at their caravan surprisingly was only 1%.

The occupancy of caravans illustrated in *Figure 23* reflected the data collected for household size, with almost half of cases (49.9%) being couples, and one in five groups of four. What seemed immediately apparent was the differential emerging between odd and even numbers.

Period of stay	Owners
1 night	1.0%
2 nights	24.5%
3 nights	23.5%
4 nights	9.4%
5 nights	9.0%
6 nights	3.4%
7 nights	16.5%
8-14 nights	9.8%
> 14 nights	2.9%

**Table 23 - Normal duration of stay  
(n= 413)**

Whilst single occupancy accounted for 3.2%, for parties of two this rose to 49.9%. Groups of three were represented by 12.0%, whereas for four once again this rose to 21.7%. Likewise occupancies of five accounted for 5.1%, whilst six rose to 6.5%. Accounting for the spread of all groups, the mean average occupancy was 3.0 persons.

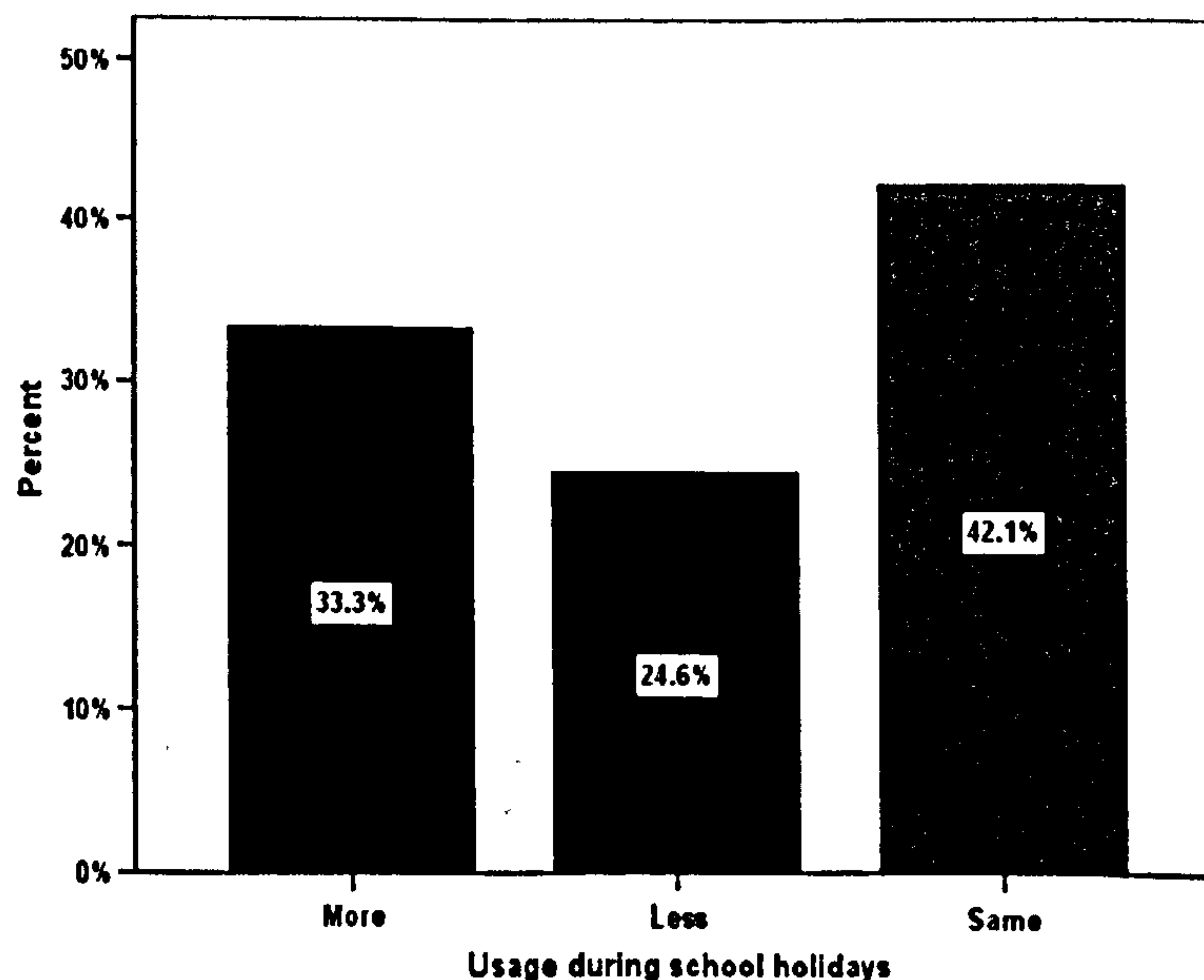


**Figure 23 - Average static caravan occupancy  
(n= 433)**



The option to generate some income through subletting was taken up by almost one in four (24.1%) owners, rising to one in three (36.4%) on the exclusion of parks where this was actively discouraged. For those who did sublet their expectation of the income to be generated ranged between £300 and £7,126 per annum, and the mean average earnings which were experienced was £2,789.

Prior to purchase 86.6% of respondents had taken regular holidays, and contrary to the routine which might be expected destinations largely varied (86.4% cases). Post purchase however the number with a need for a regular holiday had reduced to 53.3%. A third of owners therefore seemed to find that by virtue of owning a static caravan, or its additional expense, there was less need or desire to seek holidays elsewhere. In a third of cases the use of the caravan was expected to rise during the school holidays (*Figure 24*), and although subsequent analysis might prove this to reflect the profiles of the families with children, conversely almost a quarter (24.6%) recognised their use would reduce at those times.



**Figure 24- Impact of school holidays on static caravan usage**  
(n= 424)

Owners provided an indication of the activities and pastimes they regularly enjoyed during their visits (*Table 24*), which proved to be predominantly leisurely in nature. With the exception of swimming (59.4%), more energetic activities such as cycling and playing golf were found to be the least popular. Surprisingly “*shopping for major purchases*” which had been identified by previous research as a pastime of 43% of owners (the Tourism Company, 2003: 50) appealed to less than one in five respondents.

Popularity	Activity	Owners
1	Sit out and relax	88.0%
2	Walking	82.1%
3	Watching television	81.2%
4	Eating out	72.8%
5	Reading	69.4%
6	Stay in for peace and quiet	63.0%
7	Swimming	59.4%
8	Touring/visit other resorts	49.7%
9	Barbecuing	35.1%
10	Play cards or board games	33.1%
11	Entertaining people	31.5%
12	Shop for major purchases	19.3%
13	Fishing	15.9%
14	Cycling	14.0%
15	Playing golf	9.8%

**Table 24 - Regular activities at the caravan second home  
(n= 441)**

The data also revealed that for more than half of those studied (53.6%) the quality of life at their second home was considered to be better than that which they led at their principal dwelling (*Figure 25*), and as many as nine out of ten respondents (90.9%) had enjoyed personalising their caravan in some way. For more than a third of cases (37.0%) such individualisation was considered to be quite extensive.

## 6.5 The Purchase Process

The decision on whether to buy a second home was on average deliberated for a little over ten months (10.11). Surprisingly a significant proportion of respondents (46.8%) indicated that they could afford to invest in conventional property, yet regardless 80.3% were adamant their purchase would be a static caravan, and more than two thirds (68.7%) would have bought caravans however extensive their income. Once a static caravan was determined as a preferred choice, the selection process which followed was completed in just 24 days. In two thirds (66.0%) of cases it was the female who played the greatest role in the selection, and although children were consulted in only one in five instances (21.5%), they were perceived as being a major beneficiary from the purchase in 71.4% of the time.

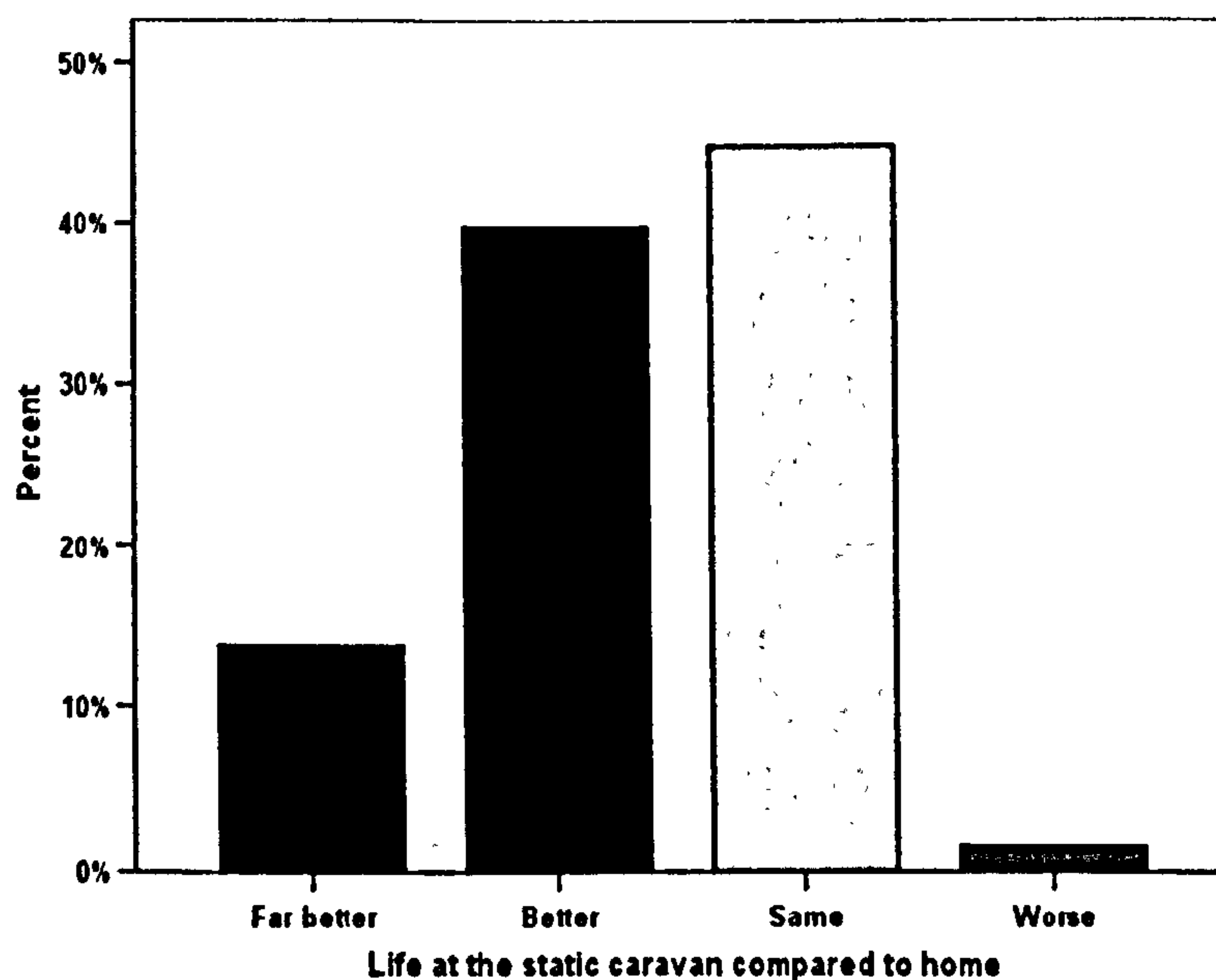


Figure 25 - Life at the static caravan compared to that at the principal home  
(n= 435)

Location was not only the first consideration, but the most important, and only 37.1% of purchasers had no clear idea of where their second home would be established. Considering the significance of choosing the pitch prior to the caravan, highlighted by the qualitative



data, the order of the decision process (set out in *Table 25*) was surprising, and it was evident that the static caravan held more importance than the pitch.

Rank	Order of decision	Mean	SD	Order of importance	Mean	SD
1 <sup>st</sup>	Location	1.83	1.116	Location	2.08	1.324
2 <sup>nd</sup>	Park	2.14	0.915	Park	2.31	1.065
3 <sup>rd</sup>	Caravan	2.69	0.922	Caravan	2.72	1.124
4 <sup>th</sup>	Pitch	3.34	0.873	Pitch	3.41	1.121
5 <sup>th</sup>	-	-	-	Owner/Mgr	4.43	1.029

**Table 25 - Decision sequence for purchasing a static caravan  
(n= 417)**

The park and its locality had also a considerable influence upon the decision (*Table 26*), particularly landscaping and the proximity to a beach or the sea, which for more than two thirds of cases was considered *very important* to the final choice. In most instances (87.0%) respondents perceived their purchase to be an investment in the lifestyle it provided, and in contrast to half of lodge owners, only 12.0% believed they had made a form of financial investment. However their investment was perceived, their expectations of length of ownership was 10.7 years, after which almost two thirds (65.8%) thought that they would upgrade to newer models.

Importance of park facility	n=	Very	A little	Not at all
Indoor heated pool	446	54.0%	36.1%	9.9%
Licensed club	445	44.3%	36.6%	19.1%
Entertainment	444	43.1%	35.1%	21.8%
Shop	446	36.5%	45.3%	18.2%
Catering outlet	438	16.0%	40.2%	43.8%
Near sea or beach	442	70.1%	23.1%	6.8%
Park layout and landscaping	448	65.0%	29.0%	6.0%

**Table 26 - Importance of park facilities to purchase**

## 6.6 The Need to Own a Second Home

The reasons which respondents gave for owning a second home broadly supported those provided by the qualitative analysis, but importantly as the quantitative data were able to provide a measure for those explanations, some indication of the order and magnitude of their significance became clear. Although it is recognised that caution must be taken when applying arithmetic operations to categorical variables<sup>28</sup> (Albright, Winston and Zappe, 2002: 30) such as the Likert scale, an average of coded scores can provide a useful indication of the extent of common agreement to respective questions. For example if reasons were to be simply ranked based upon those who *strongly agreed*, it would take little account for others who conversely might *strongly disagree*, which in the instance of the alternative to towing was as great as 20.2%. *Table 27* therefore shows the varying levels of agreement to reasons for owning a second home which were drawn from the qualitative analysis ranked by mean Likert scores.

It was evident that the *desire to relax* and take a *break from everyday routine* were the greatest driving forces to owning a second home. *Change, contrast* and the allure of *coastal locations with surrounding countryside* were also important factors. Only 58.3% of respondents however agreed that their second home was an *alternative to taking foreign holidays*. On first appearance, *escaping the urban environment* was less significant than the qualitative data suggested, however on further analysis of a sub-set for those living within urban environments, the mean was found to rise significantly from 5.81 to 6.22. Likewise as a sub-set for those who had previously owned a touring caravan, the Likert average for an *alternative to towing* rose to 5.13.

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<sup>28</sup> Responses to a single Likert item should normally be treated as ordinal data, because when offering a number of levels of answer one can not assume that respondents can perceive the difference between adjacent levels as equidistant.



Ranking need given for ownership of second home	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly	Mean of Likert scale	Standard deviation
Break from routine	67.0	24.1	6.2	2.1	0.4	0.2	0.0	6.54	0.775
Relaxation	68.9	22.1	5.6	2.9	0.1	0.2	0.2	6.54	0.822
Sea and countryside	57.0	22.5	12.2	7.3	0.4	0.4	0.2	6.29	1.010
Change and contrast	50.6	31.3	12.3	5.1	0.7	0.0	0.0	6.28	0.896
Break from work & chores	58.9	19.4	10.7	6.3	1.3	1.6	1.8	6.18	1.316
Better quality of life	43.6	23.9	15.6	12.3	1.6	2.5	0.5	5.87	1.334
Escape urban environment	43.8	26.2	13.3	9.2	2.3	2.3	2.9	5.81	1.485
Time with family	40.7	21.1	13.9	16.9	2.0	1.8	3.6	5.66	1.510
Healthier living	33.0	25.2	20.9	14.8	2.5	2.0	1.6	5.58	1.379
Alternative to foreign hols	18.2	20.3	19.8	23.4	5.4	3.4	9.5	4.67	1.777
Alternative to towing	37.7	6.4	3.7	29.7	1.4	0.9	20.2	4.65	2.252

Table 27 - The need for a second home (in percentages)  
(n= 443)

## 6.7 Reasons for Purchasing a Static Caravan

Having indicated how the need for the second home had arisen, respondents were asked to evaluate a number of potential reasons for specifically choosing a static caravan. These were once again drawn from the wide range of evidence qualitative interviews had provided, and have been set out in *Table 28*. Surprisingly almost a quarter (23.1%) felt that *affordability* was not a worthy explanation for their purchase, but that *freedom, connection with outdoors*, and surprisingly the ability for a caravan to provide a ready made home to an owner's *individual specification* at their *preferred location* were considered more important justifications for ownership. In addition caravans were also being purchased for their *ease of upkeep*, and two thirds of owners agreed at least moderately that this was a contributory reason to their purchase.



Ranking of reasons for static caravan purchase	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly	Mean of Likert scale	Standard deviation
Freedom it provides	49.9	29.1	13.4	6.1	1.3	0.2	0.0	6.16	0.051
Personalised specification	46.3	28.1	15.0	8.8	1.1	0.0	0.7	6.07	0.054
Connection with outdoor life	43.1	32.5	14.9	8.1	0.7	0.2	0.5	6.04	0.053
Provides preferred location	40.0	30.2	15.7	11.3	1.6	0.5	0.7	5.88	0.059
Ease of upkeep	36.8	29.4	19.1	9.7	2.5	1.6	0.9	5.77	0.064
Facilities available at park	24.8	36.0	20.5	11.6	3.9	1.1	2.1	5.53	0.066
Affordability	30.8	24.0	22.0	10.9	6.4	2.0	3.9	5.38	0.080
Community it provides	18.1	26.0	19.2	27.1	1.6	3.2	4.8	5.02	0.075

Table 28 - Reasons for buying a static caravan (in percentages)  
(n= 443)

## 6.8 Consumer Types

Throughout the qualitative stages of the research, a significant number of interviewees referred to themselves as *caravan people*, or *caravan types*, yet found it difficult to define precisely what that meant. It was important therefore to consider whether this might refer to characters with similar traits and personality types, or to a labelling of groups who merely shared common interests. The Ten Item Personality Inventory (Gosling, Rentfrow and Swann, 2003: 504) was used to provide a brief yet reliable indication of the Big Five personality dimensions of static caravan owners, and a separate study was similarly conducted for holidaymakers who had shown no interest in ownership, in order to provide some normative or comparable data. Mean average scores for each of the dimensions can be seen in *Table 29*. Responses suggest owners of static caravans to be less extraverted than those who were not owners, and as a consequence are likely to be comparatively quieter, less active and engaging with the external world, requiring of more time alone to recharge their batteries (Srivastava, 2006: 1; Gale, 1981: 184; Eysenck, 1971). A negative variance of 0.42 (9.2%) however does not connote owners to be introverts, but rather might provide





anxiety and tension, suggesting owners might respond poorly to environmental stress and be more inclined to interpret ordinary situations as difficult or threatening (Wikipedia Psychology, 2007); people who measure high in emotional stability have also proved to find it difficult controlling urges and delaying gratification (Goleman, 1996: 81).

## **6.9 Post Purchase Attitude**

Participants were also given the opportunity to reflect how satisfied they were with their particular purchase, and to indicate whether they were pleased with their decision to buy a static caravan as a second home. Only 4.5% regretted their purchase, and as many as 88.3% felt it provided good value. With the experience they had gained, 44% of owners would still have bought the same caravan as they were currently occupying, and more than a third (39.1%) wished that they had made their decision earlier in life. Interestingly, given their time again, only 14.7% of respondents would have elected for a traditional brick and mortar property. Surprisingly, having removed those already enjoying the wider twelve foot versions, given the opportunity to repurchase only a third of the remaining owners (32.5%) would have sought a wider caravan, and overall only 16.5% wished they had opted for a better specification.

## **6.10 Value and Utility**

Much of the recognition of the value and benefits to be derived from static caravans were found to reflect the reasons for ownership already measured (see *Table 30*). For example less than 8% of respondents felt that their caravan did not provide some form of family unity or a contrasting and novel lifestyle, and almost 85% perceived the income potential to be of no particular benefit. The difficulty participants had in admitting that their static caravan provided them with a degree of prestige and status on the other hand, seemed to be illustrated by the 30.2% who were unprepared or unable to agree or disagree with such a



proposition. Although in general answers were found to further reinforce and support previous evidence from the earlier qualitative interviews, a significant number of issues and forms of utility remained which required further investigation, quantification and testing. The first of these concerned potential shortcomings of static caravans, and produced some surprising results.

Ranking of benefits	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly	Mean of Likert scale	Standard deviation
Contrast to home-life	32.3	28.1	22.8	11.3	1.4	1.8	2.3	5.63	1.34
Family togetherness	39.1	22.3	17.5	13.1	0.9	3.0	4.1	5.56	1.60
Novel design & lifestyle	17.7	29.8	25.2	20.3	2.8	2.1	2.1	5.22	1.34
Cheap holidays	27.4	23.3	19.1	14.3	6.0	3.9	6.0	5.14	1.73
Healthier living	22.1	25.3	18.6	21.4	4.8	3.2	4.6	5.08	1.57
Lifestyle investment	18.3	17.6	16.2	19.5	4.0	6.1	18.3	4.33	2.09
Prestige & status	3.3	4.4	11.2	30.3	7.3	9.8	33.7	2.97	1.73
Provider of income	4.5	3.5	7.3	17.2	4.7	7.8	55.0	2.42	1.84

**Table 30 - The benefits provided by static caravan second homes (in percentages)**  
(n= 432)

It became evident from the quantitative data summarised in *Table 31* that from the shortcomings of static caravans to emerge from qualitative interviews, size surprisingly was the least concern. Less than one in five respondents believed either strongly or moderately that limited space was an issue, and with a typical purchase cost of £21,373 for a 10.7 year life expectancy, caravans were considered acceptably priced by half (50.2%) of owners. By far the most significant shortcoming of static caravans was found to be their limited life, and as a consequence their short tenure and continually reducing value. Only 3.2% of purchasers did not recognise this to be an issue, and similar concerns were expressed regarding the speed of depreciation. Despite the economy and simplicity of static caravan

ownership compared to conventional dwellings which owners referred to in the qualitative study, two thirds of respondents (68.0%) raised running cost and upkeep as an area of concern. Only 15.5% regarded such overheads and responsibilities to be of no consequence. Although 15.0% of the owners questioned had indicated that they would make their caravans their principal homes should occupancy restrictions be lifted, a third of respondents felt strongly that such restrictions were a serious shortcoming of static caravans, and from the 38.5% who indicated they just wished to spend more time in them, it became obvious that such restrictions were in large preventing further legitimate application, rather than preventing residential use.

Ranking of shortcomings	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly	Mean of Likert scale	Standard deviation
Depreciation	70.5	16.6	7.3	2.4	0.2	0.7	2.3	6.44	1.16
Speed of the depreciation	56.2	23.5	11.0	4.8	1.8	0.9	1.8	6.18	1.25
Limited tenure	61.0	16.0	10.7	1.6	2.1	1.8	6.8	5.99	1.71
Only seasonal occupancy	36.2	19.0	15.8	15.3	4.1	3.9	5.7	5.34	1.74
Running cost and upkeep	26.3	22.1	19.6	16.5	5.7	4.1	5.7	5.09	1.72
Purchase price	16.3	13.7	19.8	29.6	7.4	6.0	7.2	4.52	1.69
Size	8.2	9.8	14.3	32.1	8.4	9.6	17.6	3.75	1.81

Table 31 - The shortcomings of static caravan second homes (in percentages)  
(n= 436)

A further measure, categorising values according to Holbrook's (1999: 12) typology, was incorporated within the questionnaire to explore the various *sources* of value which existed within static caravan consumerism. The forms of value previously identified by the qualitative research therefore were next presented to purchasers in groups according to Holbrook's eight principal classifications of: *efficiency, play, excellence, aesthetics, status, ethics, esteem* and *spirituality*, in order for them to provide an indication of their level of



endorsement using a seven point Likert scale. The results have been summarised in *Table 32*. Seven of the eight forms of value were represented, with no form of *spirituality* measured. The most significant was *play*, recognised by 94.1% of owners in the fun and satisfaction ownership provided. This was closely followed by forms of *excellence* (93.6%) in the quality of the caravan, its features, attributes and the general level of appointment which could be appreciated. The *aesthetics* (84.2%) of the design, decor and styling, and the *efficiency* (73.0%) of the ergonomically planned configuration, all on a single level, within easy commuting distances from the principal home, was a second grouping of popular sources which were identified, and a little more that a third of owners also recognised the *ethical* (36.3%) value resisting the purchase of local housing stock, and the *esteem* (35.9%) provided from the admiration or appreciation of others of their ownership. The final form to be confirmed was the *status* the attainment of a static caravan had provided, and although as a part of this research has shown respondents may not openly admit enjoying such value, 13.3% agreed their purchase had provided *status* to some extent.

Ranking of forms of value	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly	Mean of Likert scale	Standard deviation
Fun it provides and satisfaction from use	51.2	31.3	11.6	5.2	0.5	0.2	0.0	6.26	0.93
Quality of the caravan accommodation	46.3	34.7	12.6	4.0	1.4	0.5	0.5	6.16	1.03
Its beauty, aesthetics, functionality, design & layout	32.0	32.7	19.5	11.5	2.5	1.1	0.7	5.74	1.23
On the level, no stairs	41.1	18.9	10.0	23.4	2.7	1.4	2.5	5.56	1.55
Nearness, convenience and ease of use	46.5	16.9	9.6	14.0	4.1	4.1	4.8	5.55	1.79
The ethical value in not using local housing	16.0	10.6	9.7	39.9	2.1	3.2	18.5	4.14	1.94
Status owning a second home provides	12.0	9.4	14.5	27.5	6.0	5.5	25.1	3.75	2.03
The impression it makes on others	6.9	6.4	10.1	34.2	5.7	5.3	31.4	3.33	1.89

**Table 32 - Forms of value provided by static caravan second homes (in percentages)**

(n= 437)



## 6.11 Perceptions of Owners

A number of further concepts which had begun to emerge from the qualitative study remained to be tested. These were presented to respondents as a mixture of positive and negative statements, and are summarised in *Table 33*. In interpreting such data, it was apparent that the results were as significant for those who disagreed, as they were for those who agreed. For example there was strong support to suggest that owners predominantly led a tidier life within their static caravan (59.9%), and that it was easier living there compared to home (55.5%); however they were just as certain that they were not creatures of habit (56.6%), and that other forms of second home were no better (53.1%), and nor was the enjoyment of returning to the same location likely to wear off (50.8%). Although a significant number (44.7%) also felt that static caravans had become so advanced that they should now be referred to as something else, opinion was considerably less divided, and as many as a third of respondents remained undecided.

Ranking of opinions	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly	Mean of Likert scale	Standard deviation
People lead a tidier life in a static caravan compared to home	22.2	19.3	18.4	18.8	8.4	4.5	8.4	4.76	1.82
It is easier living in a static caravan compared to home	21.1	19.0	15.4	19.3	7.3	7.0	10.9	4.59	1.94
Time in my static caravan is more valuable than home	17.0	14.3	13.4	30.6	7.0	7.0	10.7	4.38	1.83
Static caravans are so advanced, they should be renamed	11.8	13.5	19.4	33.4	5.4	5.4	11.1	4.30	1.71
Enjoyment of returning to same location is likely to wear off	5.5	8.0	21.1	14.6	11.0	14.5	25.3	3.41	1.90
Static caravan lifestyle is not as good as other second homes	3.2	6.9	14.9	21.9	12.4	14.7	26.0	3.19	1.75
Caravan owners are creatures of habit & don't seek change	3.4	4.1	11.9	24.0	12.3	12.8	31.5	3.00	1.73

**Table 33 - Opinions on the life provided by static caravan ownership (in percentages)**

(n= 436)

# Chapter Summary and Conclusions

## 6.12 Introducing Quantitative Data

This research set out to discover the reasons people buy static caravans as second homes, and therefore also to consider the forms of value and utility they provide. To do so it required some understanding of the decision making and consumption process, and consequently the variables and influences which might exist. Whilst the previous chapters identified a number of reasons to explain purchases, and presented a range of benefits and sources of value which are clearly enjoyed and derived through ownership, the quantitative data have provided some *measurement* and *perspective* to their understanding.

## 6.13 Testing the Qualitative Results

In particular the quantitative data have evaluated the significance of a number of important findings drawn from the qualitative study. Amongst these it verifies many of the recurring statements of consumers and the conclusions that were drawn. It demonstrated how affordability was not the single predominant reason for purchasing a static caravan. Other reasons, which are perceived equally or more significant, included lifestyle, freedom, novelty, location, ease of upkeep, facilities and the individual manner in which caravans could be supplied to meet personal needs. Furthermore it confirmed that the lack of space and permanence of the caravan were not shortcomings, but remarkably attributes, which provided a unique and novel environment, and closer connection to nature. Only one in five owners did not consider the time spent within the static caravan to hold greater value, and their life to be more organised, tidier, simplified and as a consequence more enjoyable than home.



The design of the quantitative research also provided for the measurement of the chief sources of value highlighted by the qualitative study. Considering the consumer recognition of each of the potential sources within Holbrook's (1999: 12) typology as shown in *Table 34*, the significance of the *self-orientated* forms compared with those which are *other-orientated* become evident. The four most recurrent sources of value to be measured: *play*, *excellence*, *aesthetics* and *efficiency* are all self-oriented. Of the sources of value which require *active* involvement, regardless of orientation they are most strongly *intrinsic* in value; and for *reactive* involvement more likely to be *extrinsic* in value.

Type	Involvement	Extrinsic Value	Intrinsic Value
Self-oriented	Active	63.4% <b>EFFICIENCY</b> (Nearness, convenience, ease of use)	82.5% <b>PLAY</b> (Fun, leisure time, satisfaction from use)
	Reactive	81.0% <b>EXCELLENCE</b> (Quality of caravan design, level, accommodation)	64.7% <b>AESTHETICS</b> (Beauty, aesthetics, function, design layout)
Other-oriented	Active	13.3% <b>STATUS</b> (The position of attainment ownership provides)	26.6% <b>ETHICS</b> (Ethics of not taking local housing)
	Reactive	21.4% <b>ESTEEM</b> (The impression it makes on others)	0.0% <b>SPIRITUALITY</b> (Faith)

**Table 34 - Typology of sources of value from static caravans**

This suggests a number of things. Firstly, the sources of value derived from static caravans are more likely to be appreciated by owners for the effect it has upon them, rather than for the impact it might have on others (Holbrook, 1999: 13). Where there is direct physical participation and interaction with static caravans, it is the experiences and not the object that is likely to be appreciated most (Abbott, 1955: 40; Taylor, 1961: 23). Furthermore the

types of value which result in the appreciation and admiration of static caravans can be most expected to relate to the functionality and utility they provide (Bond, 1983: 20).

#### **6.14 Understanding the Consumer**

A considerable knowledge of the consumer has been provided which was not possible to be drawn from the personal interaction of the qualitative study. A comprehensive profile of purchasers was introduced indicating the background to their purchase, experience, patterns of use, and importantly the principal facets of their decision making process. Although it should be noted that the averages of the data presented may not be indicative for all sections of the static caravan second home population, the data nevertheless provides the opportunity of further analysis to explore whether consumer groups exist, and what their characteristics might be, which are likely to manifest themselves within this population as a whole.

#### **6.15 Personality Traits of Owners**

A subsequent research question to be raised from the qualitative parts of the study was whether a '*caravan type*' exists. Whilst the differences in the dimensions and traits of owners' character can not singularly explain ownership of static caravans, variations between the personalities of the owners and the comparative control group are undoubtedly worthy of further explanation. This raises a number of questions. If owners do tend to be less extravert or open to experiences, but more agreeable, conscientious and emotionally stable compared to those of non owners, might other variables such as age, sex or geographical origins be responsible for such differences?<sup>29</sup> If so, are these characteristics by virtue of their intrinsic relationship to owners, in themselves demonstrative of the existence

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<sup>29</sup> Studies by Schmitt, Allik, McCrae and Benet-Martinez (2007: 173) show how variations in the Big Five personality traits can sometimes be explained by geographical or cultural differences.



of the owner 'type of person' which is being suggested? What is significant is that the profile for owners which this has suggested, as being quieter, agreeable, caring of others, less open to variety or experiences, and responding poorly to environmental stress, seems to provide an explanation and reinforcement for much of the data presented by both the qualitative and quantitative studies.

## 6.16 Research Direction

Through corroborating the qualitative and quantitative data, the research has established and validated the reasons people buy second homes, and specifically why they choose static caravans.

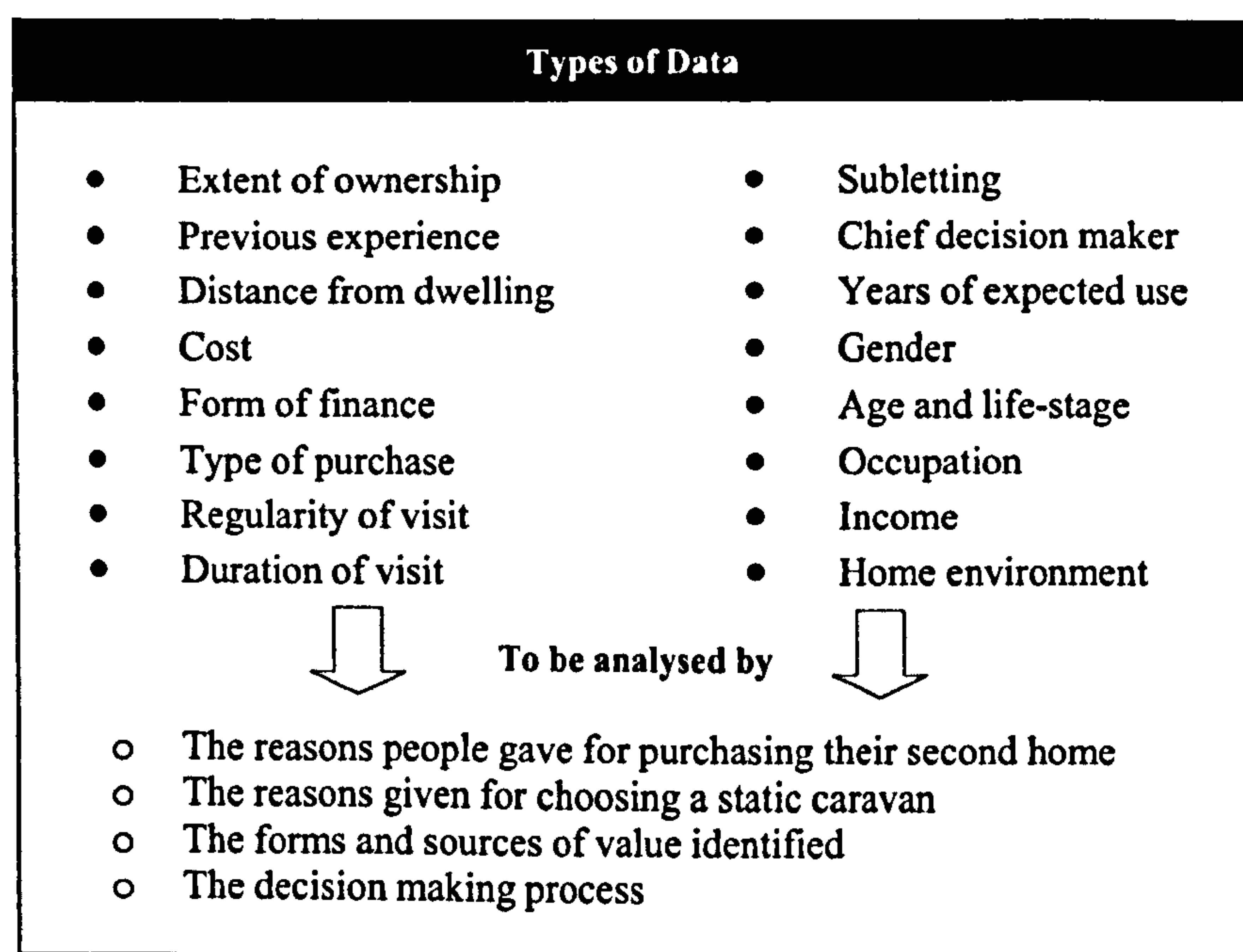


Figure 26 - Considering impact of independent variables on findings

It has identified not only the appeal, attributes, and the types of utility and value caravans provide, but given an indication of the strength, impact and perception for each of those attractions. In addition it has provided a detailed appreciation of the consumer and the decision making process. In progressing this understanding the study must consider whether there are patterns of relationship in the data, and whether definable sub-groups

exist which might manifest themselves within static caravan owner populations as a whole. It must also consider possible reasons to explain variation in character traits between owners and the control population, and whether these explanations could be indicative of static caravan owners. Finally, and most importantly, the understanding of owners and their reasons for purchase to this point has taken little account of the impact of variables and other influences upon the decision making process. The data which it has provided shown summarised in *Figure 26*, may next be analysed and tested to establish whether it has a relationship or influence on the reasons for purchase, forms of value, or on the decision making process in general.





## CHAPTER 7

# Analysis of Quantitative Data: Associations and Relationships

### 7.0 Introduction

This chapter considers whether relationships exist within the quantitative data, and how any associations might help to define consumer groups and explain variations in the decision-making process. To assist in the management of the analysis the quantitative data have been categorised according to that which relates to the decision to purchase (such as needs, forms of value, and attributes) which have been referred to collectively as *purchase variables*, and similarly the characteristics of the purchasers themselves (such as their age, origin and experience) which have been referred to as *context variables*. Given that the data were predominantly categorical in nature and required an analysis of frequency, Pearson's chi-square tests were used in the first instance to determine whether associations exist. These results will be drawn upon to assist further analysis and aid the construction of a model in order to better understand the decision-making and consumption processes.

### 7.1 Association between Variables

For Chi-square to maintain integrity Field (2005: 686) and Foster (1999: 144) point to the importance for no more than twenty percent of response groups being unrepresented, and wherever possible for expected frequencies within each group to be greater than five. In order for such criteria to be maintained, the continuous cardinal data such as cost, time and distance was reduced and arranged into groups which were similar in number. For example responses for the period of ownership were redistributed within the four quartiles of: 1 to 2; 3 to 4; 5 to 9; and greater than 9 years; whereas travel distances were redefined within six



similar groups of: 1 to 30; 31 to 75; 76 to 110; 111 to 135; 140 to 200; and those beyond 200 miles. Similarly Likert scales were categorised according to those who agreed, disagreed, or could neither agree nor disagree.

The null-hypothesis that variables were independent from one another was rejected where a significance value of less than 0.05 ( $p$ ) resulted, whereby the variables were considered to have a significant association provided no more than twenty percent of expected counts were less than five. *Table 35* gives an example of resultant data, for which the chi square value ( $x^2$ ), degrees of freedom ( $df$ ), significance ( $p$ ), percentage of observations less than five, and the status of the hypothesis are provided. In cases where the hypothesis was rejected and the criteria had not been met, categories were recoded where possible into fewer groups for greater representation, and the test repeated.

Categorical purchase variables	$x^2$	$df$	( $p$ ) sig	% < 5	status	appendix 2 table
Shortcoming in running cost	0.632	2	.729	0.0	Accept	---
Nearness, convenience of use	7.582	2	.023	0.0	Reject ***	28
No stairs and one level	11.554	2	.003	0.0	Reject ***	29
Fun and satisfaction from use	0.226	2	.893	33.3	Accept	---

**Table 35 - Chi-square test for relationship between retirement and categorical variables**

For each rejected null-hypothesis, a cross tabulation of results was produced for comparison with predicted counts to assist with interpretation. In total 1,800 Chi-square tests were conducted for the two categories of data, and a summary of the associations discovered has been shown in *Table 37* and *Table 38*. The full results together with the cross tabulations are recorded in *Appendices 1 and 2*. Whilst many of the 313 relationships identified are self-explanatory, some provide little indication of their association, and caution must be exercised during any interpretation (Norusis, 1993: 208). For example the relationship between the value derived from the proximity to a static caravan or its *convenience* of use, and the *distance* an owner travels from their principal dwelling can be

easily translated. The closer an owner lives to the second home the greater the *convenience* value might be, and this is indeed reflected by the results. Yet the association identified between the same value of *convenience* and an owner's *retirement* is less obvious. People who have busy and demanding careers might appreciate the value of convenience more, less or equally to those who are retired. Any accurate interpretation demands analysis of the cross-tabulated data. *Table 36* gives an example of the Chi-square results for a comparison of these variables. Drawing on this information it is evident that more retired owners (159) value convenience than might be expected (146.6). Conversely those who were working had a tendency to disagree with this as a form of value (38) compared to the levels predicted (30.5). This suggests that retired owners are more likely to recognise the value of convenience than those who remain working. Cross tabulated data therefore which compares the actual counts with that expected also provides a useful indication of the likelihood of something occurring more or less than predicted.

**Retired or not \* Attraction of Convenience Crosstabulation**

			Attraction of Convenience			Total
			Disagree	Neither	Agree	
Retired or not	No	Count	38	37	156	231
		Expected Count	30.5	32.1	168.4	231.0
	Yes	Count	19	23	159	201
		Expected Count	26.5	27.9	146.6	201.0
Total		Count	57	60	315	432
		Expected Count	57.0	60.0	315.0	432.0

**Table 36 - Chi-square cross-tabulation for retired and convenience variables**

As Albright, Winston and Zappe (2002: 532) caution, Chi-square tests indicate associations between variables, but do not necessarily provide the reasons for relationships. Whether a person is retired or not may not in itself be an explanation for a propensity to value convenience, which might equally be explained by an alternative or associated variable such as age. Careful interpretation of the relationships which have been established is therefore required.



Shaded cells indicate associated variables with a significance value of  $< 0.05 p$

(see appendix 1)

	Age	Retirement	Occupation	Income	Home environment	Number owned	Time as owner	Touring experience	Static experience	Area experience	Travel distance	Length current ownership	Price paid	Age of model purchased	Regularity of visit	Duration of visit	Number of occupants	Sub-letting	School holiday use	Purchase ability
Alternative to foreign holidays																				
Escape urban environment																				
Provide healthier living																				
Break from routine																				
Closer to sea and countryside																				
Contrast to home																				
Break from work and domestic chores																				
Better quality of life																				
Time with family																				
Relaxation																				
Alternative to towing																				
Affordability																				
Freedom it provides																				
Connects with outdoor life																				
Ready made home to specification																				
Facilities available on park																				
Community of owners																				
Allows preferred location																				
Ease of upkeep																				
Regret the purchase																				
Given time again unlikely to purchase																				
Given time again would do the same																				
Given time again purchase earlier																				
Given time again purchase better specification																				
Given time again purchase wider																				
Would purchase conventional property																				
Provided good value																				
Value as cheap holidays																				
Value as novelty in life and design																				
Value in healthier lifestyle																				
Value in provider of income																				
Value in prestige and status																				
Value in contrast to life at home																				
Value in lifestyle investment																				
Value in family togetherness																				
Shortcoming in depreciation																				
Shortcoming in speed of depreciation																				
Shortcoming in limited tenure																				
Shortcoming in seasonal occupancy																				
Shortcoming in size																				
Shortcoming in purchase price																				
Shortcoming in running cost																				
Nearness, convenience of use																				
No stairs and one level																				
Fun and satisfaction from use																				
Quality of product and accommodation																				
Beauty, aesthetics, functionality and design																				
Status of ownership																				
Ethical value																				
Impression on others																				
Enjoyment of returning likely to wear off																				
Should be renamed something else																				
Lifestyle not as good as for other second homes																				
Time within caravan more value to home																				
Creature of habit not seeking change																				
Easier life in static caravan to home																				
Tidier life in static caravan to home																				

Table 37 - Chi-squared results for relationships between (purchase) variables



Shaded cells indicate associated variables with a significance value of  $< 0.05 p$

(see appendix 1)

	Age	Retirement	Occupation	Income	Home environment	Number owned	Time as owner	Touring experience	Static experience	Area experience	Travel distance	Period current ownership	Price paid	Age of model purchased	Regularity of visit	Duration of visit	Number of occupants	Sub-letting	School holiday use	Purchase ability	
Age																					
Retired																					
Occupation																					
Income																					
Home environment																					
Number of static caravans owned																					
Time being an owner																					
Touring experience																					
Static caravan experience																					
Area experience																					
Travel distance																					
Length of current ownership																					
Price paid																					
Regularity of visit																					
Duration of visit																					
Number of occupants																					
Sub-letting																					
School holiday use																					
Extent of personalisation of static caravan																					
Life in the static caravan compared with home																					
Definitely a caravan																					
Time taken considering a second home																					
Time taken for caravan choice																					
Who played greatest role in decision																					
The order of the pitch decision																					
The order of the caravan decision																					
The order of the park decision																					
The order of the location decision																					
The importance of the pitch decision																					
The importance of the park decision																					
The importance of the caravan decision																					
The importance of the owner/manager																					
The importance of the location decision																					
Expected years of ownership																					
Longer occupancy if no restrictions																					

Table 38 - Chi-squared results for relationships between (context) variables

## Associations and Influence of Variables

For these reasons the analysis of the significant associations between variables only focused upon those which demonstrate a clear pattern in the comparable data. Any variables which are similar in nature, such as age and retirement, are considered concurrently within the interpretation. For purposes of illustration a number of the suggested associations have

been demonstrated using their cross-tabulated data, whereas for all remaining relationships a reference in brackets for their appropriate cross tabulations in *Appendix 2* is provided.

## 7.2 Life-Stage

Two commonly recurring variables to demonstrate associations with purchase variables were age and retirement, indicating the significance of a consumer's life-stage in shaping their purchase. The older the owner became and the more likely they were to be retired, the less was their tendency to recognise the static caravan as a lifestyle investment, or value the family time it provided and potential income generated from sub-letting (see cross-tabulations 27; 1; 6; 21; 5; 10; 17; 26; 40). Those who were working were likely to consider caravan-life more enjoyable than home, and place greater emphasis upon the importance of location which played an earlier role in their decision process (see cross-tabulations 31; 43; 44). Age also held a relationship with the patterns of use. Younger owners whilst likely to involve a greater number of occupants and further travel, showed a tendency towards briefer visits, typically for one or two nights, and utilised their caravans more during school holidays (see cross-tabulations 16; 13; 36; 15; 38; 18; 41). Surprisingly the younger the owner, the shorter they expected their ownership to last (see cross-tabulation 19). The older the owner the more likely they were to perceive their purchase to be good value, and appreciate the single-storey design and the advantages of convenience and proximity to where they live (see cross-tabulations 4; 25; 7; 29; 28; 44). Surprisingly it was not the retired who were likely to change their patterns of use should occupancy restrictions be lifted, but the younger owners who indicated that they might stay for longer periods (see cross-tabulations 20; 45).



### **7.3 Occupation**

The analysis also indicated forms of value to be associated more with certain occupations than others. Those working in manual jobs such as skilled trades, machine operatives and traditional occupations showed a greater tendency to value their caravan for the improved quality of life it provided compared with those who were in non-manual work. Those forms of value included freedom, the connection with outdoor-life and the ability to escape the urban environment a purchase allowed (see cross-tabulations 48; 51; 49; 46). Status and social aspects of caravan life, such as the impression made on others and the community of owners it provided were similarly higher regarded than expected counts (see cross-tabulations 57; 50). Conversely for administrative, managerial and professional occupations these values were significantly less important; in particular professional occupations showed a tendency to live further from their caravans and place more emphasis on the fun and satisfaction to be derived from their use (see cross-tabulations 59; 55).

### **7.4 Income**

In general terms the older the owner the lower their annual household income seemed inclined to be. In contrast to the retired and over sixties whose means were likely to be below £25,000 it was more probable for those under fifty to have revenues in excess of £45,000 (see cross-tabulations 71; 72). Similarly professions commonly connected with lower socio-economic groups such as process, plant and traditional occupations were found to be more likely associated with incomes under £25,000 than professional, managerial and senior officials whose earnings could be expected to be in excess of £45,000 (see cross-tabulation 73). Other occupations and their respective earnings could be predicted to fall mostly between these two parameters. From the cross-tabulation of results reproduced in *Table 39* showing household incomes for those considering the value static caravans

provided, it was clear that the higher annual incomes became the less likely static caravans were seen to provide good value. Whereas counts shown against low incomes exceed those expected, such differences were gradually reversed as household means increased.

**Annual household income \* Consider static caravan provided good value  
Crosstabulation**

			Consider static caravan provided good value		Total	
			No	Yes		
Annual household income	Less than 15,000	Count	3	46	49	
		Expected Count	5.6	43.4	49.0	
	15,000 to 25,000	Count	10	113	123	
		Expected Count	13.9	109.1	123.0	
	25,000 to 35,000	Count	9	91	100	
		Expected Count	11.3	88.7	100.0	
	35,000 to 45,000	Count	6	56	62	
		Expected Count	7.0	55.0	62.0	
	45,000 to 55,000	Count	7	28	35	
		Expected Count	4.0	31.0	35.0	
	More than 55,000	Count	11	26	37	
		Expected Count	4.2	32.8	37.0	
	Total		Count	46	360	406
			Expected Count	46.0	360.0	406.0

**Table 39 - Annual household income and perceived value**

Purchasers with an annual means of less than £35,000 were also more inclined to visit for longer periods and appreciate the self-orientated intrinsic value of beauty, aesthetics, function and design and the extrinsic convenience of the level layout than those enjoying higher incomes, where once they exceeded £45,000 it was probable that they would feel that their enjoyment of the location might wear off (see cross-tabulations 76; 67; 66; 68). Although the significant association between travel distance and revenue could not be clearly defined, there was some suggestion that higher income families had a tendency to live further away compared to those on lower means (see cross-tabulation 75). Certainly households with higher earnings showed a greater desire to spend more time at their caravans should occupancy restrictions be lifted compared with those who were on lower incomes for whom it could more easily become their principal dwelling (see cross-tabulation 77).



## 7.5 Home Environment

Some of the reasons given for purchasing a static caravan and the forms of value recognised were shown to hold a relationship with the environment in which owners lived. Those from urban regions were found more likely to appreciate the value of a healthier lifestyle or cite healthier living as a reason for their purchase than those who came from rural areas, and there was a greater tendency for them to indicate that their purchase was driven by a need for escape (see cross-tabulations 80; 83; 79). For example whilst counts could be seen to fall below those expected for purchasers living in village or countryside environments, *Table 40*, some eleven percent more owners than predicted cited escape as a reason for purchase living in predominantly urban environments.

**Description of home environment \* Purchased to provide Escape Crosstabulation**

			Purchased to provide Escape			Total
			Disagree	Neither	Agree	
Description of home environment	Predominantly built up urban	Count	4	8	153	165
		Expected Count	12.3	15.3	137.4	165.0
	Partially built up urban	Count	17	14	149	180
		Expected Count	13.4	16.7	149.9	180.0
	Village	Count	7	17	53	77
		Expected Count	5.7	7.1	64.1	77.0
	Countryside	Count	5	2	14	21
		Expected Count	1.8	1.8	17.5	21.0
	Total	Count	33	41	369	443
		Expected Count	33.0	41.0	369.0	443.0

**Table 40 - Home environment and purchase for escape**

The novelty of static caravans was similarly more likely to be recognised by purchasers from partially built up urban areas than by owners from other environments (see cross-tabulation 82). Significantly the manner in which caravans connected with outdoor life was identified equally by owners across all types of neighbourhood, indicating a universal desire to become closer to nature irrespective of a purchaser's home environment (see cross-tabulation 81).

## **7.6 Owner's Experience**

In addition to the self-evident relationship between the number of caravans purchased and the length of time as an owner (see cross-tabulations 95; 113), these experiences were also found to be positively associated with some of the reasons given for buying a second home and consumers' perception of value. The less experienced with caravans an owner was found to be the more they were likely to consider their purchase to have been good value and a lifestyle investment, wishing that they had made it earlier in life (see cross-tabulations 103; 89; 106; 102). The greater their experience became the less they were concerned with occupancy restrictions and the more they recognised the value of freedom and connection with outdoor life, increasing their desire to repeat the purchase (see cross-tabulations 90; 108; 121; 98; 85; 86; 101). With more experience however came an increased wish by owners in hindsight that they had considered more expensive conventional forms of property as their second homes (see cross-tabulation 87). Owner's derived further forms of experience from their previous use of static caravans and their familiarisation with the locality. In general terms the more static or touring caravan experience they were found to have, or the further they lived from their second homes, the more likely they were to have had some prior involvement with the area in which they purchased (see cross-tabulations 128; 132). Static caravans were found to be more likely to have been purchased to provide an alternative to foreign holidays by owner's who had no previous experience of either caravans or the locality (see cross-tabulations 122; 135).

## **7.7 Travel Distance**

The decision to purchase a static caravan was also found to hold a number of relationships with the distance owners travelled. Those living the closest were most adamant that their second home would be a static caravan, and possibly as a consequence of proximity



location was less important to their decision to purchase (see cross-tabulations 167; 169). Those with furthest to travel were more likely to have had some previous experience of the area, and this was considered most important to purchasers living in excess of 135 miles (see cross-tabulation 162). The closer purchasers were found to reside to their caravans, *Table 41*, the more regular they were likely to visit, placing also greater value on convenience and the single-level design (see cross-tabulations 164; 154; 155).

**Regularity of visit \* Distance travelled Crosstabulation**

			Distance travelled					Total	
			1-30 miles	31-75 miles	76-110 miles	111-135 miles	136-200 miles		over 200 miles
Regularity of visit	each week	Count	29	16	11	12	1	3	72
		Expected Count	12.4	12.0	10.8	12.2	14.5	10.1	72.0
	every 2 weeks	Count	17	24	20	25	14	1	101
		Expected Count	17.4	16.9	15.2	17.1	20.3	14.2	101.0
	every 3 weeks	Count	5	10	4	10	11	8	48
		Expected Count	8.3	8.0	7.2	8.1	9.6	6.7	48.0
	every 4 weeks	Count	1	10	7	14	18	7	57
		Expected Count	9.8	9.5	8.6	9.7	11.5	8.0	57.0
	every 5 to 8 weeks	Count	5	3	12	7	23	26	76
		Expected Count	13.1	12.7	11.4	12.9	15.3	10.7	76.0
	more than 8 weeks	Count	14	6	8	2	16	13	59
		Expected Count	10.1	9.9	8.9	10.0	11.9	8.3	59.0
	Total	Count	71	69	62	70	83	58	413
		Expected Count	71.0	69.0	62.0	70.0	83.0	58.0	413.0

**Table 41 - Distance travelled and regularity of visit**

Shorter travel distances could be associated with a greater desire to make it their principal residence, and an enhanced perception of the impression it made on others (see cross-tabulations 170; 156). Owners who travelled furthest tended to stay longest, and could be associated with higher socio-economic professions, such as managers, senior officials and professional occupations (see cross-tabulations 165; 159). Likewise there was an indication to suggest that greater distances similarly held a relationship with higher annual household incomes (see cross-tabulation 160).

## 7.8 Model and Price

The prices paid for static caravans were shown to have a significant relationship with a number of variables. Mid range models costing between £19,500 and £25,000 were found more likely to be purchased to provide an alternative to foreign holidays, and owners of higher priced models were found less likely to sub-let, particularly for caravans priced in

excess of £28,000 (see cross-tabulations 187; 190; 197). There was no evidence to suggest that this could be explained by a person's affluence, and therefore less need for income. No correlation or significant relationship could be found between household earnings and purchase price, indicating that for the higher priced models there seemed to be a genuine reluctance for owners to share their second homes with largely unknown third parties and risk any potential damage which might be associated with letting. At the lower end of the price scale, similarly fewer caravans were let compared to what might be expected, but a greater reluctance for the park to include such models in their letting fleet was noted. Generally the more expensive the static caravan, with a higher level of appointment, the greater the level of owner contentment and the more likely with hindsight the purchase would be repeated unaltered (see cross-tabulation 189). Size was also considered to be less of an issue (see cross-tabulation 191). Consumers' perceptions and behaviour also varied according to the age of the model they purchased. Owners of used models placed a greater emphasis on the Holiday Park and social community which it created, and were inclined to wish that they had purchased earlier in life (see cross-tabulations 208; 200; 201). Should occupancy restrictions be lifted these owners would be more likely to spend longer at their caravan (see cross-tabulation 210). Purchasers of new models on the other hand were more certain that their second home should be a static caravan, and that their expected period of ownership would be longer (see cross-tabulations 206; 209). Compared with owners of used models letting income was considered to be less important (see cross-tabulation 202). Interestingly male consumers were found to be more likely to play a greater role in the decision process when purchasing previously used models (see cross-tabulation 207).



## 7.9 Regularity and Duration of Visit

The analysis of variable data established a number of significant relationships between patterns of caravan use and types of consumer behaviour, and a strong association emerged between regularity and the duration of visit (see cross-tabulations 225; 249). As the repetitiveness of visits to static caravans was found to rise, the nearer owners seemed likely to live, the briefer they could be expected to stay, and the more readily they might personalise their caravans in some way (see cross-tabulations 224; 225; 229). Conversely the least regular their visits became, the larger the buying centre was likely to be, the greater their use during school holidays, and as *Table 42* illustrates the more they might be inclined to sub-let (see cross-tabulations 226; 228; 227).

**Regularity of visit \* Sublet Crosstabulation**

		Sublet		Total	
		Not sub-let	Sub-let		
Regularity of visit	each week	Count	69	3	72
		Expected Count	55.3	16.7	72.0
	every 2 weeks	Count	91	10	101
		Expected Count	77.5	23.5	101.0
	every 3 weeks	Count	38	9	47
		Expected Count	36.1	10.9	47.0
	every 4 weeks	Count	46	12	58
		Expected Count	44.5	13.5	58.0
	every 5 to 8 weeks	Count	51	25	76
		Expected Count	58.3	17.7	76.0
	more than 8 weeks	Count	22	37	59
		Expected Count	45.3	13.7	59.0
Total		Count	317	96	413
		Expected Count	317.0	96.0	413.0

**Table 42 - Distance travelled and sub-letting**

Such relationships were not only found to be associated with consumer behaviour, but with their perception of value and their reasons for purchase, from which health emerged as a prominent theme. The more regular caravan use the more likely it was considered to provide good value, convenience, and a healthier lifestyle, and the rarer and consequently the longer the visits became the less value was inclined to be attributed to the healthier life, surroundings, or the time itself spent within a caravan (see cross-tabulations 218; 221; 219; 222).

## **7.10 Occupants**

The significant relationships identified by the Chi square tests between variables and the number of occupants suggested some further definition of consumer types. For example in addition to a greater likelihood of previous ownership and a pattern of more regular use, couples who purchased static caravans were also found to be more likely retired or from older age groups than those purchasing for three or more occupants (see cross-tabulations 260; 261; 259; 258). Conversely the purchasers from buying centres of three or more were likely to belong to the lower 18 to 48 age group. The reasons given for ownership seemed to indicate similar associations. The higher the average number of occupants in a caravan the greater the likelihood that it was purchased for the enjoyment of the family or for potential income, compared with the benefits of the single level design or alternative to touring more likely to be favoured by smaller groups (see cross-tabulations 253; 256; 263; 255; 262; 257). Whilst the female was found the most probable to play a principal role in a couple's decision to purchase, the male emerged more likely to influence decisions within larger family groups (see cross-tabulation 264).

## **7.11 Sub-Letting**

The tendency for an owner to sub-let their static caravan to produce an income had a significant relationship with a number of context and purchase variables. The younger the consumer was found to be the more likely they were to sub-let, and the greater the distance they lived from their static caravan and the larger their family or buying centre, the more that likelihood increased (see cross-tabulations 276; 277; 279; 284). Those who did sub-let tended to visit less frequently, but when they did they were likely to stay for longer periods and avoid where possible the school holidays (see cross-tabulations 282; 283; 285). Owners who were unprepared to let were more inclined to decide on a static caravan at an early



stage, and the choice of caravan was likely to be more important to the decision process (see cross-tabulations 287; 289). These consumers could also be associated with greater periods of ownership, and an enhanced degree of caravan personalisation (see cross-tabulations 278; 280; 291; 286). In contrast to reasons of affordability and the benefit of income which was likely to be cited by owners who let their caravans, those who did not sub-let showed a greater tendency to recognise lifestyle values such as freedom, health, family togetherness, community, convenience, and proximity to the sea and countryside static caravans provided, and purchase more expensive models (see cross-tabulations 268; 271; 269; 266; 274; 270; 275; 267; 281).

### **7.12 School Holiday Use**

Unsurprisingly the use of static caravans during the school holidays had a tendency to be greater for owners who were working, younger, or recognised the freedom and family time caravans provided (see cross-tabulations 302; 301; 296; 294; 298). Purchasers who valued the income generated by sub-letting were possibly for that reason less likely to use their caravans during the holiday periods, and in such instances it was the male who was more likely to play a central role in the purchasing decision (see cross-tabulations 297; 306; 307). For owners who were retired or for which the static caravan was a preferable alternative to towing, as well as for those who readily recognised the tidier life it provided, use during school holidays remained unchanged (see cross-tabulations 302; 295; 300). Holidays were found to have little effect on the use of caravans for either couples or the most regular visitors, but for larger groups or those who commonly stayed for short periods the duration was inclined to increase at these times (see cross-tabulations 305; 303; 304). The cross-tabulated data also suggested that during the purchase process the choice of caravan was

likely to be more important to consumers who were unaffected by school holidays (see cross-tabulation 308).

### **7.13 Purchase Ability**

The significant relationships between variables and a consumer's ability to purchase alternative forms of second home were found to be generally predictable. Purchasers from traditionally higher income occupations such as managers, professionals and senior officials were found to be the most likely to consider conventional property as an alternative to static caravans, but the further an owner's household income fell below £35,000 the less they were able to do so (see cross-tabulations 312; 313). Process, plant and machine operatives were the least likely to have choices available to them. Owners who were unable to consider conventional properties were found to be more likely to have decided their second home would be a static caravan at an early stage, and to cite affordability or its suitability in providing an alternative to towing as a reason for their purchase (see cross-tabulations 315; 310; 309).

## **Section Summary**

The early part of this section of the analysis has been spent exploring the statistically significant associations which exist between the variable data. The findings have pointed to certain patterns in consumer profiles (context variables) and their reasons for purchase (purchase variables) which are likely to be associated with particular perceptions and behaviour. To this point, therefore, the focus of the analysis has remained upon individuals and their buying centres, and how single characteristics are likely to prescribe certain actions or beliefs. Whilst this may later permit consumer types to be identified according to those with similar associations, the research also needs to consider whether groups of



consumers might be drawn from collective similarities in the reasons for their purchase, to understand the characteristics of those groups and what might effect their decisions on the multiple rather than individual basis. The following stages of the analysis specifically set out to address these points.

## Consumer Groups and Influences

### 7.14 Data Reduction by Factor Analysis

As both models of consumer behaviour and the qualitative part of the study suggest, understanding the reasons people purchase static caravans as second homes requires consideration of a number of variables, including consumer needs, product attributes, and the forms of value and utility they provide. Ultimately the question is whether these variables reflect fewer or even a single underlying latent variable which might explain the *motivation* for purchase, and how these might vary between owners or groups. In order to reduce the data to a manageable size to examine the structure a motivational variable might have, factor analysis was undertaken on each of the motivationally related sets of purchase variables collected. These were identified as being:

- explanations for the ownership of a second home
- specific reasons for choosing a static caravan
- sources of value and attributes associated with ownership
- (conversely) suggested shortcomings

Prior to the analysis a transform routine was run in order to replace missing values and provide a complete data set. Although the recommended threshold of three hundred cases was exceeded (Tabachnick and Fidell, 2001: 640) a Kaiser-Meyer-Olkin test was incorporated within the analysis to ensure adequate sampling and that only variables with KMO readings in excess of 0.60 were included (Hutcheson and Sofroniou, 1999: 224). In

accordance with the levels indicated by Stevens (1992: 383) factors created for variables with a value of less than .40 were suppressed, and from the preliminary results where variables showed correlations of  $r > 1.0$  and fell beyond the Scree Test *point of change* (Kline, 1994: 75) they were extracted and a varimax method of rotation applied to maximise the dispersion of loadings (Field, 2005: 636). Each of the nine factors identified were found to comply with the Cronbach coefficient test of reliability, where the commonly accepted value for alpha in marketing research is recognised to be .60 or greater (Janssens, Wijnen, De-Pelsmacker and Kenhove, 2008: 275). As recommended by Janssens et al. (2008: 275) where a number of factor groupings were possible, those which provided the greater reliability were chosen in order to provide optimum robustness.

An analysis of the reasons given for the ownership of second homes provided two principal factors, which have been referred to as RSH1 and RSH2 in *Table 43*. From the questions they include it is clear that factor RSH1 represents the need for contrast and change which the qualitative study suggested to emanate from working life, domestic chores or daily routine. Factor RSH2 which embraces questions on health and environmental concerns reflects the desire to improve the quality of life. In terms of the themes identified from the earlier qualitative study therefore RSH1 can be seen to represent *control*, whereas RSH2 encompasses reasons of *escape* and *salvation*.

Explanations given specifically for static caravan ownership likewise provide two factors, although their definable characteristics prove less obvious (see *Table 44*). Factor RSC1 points to the *lifestyle* caravans provide (freedom and outdoors) and the specific *requirements* consumers might have (location and specification), whereas RSC2 brings together the *economic* and *social* reasons for choice of ownership.



Reasons for Second Home	RSI 1	RSI 2
Break from routine	.751	
Break from work and domestic chores	.742	
Relaxation	.696	
Offer change and contrast to home	.667	
Provide time with family	.534	
Closer to sea and countryside	.453	
Provide healthier living		.800
Escape urban environment		.793
Provide better quality of life		.563
Alternative to towing caravans		.454
<b>Cronbach's alpha coefficient</b>	<b>.725</b>	<b>.602</b>

**Table 43 - Exploratory factor analysis of reasons for a second home**

**(Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization. Rotation converged in 3 iterations. Variables less than .4 suppressed. KMO sampling adequacy .856)**

Reasons for Static Caravan	RSC 1	RSC 2
Connects with outdoor life	.797	
Freedom it provides	.796	
Provides preferred location	.652	
Home to personal specification	.657	
Ease of upkeep		.510
Facilities available on park		.839
Community of owners		.706
Affordability		.517
<b>Cronbach's alpha coefficient</b>	<b>.748</b>	<b>.655</b>

**Table 44 - Exploratory factor analysis of reasons for a static caravan**

**(Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization. Rotation converged in 3 iterations. Variables less than .4 suppressed. KMO sampling adequacy .814)**

A factor analysis of the values and attributes shown in *Table 45* suggests that there are three groupings. The variety of forms which they provide are best understood when they are considered within Holbrook's (1999: 12) typology. In this context VAA2 incorporates the extrinsic values of *efficiency* and *excellence*, and factor VAA3 the intrinsic values *play* and *aesthetics*. Whilst both these factors relate to self-oriented forms of value, VAA1 provides for the other-oriented forms such as *status*, *ethics* and *esteem*. The negative aspects of caravan ownership are differentiated by factors of *time* and *value*. Factor SCS1 in *Table 46* encompasses the limited length of ownership, restricted periods of occupancy, and the speed of reducing worth, whereas factor SCS2 evidently points to purchase price, size, and running cost.

Static Caravan Value and Attributes	VAA 1	VAA 2	VAA 3
Impression on others	.832		
Status	.816		
Prestige	.790		
Ethical value	.556		
Income provider	.483		
Quality		.733	
Level -no stairs		.728	
Design and beauty		.717	
Convenience		.648	
Contrasting life			.666
Lifestyle investment			.637
Family togetherness			.607
Fun and satisfaction from use			.555
Cheap holidays			.483
Novel design and lifestyle			.403
<b>Cronbach's alpha coefficient</b>	<b>.774</b>	<b>.709</b>	<b>.680</b>

**Table 45 - Exploratory factor analysis of static caravan value and attributes**

(Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization. Rotation converged in 6 iterations. Variables less than .4 suppressed. KMO sampling adequacy .802)

Static Caravan Shortcomings	SCS 1	SCS 2
Speed of depreciation	.894	
Depreciates	.877	
Limited tenure	.833	
Seasonal occupancy	.512	
Purchase price shortcoming		.878
Limited size		.794
Running cost		.564
<b>Cronbach's alpha coefficient</b>	<b>.777</b>	<b>.637</b>

**Table 46 - Exploratory factor analysis of static caravan shortcomings**

(Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization. Rotation converged in 3 iterations. Variables less than .4 suppressed. KMO sampling adequacy .676)

### 7.15 Classification of Purchaser Types

The nine factors to have been established may now be used to identify groups of consumers from the explanations they provided for ownership, following which the structure and characteristics of those groups can be evaluated. A reliable method of identifying and defining sets of consumers in this way is recognised to be by cluster analysis (Janssens et al., 2008: 317; Kaufman and Rousseeuw, 1990: 2). In his extensive study of cluster analysis Everitt (1981: 10) indicates how it is the selection of variables which ultimately determine



the classifications which are found, and different solutions can result from using selected components rather than the complete raw dataset. To remedy this Everitt suggests that it is important to use only well-structured data which are most relevant to the question being asked, in which case any differences should be small. For this reason all nine factors which have been found to represent the reasons for ownership and the forms of value identified are to be used.

As recommended for continuous variables such as the Likert scale a hierarchical cluster analysis using Ward's method<sup>30</sup> was chosen (Janssens et al., 2008: 319; Kaufman et al., 1990: 230). In order to provide objectivity to the often problematic choice of the number of appropriate clusters, the three, four and five cluster options which were identified from the dendrogram (illustrating the linkages and divisions at each stage of analysis) were considered (Everitt, 1981: 25), and following a comparison of means of the results for each of the alternatives, the four cluster solution was chosen as providing the greatest clarity of explanation for the groups identified.

In order for all cases to be assigned to their nearest cluster with the most similar centroid the mean scores of each of the nine factors within the four clusters identified from the Ward's hierarchical analysis were further run as a K-means clustering (Johnson and Wichern, 1998: 755). All cases were allocated within 10 iterations, and a comparison of the scores for the final cluster centres produced can be seen in *Table 47*. With  $p$  values of  $< .001$  the ANOVA test in *Table 48* suggests that at least two of the four customer groups are significantly different in each of the nine factor dimensions, yet it is also evident at an early stage that there is some consistency in the patterns between clusters, with the lowest scores

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<sup>30</sup> Ward's method of analysis focuses upon producing clusters with minimum variance within each cluster

for many of the factors observed in the first cluster, and the highest scores consistently throughout the second.

Factor	Dimensions	Cluster			
		1	2	3	4
RSH1	Control	5.45	6.68	6.26	6.52
RSH2	Escape & Salvation	5.17	7.84	6.57	7.11
RSC1	Lifestyle & Specification	5.18	6.66	5.97	6.52
RSC2	Economic & Social reasons	4.39	6.17	5.32	6.07
VAA1	Status, Ethics, Esteem	2.05	3.90	2.61	2.96
VAA2	Efficiency & Excellence	4.83	6.41	5.62	6.37
VAA3	Play & Aesthetics	4.49	6.07	5.24	5.87
SCS1	Time restrictions	5.79	6.35	6.25	5.00
SCS2	Value restrictions	3.98	5.26	4.95	2.78
Number of cases in each cluster		92	106	186	72

Table 47 - Final cluster centres for the motivation to purchase

Factor	Cluster		Error		F	Sig
	Mean Square	df	Mean Square	df		
RSH1	27.794	3	.323	452	86.078	.000
RSH2	122.381	3	.844	452	144.981	.000
RSC1	41.886	3	.381	452	109.930	.000
RSC2	63.061	3	.567	452	111.292	.000
VAA1	62.461	3	1.036	452	60.262	.000
VAA2	51.543	3	.700	452	73.649	.000
VAA3	48.306	3	.519	452	93.164	.000
SCS1	33.396	3	1.094	452	30.519	.000
SCS2	112.226	3	.931	452	120.535	.000

Table 48 - ANOVA test for K-means cluster analysis

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximise the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

## 7.16 Interpreting the Clusters

The variations between clusters were first defined by a comparison of the mean values of the consumer (*context*) interval variables by cluster. These have been summarised in *Table 49*. The most noticeable differences between clusters were found to be in the owner profile, their patterns of behaviour, and their expectations of ownership.



Variable	Mean values (outliers removed)				ANOVA
	1	2	3	4	Sig
Age	56.98	58.70	55.74	59.10	.067
Number owned	1.76	1.61	1.70	1.65	.180
Years as owner	9.13	7.19	8.80	8.51	.418
Years of current ownership	3.79	3.12	3.77	2.97	.100
Regularity of visit (weeks)	5.49	3.44	4.35	4.11	.008
Duration of stay (nights)	4.90	4.84	5.19	7.46	.016
Number in party	3.14	2.97	3.09	2.79	.399
Months considering s/home	11.16	13.99	12.37	12.02	.743
Expected years of use	11.11	11.75	11.13	13.63	.013
Distance from home	125.41	112.10	113.79	116.42	.643

Table 49 - Mean values of continuous variables by cluster

Through conducting a one way analysis of variance,  $p$  values of below .05 determined that these were particularly significant for: *regularity of visit*, *duration of stay*, and the *expected years of use*. In order to identify the precise cluster groups to which these differences related, a Post Hoc test was also conducted (*Table 50*), to determine the differences between the duration of stay were significant between all clusters. The variation in the regularity of visits were only found to be significant within the first and second cluster, and the differences in the expected years of use in the first, third and fourth cluster.

These findings begin to provide a degree of identity and understanding to the four clusters in the way that they represent consumer groups. Purchasers within the first cluster are the least regular visitors. When they do visit they stay for shorter periods. These consumers are likely to live furthest away and as the results in *Table 47* suggest least appreciate the forms of value compared to the remaining groups. The second cluster in contrast is typified by those who live closest and are the most regular users. These purchasers relate strongest to the value dimensions. Cluster four contains consumers who have the greatest expectation for their period of ownership, and are likely to be older owners. Whilst their visits are no more regular, they tend to be for longer periods. For these consumers the levels of value are

similar to those of the second cluster, yet their feelings towards the shortcomings of static caravans, of restrictions in time and value, are the most relaxed of all the groups.

Dependable variable	I Cluster No. of case	J Cluster No. of case	Mean Difference	Std Error	Sig.
Regularity of visit	1	2	2.050	.599	.004
		3	1.142	.530	.190
		4	1.381	.661	.224
	2	1	-2.050	.599	.004
		3	-.907	.516	.477
		4	-.668	.650	1.000
	3	1	-1.143	.530	.190
		2	.907	.516	.477
		4	.239	.586	1.000
	4	1	-1.381	.661	.224
		2	.668	.650	1.000
		3	-.239	.586	1.000
Length of stay	1	2	.054	.820	1.000
		3	-.289	.727	1.000
		4	-2.562	.923	.034
	2	1	-.054	.820	1.000
		3	-.344	.706	1.000
		4	-2.617	.907	.025
	3	1	.289	.727	1.000
		2	.344	.706	1.000
		4	-2.273	.824	.036
	4	1	2.562	.923	.034
		2	2.617	.907	.025
		3	2.273	.824	.036
Expected years of use	1	2	-.640	.833	1.000
		3	-.017	.749	1.000
		4	-2.523	.917	.037
	2	1	.640	.833	1.000
		3	.624	.702	1.000
		4	-1.882	.879	.197
	3	1	.017	.749	1.000
		2	-.624	.702	1.000
		4	-2.506	.800	.011
	4	1	2.523	.917	.037
		2	1.882	.879	.197
		3	2.506	.800	.011

Table 50 - Post Hoc test of significant variations between clusters

### 7.17 Further Defining Clusters using Categorical Data

The defining variations between clusters were further developed through an analysis of the significant relationships they held with the remaining (*purchase*) variables. As this form of data were categorical in nature Pearson chi-square tests were used in accordance with the previous methodology, and the significant associations have been summarised in *Table 51*.



An analysis of the cross-tabulated data for these variables by cluster provides some further distinction between the consumer groups which have emerged.

Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	appendix 2 table
Holiday Park	35.355	15	.002	16.7	316
Taking holidays elsewhere	15.513	3	.001	0.0	317
Walking as an activity	8.866	3	.031	0.0	318
Visiting resorts	8.883	3	.031	0.0	319
Entertaining	8.523	3	.036	0.0	320
Barbecuing	10.011	3	.018	0.0	321
Shopping	9.184	3	.027	0.0	322
Staying in for peace and quiet	17.741	3	.000	0.0	323
Life compared with home	48.467	9	.000	0.0	324
Consider alternative second homes	17.734	3	.000	0.0	325
Lifestyle investment	21.806	3	.000	0.0	326
Importance of licensed club	22.992	6	.001	0.0	327
Importance of entertainment	32.734	6	.000	0.0	328
Importance of shop	20.819	6	.002	0.0	329
Importance of catering	17.723	6	.003	0.0	330
Importance of layout/landscaping	23.412	6	.001	8.3	331
Expectations after use	14.596	3	.002	0.0	332
Extent purchase regretted ( <i>recoded</i> )	9.130	3	.028	37.5	333
Time again purchase unlikely ( <i>recoded</i> )	14.998	3	.002	25.0	334
Time again purchase earlier	32.476	3	.000	0.0	335
Bricks & mortar purchase likely	13.402	3	.004	0.0	336
Consider good value	20.866	3	.000	0.0	337
Enjoyment of returning	46.675	18	.000	7.1	338
Whether to rename caravans	50.593	18	.000	14.3	339
Lifestyle better in alternatives	59.885	18	.000	14.3	340
Time more valuable in static caravan	71.181	18	.000	7.1	341
Life easier in static caravan	76.002	18	.000	3.6	342
Life tidier in static caravan	89.342	18	.000	10.1	343
Pattern if no occupancy restrictions	33.252	6	.000	0.0	344

Table 51 - Chi-square tests for relationship between categorical variables and clusters

### 7.18 The First Cluster

Consistent with the comparison of means, consumers within the first group were found to be the least engaged with their second homes, considering life at their static caravan to be equal to but no better than their principal dwelling. They also showed a greater propensity to take additional holidays elsewhere. Consumers who fell within this group were more able to purchase alternative forms of second home, and the least likely to consider their static caravan to be good value. Given their time again they indicated that they were the most likely to have considered purchasing a traditional brick and mortar property; certainly their expectation after their period of tenure was to leave the park. For these purchasers,

with the exception of visiting resorts, traditional activities were found to be of minor interest, and park facilities of little relevance. An investigation of the personal data for these consumers indicated that they were predominantly from A and A/B (middle and upper-middle class) socio-economic groups, in professional and senior managerial occupations. Proportionally they were two to three times more likely to be earning in excess of £45,000 than those from other clusters.

### **7.19 The Second Cluster**

The associations suggested by the differences between the expected and actual counts of significant variables for cluster two, provided a contrasting type of consumer to those advanced in the first cluster. Comparatively for this group of consumers their purchase was perceived to provide good value, and a high degree of satisfaction resulted from their ownership. Time within the static caravan was likely to be considered more valuable, and life to be easier, more organised and far better than that at their principal dwelling. A significant reason for ownership was to provide peace and quiet and their purchase was regarded as an investment in this lifestyle it offered. The enjoyment of repeated visits to the same location was unlikely to wear off, and there was little desire to take holidays elsewhere.

Together the patterns shown in the associations suggest that this group was far more engaged in the ownership and enjoyment of their second homes and all that it offered, valuing the landscape, layout and facilities. Wishing they had purchased earlier in life, their expectations were that they would upgrade their caravans and wish to remain beyond the period of their original tenure. Although the purchase of alternative forms of second homes was considerably unlikely, or not even possible, for these consumers their perception of



static caravans could be expected to be equal to if not better than that of conventional properties, and should occupancy restrictions be lifted indications were that that it would be from this group permanent residents might emerge.

Further examination of their income and occupation as set out in *Table 52* suggested a marked contrast to those of the first cluster. Less than a quarter were found to be from professional or managerial backgrounds, and only one in ten had an average household income in excess of £45,000. Analysis showed that more than one in three of consumers within the second cluster were from the D/E (working class) socio-economic groups and likely to come from urban environments, compared to one in ten from the first cluster.

Defining characteristics	Percentage within Cluster			
	1	2	3	4
Manual occupations	11.0	34.2	31.7	25.8
Professional & Managerial occupations	56.4	22.8	35.8	43.4
Income of less than £15,000	2.3	15.6	14.3	16.9
Income in excess of £45,000	30.6	10.0	18.2	15.1
Urban environment	75.0	81.7	75.6	80.3
Sublet for income	25.8	20.0	27.7	20.7
Experience of locality as child	5.3	6.5	6.5	8.2
Experience of static caravans as child	8.0	8.2	13.0	14.3
Pre-decided must be a caravan	74.6	83.6	72.3	91.8
Chief decision maker –female	54.6	68.8	68.8	73.5

**Table 52 - Purchaser characteristics by cluster**

## **7.20 The Third Cluster**

The patterns displayed by the third group of consumers showed many similarities to those of the first, suggesting a degree of commonality might exist. Within this group purchasers showed slightly less tendency to engage with static caravan life or appreciate the forms of value and utility they provided, and through their experience of ownership and repeated visits to the same location there was greater likelihood that their enjoyment might deplete and for them to begin to regret their purchase and wish that they had considered an

alternative form of second home. These positions were also reflected by the third lowest cluster averages for the factors representing the motivation to purchase (*Table 47*).

The patterns seen within the third cluster however whilst similar in nature were less pronounced than the first group. The chief differentiation between these clusters was not in the degree of consumer perception but in the profiles of the owners within the groups. Whilst an average number of its consumers had incomes in excess of £45,000 a comparatively high proportion of these owners were found to be from manual occupations and a lower than average number from senior managerial and professional positions. This might suggest that these consumers more typically belong to lower socio-economic backgrounds, perhaps the skilled working class C2 or D compared to the D/E suggested by the second cluster.

#### **7.21 The Fourth Cluster**

The significant relationships between variables and consumers within the fourth cluster showed considerable similarity to that of the second. These associations suggested a high level of engagement in the ownership and enjoyment of static caravans, and an emphasis once again on the lifestyle and the peace and quiet they provided. Purchases were likely to be considered good value, providing an easier and more enjoyable life than that at home; pleasure which despite repetition, was considered unlikely to wear off. Other similarities included the importance of facilities, a heightened expectation of remaining beyond the period of tenure, and reluctance to retrospectively change the decision to purchase a static caravan for other forms of second home. In these respects the fourth group of consumers could be seen to be closely aligned to those of the second, indicating a greater than expected emphasis on the value and enjoyment derived from ownership compared to



remaining groups. The seven positive value dimensions behind the motivation to purchase identified by the factor analysis (*Table 47*) similarly reflected this alignment between groups. Although the significant characteristics of the fourth group were less pronounced than those exhibited by the second, differences could be found between the groups in their socio-economic composition, and the indications were that these consumers were more predominantly from higher socio-economic groups and in professions such as senior management, than those within cluster two.

## **7.22 Personality Traits of Clusters**

To this point clusters have been examined according to the similarities and differences between two types of data; the owner profiles or context variables including for example age, the size of the buying centre and travel distance were considered, in addition to behavioural or purchase variables such as needs and desires and the degree of satisfaction from use. A further set of data for the analysis to examine which might assist meaning and differentiation of the clusters were the five personality traits of consumers. These have been set out in *Table 53* to compare dimensions between clusters and the mean average of the data-set.

From the comparison it is evident that there is considerable consistency in the measure of personality traits between clusters, with four of the five dimensions showing less than 3.9% variation between results. The notable exception however is agreeableness which varies between clusters by as much as 11.2%, and suggests a similar pattern to the differentiation which emerged from the examination of the context and purchase data. An ANOVA test for variance conducted on the results supports these findings, demonstrating only differences in the trait agreeableness to be significant between clusters (see *Table 54*). Tukey post hoc

tests revealed these differences to be particularly significant between clusters one and two, showing a significance of 0.019, and clusters one and four 0.010. The significance of differences in agreeableness between clusters three and four were found to fall outside the recognised threshold at 0.066.

Personality traits		Cluster <sup>31</sup>				complete data set
		1 n = 83	2 n = 90	3 n = 160	4 n = 61	
Extraversion	mean	4.157	4.144	4.096	4.164	4.130
	std deviation	1.5019	1.3907	1.3339	1.5349	1.4103
Agreeableness	mean	5.307	5.811	5.481	5.902	5.585
	std deviation	1.1203	1.0615	1.1761	1.1136	1.1463
Conscientiousness	mean	5.994	6.194	6.025	6.156	6.077
	std deviation	1.0226	1.0075	0.9774	1.1126	1.0150
Emotional stability	mean	5.289	5.483	5.309	5.500	5.374
	std deviation	1.3415	1.4230	1.2386	1.3478	1.3193
Openness	mean	4.247	4.217	4.194	4.262	4.221
	std deviation	1.1136	1.0495	1.0801	1.1958	1.0951

Table 53 - Personality traits by cluster

		Sum of Squares	df	Mean Square	F	Sig
Extraversion	Between groups	.337	3	.112	.056	.983
	Within groups	781.374	390	2.004		
	Total	781.711	393			
Agreeableness	Between groups	18.844	3	6.281	4.923	.002
	Within groups	497.558	390	1.276		
	Total	516.402	393			
Conscientiousness	Between groups	2.624	3	.875	.848	.468
	Within groups	402.265	390	1.031		
	Total	404.889	393			
Emotional Stability	Between groups	3.310	3	1.103	.632	.595
	Within groups	680.721	390	1.745		
	Total	684.031	393			
Openness	Between groups	.281	3	.094	.077	.972
	Within groups	471.009	390	1.208		
	Total	471.289	393			

Table 54 - ANOVA test for significant differences in personality traits between clusters

Agreeableness is typically associated with character dimensions such as *appreciation, sympathy, cooperation, friendliness* and *sensitivity* (John, 1990: 80) and similar to the comparison between levels of engagement recognised earlier is more prominent in the

<sup>31</sup> Due to the interconnected nature of personality trait questions transform routines were not transacted and numbers within clusters therefore vary



second and fourth clusters than within the first and the third. Whilst four of the five personality traits of consumers therefore prove to be similar across clusters, agreeableness provides some significant distinction between groups. This might also suggest that purchasers belonging to clusters two and four who exhibited enhanced levels of engagement and recognition of the value static caravans provided show a higher tendency towards agreeableness by virtue of this trait of character. Alternatively profiles of consumers who are high in agreeableness might better suit or permit interaction with static caravans compared with those with other profiles, although there is currently no evidence to suggest this is the case.

## Chapter Summary and Conclusions

### **7.23 Relationships and Associations**

This chapter has considered the relationships which exist between the variable data at both an individual and group level, and how these impact upon and define the reasons for purchasing a static caravan. The results from the Chi-square tests established many significant relationships between the variable data, and suggested the likelihood of certain outcomes from their interaction. By reducing the data into the principal factors for purchase through factor analysis it also provided an understanding of the associated consumer groups and ways in which to differentiate between them.

In addition to providing a better understanding of the consumer and the likely forces of influence at both a multiple and individual level, these findings are particularly important to the study for their predictive qualities. Furthermore whilst the reasons for purchase and patterns of behaviour were established at an early stage, understanding the likely effect of

variables begins to rationalise the reasons certain consumers or groups behave differently to others.

#### **7.24 Research Direction**

Such relationships and associations between variables therefore serve as a valuable resource to understanding the decision to purchase static caravan second homes, and provide further justification for why some people buy what they do, and others do not. Together with the previous findings, the results which have emerged from this analysis will now require discussion in the context of the answers they provide to the aims and objectives of the work and in support and for illustration will draw upon any evidence the qualitative study might provide.



## CHAPTER 8

# Conclusions

### 8.0 Introduction

This chapter discusses the significance of the results reported in the previous sections of analysis and the answers they provide to the research objectives. As this understanding develops it will consider the ways in which it reinforces and conflicts with existing theory, and is able to facilitate the construction of a model to assist in its explanation. In the first instance therefore the chapter will reflect upon the purpose of the research and the manner in which it was achieved, following which it will focus upon the interpretation of the findings produced and how they contribute to present knowledge and understanding. From time to time the qualitative interviews will be re-examined within the chapter for evidence which may illustrate and support the concepts which have emerged, and in the conclusion which follows evaluate the usefulness of the model as a framework for enhancing understanding of the ownership of static caravan second homes.

### 8.1 Revisiting the Objectives of the Research

The evolutionary nature of research suggests that as any study progresses it is likely to engender elements of discovery and reassessment. At its narrowest this thesis set out to develop current understanding of consumers' purchase of static caravans as second homes, and fundamentally asked *why they purchase* and therefore the forms of value and function they provide. However to consider the reasons people buy static caravans some consideration must first be given to the manner in which they are perceived, the purpose for which they are purchased, and therefore the types of need which they serve. As each part of the study developed it was evident that the answer to the central question also required

considerable knowledge of purchasers themselves, their profiles, characteristics, and thereafter the extent of commonality (or variation) which exists. This in turn demanded consideration of a number of significant variables in order to define consumer types and differences in those needs, attitudes and behaviour towards the purchase and use of static caravans. Given therefore that the principal research question was to determine why consumers purchased such a fast depreciating property, the absolute answer clearly involves not one, but answers to a series of associated objectives. *Figure 27* provides an overview of how these subsidiary objectives emerged from the original research question as the study progressed, and forms the structure of the discussion of its answer separated into those six parts which follow.

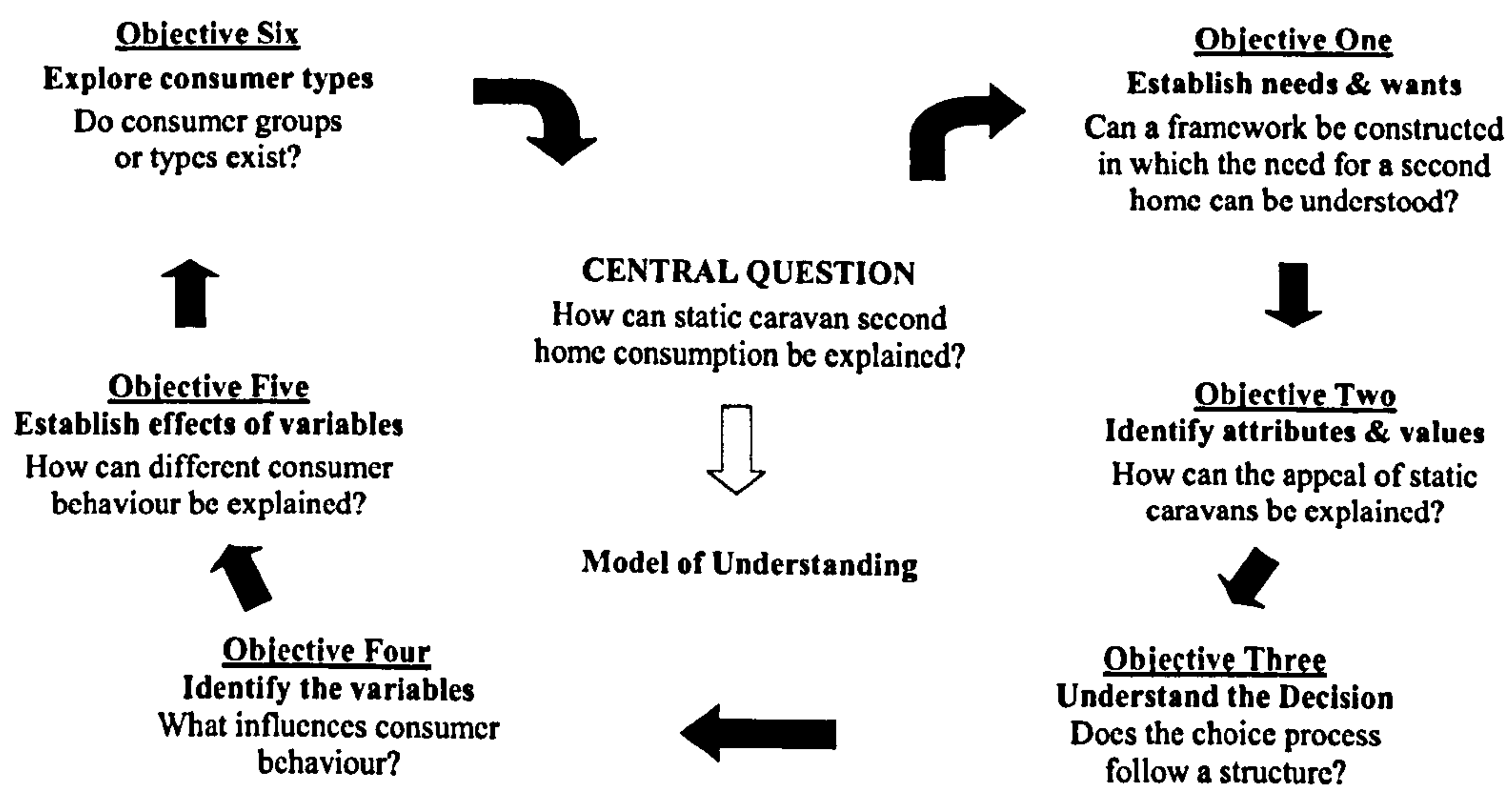


Figure 27 - Development of the research question

## Objective One

### 8.2 The Need for a Second Home

The research was unable to consider the desirability of static caravans without first examining more generally the wider reasons for the purpose for which they were



purchased. Why people felt a need for second homes therefore became a central question to the interviews and provided remarkable similarity in answers. With such commonality of response the *theory saturation point* to which Mason (2005: 134) ascribes was accomplished within just twenty in-depth interviews, whereby both an appropriate explanation and consistent picture began to emerge which could be categorised according to type of need. There was little evidence however to suggest that a consumer's need or desire for a second home rests within any single one of these themes, but to the contrary the studies do much to support the observations of Godbey and Bevans (1987: 18) that purchasers in looking for a second home will almost certainly have a combination of objectives. The thematic nature of those reasons is useful however not only in interpreting specific explanations for the purchase and use of static caravans, but more widely in bringing together the extensive theory of second home ownership. The descriptive labels given to these themes have been:

- Escape
- Salvation
- Control
- Enhancement
- Opportunity

Like much of second home literature the wish to escape everyday life was found to be central in explaining the desire for static caravans. Not simply escape from urbanisation which the quantitative data demonstrates to be of moderate importance, but more generally from the frustration of modern life, which became a common reference throughout the interviews and a significant push factor toward purchase. Chaplin (1999: 43) similarly refers to the "*desire to get away from it all*" and others an ultimate "*modernity*" (Quinn, 2004: 113; Williams and Kaltenborn, 1999: 227). This modernity was seen to be

characterised by a pressure of work, noise, disturbance, congestion, dirty environments, crime and the general speed at which modern life is conducted, and found to be evident for all types of purchaser, regardless of their age, life stage or socio-economic group.

A clear distinction could be seen between those who talked of the need for escape and others who valued the *salvation* of the alternative life the second home permitted. Salvation was being explained by not only the differences in the type of life enjoyed at the second home compared to that endured at the principal dwelling in what Jaakson (1986: 375) termed inversion, but encompassed the *ease* by which those things could be enjoyed: the relaxation, solitude, return to nature, peace and quiet; all those very aspects of second home appeal which Quinn (2004: 113) recognised to revitalise owner's lives. Such leisurely behaviour respondents suggested were hardly compatible within the environment of home, in which they were timetabled and continually being judged within their expected roles. To behave so, it was suggested, would engender a sense of guilt. A fundamental value of the second home therefore was its *facilitating* nature; a facilitator firstly of these consumer needs, which could not easily be met within the principal dwelling, but additionally and importantly the ease by which these could be satisfied by the severed existence of the second home.

A further theme to emerge from the presentation of the qualitative stages of the research stemmed from the widely reported desire by owner's to break away from their everyday routine and regain *control*; and with that control came choice. The quantitative data demonstrated how irrespective of life-stage this was as much a significant reason for purchase as an owner's aspiration was for relaxation, and as desirable for those who were retired as for those in work. Second homes clearly offered an environment within which



owners could choose to do whatever they wished, when they wished; the time to do one thing at a time at their own pace as Chaplin (1999: 44) also noted. For a number of static caravan owners content with their home environment the purchase of a second home was found driven neither by a need for escape or control but the pursuit of variety and change to satisfy and *enhance* their otherwise enjoyable lives. For these purchasers it was not the environment of the second home or its locality which was preferable to their principal dwelling per se but simply that it was different, contrasting and complimentary to the other. Some questioned why they '*left that behind to come down here*' but recognised the need for a break. Such breaks signified change, not from routine but environment, and having been to their static caravans they were soon '*ready for that change again*' by returning home. Quantitative data showed there to be a surprising level of consistency in the usage of second homes, suggesting more than two thirds visited their caravan every four weeks, most commonly for just two or three nights. This perpetual yo-yoing between dwellings served to maintain an element of freshness to their lives, and further enhance an otherwise predominantly enjoyable existence. Akin to the duality of '*routine and novelty*' Jaakson (1986: 387) recognised, interviews demonstrated a parody in owners' quest for variation which was being achieved through repetitive visits to unchanging destinations.

Many of the remaining reasons given to explain purchases of second homes were individual in purpose and diverse in nature, and therefore characterised by a theme which was termed *opportunity*. Although wide ranging and more personalised many of these needs are also recognisable in past research. For example the desire to purchase a second home was sometimes explained in terms of the need to be closer to family, in the same way Quinn's (2004: 124) research recognised them as a place for family time; others referred to their second home as providing an alternative to foreign travel, much in the same way as Hall

and Muller (2004: 14) recognised the value of more authentic low-cost holidays. The opportunity they provide to reconnect with a place of special meaning as highlighted by Aronsson (2004: 86) Mottiar and Quinn (2003: 123) was a further consideration of owners who were interviewed. Such needs were reflected by the quantitative data. More than half of owners were found to have prior experience of their second home location, which was an early and important consideration within their decision process, and a third of respondents following their purchase reported that their second home had led to less desire to seek holidays elsewhere.

Significantly the interaction of the five thematic forces of *escape*, *salvation*, *control*, *enhancement*, and *opportunity* to have emerged from this research also satisfactorily account for the explanations within previous literature. *Table 55* sets out examples of four such studies which have been instrumental in understanding the purchase of second homes, to demonstrate how these explanations fit within the framework which it has developed. Using this framework in conjunction with the causes for the desires for ownership to have been identified also provides the foundation for a model which may assist in combining the understanding of the first element of the research question, which may evolve as the discussion develops.

Of the many reasons for ownership which arose from the qualitative interviews and were included within the quantitative study, the strength of two categories in particular became evident through the factor analysis. The first of these emerged to be the reasons which represented the themes *escape* and *salvation*. Those needs included healthier living, to escape the urban environment, and to obtain a better quality of life. The second factor encompassed many of the reasons representing *control*. These explanations included break



from routine, work, domestic chores, and to offer change and contrast to home. This suggested a number of things, particularly when understood in terms of how they might fit within the early stages of a model. First both factors or groupings were strongly representative of the fundamental consumer needs, and perhaps therefore should be considered as the primary and most universal reasons for purchase.

Typology of Thematic Explanations	Hall et al. (2004: 11-14)	Quinn (2004: 124-125)	Muller (2004: 266)	Jaakson (1986: 373-388)
<b>Escape</b> <u>Work environment</u> Occupational, domestic <u>Urban environment</u> Stress, congestion, behaviour	Get away	Escape current environment		Inversion
<b>Salvation</b> <u>Quality of life</u> Relaxation, peace, space, nature, freedom, solitude	Relaxation Back to nature Change lifestyle Real-life identity	Relax Time with nature	Connect with nature Relaxation	Back to nature Identity
<b>Control</b> <u>Routine (break)</u> Working, domestic life <u>Choice</u> Agenda, pace of life	Alternative life	Break routine		Time & distance Routine/novelty
<b>Enhancement</b> <u>Variety &amp; change (break)</u> Location, environment, activity, status, pride	Change/activities Attachment Mobility	Location Attachment Mobility	Activities	Novelty/routine Different work Aspiration Elitism
<b>Opportunity</b> <u>Group</u> Closer to family, holidays <u>Individual</u> Health, retire	Retirement	Family time Connect with past	Children Family Inherited Local links	Continuity Surety

Table 55 - Thematic Explanations for Owning Second Homes accounting for Literature

The remaining reasons whilst not resulting as separate factors, nevertheless exist, and might be best considered to be secondary or more individualised causes. Furthermore the factor analysis has also suggested that the themes of escape and salvation could be combined, as being somewhat similar and sharing common characteristics. This is not surprising. Most of previous research into second homes makes little differentiation between the two (Hall and Muller, 2004: 12; Quinn, 2004: 113; Haldrup, 2004: 435; Chaplin, 1999: 43; Jaakson, 1986: 375). Nevertheless evidence from the qualitative data clearly suggests that some owners do dwell more upon that which is being escaped, than others who highlight that

which takes its place. Despite the connection therefore that the factor analysis suggests, in grouping these together some differentiation must also be recognised. As the study has shown for anyone wanting a second home one or more of these forces are likely to drive and explain that desire (Figure 28). For example the wish for some enhancement of everyday life was for some found to be driven by the desire for variety and change from an existing environment and activity, and consequently lead to the search for a second home. Once this desire for a second home was established a number of choices including when, where and crucially what to purchase were likely to follow, which raised the question: *why static caravans might become one such choice?*

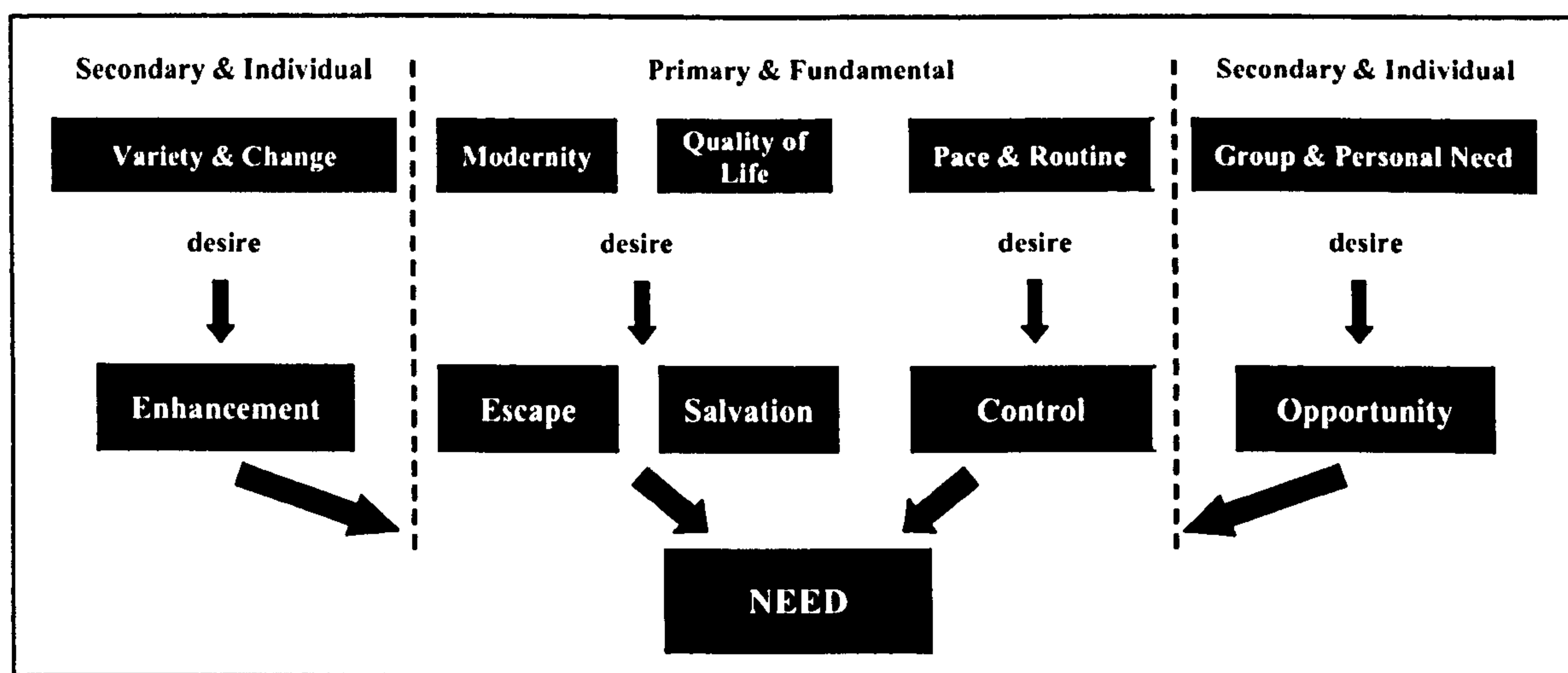


Figure 28 - Understanding the Need for Second Homes

## Objective Two

### 8.3 Identifying the Appeal of Static Caravans

Reflecting many of the models of consumer behaviour which have been considered, the qualitative interviews demonstrated that a consumer's desire to purchase a static caravan was for many undoubtedly a choice influenced by budget constraint. In their *Consumer Preference Model* for example Begg, Fischer and Dornbusch (2003: 55) suggest how aside



from a consumer's constraints of taste and utility maximisation, their disposable income and therefore the purchase ability together with the cost of the products or services which were available must also be considered. Once the need for a second home had been established therefore, any choice was immediately restricted to the variety and forms which could be afforded. In this way the research recognises a structure within which the decision to purchase takes place: the recognition of a fundamental need for a second home as the previous section has explored; followed by a process of choice which involves experience, desires, tastes and preferences; all within the constraints of availability and affordability within which these decisions must be considered.

The quantitative data suggested affordability to be only moderately important to a little over half of the sample. In fact whilst undoubtedly significant, within the range of reasons for purchasing categorised by the qualitative study the quantitative data suggested affordability to be amongst the least influential of the choices given. What these conflicts seemed to suggest was that there were at least two types of purchaser: those who could afford nothing other than the static caravan as a form of second home; and those who despite their greater purchase ability perceived the static caravan to provide the most economic way of achieving their desires. This could also be seen to be borne out in the interviews. In the very first discussion for example the purchaser explains: *"I think price does determine what you are going to have"* (SG1, page 2: line 76) whilst in contrast the second reasoned *"well we thought that it would be the cheapest way to come down here and see our daughter rather than buy property"* (SG2, page 2: line 64). In agreement with such models of consumer behaviour however, the quantitative data also indicated that there might be a third group of consumer: one who purchased fundamentally because they desired static caravans and the forms of value they specifically offered, for taste and

maximisation of utility, in isolation from reasons of means or affordability. No matter what their wealth therefore these consumers *“would still be looking to a caravan”* (SG6, page 8: line 357). All three of these purchasing types were recognised in the consumer groups which were identified by the cluster analysis, and will be discussed later in more detail. Whether consumers might be expected to admit to their means as being a fundamental constraint or not, it was evident that with as many as forty-seven percent suggesting that they could have afforded to have invested in conventionally built property and more than two thirds who remarked that they would have bought a static caravan regardless of their income, the indication was that *despite their depreciation and limited life static caravans had a significant appeal beyond their price.*

In common with the reconnection with places of special meaning to which Aronsson (2004: 86) Mottitar and Quinn (2003: 123) refer, one such fundamental appeal of the static caravan emerged as its ability to provide reacquaintance with leisurely moments previously enjoyed in them. Prior to purchase nine out of ten owners were found to have had some past experience of static caravans, and as the interviews indicated many were eager to relive their happy memories of holidays and times in caravans with their family or as children themselves. For eight out of ten purchasers this also involved their destination, for example *“coming to Brean ... in a caravan ... it had to be both”* (SG12, page 3: line 111). The commonly recognised desire that second home owners had to reconnect with an area seemed to apply equally to the type of second home itself and the experience associated with it, that is within the static caravan, as it did for any attachment to the location.

Much of the appeal of static caravans to emerge from the analysis of qualitative data seemed surprising, and differentiated them from other forms of second home in what they



offered. Features which were anticipated to be potential shortcomings such as their construction, size, confinement, limited life and lack of permanence were all found to provide distinctive types of value and attraction which only static caravans were likely to extend. Surprisingly the obvious disadvantages therefore for those who had previous experience were perceived to be benefits. For example by virtue of a caravan's limited size manufacturers had afforded greater consideration to their design, ergonomics and use of space compared to that given to a conventional dwelling, which engendered a feeling of having not less, but greater space, in which everything had its place and could easily be found. Consequently there was less duplication of possessions and minimal clutter, which created a more simplified, tidier, and enjoyable existence within a static caravan second home. The advantages of having more space therefore were perceived to be unimportant. Whereas Parkinson (1958) refers to work expanding to fill time available, owners were suggesting that irrespective of the greater size of their principal dwelling, their possessions grew until they filled the space which was at their disposal. Limitations in size also led to a significant use of glazing, which gave occupants a sense of space, cheerfulness and an uplifting feeling in contrast to that which they typically endured at their principal dwelling or in other forms of second home. By virtue of being more limited therefore, space was regarded as possessing greater value, and the simplification of life which these constraints entailed was perceived to be a return to basic values.

There was little doubt that the first impression of a static caravan which was an important element to a decision to purchase was a highly emotive reaction, and the wow factor recounted by many owners could be largely seen to emanate from their initial surprise and delight at the caravan's level of beauty, design and appointment compared to their expectations. For example *"I got the shock of my life when I saw how they had improved"*

(SG9, page 1: line 38) one owner explained. Within Holbrook's typology (1999: 12) only the value *play* (fun and satisfaction) was shown by the quantitative data to be more important to consumers than the reactive self-orientated *aesthetics* and *excellence* from which this wow factor was derived. The lower a consumer's income, the greater these values were enhanced. In the same way Godbey and Bevans (1987: 18-22) found that a person's interest in buying a second home can be determined by the particular life course, the data also suggested the use of static caravans to be closely associated with one or more life-stages: the retired, empty nester, young or mature families, and childhood itself. A considerable time therefore could pass between experiences. Such a positive surprise would be likely, unaware of the dramatic change and improvement caravan designs had undertaken since a consumer's last encounter. However regardless of the development and the evolution which static caravans had made, and the impact first impressions might give, there was also evidence to suggest that the basic reasons for purchase fundamentally might not have changed. One family with an extensive history of caravan ownership for example explained how despite such improvement in static caravans they had in fact bought for the very same reason as their parents decades before them, which in their instance was "*to get away ... we can relate to it ... and I've even said as we've sat in our caravan haven't I ... we know what mum and dad meant now*" (SG12, page 5: line 221). A re-examination of data also provides evidence from those who sold caravans which supports this argument:

*"Actually I've been in it for twelve years now ... no fifteen years ... and apart from the designs in the caravans and that they have got two foot wider ... the basic reasons for owners hasn't really changed very much ... it's desire and affordability ... and what more can we offer ... we can put Jacuzzis in ... we can put a gym in ... we can put a cinema in ... it would do nothing more than justify us putting our rents up and it wont change the way that people are using their caravans a lot ... and in fact I don't think that the ownership has changed very much in twelve years"*

SE20, page 15: line 701



The expectations of purchasers were not only drawn from their previous experience of static caravans, but as the quantitative analysis showed for as many as a third it was also a comparison with their previous enjoyment of touring caravans, which by their nature were more rudimentary, compact, and less well equipped. In contrast to tourers, the carefully planned design of the static caravan interior therefore offered a more homely environment, and was seen important to their appeal and fundamental to providing impact on the first impression. Whatever their previous experiences, purchasers predominantly considered their static caravans as a miniature version of home, and of those who were interviewed only one neglected a reference to the homely environment which they provided, who paradoxically upon further examination was found to consider their caravan to be their *"main home ... because we spend most of our time here"* (SG7, page 4: line 191). Indeed for some owners as a consequence of the coordinated interiors and the professional design static caravans adopted, their appeal and the level of satisfaction was sometimes greater than that which could be experienced within their principal dwelling. At its simplest therefore consumers were seeking duplication, a reflection or another version of their home to provide similarity and familiarity, yet simultaneously they desired a change from those negative aspects of domestic life: the agenda, the routine, the external environment. *"Yes, it's like home"* one interviewee remarked, *"just like home"*, yet moments later happily observed *"when you come down here ... it's almost all the opposites to what we have got at home"* (SG12, page 4: lines 142-173). Evidently purchasers sought homely comfort within their second home, but the context in which this was presented needed to be different, a contrast, and at best a novelty. As the review of literature revealed novelty was by no means a new concept to understanding second homes. The novelty to which Jaakson (1986: 373) referred to for example, and considered central to explaining the use of second homes, recognised the duality between familiarity and the unfamiliar: that which is routine, and

that that which is change. An important strength of static caravans therefore, seemed to be by their very nature that they are able to provide a degree of novelty which is not merely in the life and activity which may be enjoyed within them, but more fundamentally the experience of the form of second home itself. Whilst almost all interviewees recognised their static caravans to be a property, the quantitative data showed how almost two thirds of owners valued the novelty of the form it provided, and as chi-square tests revealed, this was particularly significant to those who were from urban environments. References from the qualitative transcripts suggest how this unique type of dwelling engendered a feeling of change and excitement, a *"dolls house"* ... with *"wheels on"* ... a peculiar existence, a miniaturisation not only of home but of real-life, in which living becomes child-like, adventuresome and exciting.

Whilst most studies of second homes also recognise owners' underlying desire to return to nature, the less permanent construction of static caravans and the manner in which they were sited was seen to provide a particularly close relationship with outdoor life and the natural surroundings, which set them apart from conventional dwellings. Essentially static caravans were perceived to be different from that which Wolfe (1977: 22) acknowledged, who recognising such desires as a fundamental and atavistic need, and observed how in practice most second home owners could have little more interaction with nature than they had in their own backyard. Whatever their home environment, not dissimilar to camping beneath the stars in considerable comfort occupants of static caravans felt an awareness of the elements and interaction with the countryside and surrounding wildlife which was not possible with traditional forms of property. *"You have got to like the outdoor life really, haven't you"* one owner typically reflected (SG1; page 3: line 139). The greater the experience of static caravans the more an owner was found to recognise such values. This



was seen to form a fundamental part of caravan life, and emerged as central to their special appeal, engendering a sense of freedom through their connection with nature on the outside, and a freedom through the unique simplification, absence of clutter and airiness on the inside.

Indeed such references to freedom could be seen to be commonly used by interviewees to explain the enjoyment and attraction of caravan life, and the quantitative data confirmed that this was a widely held reason for ownership. Previous studies of static caravans drew similar conclusions (The Tourism Company, 2003: 62) yet such references seem less evident in conventional second home research. Whilst for many freedom might indicate liberty, an easiness or leisure itself, literature suggests it can sometimes refer to constraint (Morgan and Pritchard, 1999: 13). What is meant by the value of freedom therefore is an important debate. Clearly there are obvious forms with which all second home owners could identify. Chaplin (1999: 52) considered the second home to be in part qualitatively different from the domestic dwelling for the freedom of time which could be enjoyed, yet there were a number of other forms of freedom being referred to within the qualitative data. What owners seemed to be indicating was that having a static caravan provided not only an opportunity to come and go as they pleased, and do what they wished, when they wanted, but it simplified the way in which this was possible; for example free from the hassle of foreign travel and the shackles of responsibility and worry associated with more traditional forms of property. *"I think cottage ... winter ... enormous bills and maintenance bills and things like that ... umm ... whereas at least [with a caravan] it is more controlled"* (CM5, page 3: line 145). The various forms of freedom static caravans provided seemed to point to choice: the extent with which owners could engage with nature, visit as they please, do as they wish, and in comparison to the inflexibility conventional properties offered where

purchasers were committed and tied, static caravans preserved the freedom for change, upgrade, move pitch, and even switch park or location should they desire. When owners of static caravans referred to the value of freedom therefore, evidently they seemed to mean that they provided choice, and in regaining choice it became clear that they could more easily sustain their fundamental goal, of relaxation.

From the eight forms of value Holbrook (1999: 12) identifies within his typology, with the exception of *spirituality* seven were clearly recognisable in the quantitative research as common contributors towards the purchase of static caravans. So far in this discussion explanations have emerged for the appeal of the value *excellence* in the quality of the static caravan appointment; the value of *efficiency* in the ergonomic use of space and function; the value of *aesthetics* in the level of design, taste and refinement; and the value of *play* through the relaxation, fun and satisfaction caravans provide. This is hardly remarkable, for in measuring each type of value the quantitative research indicated such self-orientated forms to be particularly significant to a consumer's decision to purchase. Influence of the three remaining forms of value however was less obvious. There was little doubt that owners felt a strong sense of pride, and half of those interviewed referred to the feeling of importance they reaped whilst relatives and in particular grandchildren had the financial and emotional benefits from their wise decision to purchase.

The qualitative data from the owners provided little further evidence to suggest that static caravans were being purchased in order to make a form of statement or impression on others, although the egotistical nature of status and esteem suggests that it would be unlikely for purchasers to openly indicate that themselves. Once evidence from non-owners is considered, the true influence of these values becomes evident. Almost all of the



interviews conducted with persons involved in sales for example referred to the effect that the ownership of a new static caravan had on its neighbours, and the positive repercussions it could have on further sales in order to maintain owners' status and esteem through having to have the latest model. This notion was universally being referred to as *keeping up with the Jones'*:

*"If you go onto a park where there are older caravans and you upgrade somebody in an area of say seven ... and it goes right in the middle ... a brand new caravan ... it's like a domino effect, because the other people start upgrading as well, because they look cheap and they want to keep up with the Jones' ... it's a status thing"*

(SE16, page 6: line 285)

*"If the neighbours just part exchanged ... it's ... I am not having them having a better caravan than me ... there's quite a bit of that ... it's the Jones' isn't it ..."*

(SE17, page 7: line 302)

*"I used to buy a brand new up-market top of the range van that had just come out ... I would put it on a pitch ... another owner would buy it ... after that I would sell seven ... to keep up with the Jones' ..."*

(SE18, page 2: line 99)

*"On little pockets of the park you will find that people will upgrade because sometimes their friend's got it ... or their next door neighbour's got it"*

(SE19, page 8: line 378)

*"Whether it's literally to keep up with each other ... there's got to be an element of jealousy ... envy ... keep up with the Jones'"*

(SE20, page 11: line 522)

A number of important concepts arise from this evidence. Firstly it is clear that not only are the values of *esteem* and *status* present within a decision to purchase, but they are particularly influential in a desire to repurchase, and this is simultaneously driven by both

values. For example as well as the status superiority provides, an owner of a more desirable caravan is likely to experience some esteem from the impression it makes on others. Furthermore whilst the influence of such values is likely to diminish over time, sellers also inadvertently suggested that it may lessen over the distance on the park. This is an interesting concept, as the chi-squared analysis also demonstrated a significant association between travel distance and the impression a second home was thought to have on others. The closer the static caravan to home, the greater the impression was found likely to be. Evidence suggests therefore that this association or relationship exists at two levels: the distance from home, and the distance over the holiday park itself. Moreover unlike most conventional second homes, by virtue of static caravans being sold on parks which have multiple owners with similar interests, in addition to the impression ownership might have at home at the domestic level, these values were also acted out on park within the community of second home owners themselves. Irrespective of the caravan purchased sellers suggested, merely being an owner also provided status in its own right:

*“They’ve bought into having a social life and some status ... (name) ... is one for an example, her social skills are clearly not very good, but down here she is important to us, she is a customer, and our staff speak nicely to her and everything else ... and I think also when things go wrong, and she does come to see me quite frequently she feels that she is important. When she comes through the gates she feels important, and when she is at home she can speak to people and say oh when I was down I spoke to the manager! ”*

(SE20, page 5: line 227)

Many of those interviewed considered the second home community to be more meaningful than that at their principal dwelling, and for almost two thirds of owners its appeal was found to be contributory to their decision to purchase. Further data analysis showed this to be particularly associated with age, and the older the owner the greater the value they were likely to place upon it. This was of course less likely for those who sublet. In contrast to the



elements of competitiveness the previous sources of data have advanced, owners themselves typically explained their second home neighbourhood as uncompetitive and likeminded, where “*everybody is the same ... not trying to be upbeat on everybody else*” (SG10, page 10: line 468), not suggesting it formed part of the local community but as Muller (2002: 443) expresses it a *parallel society*; one in which there is associated activity (Williams, King and Warnes, 2004: 111). Whereas at home they suggested work commitments and domestic agendas provided little opportunity to develop neighbourly relationships, and had noticed a marked deterioration in the social fabric over the years, being within the second home community was considered as having returned to old fashioned values and functioned “*what it was like*” (SG12, page 15: line 735). “*I have got more friends down here than I have got home to be honest, because when I am at work I don't see them*” (SG6, page 6: line 283) one explained. Static caravans aside, owners felt that whilst they were at the second home they were not judged, and the freedom of time provided sufficient opportunity to become acquainted at a natural pace and grow friendships within a mutually respecting environment.

Taking the many explanations given by consumers for the ownership of static caravans which were accounted for by the qualitative and quantitative data, the factor analysis suggested that there were just two main underlying forms of motivation for purchase, and three principal types of value. Reflecting upon the analysis this discussion has now provided, these fundamental types of motivation can be much better understood. The first group of reasons, which had previously seemed wide-ranging and had been labelled ‘lifestyle and requirements’, can now be appreciated to embody the many forms of *freedom* which have been revealed through the discussion, and the choices which they represented. For example this factor included the caravan’s potential to connect with outdoor life, the

manner in which it could provide a preferred location, its ability to offer a personalised specification, in addition to the freedom of time itself. Moreover the second category of explanations which the factor analysis had previously concluded to be 'economic and social reasons' can be more appropriately united under the label *convenience*, to represent the ease of upkeep, the facilities on the park, the ready made community of owners, and affordability which it included. For affordability to appear within this factor may at first seem puzzling, yet as the discussion has indicated for those with the luxury of a choice, buying a static caravan is indeed perhaps the most convenient and economical way of achieving their desires, and upon reflection is a term quite fitting with this categorisation.

The factor analysis also identified from the quantitative data three significant types of consumer value, which in terms of Holbrook's typology (1999: 12) can be understood to represent the self-oriented extrinsic values *efficiency* and *excellence*; the self-oriented intrinsic values *play* and *aesthetics*; and the other-oriented extrinsic values *status* and *esteem*. In determining just three groups of values in this way, unlike Holbrook's classifications, the factor analysis proposes no differentiation between active or reactive values, nor does it provide an acceptable alpha coefficient to suggest any significance for *ethical* value.

Placing these three categories of value together with the two forms of motivation already defined (*Figure 29*), concluded the explanation of the second element of the decision process engaged for choosing static caravans as second homes. Understanding the need and the decision to choose a static caravan however also demanded some knowledge of the process of selection which took place to complete any purchase.



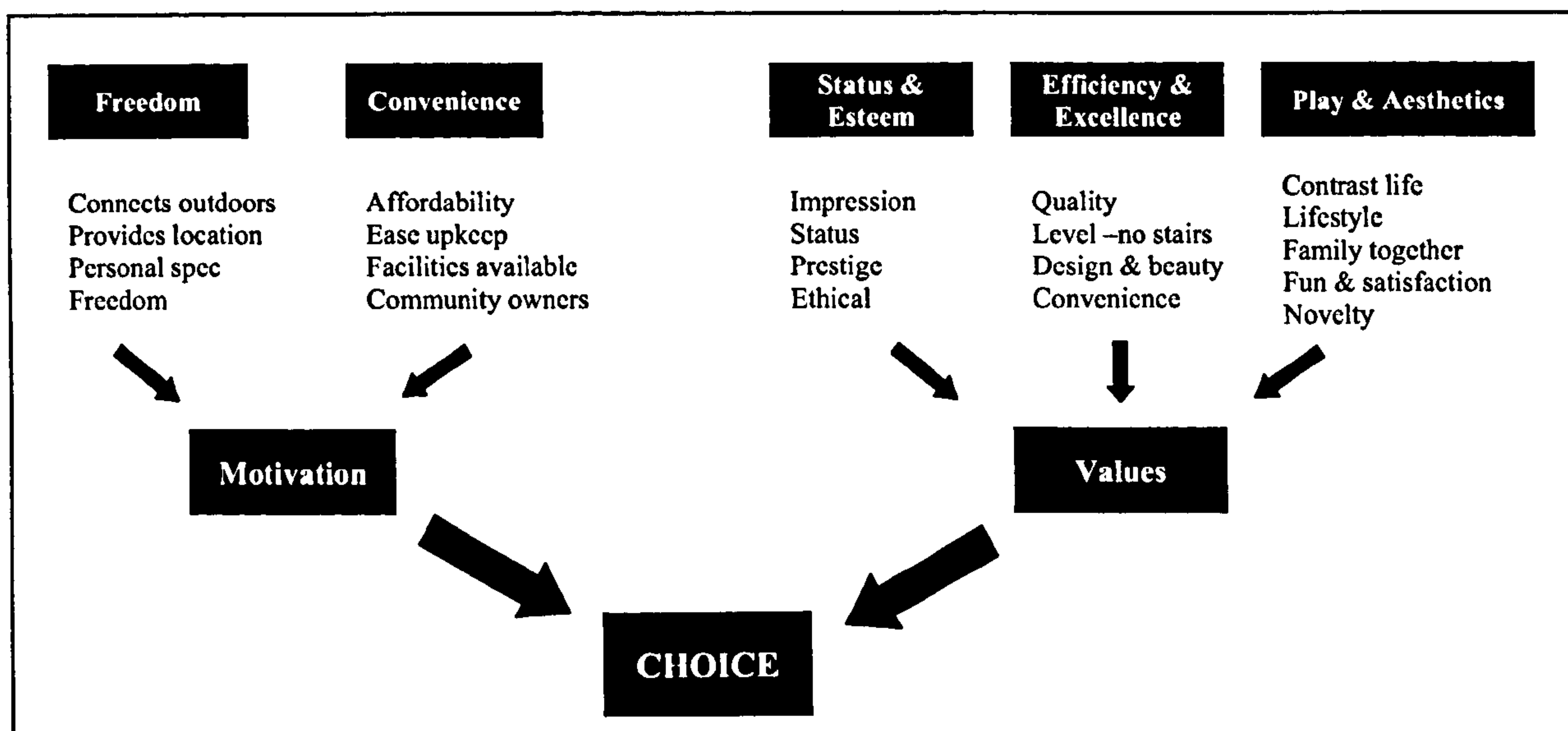


Figure 29 - Modelling the understanding of choice for a static caravan second home

## Objective Three

### 8.4 Understanding Choice

The final part of the decision making process was found to be separated into three stages (*Figure 30*). The first stage involved a decision which was guided by a rigid and prescribed set of choice criteria, consisting of core and fundamental *needs* such as the caravan size, location and number of bedrooms. The qualitative study pointed to these being determined by structural considerations such as the number of persons who would be using the second home, their origin and previous experience. Subsequent chi-square testing of the quantitative data offered a detailed understanding of such associations, and identified eight key actors to have significant influence. These will also be considered in more detail by the subsequent question to arise from the objectives of the study.

The second stage of the process focused upon the wider preferences of the decision maker, which were based upon a secondary and more flexible set of choice criteria. These moulded the *desire* for more general requirements such as the type of park, plot and internal layout.

As Groucutt, Leadley and Forsyth (2004: 96) indicate, with the limitations consumers have placed upon them, it is the needs which tend to have a greater importance than desires. Not surprisingly therefore such requirements were typically tradable in nature, and the satisfaction of one desire was sometimes seen to be ignored in preference to establishing another.

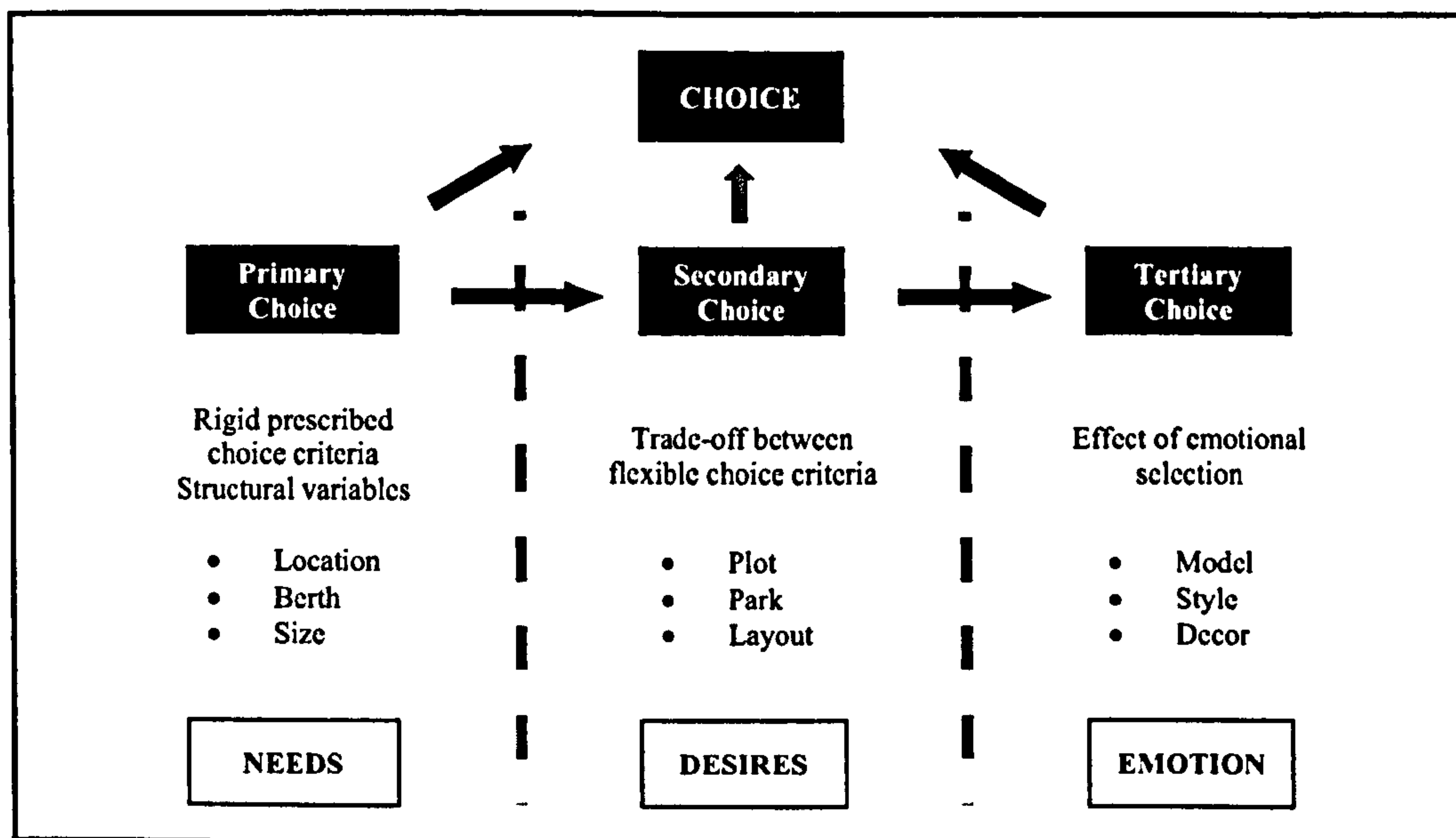


Figure 30 - Modelling the choice process for static caravan second homes

The final stage of choice involved a selection from the models which best satisfied the criteria established, and was found to be based upon the *emotional* reaction to interior styling, aesthetics, decor and colour coordination. Whilst the research provided a clear understanding of the decision process engaged to purchase a static caravan as a second home, it was also obvious that it must explain the differences which exist in those consumer's requirements and criteria which lead to the variation in those decisions.



## Objective Four and Five

### 8.5 Associations and Influences upon Consumer Behaviour

The significant associations established by the chi-square tests provided an indication of not only the influences which might affect the *perception* of value and the reasons for choice, but also consumer *behaviour* and the way in which static caravans were used. It was also clear from the analysis that only a small number of context variables were central to explaining such variation. *Table 56* summarises the eight variables which were found to be most influential with a significance value for  $p$  of less than 0.05, and importantly the effects they had. Although these associations may not be exhaustive, or necessarily the direct cause of particular actions, they are nevertheless indicative of an individual's likely behaviour. For example as *Table 56* illustrates for the variable *age*, the older a purchaser is found to be, the more likely they are to buy as a couple, live closer, stay for longer, avoid school holidays, and not sublet. Increased age was also indicative of certain values; diminishing the value of lifestyle, income, and family use, yet intensifying the importance of design, convenience and value overall. In establishing the most significant *influencing variables* in this way, the thesis has been able to avoid potential structural complexity in its final development of an associated model (Jackson, 2005: 23; Ajzen and Fishbein, 1980: 15), whilst also providing a suitable degree of utility in accounting for the likely influences on purchasing behaviour. These variables might be particularly useful to second home practitioners in that they offer both an understanding and appreciation of the variants in perception and behaviour of consumers, whilst also some additional predictive quality in regard to the purchasers themselves. For example an increasing size of buying centre or number of potential occupants, suggests behaviourally static caravans would attract less use, and subletting be perceived more valuable, but it also implies that its owners might be younger and less experienced; the further purchasers live from their second home

behaviourally would suggest visits to be longer, the location perceived more important, but additionally its owners to be more likely from higher socio-economic groups.

Effect of increasing variable (more likelihood)	Effect of increasing variable (more likelihood)
<p style="text-align: center;"><b>AGE</b></p> <p><i>Behaviour</i>  Occupied by couples  Shorter travel distance  Longer visits  Less use during school holidays  Longer term of ownership  Less subletting</p> <p><i>Perception</i>  Considered good value  Greater convenience value  Greater design value  Less family value  Less sublet/income value  Not lifestyle investment</p>	<p style="text-align: center;"><b>TRAVEL DISTANCE</b></p> <p><i>Behaviour</i>  Less regular use  Longer duration of visit  Professional occupation  Higher income  Greater school holiday use  Greater subletting  Less pre-decided on static caravan  Less desire to make principal home  Less personalisation</p> <p><i>Perception</i>  Importance of location  Greater experience of the area  Less convenience value  Less value esteem  Less healthier lifestyle</p>
<p style="text-align: center;"><b>HOUSEHOLD INCOME</b></p> <p><i>Behaviour</i>  Younger owner  Visit for shorter periods  Live further away  Younger owner  Enjoyment wearing off  Able to consider alternatives  No desire as principal dwelling</p> <p><i>Perception</i>  Considered less value</p>	<p style="text-align: center;"><b>EXPERIENCE</b></p> <p><i>Behaviour</i>  Repeating purchase  More involvement with area</p> <p><i>Perception</i>  Greater freedom value  Greater outdoor life value  Not considered good value  Not considered lifestyle investment  Not alternative to foreign holidays</p>
<p style="text-align: center;"><b>OCCUPANTS</b></p> <p><i>Behaviour</i>  Less regular use  Younger owner  Male decision maker  Purchased for family enjoyment  Greater school holiday use  No previous ownership</p> <p><i>Perception</i>  Greater sublet/income value  Less design value  Less touring alternative value</p>	<p style="text-align: center;"><b>SOCIO-ECONOMIC GROUP</b></p> <p><i>Behaviour</i>  Live further away  Ability to consider alternatives</p> <p><i>Perception</i>  Greater fun value  Less quality of life value  Less freedom value  Less outdoor value  Less escape value  Less status &amp; esteem value  Less community value</p>
<p style="text-align: center;"><b>PRICE PAID</b></p> <p><i>Behaviour</i>  Desire to repeat purchase  More pre-decided static caravan  Extending tenure  No subletting</p> <p><i>Perception</i>  Less community value  Greater contentment</p>	<p style="text-align: center;"><b>URBAN ENVIRONMENT</b></p> <p><i>Behaviour</i></p> <p><i>Perception</i>  Greater escape value  Greater health value  Greater novelty value</p>

Table 56 - Effects of most Significant Variables



Understanding the manner in which consumer behaviour might be influenced and vary, demanded the research to consider its next objective of whether a number of identifiable groups of purchaser who shared similar types of behaviour and characteristics could be established.

## Objective Six

### 8.6 Identifying and Defining Consumer Groups

The data suggested purchasers to be broadly representative of socio-economic groups and distributed across all life stages, with the single most common being over sixty and retired. Contrary to the seller who felt that he rarely saw owners who were forty to fifty-five with teenage children, these consumers in fact accounted for one in five. Early quantitative findings therefore were much in line with that of existing research which described owners as *“middle of the road people, ordinary guy in the street plus a few people who’ve got a bit”* (Tourism Company, 2003: 17).

Unlike previous more simplistic owner classifications which have been based upon a person’s length of stay (Tourism Company, 2003: 15) this research has undertaken a factor analysis to clarify the principal reasons for purchase, from which a hierarchical cluster analysis has been able to distinguish four categories of purchaser. Assuming all consumers to have attained a desire for a second home, to this point early qualitative and quantitative analysis has suggested three types of purchaser to exist, which could also be understood in context of the consumption constraints identified by the Begg, Fischer and Dornbusch’s Consumer Preference Model (2003: 55). Purchasers could be principally:

<b>Consumer Type A</b>	Consumers who could afford no alternative form of second home, other than the static caravan
<b>Consumer Type B</b>	Consumers who despite a choice available to them and greater means, perceived the static caravan as the most economical way of achieving their desires
<b>Consumer Type C</b>	Consumers who purchased a static caravan with a desire to specifically reap the forms of value it provided, in isolation from reasons of affordability or means

These types were typified by the predominance of a single constraint recognised within the model. For example notwithstanding some influence from other constraints the choice for consumer type A was chiefly governed by their means and the purchase price of the second home, which ultimately determined the forms of product they could afford. The second consumer type B whilst having greater means and therefore greater choice, were guided by the economic efficiency of the options which were accessible; while for consumer type C it was the specific features and function of the product which chiefly governed what they were prepared to purchase.

From the data collected of the reasons for purchase the cluster analysis suggested not three but four groups of consumer. Whilst these groups were differentiated by levels of motivation, they could also be seen to vary by the mean values of the continuous variables and significant relationships between their categorical purchase variables. A summary of these differences set out in *Table 57* begins to show similarities to the consumer types previously recognised through the research. For example owners from the second cluster, for which the purchase of any alternative was most unlikely, seemed to resemble the consumer type A that could afford no alternative form of second home. This position could not be attributed to a deficiency in value or matters of efficiency, but simply to limited means and affordability. Not surprisingly therefore these consumers were also found to



have the lowest household incomes and be from predominantly socio-economic groups D and E.

Cluster	Significant features which reflect consumer type (lower or greater likelihood)	Alignment to consumer type	Further defining significant characteristics (lower or greater likelihood)
First Cluster	None	None	<ul style="list-style-type: none"> <li>• Lowest degree of engagement</li> <li>• Predominantly from A &amp; A/B socio-economic group</li> <li>• Most likely in professional &amp; managerial occupations</li> <li>• Least likely to be from manual occupation</li> <li>• Highest household income</li> <li>• Least recognition of forms of value</li> <li>• Least likely to consider static caravans good value</li> <li>• Lowest motivation from freedom and convenience</li> <li>• Least regular visits</li> <li>• Second shortest duration of stay</li> <li>• Life within second home no better than home</li> <li>• Least interest in traditional second home activities</li> <li>• More likely to take holidays elsewhere</li> <li>• Greatest ability to purchase other second homes</li> <li>• Given time again different purchase more probable</li> <li>• Expectation to leave park after tenure</li> <li>• Higher likelihood to sub-let</li> <li>• Least likely to be from urban environment</li> </ul>
Second Cluster	<ul style="list-style-type: none"> <li>• Significantly D/E socio-economic group</li> <li>• Purchase of alternatives least possible</li> <li>• High proportion with low incomes</li> <li>• Low proportion with high incomes</li> <li>• Greater likelihood from urban environment</li> <li>• Desire to make principal home</li> <li>• Little desire (or ability) to holiday elsewhere</li> </ul>	<p><b>Type A</b></p> <p><i>Could afford no alternative form of second home</i></p>	<ul style="list-style-type: none"> <li>• Highest level of engagement</li> <li>• Most likely from manual occupations</li> <li>• Greatest recognition of forms of value</li> <li>• Greatest motivation from freedom and convenience</li> <li>• Great value upon peace and quiet</li> <li>• Value importance of facilities</li> <li>• Caravan life &amp; time more organised and valuable</li> <li>• Caravan considered equal or better than home</li> <li>• Considered lifestyle investment</li> <li>• Most regular to visit</li> <li>• Shortest duration of stay</li> <li>• Enjoyment of repeated visits least likely to wear off</li> <li>• Most satisfaction likely from ownership</li> <li>• Wish had purchased earlier</li> <li>• Desire to extend tenure on expiry</li> </ul>
Third Cluster	<ul style="list-style-type: none"> <li>• Predominantly socio-economic group C</li> <li>• Low level of engagement</li> <li>• Least pre-decided to choose static caravan</li> <li>• Greater likelihood enjoyment might wear off</li> <li>• Greater likelihood of regretting purchase</li> <li>• Greatest likelihood of sub-letting</li> </ul>	<p><b>Type B</b></p> <p><i>Despite choice, static caravan perceived most economical to achieve desires</i></p>	<ul style="list-style-type: none"> <li>• Likely to be younger profile</li> <li>• Moderately higher household income</li> <li>• Moderately low recognition of forms of value</li> <li>• Moderately low motivation from freedom &amp; convenience</li> <li>• Second least regular to visit</li> <li>• Second longest duration of stay</li> <li>• More likelihood to wish had purchased other forms</li> </ul>
Fourth Cluster	<ul style="list-style-type: none"> <li>• High level of engagement</li> <li>• Greatest previous experience of static caravans</li> <li>• Most pre-decided to be a static caravan</li> <li>• Purchase likely to be considered good value</li> <li>• Longest duration of stay</li> <li>• Greatest expectation to extend tenure</li> <li>• More unlikely to regret purchase</li> </ul>	<p><b>Type C</b></p> <p><i>Predominantly purchased for the specific forms of value static caravans provide</i></p>	<ul style="list-style-type: none"> <li>• Professional and managerial professions</li> <li>• Likely to be older profile</li> <li>• Significant recognition of forms of value</li> <li>• Significant motivation from freedom and convenience</li> <li>• Second most regular to visit</li> <li>• Emphasis on lifestyle and peace and quiet</li> <li>• Caravan life more enjoyable than home</li> <li>• Recognise importance of facilities</li> <li>• Pleasure unlikely to wear off through repetition</li> <li>• Heightened expectation of extending tenure</li> <li>• Moderate likelihood from urban environment</li> </ul>

Table 57 - Characterising clusters by significant associations and differences

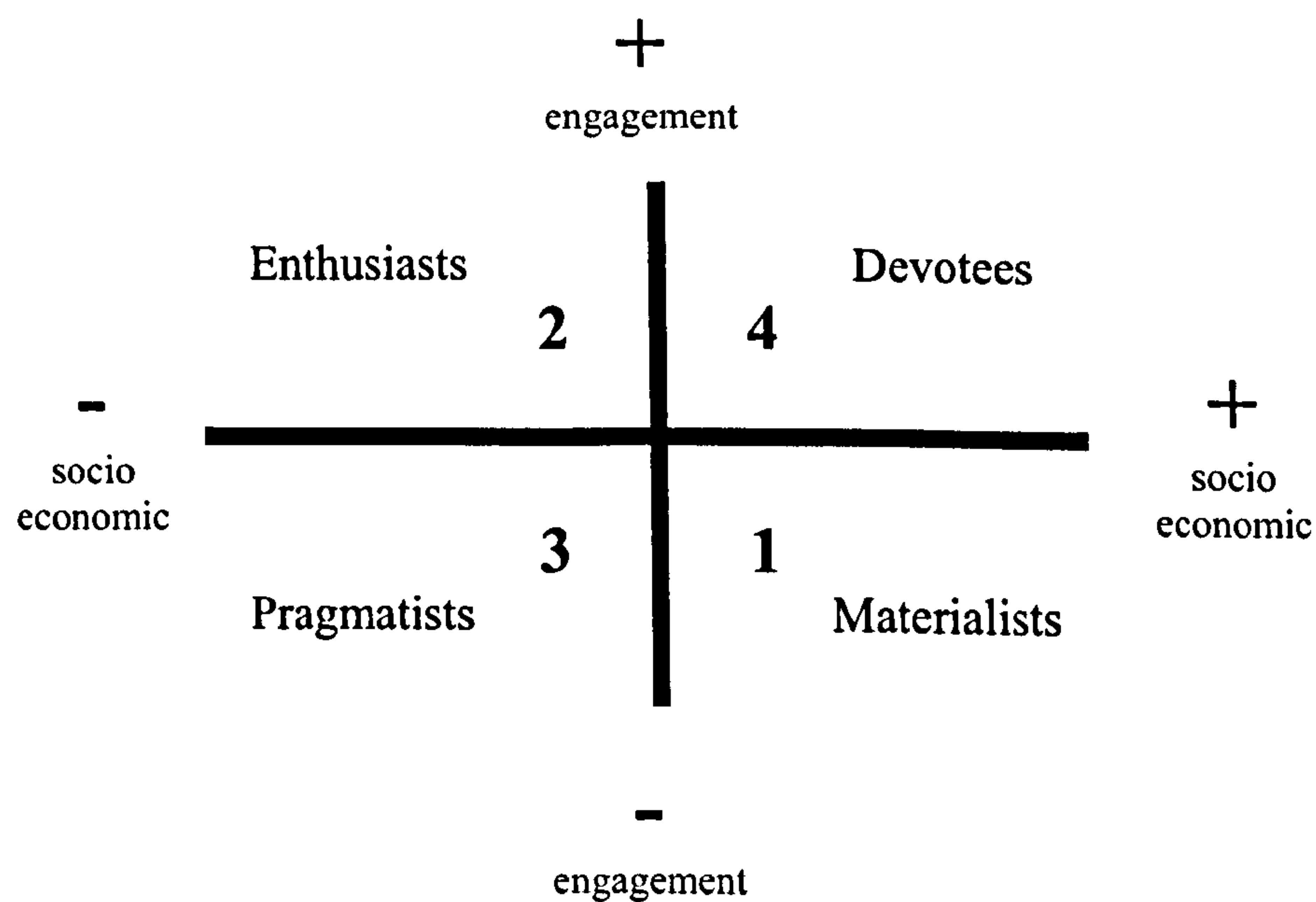
The third cluster seemed to closely resemble the consumer type B who perceived static caravans to be the most economical way of achieving their desires. With higher means, purchasers from this cluster were found to be far less certain of the type of second home they would purchase, and be more likely to sub-let and disengage with the forms of value they provided. Purchase might not therefore be for reasons of affordability, taste or utility, but for economy. Consumer type C who drew more upon preferences and product attributes were most similar to cluster four. Not surprisingly with the greatest experience of static caravans owners within this cluster were found the most likely to desire the specific forms of value static caravans provided, and as a consequence demonstrated the highest levels of engagement.

Whilst the constraints recognised by the Consumer Preference Model provides some explanation for the differences between clusters, a comparison of the mean values for the continuous variables and significant relationships established by the Chi square test were essential to further understand the nature and behaviour of these groups, and to begin to embrace the remaining cluster to have been advanced. One type of characteristic which was central in defining the groups was purchasers' recognition of values. This was termed as their *level of engagement* as it extended to become a general reflection of the overall participation owners had with static caravans, and encompassed the measurements of *need*, *motivation* and most of the *values* previously discussed. Combining measures in this way to provide a multiple interpretation such as *the level of engagement* was made possible by each of its elements showing similar patterns. Within a cluster for example, the importance of one value was equally representative of the others. This multiple measure therefore provided a wider interpretation than would be achieved using a single measure. A contrasting characteristic which also differentiated consumer groups was socio-economic



status. In order to account for owners' status prior to retirement this was derived from their occupations using National Statistics Standard Occupational Classifications (2007) rather than from their household incomes, post codes or other data. The *levels of engagement* were found to be most significant for groups two and four, whereas their *socio-economic status* was highest in groups one and four.

In combining these two types of most distinguishing characteristic as illustrated in *Figure 31*, together with an appreciation of the significant associations for each of the cluster groups previously established, a typology for the groups may be created which assists the explanation of purchasers, and differentiates between them with the labels: *materialists*, *enthusiasts*, *pragmatists* and *devotees*. The purpose of this is to provide the consumer groups or *types* which have been discovered with some meaningful and recognisable identification.



**Figure 31 - Identifying consumer types defined by cluster analysis**

## 8.7 Materialists

The first type of consumer suggested by the cluster analysis, (cluster one), which accounted for one in five purchasers, was characterised by a comparatively high socio-economic status (A and A/B professional and senior managerial occupations) and contrastingly low level of engagement. This group were given the name *materialists*, for their purchase of a static caravan seemed to be driven neither by limited choice or overwhelming need, but by the materialistic concept of owning a static caravan for the symbolism and usefulness it might sometimes serve; a type of consumer also recognised by sellers:

*“Yes ... eighty percent of our owners come from a comfortable background or live in nice parts of town ... again I just think it’s desire and affordability ... and it’s an extra thing ... a nice car ... a nice caravan ... nice home”*

(SE20, page 6: line 262)

In comparison to other consumer groups materialists were less likely to come from urban environments and had the greatest financial ability to purchase alternative forms of second home should they desire. Consequently static caravans did not seem to be considered essential, or even that desirable, in fact given their time again they indicated they would now be likely to purchase something different. Not surprisingly therefore they exhibited little eagerness during the purchase process, and once completed were less inclined to partake in the customary second home activities or recognise the forms of value static caravans offered. Materialists were the least regular to use their static caravans, and when they did, they would stay for relatively short periods. For them life at their second home was considered to be no better than home, and they would be likely to holiday elsewhere.



## 8.8 Enthusiasts

In contrast to materialists, the second type of consumer suggested by the cluster analysis (cluster two) which accounted for almost one in four purchasers, were characterised by low socio-economic status (groups D and E) and high levels of engagement. This group were termed *enthusiasts*, for their purchase was driven by a passion for a second home which could only be met by the affordability of a static caravan. Enthusiasts were most likely to be engaged in manual occupations and reside within urban environments, and what they could purchase was limited by their means. Consequently static caravans were perceived to be highly desirable, and given their time again they would have bought earlier in their life. Not surprisingly enthusiasts exhibited the greatest eagerness during the purchase process, and were more inclined to desire park facilities or partake in the customary second home activities and appreciate the forms of value static caravans offered. For them the motivation to purchase was a quest for freedom and convenience, and they placed great value on the peace and quiet static caravans provided, where life and time was perceived to be more organised and valuable than that at their principal dwelling. Of all groups enthusiasts gained greatest satisfaction from ownership, and they showed the least inclination or ability to holiday elsewhere. Not surprisingly they were the most regular visitors, although the length of stay tended to be for only short periods. Enthusiast's expectation was to extend their tenure, and given the opportunity they were the most likely to wish to make their caravans their principal home.

## 8.9 Pragmatists

The third type of consumer which accounted for more than one in three was characterised by socio-economic group C and a low level of engagement. This group were given the name *pragmatists*, for their purchase seemed to be principally driven by practical

consequences, such as to be close to relatives, to reconnect with a specific location, acquire flexibility for holidays, or subsidy from letting income. Despite considerable financial means and choice being available, for the pragmatist the static caravan was the most practical and economic way of achieving specific objectives, and they showed less recognition of the freedom and the forms of value which could be offered. Not surprisingly therefore they were the least pre-decided on their type of purchase, and there was a greater likelihood that their enjoyment might wear off or that they would begin to regret their purchase. This might be as a consequence of their younger profile, or perhaps their children becoming disenchanted with repetitive holidays. Pragmatists were the most likely to sub-let their static caravans, and consequently less regular in their use. When they did visit they would stay for slightly longer periods, perhaps for traditional family holidays.

#### **8.10 Devotees**

The fourth consumer group was typified by owners most devoted to static caravans, the *devotees*, who represented approximately one in seven purchasers, and characterised by relatively high socio-economic status and levels of engagement. Regardless of being predominantly from professional and managerial occupations and having the financial ability to choose alternative types of second home, devotees were the most pre-decided in their choice being a static caravan and most unlikely to ever regret their purchase. This was perhaps a reflection of their previous experience of static caravans, much of which was gained during childhood. Their purchase was considered to be good value, and despite their slightly older profile they held the greatest expectation of renewing their tenure and retaining their plot the longest. For devotees who were more likely to come from urban environments than not, life at their static caravan was considered to be more enjoyable than home, and such pleasure was unlikely to wear off through the repetition of their visits. The



emphasis for them was upon peace and quiet, and there was a significant recognition of the benefits of park facilities and appreciation of the forms of value static caravans provided.

In utilising both a factor and cluster analysis to identify four significant consumer groups in this way, and characterise them by the significant associations established by the chi-square tests, a valuable contribution to understanding static caravan second home consumerism has become possible. Furthermore as the final conclusion will extend, consumer groups provide a useful indication of the varying rationale for ownership, not simply in explaining differences in their reasons for purchase, but in the influences which might have an impact upon one group compared to another. This may have considerable value to marketing, in that it not only provides an understanding of how these types of consumer behave, and why people buy what they do, but also sometimes why they don't. With such knowledge one consumer type could be targeted in preference to another. Conversely through early identification during the decision making process it may be possible to provide for the specific influences and aspirations of a particular consumer type accordingly. It is worth noting however that the significant differences between these groups are subtle and relative. Whilst devotees or enthusiasts for example are partly explained in terms of their higher levels of engagement, this does not suggest that materialists and pragmatists are not engaged or do not recognise and enjoy any of the forms of value static caravans provide. This characterisation of groups therefore must be understood as one of comparativeness and relativity between not so much consumer groups, but consumer types.

### **8.11 Caravan People**

Throughout the quantitative study both owners and sellers referred to 'caravan people' and how they could be distinguished from those who were not owners. For example "*you can*

*just point them out ... they are a certain kind of people ... you can tell a caravan owner"* (SE15, page 9: line 414). What they were suggesting was that there was a type of person to whom the caravan had the greatest appeal, who not only shared interests and similar behaviour, but were different in personality to others. Although not central, clearly it was important for the study to consider this; whilst the characteristics and behaviour of purchasers had been examined in some considerable detail, their personalities also needed to be assessed.

The findings of the ten item personality instrument which was introduced in the quantitative research showed owners to be fundamentally the same as the non-owner control population for most dimensions (*table 29*). The data did however suggest owners to be less *extraverted* (by 9.2% within that dimension) and a little more *agreeable* (by 4.1% within that dimension) compared to those who were not owners. Purchasers of static caravans therefore might be recognisable by their quiet, reserved, and retiring traits of personality, whilst being a little more appreciative, friendly, and good-natured (John, 1990: 80) comparable with holidaymakers around them. Whilst not conclusive, the evidence does imply that purchasers of static caravans may display some variation in personality, which together with an inevitable similarity in their day to day interests and likely behaviour may well enable them to be identified within the context of a caravan park.

The assessment of personality suggested one further concept. Personality dimensions were also explored by an analysis of the four consumer types (*Table 53*) produced from the cluster analysis of the factors relating to purchase, and whilst the findings at first showed similar patterns, Tukey post hoc tests revealed the differences in *agreeableness* to be significant (.002) between groups (*Table 54*). What the data demonstrated was that clusters



two and four (*enthusiasts* and *devotees*) were much higher in the dimension *agreeableness* relative to clusters one and three (*pragmatists* and *materialists*) which was close to the control population norm. The *enthusiasts* and *devotees* who possessed greater *agreeableness*, and therefore were likely to be characterised by having more sympathy, kindness, optimism and helpfulness for example (John, 1990: 80) were also the consumer types most engaged with static caravans, and enjoying the form of life they provided. These two groups were also the most pre-decided upon purchasing a static caravan. Neither previous experience of caravans nor the locality showed any similar association. What this suggested was the more *agreeableness* a consumer's personality might reflect, the greater the likelihood that they will enjoy static caravans and the life they provide. In respect of static caravans therefore, stronger traits of *agreeableness* in particular could associate with a greater desire to purchase, and enhanced levels of satisfaction.

## Chapter Summary and Conclusions

### 8.12 Answers to the Research Question

This chapter has considered the significance of the results of the study and the answers they provide to each objective of the research question. The evidence has suggested how a consumer's desire for a second home can be understood within a simple thematic framework which has developed, incorporating needs such as escape, salvation, control, enhancement and opportunity, and can be seen to account for much of previous second home literature. It found that once a need becomes established the choice of any second home is a process which involves desires, tastes, and preferences, and is guided by experience, values, and the profile of the buying-centre.

Whilst determining a diversity of explanations for ownership, the study determined how decisions were taken within the constraints of a multitude of variables and influences, including for example at an early stage availability and affordability. Importantly what this thesis has also established is which of these variables, values and influences, and the types of desire, taste, and preference are most significant to the process of choosing static caravan second homes, and has provided an understanding of the manner in which they transact. Moreover it has determined how the significance of these key variables and their influence are likely to differ according to not only the profile of individuals and their particular needs, but for the four principal consumer types it has also identified and defined.

This research therefore has successfully established and tested a range of reasons for requiring a second home, and developed explanations for why the type chosen might sometimes be a static caravan. The work has also provided an insight into the nature of static caravans, and the specific forms of value and attraction they offer. A number of potential variables and influences have been established, and the significance of these and their likely effects have been addressed. Types of consumer have been identified and defined, and the understanding of these areas demanded by the study has been assimilated.

### **8.13 Proposed Model of Understanding**

When brought together diagrammatically, as *Figure 32* illustrates, these answers provide a clearer appreciation of the manner in which they interact during the consumption process, and contribute the basis for a detailed *model of understanding*. Such a model also provides an overview of both the definitive answer to the research question and each of the main aims and objectives of the study.



The proposed model in *Figure 32* illustrates the interaction of the two principal elements of behaviour to be established with the consumer, the *cause of need* and the *process of choice*. Shaded boxes and arrows have been used to indicate the principal processes which exist, whereas lighter boxes and arrows represent the interaction of influences and secondary actions. As the research has determined, different consumer types have differing needs, and different needs lead to variation in choice, which in turn can be influenced by key variables. For example enthusiasts who by their nature desired a high level of personal use from their static caravan, might select it and use it differently to pragmatists who were more likely to sublet. Consequently the model provides for each of the key distinguishing variables to have been established and shows their impact upon each of these processes and interaction with one another. However, whilst the model does account for the likely influence of such variables, in order to avoid issues of over-complexity (Jackson, 2005: 23; Ajzen and Fishbein, 1980: 15) it intentionally ignores to define, in the manner *Table 56* sets out, the precise nature of such effects.

The initial focus of the model is upon key variables which were proven to define consumers and have the greatest influence upon *needs* and *choice*. The impact of those variables upon need become further defined by types of *desire* and the forces of aspiration which drive them. Whilst one or more needs for a second home become established, the process of its choice is guided by *motivation* and *core values*. The four types of consumer and the choices they make are also determined by the key variables and the type of need required. The model further accounts for any experience which is gained from use, and emanates from the process of consumption. Experience was found to play an important role in further choice and the likelihood or not of repurchase, which as the qualitative data demonstrated may be particularly influenced by the values of status and esteem. Should any repurchase take place

the impact of experience is shown upon the variables which are likely to have undergone change. In this way the model also accounts for the repetition of consumption which was often found to occur at different life stages; for example owners drawing upon their childhood experience of static caravans when they were considering the purchase of a retirement second home.



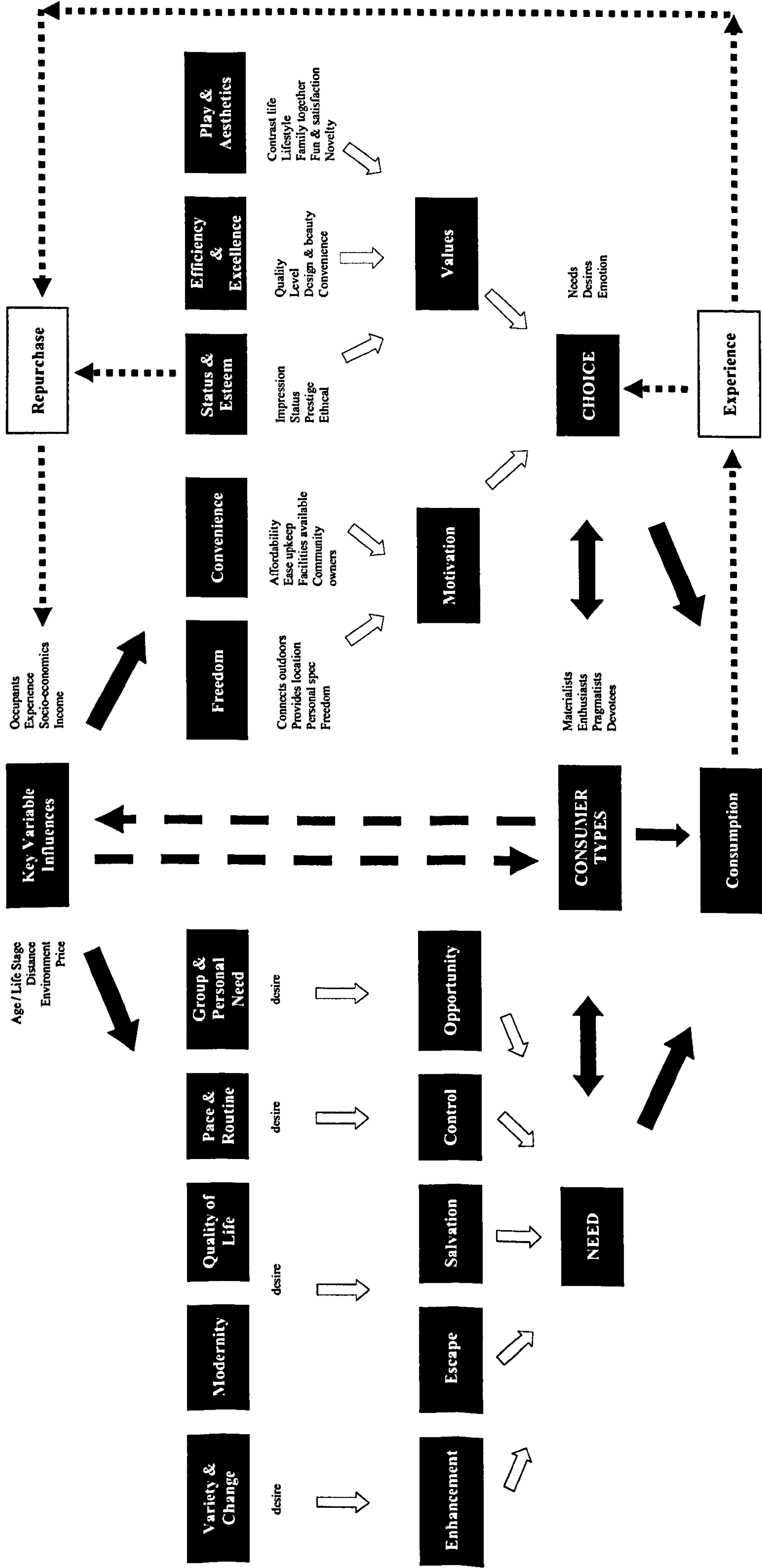


Figure 32 -- Proposed Consumer Model of Static Caravan Second Home Consumption





## CHAPTER 9

# Value to Practitioners and Further Contributions to Knowledge

### 9.0 Introduction

As the previous chapter suggests much of existing second home theory has been reflected in the findings of this research, which in many ways supports the conclusions of earlier works such as that by Coppock (1977: 12) Jackson (1986: 388) and more recently Chaplin (1999: 53) and Quinn (2004: 128). Importantly the research also contributes in extending that knowledge into less charted areas of second home study. In general terms this work has added to existing theory through a comprehensive understanding of a less traditional and previously much ignored form of ownership, providing quantification and understanding of the significant role static caravans play as second homes in Britain today, their unique appeal, the forms of value they provide, and the consumption process which is involved. Unlike much of previous research the work has identified key variables, and importantly determined the influences which they have upon the behaviour of consumers during their purchase and everyday use. From its analysis of the data a number of consumer types have been identified, and importantly the manner in which these react and behave defined. Beyond establishing needs previous studies little explain purchase or take account of variables, and in particular ignore the process of choice. This research presents a considerable insight into understanding consumer behaviour from the point such needs are formulated through to the process of consumption itself. The model of understanding it establishes offers a useful device with which to explain the manner in which the two principal elements of behaviour, *need* and *choice*, interact, and goes some considerable way to explain how consumer needs may differ, the significant influences which might act upon

them, and the variations in requirements and use which may result. Although the study does not intend for its findings to be generable to the wider use of second homes, the principles and findings may serve to inform future research. This concluding chapter will consider some of the more precise areas in which this research has added to the existing debate on second home ownership and the value it might provide to practitioners who are working within the static caravan industry, including those involved in the marketing process, with park management and ultimately manufacture itself. The chapter will then finally assess the strengths and weaknesses of the study and its implications and possibilities for future research and how that might be developed.

## Further Extending Knowledge

### 9.1 Questioning Touristic Behaviour

Whilst tourism is recognised to take many forms, its motivation is often explained in terms of influences of *personality, lifestyle, past experiences, perception or self image* (Swarbrooke and Horner, 1999: 55; McIntosh, Goeldner and Ritchie, 1995: 176). In many respects the purchase of static caravans as second homes was no different. Owners were evidently motivated by relaxation and a desire to reconnect with their previous experiences of static caravans and particular locations, and such behaviour was undeniably affected by status and esteem; yet although motivation to purchase may be touristic, the findings of this research question whether their use can be.

As the earlier review discussed, much debate has taken place over whether second homes are a form of tourism. Whilst on the one hand Hall (2005: 129) and Muller (2002: 429) suggest they must be by inference of the time and distance which distinguish their use, and



Swarbrooke and Horner (1999: 4) by the travel and leisurely behaviour they involve, Cohen (2004: 28) is more cautious, recognising instead such users to be marginal tourists, having little desire to continually seek new experiences or surroundings. In relation to static caravans this study disengages further. The regularity of their use and the perception of the purchase suggests that for many owners, particularly those shown as being most engaged such as the *enthusiasts* and *devotees*, they have become a utility; a part of everyday life. The perpetual yo-yoing between the caravan and home for them is so regular, and the community they engender so familiar, touristic characteristics to which previous studies refer are no longer evident.

Although elements of leisure, mobility and the inevitability of returning home which have come to define tourism are clearly involved, the use of static caravans as second homes can be seen to be no more touristic than travelling to the park to play tennis; no more than to satisfy the play Holbrook (1999: 19) uses to distinguish between acts of work and leisure. So familiar the static caravan and its community become, that what defines home and what constitutes a second home become intertwined. Indeed McIntyre (2006: 7) cautions how care should be taken in using the term home, as multiple places and dwellings become a part of modern life. *Pragmatists* and *materialists* on the other hand represent quite different ownership; one which is more touristic; involving a contrasting perception to travel; with less communal engagement; and consequently less sense of belonging. Although this research has established owners perceive static caravans as properties it also suggests static caravans are utilities. In the same way that a motor car provides mobility the static caravan enables some further dimension to modern life; a notion which also furthers debate on need.

## 9.2 Need Revisited

Whilst it has become generally accepted that second homes serve a multitude of functions (Godbey and Bevans, 1987: 18) recent studies also begin to suggest that any purchase is commonly underlined by a desire to achieve some form of lifestyle which is not possible at the principal home (McIntyre, Williams and McHugh, 2006: 13; Haldrup, 2004: 435; Hall and Muller, 2004: 12; Chaplin, 1999: 44). Although this research shows much evidence to support such explanations it also points to a further underlying notion which it discovers to be at the centre of understanding the need for a second home. Of the many activities which owners recalled at their static caravans and the various functions they were found to serve, almost all could be enjoyed within their own domestic environment. In his study of the ownership of summer cottages in Canada Wolf (1977: 29) similarly resolved that the *nature* purchasers stated they sought could usually be found in their own backyards. A surprising number of purchasers were seen to lead quite acceptable lives at their principal home, and few provided convincing justifications for the need for a static caravan. What is important in understanding the need for a second home therefore is not so much the form of life and activity it provides, but the reasons *why* that could not be conducted at home. Some purchasers referred to jobs which distracted them, others the lack of time or opportunity and for many there was an incessant routine. What the static caravan could be seen to provide was *permissible behaviour*; a bridge for that which was no longer accepted in modern life to be transacted within a domestic setting. This should not to be confused with the identity second homes permit (Hall and Muller, 2004: 12) or the emotional home in which an authentic self can emerge (Williams and McIntyre, 2001: 392). Quite simply regardless of their environment purchasers were yearning to be leisurely at home, without being judged. Evidently what owners were suggesting was that they required *a socially*



*acceptable vehicle* within which these things could be transacted; an environment in which it was acceptable to transact leisurely behaviour without any sense of guilt.

### **9.3 Defining the Form of Consumer Behaviour**

Much of recent understanding of consumer behaviour has tended to be based on multi-variable models which have been adapted to specifically account for the influences most relevant to the specific type of purchase being considered. The model which this research proposes is no different. It accounts for the purchase of static caravans second homes, and its roots also lie in the multi-variable model. Typically such models begin with accounting for price, quality and availability of product, in addition to experience, social class and the influence of groups (Howard and Sheth, 1969: 30). In similar fields adaptations for tourism have tended to also consider the dimensions of travel (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005: 66), intangibility of the investment (Wahab, Crompton and Rothfield, 1976), destination image and time constraints (Schmoll, 1977). In almost all other ways the purchase of static caravans could be seen to be quite different from those of conventional second homes. The appeal of the static caravan centered as much upon the value of *efficiency* and *control* as it did upon enabling play and leisure, offering a further dimension to the freedom owners were seeking. Rather uniquely static caravans provided bespoke specifications to respond precisely to individual consumer needs, opposed to traditional forms of second home which involve compromise. The commonality of parks suggested greater certainty to the reattachment with places of previous significance, and the ability to select and personalise a plot, a deeper sense of connection. Searching for second homes which involves work, stress and ultimately the responsibilities of property ownership, were burdens consumers were seeking to escape. In the minds of their owners the unspoken costs of depreciation seemed to be traded for the affordable instant gratification static caravans

could provide. Quite simply static caravans offered *made to measure* second homes without the responsibilities and worries of property ownership. Opposed to the commitment traditional property purchase involved the ownership of a static caravan was simplified, and importantly options for the future remained open and flexible. Consequently purchase was often impulsive, and almost invariably choice was founded upon a mixture of experience and emotion. Further research will be required to ascertain whether the types of consumer discovered are typical for all second homes, but differences in their levels of engagement suggest that they reflect quite different forms of participation; in this sense the *materialists* and *pragmatists* closely represent marginal tourists, characterised by infrequent visits to their second home, partaking in leisurely activity but with little desire for new experiences or surroundings; so regular was the use of *devotees* and *enthusiasts* and so engaged with their second home and its community they became, questions whether they can any longer be considered tourists. In many respects the types to have been identified reflect not only the extent of what has been termed the level of second home engagement but the degree of tourism they have come to represent.

#### **9.4 Framework for Understanding**

For decades social scientists have been providing a growing number of explanations for the purchase of second homes. This is hardly surprising for by their nature second homes are likely to be used in a diverse number of ways, and purchased for a combination of requirements (Godbey and Bevans, 1987: 18). Recent studies however have lacked a common structure which might hold together such widely ranging explanations. Jaakson's (1986: 389) ten broad themes for example have never attempted to underpin need, but to provide meaning to the behaviour and exploration of second home owners themselves. The typology of the five forms of need which this research proposes are not only valuable for



interpreting specific explanations for the purchase and use of static caravans, but more widely are a proposal to cement together extensive theories which exist on second home ownership.

## **9.5 Forms of Unique Appeal**

Whilst traditional studies of second homes typically refer to their appeal as location and type of use this research established the appeal of static caravans to extend in further ways. Many features which might first be considered shortcomings such as their size, construction, confinement, limited life and lack of permanence were discovered to be important attributes, providing distinct and somewhat unique forms of value. Whilst all the appeal of traditional second homes was evident, by their very nature static caravans offered a more simplified, tidier and enjoyable existence, in which life was reported to be novel, exciting, and more uplifting than in a conventional dwelling. As Caemela Ferraro (2009: 6) contends more generally, for similar reasons a growing number of people are beginning to embrace tiny homes as their main residence and the minimalist lifestyle which accompanies them.

The general appeal of becoming closer to nature and reconnecting with particular locations traditional second homes serve was also found to manifest itself in the very nature of static caravan design and construction. In their quest for a second home consumers were undoubtedly seeking some duplication of the comforts of their home, but this research suggests that they were simultaneously desiring change or a contrast, and at best novelty. Unlike the novelty in life and activity to which Jaakson (1986: 373) refers, importantly the static caravan was also found to provide novelty in the very *form* of the second home itself.

## 9.6 Defining Core Needs

Through factor analysis this research has demonstrated the primary importance of *escape* and *control* to the purchase process. Previous studies regularly consider the need for escape in terms of the contrast of life second homes provide in conjoined terms. Expanding that understanding this research suggests a clearer distinction between the two. Many purchasers talk of the value of the alternative life with no reference to escape, and for others the environment of their principal home was equal to or more desirable than that which their static caravan could offer. In such cases the research established that it is not simply contrast (or *enhancement*) being sought from a second home, but in what it terms *salvation* a fundamental value was found to be its facilitating nature of leisurely behaviour which it permits without engendering a sense of guilt. Escape the research indicated referred less to urbanisation and all that is associated with it, and more to the frustration of modern life, which was characterised by speed and external pressures from work and domestic chores. It was also significant that this form of escape proved evident for all types of purchaser regardless of their home environment, age, life-stage or socio-economic group.

## 9.7 Extending Areas of Understanding

The individuality of the static caravan form extends second home theory in a number of other ways. Whilst the extensive theory of place attachment and its effect upon the desire to purchase a second home is well established (Aronsson, 2004: 86; Mottitar and Quinn, 2003: 123; Kaltenborn and Bjerke, 2002: 384) evidence from the study suggests how this influence may not solely relate to location but to the type of second home itself. A fundamental appeal of the static caravan was found to be its ability to provide reacquaintance not necessarily with the area at which they were sited but with leisurely moments previously enjoyed within them. However there is currently no evidence to



suggest this may apply to other forms of second home. What was evident was how the nature of the static caravan had influence. Furthermore unlike the *freedom* of time second homes were recognised to provide (Chaplin, 1999: 52) for owner's of static caravans freedom meant the ease by which their needs could be met: the flexibility of the caravan form, the selection of specification, largely pre-determined costs, changeable plot, and importantly the ability to alter any part of their commitment at any time should they desire. With respect to static caravans freedom meant choice, and with this choice the ease by which fundamental goals such as relaxation could be achieved.

## Implications for Practitioners

Many of the findings have important implications for practitioners working with static caravan second homes. That value applies equally to those who are involved in general management as it does for those within sales or manufacture, as detailed knowledge of consumers, their rationale for ownership and the language they employ enhances levels of both the service and product development which may be delivered.

### 9.8 Value of Consumer Knowledge

One of the most useful tools for any sales process is an appreciation of the factors which motivate purchasers (Morgan and Pritchard, 2000: 97). Indeed Solomon (2002: 6) maintains how any firm's very existence is to satisfy consumers' needs. Having a thorough understanding of consumer behaviour therefore which includes their general needs and desires is vital to any marketing process, and moreover likely to increase its efficiency (Swarbrooke and Horner, 1999: 10). In relation to static caravans this research has established what those needs are likely to be. Together with its understanding of the

specific values which lead to choice this enables marketing to be better aligned to consumers, and as a result be at its most productive. Beyond assisting promotion the results of this study will further aid the decision making processes which relate to product positioning, differentiation, stocking and the identification of unique selling propositions.

### **9.9 Recognising Product Features**

Whilst understanding needs is fundamentally important, identifying product features which have the greatest appeal and value to consumers is similarly essential to the execution of marketing strategy and business development. The research differentiated between those benefits which related more generally to the utility of the product (*Tables 30, 31, and 32*) and those which concerned the wider delivery of the lifestyle desired (*Tables 27 and 28*). Importantly the data provides a valuable indication of the level of perceived importance of both forms of benefits, and assist practitioners requiring optimum marketing success and the most prudent future development of their business. For example effective park landscaping was found to be four times more desirable to purchasers than having a catering outlet, and they were twice as concerned with the limits on tenure as they were with running costs or upkeep.

### **9.10 Benefitting from Consumer Types**

Grouping consumers by a single characteristic such as their household size, income, life-stage, or home environment, enables practitioners to focus upon different *needs*, increasing the cost effectiveness, speed and efficiency of marketing. For example the study found that when owners were grouped according to their type of home environment each type had fundamentally different requirements. Regardless of their life-stage age or other distinguishing characteristics those from the countryside showed a greater desire to enhance



their lives, seek contrast, change, and more regular use, whilst those who emanated from urban environments placed higher value upon relaxation and escape. In this way the research provides not only an explanation of how the needs and desires of fundamental consumer types might vary but guidance in the manner in which marketing might account for them accordingly. In this instance therefore whenever possible the treatment of targeting and matching needs should be different towards urban marketing to that which is rural based. Differences found within other types of consumer groups should, and can now similarly be accounted for.

In identifying consumer types directly from the reasons for purchasing a static caravan and the forms of value they were perceived to provide the study also enables considerable flexibility and choice to business owners who drive the marketing process. Detailed knowledge of the four principal types of consumer to have been established, the *materialists*, *enthusiasts*, *pragmatists* and *devotees*, and the manner in which their tastes, needs, lifestyles, and motivations differ, provides an opportunity to deliver market segmentation strategies, product positioning, and consumer targeting according to the most desirable and suitable business models (Hooley, 2000: 207; Morgan and Pritchard, 1998: 118). For example management seeking to maximise the utility of accommodation, and perhaps the income from facilities, might consequently desire a high level of sub-letting, and seek to attract pragmatic consumer types which the study established as the most likely to sub-let. Other parks which may wish to minimise changes in ownership on their park might seek consumer groups with the greatest expectation of tenure, such as devotees. Alternatively marketing which targets materialists might provide consumers who have a tendency for shorter periods of ownership, consequently maximising annual sales or the churn rate required by an alternative business model.

Such emphasis illustrates how the findings of the study provide new opportunities for *variation in offers* and to target a wide number of very specific consumer characteristics for the benefit of the shared interests of consumer groups and ultimately with a benefit to any business itself. That targeting could reflect whether the park offers facilities, the type of amenities, its family orientation, the desired level of tranquillity, and even the size (and cost) of caravan which may be sited. Using knowledge of consumer types in this way provides management not only with further choice but the ability to deliver more specific and defined business strategies.

### 9.11 Advantage of Predicting Behaviour

The significant associations found with variables provided an indication of not only the influences which might affect consumer utility but consumers' perception of value and their reasons for purchase. The ability to distinguish the variables which have a positive influence upon the manner in which consumers are likely to behave in this way provides considerable advantages to marketing (Brunt, 1997: 122). The extensive chi-square analysis established eight key variables to have the most significant effect upon consumer behaviour. Those were: *age, travel distance, household income, experience, occupants, socio-economic group, the price paid, and home environment* (see Table 56). Whilst any influence or association is one of likelihood rather than certainty it nevertheless plays an important role in predicting and explaining why consumers sometimes behave in the way that they do, and alternatively why at other times they don't. From a sellers perspective this is particularly helpful in understanding the wider needs and behaviour of consumers which are likely when they have previously had only limited sources of information. For example as Table 56 illustrates, interest from a prospective purchaser living just twenty miles away, in their early seventies, indicates that they might be particularly receptive to the value of



design, convenience, health, esteem and economy; and their purchase be intended primarily for their own regular use, for long periods, particularly when it is quiet. A customer in their forties on the other hand who lives some hundred and fifty miles away is likely to have quite different needs, and hold an entirely separate set of values. The research indicates this customer to be likely to require a second home for shorter family visits, particularly during the school holidays, and be more willing to sub-let. Although they might be less pre-decided in specifically purchasing a static caravan their decision would be driven more by the importance of location and family than by health or convenience, and they would perceive their purchase as a lifestyle investment. These examples merely illustrate the likely effects from changes in just two variables. Whilst these predictive qualities should never suggest that all other potential needs and desires should be ignored it does permit early dialogue with prospective purchasers, which may be limited, to be transacted in a more sales efficient manner than was previously possible.

### **9.12 The Importance of the Decision Process**

It is widely recognised that one of the central problems with any marketing is that often its decisions concern choices between options for which little information is known (Randall, 2001: 90). Formalising the sequence of the decision making process and how it works has given practitioners the ability to identify the status of a consumers purchase at any particular time, and highlight the most appropriate and positive sales characteristics to that part of the process. Each stage of the decision process might require different marketing design and approach, and such choices between options might now be better recognised and accounted for accordingly.

As opposed to a focus upon the latest models, understanding choice has established that it is imperative for a contrasting range of stock to be maintained. This does not require such a number as to confuse selection, as sellers have warned, but the study indicates in order to complete any purchase the final selection which draws upon personal perceptions of taste, and by its very nature likely to vary, as a consequence demands a diversity of design and decor to enhance conversion and to maximise sales. Price-range is a further important option the study has identified, and with a significant number of purchasers found to desire an upgrade after three to four years, a range of cheap entry models as part of any business strategy is worthy of consideration.

### **9.13 Value to Manufacturers**

Knowledge of the groups of characteristics and specific forms of value which the research has identified for a number of separate consumer types has increased the ability and opportunity for manufacturers to define meaningful and most importantly successful brands, and take advantage of image building campaigns which highlight specific attributes from their range of products. As Morgan and Pritchard (1998: 141) suggest, the effect of making such a connection between a set of product attributes and a specific brand, can sometimes be more important to the success of sales than the product's characteristics themselves. Importantly, in addition to identifying the characteristics and forms of value consumers seek the research has provided some measure of their significance to the choice process, enabling manufacture branding to select and match caravan models to the features which might be most productive.

Despite expressing that they perceive their static caravans to be a miniature version of home, a central theme of the qualitative data suggests that consumers do not seek or desire



merely a duplication of their domestic environment, but a novel and exciting alternative. Before modern technologies lead to a complete replication of homes within the framework of a caravan, future design should be careful to recognise and consider the importance of the traditional values which the study identifies (*Tables 14 and 32*), and safeguard the importance of the *caravan identity*. The abundance of light and simplified effortless and compact design which engenders a make-believe novel and exciting environment, should remain central to manufacturing objectives.

The findings indicate to manufacturers the importance of the initial impact on consumers, particularly in relation to interior design. This must not be underestimated for as the understanding of the decision making process has illustrated once the desire for a second home has become established, and the manner in which it will be fulfilled decided, the final element of the decision ultimately involves not need, motivation, or any of the values of use, but a selection between caravan models. As the study found that selection is based upon drawing primarily on the self-oriented values of excellence and aesthetics which were proven to be central to the process. The qualitative data clearly demonstrated how consumer tastes and preferences varied significantly and there was clearly no single distinguishable caravan feature, design or specification which could explain one form of appeal more than another. What the study suggests therefore is that the final process of selection is driven by the emotional effects of aesthetical values. The fundamental objective of caravans being designed for the retail second home market therefore should be to achieve show-home perfection, in their coordination of colours, styles, material and quality.

In offering more bespoke products made to order the study suggests that manufacturers should consider the value in offering greater personalisation of specification during the

production process. Compared with conventional properties the purchase of a static caravan was considered to be far more prescriptive, and the benefit of being able to choose from a range of designs and individualise to personal requirements, despite having a pricing impact, should nevertheless not be underestimated in its appeal to customers.

#### **9.14 Development of Existing Knowledge**

The development of existing knowledge by the research has also suggested a number of areas for further focus. For example an existing study had indicated that there might be a connection between consumers of static caravans and their previous ownership of tourers:

*“Park managers said they saw a lot of people buying caravan holiday homes who had previously towed a touring caravan. These people, the park managers assert, liked caravan holidays but were fed up with the inconvenience of towing a caravan around.”*

The Tourism Company (2003: 19)

This research has not only confirmed such a relationship exists but importantly established the extent of that relationship, having found as many as thirty-one percent of static caravan owners to have previously bought or hired touring caravans. This is of particular value to those involved in marketing as it confirms and identifies a substantial and easily accessible group of potential purchasers, which with the assistance of further findings can be refined according to a number of secondary parameters such as socio-economic group, life-stage or travel distance to enhance the effectiveness of additional and future marketing.

The extent of consumer experience this research has established invites a number of other marketing opportunities to be explored. Whilst it is increasingly possible to define potential purchasers through target profiles, specific needs and travel distance for example, regular



visitors who had a familiarity with the second home area were also found to be a significant market, suggesting there might be considerable value in localised marketing activity and promotion, particularly when combined with other target criteria. Only one in five purchasers were found to have had no previous knowledge of their second home location, and for eight out of ten that was gained recently during adulthood. Similar patterns in the data resulting from the research suggest the sales potential of those who enjoy camping, and in particular static caravan holidaymakers. Safeguarding the future availability of such holidays through mixed models of park usage may have an important implication for the future success of static caravan sales, for prior to their purchase nine out of ten owners had some previous experience of static caravans which was gained from past holidays.

## Limitations of Study

There are several limitations which should be taken into account when interpreting the findings and implications of this research, and many also begin to play a role in suggesting the direction for further study.

### **9.15 Limited Representation**

The samples of holiday parks chosen and available to the study whilst providing a cross section of second home locations and owner origin may not be fully representative of static caravan consumers in general. For example a regional bias might emphasise some forms of value more than others, and the study design takes little account of the effects the holiday park size and facilities have upon the type of consumer attracted to them and the influence that might have on their requirements. Although the research adopted a random sampling strategy it is possible for bias to also exist through a natural desire for owners with the most

positive experiences to predominantly participate. Much of these criticisms can be overcome in future studies through the introduction of a broader number of parks over a wider geographical area, incorporating data from those ending their ownership in addition to those who currently enjoy their second home.

### **9.16 Measurement of Data**

As with any quantitative study the data which is collected can only be reflective of the questions which are asked and the manner in which they are made. Whilst the questionnaire design goes some way to ensure that a mixed methodology of data collection has been applied, the Likert attitudinal scale which was in part used is not without its critics. Kumar (2005: 145) for example warns that the validity of such a scale is only determined by the extent to which statements accurately reflect the critical issues. By the nature of questionnaires and potential respondent fatigue with which they are associated the study has had to be selective in the questions which were asked, which were largely shaped by the qualitative interviews to ensure a logical link with the main issues of the study were maintained.

### **9.17 Associations**

At a number of points the research has used Pearson's chi-square tests in order to determine associations which exist and the likely effect variables have on other data. Although the recommended procedures of validation have been rigorously applied, and the relationships established of an acceptable significance, it must be recognised that the association such tests establish do not in themselves provide an explanation for the changes in behaviour (Albright, Winston and Zappe, 2002: 532). Whilst it may be appreciated that certain outcomes can be associated with particular variables therefore, further research would be



required before it can be established whether or not those variables were the direct cause of such action.

### **9.18 Assessing Personality**

The ten item personality instrument (TIPI) was introduced into the quantitative research in order to provide a simple yet reliable comparison between personalities of those who purchased static caravans and those who were not owners. The use of such a short measure, whilst required within this context, does nevertheless have a number of limitations. First the level of reliability of the TIPI is only tolerable if it is utilised to provide an indication of assessment, as single-item scales are recognised to be psychometrically inferior to much larger multiple-item scales (Gosling, Rentfrow and Swann, 2003: 505). In order to measure ratings of dimensions particularly where variations have been suggested to exist, such as for *agreeableness* and *extraversion*, a more comprehensive instrument such as Costa and McCrae's (1992: 10) 240 item inventory should be used to increase reliability and record specific facets within each dimension. A common criticism of the Big Five dimensions more generally is that they do not account for all human personality, and some psychologists have dissented from the test because they feel that it neglects many domains, for example snobbishness and identity (McAdams, 1995: 365) which might be central to this study. Finally, while the control study was conducted within holiday parks and specifically excluded participants who had experience of caravans, it took no account of differences in age or other factors which might have had an effect upon variation on the personalities assessed.

## Further Direction for Research

### 9.19 Comparison of Values

Some of the qualitative evidence suggested that the desire to own a static caravan as a second home sometimes superseded any recognition of the more fundamental forms of need which have been established by the research; unique appeal acting as push factors towards purchase in their own right no other form of second home seemed likely to provide. To fully understand the strengths and effects of such differentiation between forms of second home this area of study is worthy of further research to compare the types of value and appeal static caravans engender with those of other forms. An overriding question to arise from the research therefore is to what extent the appeal of static caravans is unique, and if they didn't exist whether their consumers would proceed to buy some other form of property? What this suggests is that whilst existing research provides some understanding of the relationships between ownership and attachment (Mottiar and Quinn, 2003: 109; Kaltenborn and Bjerke, 2002:381), constraints (Shogan, 2002: 27; Gallent and Tewdwr-Jones, 2001: 59), work (Chaplin, 1999: 41) and mobility (Hall, 2005: 125; Dijst, Lanzendorf, Barendregt and Smit, 2005: 139), a comparative cross-sectional study of second home ownership in Britain today which incorporates its many forms and respective values is also required in order to complete that broad theoretical understanding.

### 9.20 Longitudinal Study

The variation in the periods of ownership and levels of value which were indicated by this research suggests a further longitudinal study should be conducted to explore any changes in consumer attitude which might occur before, during and post purchase. The qualitative data suggested owners purchased with the full expectation they would require their static



caravans for their full tenure, yet in practice rarely did. The reasons for the irreconcilable difference between purchasers' expectations and that which actually occurred might be important not only for understanding second homes in general, but in providing valuable data for practitioners involved with static caravans. Current evidence within the study suggests that there may be a number of possible explanations. For example young family members may desire regular visits to unchanging destinations far less as they grow older; or become less fond of static caravans and the holiday park life as they mature; quite possibly the perceptions of owners themselves may change as their life stages alter; or forms of value begin to diminish over time. Such a longitudinal study might also provide a valuable insight into changes in mobility and patterns of use of second homes over the time of ownership.

## The Future for Static Caravan Second Homes

The reasons given by interviewees for owning a second home seemed in many ways to be more representative of consumer desires than essential needs and cut across almost all social and economic boundaries. Effects of *modernity* for example have an impact on all parts of society, and consequently the desire for escape, change or a break from routine are likely to arise for everyone in their daily life. As second homes no longer remain a privilege for a fortunate few, and with the improving quality of static caravans available for sale rather than to let now within the means of an ever increasing number of consumers, these desires are more and more likely to manifest themselves, and in order that they be met the appeal of the static caravan is almost certain to grow.





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# Appendix 1

Categorical purchase variables	$\chi^2$	<i>df</i>	( <i>p</i> ) sig	% < 5	status	table
Alternative to foreign holidays	11.541	6	.073	0.0	Accept	
Escape urban environment	7.275	6	.296	0.0	Accept	
Provide healthier living	7.263	6	.297	0.0	Accept	
Break from routine	4.125	6	.660	66.7	Accept	
Closer to sea and countryside	8.391	6	.211	33.3	Accept	
Contrast to home	12.135	6	.059	33.3	Accept	
Break from work and domestic chores	5.284	6	.508	16.7	Accept	
Better quality of life	1.420	6	.965	16.7	Accept	
Time with family	16.042	6	.014	0.0	Reject ***	1
Relaxation	6.636	6	.356	66.7	Accept	
Alternative to towing	23.841	6	.001	0.0	Reject ***	2
Affordability	6.940	6	.326	0.0	Accept	
Freedom it provides	8.992	6	.174	33.3	Accept	
Connects with outdoor life	4.000	6	.677	33.3	Accept	
Ready made home to specification	3.924	6	.687	33.3	Accept	
Facilities available on park	3.447	6	.751	0.0	Accept	
Community of owners	15.895	6	.014	0.0	Reject ***	3
Allows preferred location	10.643	6	.100	33.3	Accept	
Ease of upkeep	9.251	6	.160	0.0	Accept	
Regret the purchase	3.413	3	.330	25.0	Accept	
Given time again unlikely to purchase	2.307	3	.511	0.0	Accept	
Given time again would do the same	7.319	3	.062	0.0	Accept	
Given time again purchase earlier	1.356	3	.716	0.0	Accept	
Given time again purchase better specification	5.023	3	.170	0.0	Accept	
Given time again purchase wider	2.004	3	.572	0.0	Accept	
Would purchase conventional property	1.650	3	.648	0.0	Accept	
Provided good value	17.123	3	.001	0.0	Reject ***	4
Value as cheap holidays	6.851	6	.335	0.0	Accept	
Value as novelty in life and design	2.976	6	.812	0.0	Accept	
Value in healthier lifestyle	9.605	6	.142	0.0	Accept	
Value in provider of income	13.231	6	.040	0.0	Reject ***	5
Value in prestige and status	4.081	6	.666	0.0	Accept	
Value in contrast to life at home	4.050	6	.670	0.0	Accept	
Value in lifestyle investment	10.253	6	.114	0.0	Accept	
Value in family togetherness	12.850	6	.045	0.0	Reject ***	6
Shortcoming in depreciation	2.273	6	.893	66.7	Accept	
Shortcoming in speed of depreciation	3.701	6	.717	33.3	Accept	
Shortcoming in limited tenure	3.232	6	.779	33.3	Accept	
Shortcoming in seasonal occupancy	7.511	6	.276	0.0	Accept	
Shortcoming in size	9.493	6	.148	0.0	Accept	
Shortcoming in purchase price	6.519	6	.368	0.0	Accept	
Shortcoming in running cost	2.649	6	.851	0.0	Accept	
Nearness, convenience of use	10.561	6	.103	0.0	Accept	
No stairs and one level	42.542	6	.000	0.0	Reject ***	7
Fun and satisfaction from use	1.056	6	.983	33.3	Accept	
Quality of product and accommodation	7.369	6	.288	66.7	Accept	
Beauty, aesthetics, functionality and design	5.583	6	.472	25.0	Accept	
Status of ownership	4.660	6	.588	0.0	Accept	
Ethical value	5.806	6	.445	0.0	Accept	
Impression on others	9.425	6	.151	0.0	Accept	
Enjoyment of returning likely to wear off	2.828	6	.830	0.0	Accept	
Should be renamed something else	13.782	6	.032	0.0	Reject ***	8

Chi-square test for relationship between age\* and categorical purchase variables

(\* quartile groupings: 18-48; 49-58; 59-64; >64 years)

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Retired	229.929	3	.000	0.0	Reject ***	9
Occupation	20.664	24	.658	11.1	Accept	
Income	62.970	15	.000	0.0	Reject ***	10
Home environment	6.611	9	.678	0.0	Accept	
Number of static caravans owned	45.969	9	.000	0.0	Reject ***	11
Length of being an owner	66.422	9	.000	0.0	Reject ***	12
Touring caravan experience	3.158	3	.368	0.0	Accept	
Static caravan experience	3.504	3	.320	0.0	Accept	
Previous locality experience	1.650	3	.648	0.0	Accept	
Distance from home	39.502	15	.001	0.0	Reject ***	13
Years of current ownership	40.279	9	.000	0.0	Reject ***	14
Cost	13.591	15	.557	0.0	Accept	
Regularity of visit	14.589	15	.481	0.0	Accept	
Duration of visit	60.982	15	.000	0.0	Reject ***	15
How many stay	90.429	9	.000	0.0	Reject ***	16
Let for income	22.631	3	.000	0.0	Reject ***	17
Use during school holidays	37.218	6	.000	0.0	Reject ***	18
Extent of personalisation of static caravan	6.562	6	.363	0.0	Accept	
Static caravan life compared to home	16.300	9	.061	25.0	Accept	
Definitely a caravan	5.528	3	.137	0.0	Accept	
Time considering second home	9.841	12	.630	0.0	Accept	
Time for caravan choice	9.495	15	.850	16.7	Accept	
Who played greatest role in decision	5.304	6	.505	33.3	Accept	
The order of the pitch decision	13.063	9	.160	0.0	Accept	
The order of the caravan decision	6.443	9	.695	12.5	Accept	
The order of the park decision	9.304	9	.410	0.0	Accept	
The order of the location decision	15.309	9	.083	0.0	Accept	
The importance of the pitch decision	14.189	15	.511	16.7	Accept	
The importance of the park decision	11.712	12	.469	20.0	Accept	
The importance of the caravan decision	20.147	15	.166	16.7	Accept	
The importance of the owner/manager	9.330	15	.860	33.3	Accept	
The importance of the location decision	9.605	12	.651	0.0	Accept	
Expected years of ownership	29.241	9	.001	0.0	Reject ***	19
Longer occupancy if no restrictions	27.674	6	.000	0.0	Reject ***	20

**Chi-square test for relationship between age\* and context variables**

(\* quartile groupings: 18-48; 49-58; 59-64; >64 years)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	1.598	2	.450	0.0	Accept	
Escape urban environment	2.391	2	.303	0.0	Accept	
Provide healthier living	2.044	2	.360	0.0	Accept	
Break from routine	3.734	2	.155	66.7	Accept	
Closer to sea and countryside	1.038	2	.595	33.3	Accept	
Contrast to home	0.222	2	.895	33.3	Accept	
Break from work and domestic chores	5.454	2	.065	0.0	Accept	
Better quality of life	0.164	2	.921	0.0	Accept	
Time with family	8.945	2	.011	0.0	Reject ***	21
Relaxation	3.645	2	.162	33.3	Accept	
Alternative to towing	5.059	2	.080	0.0	Accept	
Affordability	1.151	2	.563	0.0	Accept	
Freedom it provides	5.010	2	.082	33.3	Accept	
Connects with outdoor life	0.579	2	.749	33.3	Accept	
Ready made home to specification	1.733	2	.420	33.3	Accept	
Facilities available on park	3.763	2	.152	0.0	Accept	
Community of owners	11.915	2	.003	0.0	Reject ***	22
Allows preferred location	0.515	2	.772	0.0	Accept	
Ease of upkeep	1.692	2	.429	0.0	Accept	
Regret the purchase	2.187	1	.139	0.0	Accept	
Given time again unlikely to purchase	0.115	1	.735	0.0	Accept	
Given time again would do the same	4.637	1	.031	0.0	Reject ***	23
Given time again purchase earlier	3.759	1	.053	0.0	Reject ***	24
Given time again purchase better specification	1.368	1	.242	0.0	Accept	
Given time again purchase wider	0.050	1	.824	0.0	Accept	
Would purchase conventional property	1.130	1	.288	0.0	Accept	
Provided good value	5.303	1	.021	0.0	Reject ***	25
Value as cheap holidays	0.933	2	.627	0.0	Accept	
Value as novelty in life and design	1.459	2	.482	0.0	Accept	
Value in healthier lifestyle	0.259	2	.878	0.0	Accept	
Value in provider of income	15.415	2	.000	0.0	Reject ***	26
Value in prestige and status	0.065	2	.968	0.0	Accept	
Value in contrast to life at home	1.165	2	.559	0.0	Accept	
Value in lifestyle investment	7.339	2	.025	0.0	Reject ***	27
Value in family togetherness	5.311	2	.070	0.0	Accept	
Shortcoming in depreciation	0.067	2	.967	0.0	Accept	
Shortcoming in speed of depreciation	3.646	2	.162	0.0	Accept	
Shortcoming in limited tenure	0.877	2	.645	33.3	Accept	
Shortcoming in seasonal occupancy	4.166	2	.125	0.0	Accept	
Shortcoming in size	4.949	2	.084	0.0	Accept	
Shortcoming in purchase price	1.745	2	.418	0.0	Accept	
Shortcoming in running cost	0.632	2	.729	0.0	Accept	
Nearness, convenience of use	7.582	2	.023	0.0	Reject ***	28
No stairs and one level	11.554	2	.003	0.0	Reject ***	29
Fun and satisfaction from use	0.226	2	.893	33.3	Accept	
Quality of product and accommodation	3.114	2	.211	16.7	Accept	
Beauty, aesthetics, functionality and design	3.946	2	.139	0.0	Accept	
Status of ownership	2.407	2	.300	0.0	Accept	
Ethical value	0.986	2	.611	0.0	Accept	
Impression on others	3.324	2	.190	0.0	Accept	
Enjoyment of returning likely to wear off	6.201	2	.045	0.0	Reject ***	30
Should be renamed something else	2.376	2	.305	0.0	Accept	
Lifestyle not as good as others second homes	0.780	2	.677	0.0	Accept	
Time within caravan more value to home	6.697	2	.035	0.0	Reject ***	31
Creature of habit not seeking change	3.727	2	.155	0.0	Accept	
Easier life in static caravan to home	1.215	2	.545	0.0	Accept	
Tidier life in static caravan to home	0.979	2	.613	0.0	Accept	

Chi-square test for relationship between retirement and categorical purchase variables

Context variables	$\chi^2$	<i>df</i>	( <i>p</i> ) <i>sig</i>	% < 5	<i>status</i>	<i>table</i>
Age	229.929	3	.000	0.0	Reject ***	32
Occupation	13.664	8	.091	11.1	Accept	
Income	49.722	5	.000	0.0	Reject ***	33
Home environment	3.645	3	.302	0.0	Accept	
Number of static caravans owned	12.635	3	.005	0.0	Reject ***	34
Length of being an owner	20.621	3	.000	0.0	Reject ***	35
Touring caravan experience	0.304	1	.581	0.0	Accept	
Static caravan experience	1.675	1	.196	0.0	Accept	
Previous locality experience	0.799	1	.372	0.0	Accept	
Distance from home	19.609	5	.001	0.0	Reject ***	36
Years of current ownership	14.114	3	.003	0.0	Reject ***	37
Cost	3.168	5	.674	0.0	Accept	
Regularity of visit	3.774	5	.582	0.0	Accept	
Duration of visit	52.165	5	.000	0.0	Reject ***	38
How many stay	45.998	3	.000	0.0	Reject ***	39
Let for income	14.081	1	.000	0.0	Reject ***	40
Use during school holidays	18.576	2	.000	0.0	Reject ***	41
Extent of personalisation of static caravan	4.125	2	.127	0.0	Accept	
Static caravan life compared to home	10.278	3	.016	25.0	Recode *	42
Definitely a caravan	0.000	1	.995	0.0	Accept	
Time considering second home	4.815	4	.307	0.0	Accept	
Time for caravan choice	6.176	5	.289	0.0	Accept	
Who played greatest role in decision	3.698	2	.157	33.3	Accept	
The order of the pitch decision	2.756	3	.431	0.0	Accept	
The order of the caravan decision	4.902	3	.179	0.0	Accept	
The order of the park decision	0.597	3	.897	0.0	Accept	
The order of the location decision	18.690	3	.000	0.0	Reject ***	43
The importance of the pitch decision	5.551	5	.352	16.7	Accept	
The importance of the park decision	6.075	4	.194	20.0	Accept	
The importance of the caravan decision	8.720	5	.121	16.7	Accept	
The importance of the owner/manager	1.723	5	.886	33.3	Accept	
The importance of the location decision	12.513	4	.014	0.0	Reject ***	44
Expected years of ownership	6.932	3	.074	0.0	Accept	
Longer occupancy if no restrictions	15.599	2	.000	0.0	Reject ***	45

Chi-square test for relationship between retirement and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	Status	table
Alternative to foreign holidays	24.366	16	.082	11.1	Accept	
Escape urban environment	28.365	16	.029	48.1	Recode *	46
Provide healthier living	20.395	16	.203	44.4	Accept	
Break from routine	15.742	16	.471	66.7	Accept	
Closer to sea and countryside	22.278	16	.134	59.3	Accept	
Contrast to home	15.099	16	.517	66.7	Accept	
Break from work and domestic chores	19.00	16	.269	63.0	Accept	
Better quality of life	12.259	16	.255	51.9	Accept	
Time with family	13.838	16	.611	33.3	Accept	
Relaxation	12.886	16	.681	66.7	Accept	
Alternative to towing	33.714	16	.006	11.1	Reject ***	47
Affordability	13.055	16	.669	37.0	Accept	
Freedom it provides	40.808	16	.001	59.3	Recode *	48
Connects with outdoor life	33.718	16	.006	55.6	Recode *	49
Ready made home to specification	12.120	16	.736	55.6	Accept	
Facilities available on park	20.099	16	.216	44.4	Accept	
Community of owners	30.637	16	.015	25.9	Recode *	50
Allows preferred location	12.428	16	.714	51.9	Accept	
Ease of upkeep	18.147	16	.315	51.9	Accept	
Regret the purchase	3.396	8	.907	50.0	Accept	
Given time again unlikely to purchase	6.774	8	.561	50.0	Accept	
Given time again would do the same	13.051	8	.110	5.6	Accept	
Given time again purchase earlier	12.948	8	.114	5.6	Accept	
Given time again purchase better specification	4.812	8	.777	11.1	Accept	
Given time again purchase wider	4.045	8	.642	27.8	Accept	
Would purchase conventional property	7.188	8	.516	16.7	Accept	
Provided good value	8.327	8	.402	27.8	Accept	
Value as cheap holidays	18.596	16	.290	25.9	Accept	
Value as novelty in life and design	24.107	16	.087	29.6	Accept	
Value in healthier lifestyle	27.304	16	.038	22.2	Recode *	51
Value in provider of income	28.413	16	.028	14.8	Reject ***	52
Value in prestige and status	19.419	16	.248	11.1	Accept	
Value in contrast to life at home	17.046	16	.383	51.9	Accept	
Value in lifestyle investment	12.434	16	.714	11.1	Accept	
Value in family togetherness	18.585	16	.291	44.4	Accept	
Shortcoming in depreciation	27.191	16	.039	66.7	Recode *	53
Shortcoming in speed of depreciation	24.812	16	.073	66.7	Accept	
Shortcoming in limited tenure	17.145	16	.376	55.6	Accept	
Shortcoming in seasonal occupancy	18.125	16	.317	25.9	Accept	
Shortcoming in size	31.091	16	.013	11.1	Reject ***	54
Shortcoming in purchase price	17.361	16	.363	11.1	Accept	
Shortcoming in running cost	23.505	16	.101	18.5	Accept	
Nearness, convenience of use	22.042	16	.142	29.6	Accept	
No stairs and one level	19.033	16	.267	29.6	Accept	
Fun and satisfaction from use	40.107	16	.001	63.0	Recode *	55
Quality of product and accommodation	37.093	16	.002	66.7	Recode *	56
Beauty, aesthetics, functionality and design	21.315	16	.167	51.9	Accept	
Status of ownership	25.341	16	.064	11.1	Accept	
Ethical value	19.951	16	.222	11.1	Accept	
Impression on others	30.402	16	.016	11.1	Reject ***	57
Enjoyment of returning likely to wear off	13.764	16	.616	22.2	Accept	
Should be renamed something else	4.461	16	.998	11.1	Accept	
Lifestyle not as good as others second homes	12.133	16	.735	11.1	Accept	
Time within caravan more value to home	23.718	16	.096	11.1	Accept	
Creature of habit not seeking change	23.171	16	.109	7.4	Accept	
Easier life in static caravan to home	5.801	16	.990	11.1	Accept	
Tidier life in static caravan to home	15.725	16	.472	7.4	Accept	

Chi-square test for relationship between occupation and categorical purchase variables

Context variables	$\chi^2$	<i>df</i>	( <i>p</i> ) <i>sig</i>	% < 5	<i>status</i>	<i>table</i>
Age	20.664	24	.658	11.1	Accept	
Retired	13.664	8	.091	11.1	Accept	
Income	141.766	40	.000	42.6	Recode *	58
Home environment	28.906	24	.224	30.6	Accept	
Number of static caravans owned	24.572	24	.429	38.9	Accept	
Length of being an owner	25.663	24	.370	33.3	Accept	
Touring caravan experience	8.930	8	.348	5.6	Accept	
Static caravan experience	7.344	8	.500	38.9	Accept	
Previous locality experience	13.106	8	.108	5.6	Accept	
Distance from home	74.366	40	.001	20.4	Recode *	59
Years of current ownership	28.543	24	.238	22.2	Accept	
Cost	47.848	40	.184	22.2	Accept	
Regularity of visit	48.133	40	.177	38.9	Accept	
Duration of visit	37.920	40	.564	40.7	Accept	
How many stay	15.861	24	.893	33.3	Accept	
Let for income	12.873	8	.116	5.6	Accept	
Use during school holidays	19.820	16	.228	11.1	Accept	
Extent of personalisation of static caravan	14.988	16	.526	29.6	Accept	
Static caravan life compared to home	28.224	24	.251	41.7	Accept	
Definitely a caravan	6.888	8	.549	5.6	Accept	
Time considering second home	26.439	32	.744	33.3	Accept	
Time for caravan choice	38.099	40	.556	38.9	Accept	
Who played greatest role in decision	12.004	16	.744	40.7	Accept	
The order of the pitch decision	26.020	24	.352	47.2	Accept	
The order of the caravan decision	17.015	24	.848	22.2	Accept	
The order of the park decision	12.453	24	.974	27.8	Accept	
The order of the location decision	24.308	24	.444	36.1	Accept	
The importance of the pitch decision	77.874	40	.000	50.0	Recode *	60
The importance of the park decision	24.142	32	.839	35.6	Accept	
The importance of the caravan decision	82.058	40	.000	46.3	Recode *	61
The importance of the owner/manager	87.952	40	.000	68.5	Recode *	62
The importance of the location decision	39.003	32	.184	51.1	Accept	
Expected years of ownership	23.744	24	.476	25.0	Accept	
Longer occupancy if no restrictions	41.209	16	.001	22.2	Recode *	63

Chi-square test for relationship between occupation and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	8.560	10	.574	0.0	Accept	
Escape urban environment	10.227	10	.421	38.9	Accept	
Provide healthier living	16.344	10	.090	22.2	Accept	
Break from routine	5.022	10	.890	66.7	Accept	
Closer to sea and countryside	13.271	10	.209	55.6	Accept	
Contrast to home	13.585	10	.193	55.6	Accept	
Break from work and domestic chores	10.910	10	.365	50.0	Accept	
Better quality of life	9.921	10	.447	38.9	Accept	
Time with family	9.963	10	.444	22.2	Accept	
Relaxation	12.691	10	.241	66.7	Accept	
Alternative to towing	25.243	10	.005	0.0	Reject ***	64
Affordability	17.425	10	.065	16.7	Accept	
Freedom it provides	8.126	10	.616	55.6	Accept	
Connects with outdoor life	9.957	10	.444	50.0	Accept	
Ready made home to specification	10.062	10	.353	50.0	Accept	
Facilities available on park	11.081	10	.351	33.3	Accept	
Community of owners	14.465	10	.153	16.7	Accept	
Allows preferred location	10.865	10	.368	44.4	Accept	
Ease of upkeep	9.680	10	.469	44.4	Accept	
Regret the purchase	6.780	5	.238	41.7	Accept	
Given time again unlikely to purchase	7.378	5	.194	41.7	Accept	
Given time again would do the same	5.656	5	.341	0.0	Accept	
Given time again purchase earlier	4.401	5	.493	0.0	Accept	
Given time again purchase better specification	4.124	5	.532	0.0	Accept	
Given time again purchase wider	7.004	5	.220	16.7	Accept	
Would purchase conventional property	7.120	5	.212	0.0	Accept	
Provided good value	18.373	5	.003	16.7	Reject ***	65
Value as cheap holidays	14.822	10	.139	0.0	Accept	
Value as novelty in life and design	13.675	10	.188	22.2	Accept	
Value in healthier lifestyle	16.496	10	.086	11.1	Accept	
Value in provider of income	4.480	10	.923	0.0	Accept	
Value in prestige and status	15.346	10	.120	0.0	Accept	
Value in contrast to life at home	4.647	10	.913	33.3	Accept	
Value in lifestyle investment	9.334	10	.501	0.0	Accept	
Value in family togetherness	7.439	10	.683	33.3	Accept	
Shortcoming in depreciation	17.345	10	.067	66.7	Accept	
Shortcoming in speed of depreciation	9.697	10	.468	50.0	Accept	
Shortcoming in limited tenure	7.363	10	.691	44.4	Accept	
Shortcoming in seasonal occupancy	3.143	10	.978	0.0	Accept	
Shortcoming in size	16.268	10	.092	0.0	Accept	
Shortcoming in purchase price	11.980	10	.286	0.0	Accept	
Shortcoming in running cost	12.748	10	.238	0.0	Accept	
Nearness, convenience of use	15.310	10	.121	16.7	Accept	
No stairs and one level	36.538	10	.000	22.2	Recode *	66
Fun and satisfaction from use	5.654	10	.843	55.6	Accept	
Quality of product and accommodation	4.706	10	.910	61.1	Accept	
Beauty, aesthetics, functionality and design	21.808	10	.016	38.9	Recode *	67
Status of ownership	9.437	10	.491	0.0	Accept	
Ethical value	9.999	10	.441	0.0	Accept	
Impression on others	14.199	10	.164	0.0	Accept	
Enjoyment of returning likely to wear off	19.414	10	.035	0.0	Reject ***	68
Should be renamed something else	6.194	10	.799	0.0	Accept	
Lifestyle not as good as others second homes	4.678	10	.912	0.0	Accept	
Time within caravan more value to home	17.324	10	.067	0.0	Accept	
Creature of habit not seeking change	11.954	10	.288	0.0	Accept	
Easier life in static caravan to home	18.073	10	.054	0.0	Reject ***	69
Tidier life in static caravan to home	22.491	10	.013	0.0	Reject ***	70

Chi-square test for relationship between income and categorical purchase variables

Context variables	$\chi^2$	<i>df</i>	( <i>p</i> ) <i>sig</i>	% < 5	<i>status</i>	<i>table</i>
Age	62.970	15	.000	0.0	Reject ***	71
Retired	49.722	5	.000	0.0	Reject ***	72
Occupation	141.766	40	.000	42.6	Recode *	73
Home environment	20.584	15	.151	16.7	Accept	
Number of static caravans owned	16.848	15	.328	25.0	Accept	
Length of being an owner	12.154	15	.667	8.3	Accept	
Touring caravan experience	1.210	5	.944	0.0	Accept	
Static caravan experience	2.474	5	.780	33.3	Accept	
Previous locality experience	12.904	5	.024	0.0	Reject ***	74
Distance from home	51.501	25	.001	0.0	Reject ***	75
Years of current ownership	17.071	15	.315	8.3	Accept	
Cost	25.809	25	.418	2.8	Accept	
Regularity of visit	27.327	25	.340	11.1	Accept	
Duration of visit	51.817	25	.001	16.7	Reject ***	76
How many stay	23.717	15	.070	12.5	Accept	
Let for income	1.411	5	.923	0.0	Accept	
Use during school holidays	14.472	10	.153	0.0	Accept	
Extent of personalisation of static caravan	15.376	10	.119	16.7	Accept	
Static caravan life compared to home	18.019	15	.262	25.0	Accept	
Definitely a caravan	5.897	5	.316	0.0	Accept	
Time considering second home	19.099	20	.151	20.0	Accept	
Time for caravan choice	30.121	25	.220	19.4	Accept	
Who played greatest role in decision	4.354	10	.930	33.3	Accept	
The order of the pitch decision	8.907	15	.882	29.2	Accept	
The order of the caravan decision	12.050	15	.675	8.3	Accept	
The order of the park decision	12.863	15	.613	12.5	Accept	
The order of the location decision	20.361	15	.159	12.5	Accept	
The importance of the pitch decision	24.410	25	.496	27.8	Accept	
The importance of the park decision	17.232	20	.638	20.0	Accept	
The importance of the caravan decision	24.161	25	.510	27.8	Accept	
The importance of the owner/manager	26.174	25	.398	58.3	Accept	
The importance of the location decision	18.307	20	.567	23.3	Accept	
Expected years of ownership	21.727	15	.115	8.3	Accept	
Longer occupancy if no restrictions	21.414	10	.018	0.0	Reject ***	77

Chi-square test for relationship between income and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	14.464	6	.025	16.7	Reject ***	78
Escape urban environment	36.346	6	.000	16.7	Reject ***	79
Provide healthier living	14.349	6	.026	25.0	Recode *	80
Break from routine	2.820	6	.831	66.4	Accept	
Closer to sea and countryside	9.000	6	.174	41.7	Accept	
Contrast to home	9.264	6	.159	50.0	Accept	
Break from work and domestic chores	1.791	6	.938	33.3	Accept	
Better quality of life	4.769	6	.574	25.0	Accept	
Time with family	9.809	6	.133	16.7	Accept	
Relaxation	4.554	6	.602	58.3	Accept	
Alternative to towing	8.908	6	.179	8.3	Accept	
Affordability	6.478	6	.372	16.7	Accept	
Freedom it provides	3.503	6	.744	50.0	Accept	
Connects with outdoor life	13.897	6	.031	41.7	Recode *	81
Ready made home to specification	2.478	6	.871	41.7	Accept	
Facilities available on park	3.361	6	.762	16.7	Accept	
Community of owners	10.764	6	.096	8.3	Accept	
Allows preferred location	3.931	6	.686	41.7	Accept	
Ease of upkeep	10.199	6	.117	25.0	Accept	
Regret the purchase	3.014	3	.387	25.0	Accept	
Given time again unlikely to purchase	5.253	3	.154	25.0	Accept	
Given time again would do the same	0.334	3	.954	0.0	Accept	
Given time again purchase earlier	3.789	3	.285	0.0	Accept	
Given time again purchase better specification	1.356	3	.716	12.5	Accept	
Given time again purchase wider	3.292	3	.349	12.5	Accept	
Would purchase conventional property	0.700	3	.873	12.5	Accept	
Provided good value	2.002	3	.572	12.5	Accept	
Value as cheap holidays	5.646	6	.464	16.7	Accept	
Value as novelty in life and design	16.558	6	.011	16.7	Reject ***	82
Value in healthier lifestyle	12.227	6	.057	16.7	Recode *	83
Value in provider of income	5.919	6	.432	16.7	Accept	
Value in prestige and status	4.274	6	.640	8.3	Accept	
Value in contrast to life at home	10.937	6	.090	25.0	Accept	
Value in lifestyle investment	9.429	6	.151	8.3	Accept	
Value in family togetherness	4.594	6	.597	16.7	Accept	
Shortcoming in depreciation	5.384	6	.496	50.0	Accept	
Shortcoming in speed of depreciation	4.430	6	.619	33.3	Accept	
Shortcoming in limited tenure	8.170	6	.226	41.7	Accept	
Shortcoming in seasonal occupancy	1.486	6	.960	16.7	Accept	
Shortcoming in size	5.114	6	.529	0.0	Accept	
Shortcoming in purchase price	5.815	6	.444	8.3	Accept	
Shortcoming in running cost	2.238	6	.897	16.7	Accept	
Nearness, convenience of use	10.537	6	.104	16.7	Accept	
No stairs and one level	3.225	6	.780	16.7	Accept	
Fun and satisfaction from use	4.844	6	.564	50.0	Accept	
Quality of product and accommodation	2.870	6	.825	50.0	Accept	
Beauty, aesthetics, functionality and design	6.416	6	.378	25.0	Accept	
Status of ownership	5.294	6	.507	0.0	Accept	
Ethical value	9.587	6	.143	8.3	Accept	
Impression on others	6.902	6	.330	8.3	Accept	
Enjoyment of returning likely to wear off	0.894	6	.989	8.3	Accept	
Should be renamed something else	3.248	6	.777	8.3	Accept	
Lifestyle not as good as others second homes	3.324	6	.767	16.7	Accept	
Time within caravan more value to home	10.961	6	.090	8.3	Accept	
Creature of habit not seeking change	2.593	6	.858	16.7	Accept	
Easier life in static caravan to home	7.792	6	.254	8.3	Accept	
Tidier life in static caravan to home	11.621	6	.071	16.7	Accept	

Chi-square test for relationship between home environment and purchase variables

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	6.611	9	.678	0.0	Accept	
Retired	3.645	3	.302	0.0	Accept	
Occupation	28.906	24	.224	30.6	Accept	
Income	20.584	15	.151	16.7	Accept	
Number of static caravans owned	6.648	9	.674	18.8	Accept	
Length of being an owner	6.436	9	.696	12.5	Accept	
Touring caravan experience	1.456	3	.692	0.0	Accept	
Static caravan experience	4.926	3	.177	12.5	Accept	
Previous locality experience	3.642	3	.303	12.5	Accept	
Distance from home	10.806	15	.766	25.0	Accept	
Years of current ownership	11.374	9	.251	6.3	Accept	
Cost	15.633	15	.407	25.0	Accept	
Regularity of visit	16.518	15	.348	25.0	Accept	
Duration of visit	13.568	15	.559	20.8	Accept	
How many stay	13.802	9	.130	18.8	Accept	
Let for income	5.134	3	.162	0.0	Accept	
Use during school holidays	4.077	9	.666	0.0	Accept	
Extent of personalisation of static caravan	5.054	6	.537	8.3	Accept	
Static caravan life compared to home	13.200	9	.154	31.3	Accept	
Definitely a caravan	0.613	3	.896	12.5	Accept	
Time considering second home	7.783	12	.802	10.0	Accept	
Time for caravan choice	6.210	15	.976	25.0	Accept	
Who played greatest role in decision	7.944	6	.242	33.3	Accept	
The order of the pitch decision	13.314	9	.149	18.8	Accept	
The order of the caravan decision	10.770	9	.292	12.5	Accept	
The order of the park decision	6.974	9	.640	12.5	Accept	
The order of the location decision	15.190	9	.086	18.8	Accept	
The importance of the pitch decision	20.785	15	.144	37.5	Accept	
The importance of the park decision	5.352	12	.945	30.0	Accept	
The importance of the caravan decision	12.591	15	.634	37.5	Accept	
The importance of the owner/manager	13.588	15	.557	50.0	Accept	
The importance of the location decision	12.652	12	.395	25.0	Accept	
Expected years of ownership	10.763	9	.292	12.5	Accept	
Longer occupancy if no restrictions	0.992	6	.986	8.3	Accept	

Chi-square test for relationship between home environment and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	6.807	6	.339	0.0	Accept	
Escape urban environment	6.072	6	.415	33.3	Accept	
Provide healthier living	1.453	6	.963	25.0	Accept	
Break from routine	7.580	6	.271	58.3	Accept	
Closer to sea and countryside	6.093	6	.413	50.0	Accept	
Contrast to home	11.003	6	.088	50.0	Accept	
Break from work and domestic chores	14.155	6	.028	41.7	Recode *	84
Better quality of life	4.708	6	.582	33.3	Accept	
Time with family	4.995	6	.544	16.7	Accept	
Relaxation	1.796	6	.937	58.3	Accept	
Alternative to towing	4.728	6	.579	0.0	Accept	
Affordability	11.296	6	.080	16.7	Accept	
Freedom it provides	10.025	6	.124	50.0	Accept	
Connects with outdoor life	14.364	6	.026	50.0	Recode *	85
Ready made home to specification	7.024	6	.319	50.0	Accept	
Facilities available on park	2.341	6	.886	25.0	Accept	
Community of owners	1.792	6	.938	8.3	Accept	
Allows preferred location	3.425	6	.754	33.3	Accept	
Ease of upkeep	4.822	6	.567	33.3	Accept	
Regret the purchase	2.718	6	.843	57.1	Accept	
Given time again unlikely to purchase	3.375	6	.761	57.1	Accept	
Given time again would do the same	14.582	6	.024	35.7	Recode *	86
Given time again purchase earlier	8.854	6	.182	35.7	Accept	
Given time again purchase better specification	6.385	6	.381	42.9	Accept	
Given time again purchase wider	10.018	6	.124	42.9	Accept	
Would purchase conventional property	12.127	6	.059	42.9	Recode *	87
Provided good value	6.260	6	.395	42.9	Accept	
Value as cheap holidays	27.453	6	.000	16.7	Reject ***	88
Value as novelty in life and design	4.739	6	.578	16.7	Accept	
Value in healthier lifestyle	4.561	6	.601	8.3	Accept	
Value in provider of income	10.027	6	.123	16.7	Accept	
Value in prestige and status	3.339	6	.765	0.0	Accept	
Value in contrast to life at home	10.451	6	.107	25.0	Accept	
Value in lifestyle investment	12.401	6	.054	0.0	Recode *	89
Value in family togetherness	9.051	6	.171	25.0	Accept	
Shortcoming in depreciation	5.488	6	.483	50.0	Accept	
Shortcoming in speed of depreciation	3.236	6	.779	50.0	Accept	
Shortcoming in limited tenure	5.060	6	.536	41.7	Accept	
Shortcoming in seasonal occupancy	12.889	6	.045	16.7	Reject ***	90
Shortcoming in size	9.364	6	.154	0.0	Accept	
Shortcoming in purchase price	10.551	6	.103	0.0	Accept	
Shortcoming in running cost	6.888	6	.331	16.7	Accept	
Nearness, convenience of use	7.030	6	.318	16.7	Accept	
No stairs and one level	15.164	6	.019	16.7	Reject ***	91
Fun and satisfaction from use	6.438	6	.376	58.3	Accept	
Quality of product and accommodation	12.938	6	.044	50.0	Recode *	92
Beauty, aesthetics, functionality and design	6.457	6	.374	33.3	Accept	
Status of ownership	3.932	6	.686	0.0	Accept	
Ethical value	2.897	6	.822	0.0	Accept	
Impression on others	4.748	6	.577	0.0	Accept	
Enjoyment of returning likely to wear off	10.343	6	.111	8.3	Accept	
Should be renamed something else	10.095	6	.121	0.0	Accept	
Lifestyle not as good as others second homes	4.844	6	.564	0.0	Accept	
Time within caravan more value to home	3.484	6	.746	0.0	Accept	
Creature of habit not seeking change	12.020	6	.062	0.0	Accept	
Easier life in static caravan to home	4.027	6	.673	0.0	Accept	
Tidier life in static caravan to home	2.659	6	.850	0.0	Accept	

Chi-square test for relationship between number owned\* and categorical purchase variables

(\* quartile groupings: 1; 2; 3; >3 static caravans)

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	45.969	9	.000	0.0	Reject ***	93
Retired	12.635	3	.005	0.0	Reject ***	94
Occupation	24.572	24	.429	38.9	Accept	
Income	16.848	15	.328	25.0	Accept	
Home environment	6.648	9	.674	18.8	Accept	
Length of being an owner	188.641	9	.000	12.5	Reject ***	95
Touring caravan experience	0.270	3	.966	0.0	Accept	
Static caravan experience	3.093	3	.377	25.0	Accept	
Previous locality experience	0.952	3	.813	0.0	Accept	
Distance from home	18.951	15	.216	12.5	Accept	
Years of current ownership	27.531	9	.001	6.3	Reject ***	96
Cost	19.714	15	.183	12.5	Accept	
Regularity of visit	13.712	15	.548	20.8	Accept	
Duration of visit	22.091	15	.105	20.8	Accept	
How many stay	18.046	9	.035	12.5	Reject ***	97
Let for income	5.200	3	.158	0.0	Accept	
Use during school holidays	9.318	6	.156	0.0	Accept	
Extent of personalisation of static caravan	15.263	12	.227	47.6	Accept	
Static caravan life compared to home	13.346	18	.771	60.7	Accept	
Definitely a caravan	5.875	3	.118	0.0	Accept	
Time considering second home	16.386	12	.174	15.0	Accept	
Time for caravan choice	18.298	15	.247	20.8	Accept	
Who played greatest role in decision	8.385	6	.211	25.0	Accept	
The order of the pitch decision	9.307	9	.409	25.0	Accept	
The order of the caravan decision	7.777	9	.557	6.3	Accept	
The order of the park decision	6.109	9	.729	12.5	Accept	
The order of the location decision	6.407	9	.699	18.8	Accept	
The importance of the pitch decision	16.747	15	.334	33.3	Accept	
The importance of the park decision	18.431	12	.103	25.0	Accept	
The importance of the caravan decision	12.451	15	.645	33.3	Accept	
The importance of the owner/manager	9.800	15	.832	54.2	Accept	
The importance of the location decision	7.851	12	.817	25.0	Accept	
Expected years of ownership	13.106	9	.158	6.3	Accept	
Longer occupancy if no restrictions	3.463	6	.749	8.3	Accept	

**Chi-square test for relationship between number owned\* and context variables**

(\* quartile groupings: 1; 2; 3; >3 static caravans)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	3.357	6	.763	0.0	Accept	
Escape urban environment	2.507	6	.868	16.7	Accept	
Provide healthier living	2.873	6	.825	16.7	Accept	
Break from routine	3.833	6	.699	66.7	Accept	
Closer to sea and countryside	6.495	6	.370	50.0	Accept	
Contrast to home	8.529	6	.202	50.0	Accept	
Break from work and domestic chores	11.922	6	.064	33.3	Accept	
Better quality of life	8.258	6	.220	16.7	Accept	
Time with family	3.117	6	.794	16.7	Accept	
Relaxation	6.922	6	.328	58.3	Accept	
Alternative to towing	3.894	6	.691	0.0	Accept	
Affordability	9.812	6	.133	0.0	Accept	
Freedom it provides	12.557	6	.051	50.0	Recode *	98
Connects with outdoor life	6.546	6	.365	50.0	Accept	
Ready made home to specification	7.588	6	.270	41.7	Accept	
Facilities available on park	4.831	6	.566	16.7	Accept	
Community of owners	1.402	6	.966	0.0	Accept	
Allows preferred location	7.967	6	.241	25.0	Accept	
Ease of upkeep	4.476	6	.613	16.7	Accept	
Regret the purchase	11.737	3	.008	25.0	Recode *	99
Given time again unlikely to purchase	11.465	3	.009	12.5	Reject ***	100
Given time again would do the same	13.783	3	.003	0.0	Reject ***	101
Given time again purchase earlier	11.402	3	.010	0.0	Reject ***	102
Given time again purchase better specification	0.698	3	.874	0.0	Accept	
Given time again purchase wider	4.226	3	.238	0.0	Accept	
Would purchase conventional property	5.644	3	.130	0.0	Accept	
Provided good value	11.430	3	.010	0.0	Reject ***	103
Value as cheap holidays	12.660	6	.049	0.0	Reject ***	104
Value as novelty in life and design	7.744	6	.257	16.7	Accept	
Value in healthier lifestyle	1.598	6	.953	0.0	Accept	
Value in provider of income	25.647	6	.000	0.0	Reject ***	105
Value in prestige and status	8.494	6	.204	0.0	Accept	
Value in contrast to life at home	4.162	6	.655	16.7	Accept	
Value in lifestyle investment	23.069	6	.001	0.0	Reject ***	106
Value in family togetherness	2.111	6	.909	16.7	Accept	
Shortcoming in depreciation	8.709	6	.191	50.0	Accept	
Shortcoming in speed of depreciation	22.760	6	.001	33.3	Recode *	107
Shortcoming in limited tenure	7.756	6	.257	33.3	Accept	
Shortcoming in seasonal occupancy	16.404	6	.012	0.0	Reject ***	108
Shortcoming in size	3.395	6	.758	0.0	Accept	
Shortcoming in purchase price	12.702	6	.048	0.0	Reject ***	109
Shortcoming in running cost	18.601	6	.005	0.0	Reject ***	110
Nearness, convenience of use	4.755	6	.576	0.0	Accept	
No stairs and one level	8.974	6	.175	16.7	Accept	
Fun and satisfaction from use	1.878	6	.931	50.0	Accept	
Quality of product and accommodation	7.584	6	.270	50.0	Accept	
Beauty, aesthetics, functionality and design	1.884	6	.930	16.7	Accept	
Status of ownership	4.623	6	.593	0.0	Accept	
Ethical value	8.152	6	.227	0.0	Accept	
Impression on others	4.134	6	.658	0.0	Accept	
Enjoyment of returning likely to wear off	8.310	6	.216	0.0	Accept	
Should be renamed something else	5.369	6	.497	0.0	Accept	
Lifestyle not as good as others second homes	10.401	6	.109	0.0	Accept	
Time within caravan more value to home	5.591	6	.470	0.0	Accept	
Creature of habit not seeking change	3.146	6	.790	0.0	Accept	
Easier life in static caravan to home	8.620	6	.196	0.0	Accept	
Tidier life in static caravan to home	8.881	6	.180	0.0	Accept	

Chi-square test for relationship between time as owner\* and categorical purchase variables

(\* four groupings: 1-2; 3-4; 5-9; >9 years)



Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	66.422	9	.000	0.0	Reject ***	111
Retired	20.621	3	.000	0.0	Reject ***	112
Occupation	25.663	24	.370	33.3	Accept	
Income	12.154	15	.667	8.3	Accept	
Home environment	6.436	9	.696	12.5	Accept	
Number of static caravans owned	188.641	9	.000	12.5	Reject ***	113
Touring caravan experience	2.112	3	.550	0.0	Accept	
Static caravan experience	5.704	3	.127	25.0	Accept	
Previous locality experience	4.446	3	.217	0.0	Accept	
Distance from home	18.363	15	.244	0.0	Accept	
Years of current ownership	433.763	9	.000	0.0	Reject ***	114
Cost	25.917	15	.039	0.0	Reject ***	115
Regularity of visit	13.400	15	.571	0.0	Accept	
Duration of visit	22.328	15	.099	4.2	Accept	
How many stay	8.949	9	.442	0.0	Accept	
Let for income	9.397	3	.024	0.0	Reject ***	116
Use during school holidays	1.644	6	.949	0.0	Accept	
Extent of personalisation of static caravan	5.622	6	.467	0.0	Accept	
Static caravan life compared to home	13.761	9	.131	25.0	Accept	
Definitely a caravan	8.588	3	.035	0.0	Reject ***	117
Time considering second home	26.760	12	.008	10.0	Reject ***	118
Time for caravan choice	20.516	15	.153	12.5	Accept	
Who played greatest role in decision	3.979	6	.679	33.3	Accept	
The order of the pitch decision	10.298	9	.327	12.5	Accept	
The order of the caravan decision	11.941	9	.217	0.0	Accept	
The order of the park decision	20.820	9	.013	0.0	Reject ***	119
The order of the location decision	7.969	9	.537	0.0	Accept	
The importance of the pitch decision	7.597	15	.939	25.0	Accept	
The importance of the park decision	14.401	12	.276	20.0	Accept	
The importance of the caravan decision	12.797	15	.618	25.0	Accept	
The importance of the owner/manager	12.985	15	.603	50.0	Accept	
The importance of the location decision	13.955	12	.304	10.0	Accept	
Expected years of ownership	28.165	9	.001	0.0	Reject ***	120
Longer occupancy if no restrictions	12.562	6	.051	0.0	Reject ***	121

Chi-square test for relationship between time as owner\* and context variables

(\* four groupings: 1-2; 3-4; 5-9; >9 years)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	9.195	2	.010	0.0	Reject ***	122
Escape urban environment	0.208	2	.901	0.0	Accept	
Provide healthier living	3.277	2	.194	0.0	Accept	
Break from routine	0.039	2	.981	50.0	Accept	
Closer to sea and countryside	1.398	2	.497	33.3	Accept	
Contrast to home	2.700	2	.259	33.3	Accept	
Break from work and domestic chores	0.471	2	.790	0.0	Accept	
Better quality of life	2.420	2	.298	0.0	Accept	
Time with family	4.698	2	.095	0.0	Accept	
Relaxation	2.379	2	.304	50.0	Accept	
Alternative to touring	16.611	2	.000	0.0	Reject ***	123
Affordability	1.125	2	.570	0.0	Accept	
Freedom it provides	1.416	2	.493	33.3	Accept	
Connects with outdoor life	1.397	2	.497	33.3	Accept	
Ready made home to specification	0.281	2	.869	16.7	Accept	
Facilities available on park	1.150	2	.563	0.0	Accept	
Community of owners	0.080	2	.961	0.0	Accept	
Allows preferred location	0.896	2	.639	16.7	Accept	
Ease of upkeep	1.116	2	.572	0.0	Accept	
Regret the purchase	3.568	1	.059	0.0	Accept	
Given time again unlikely to purchase	2.312	1	.128	0.0	Accept	
Given time again would do the same	4.554	1	.033	0.0	Reject ***	124
Given time again purchase earlier	0.544	1	.461	0.0	Accept	
Given time again purchase better specification	3.169	1	.075	0.0	Accept	
Given time again purchase wider	1.854	1	.173	0.0	Accept	
Would purchase conventional property	1.283	1	.257	0.0	Accept	
Provided good value	0.524	1	.469	0.0	Accept	
Value as cheap holidays	0.048	2	.976	0.0	Accept	
Value as novelty in life and design	0.293	2	.864	0.0	Accept	
Value in healthier lifestyle	0.569	2	.753	0.0	Accept	
Value in provider of income	2.290	2	.318	0.0	Accept	
Value in prestige and status	6.292	2	.043	0.0	Reject ***	125
Value in contrast to life at home	0.072	2	.965	0.0	Accept	
Value in lifestyle investment	5.140	2	.077	0.0	Accept	
Value in family togetherness	9.617	2	.008	0.0	Reject ***	126
Shortcoming in depreciation	2.020	2	.364	33.3	Accept	
Shortcoming in speed of depreciation	0.399	2	.819	0.0	Accept	
Shortcoming in limited tenure	0.045	2	.978	33.3	Accept	
Shortcoming in seasonal occupancy	0.293	2	.864	0.0	Accept	
Shortcoming in size	1.434	2	.488	0.0	Accept	
Shortcoming in purchase price	1.950	2	.377	0.0	Accept	
Shortcoming in running cost	0.371	2	.830	0.0	Accept	
Nearness, convenience of use	3.205	2	.201	0.0	Accept	
No stairs and one level	1.569	2	.456	0.0	Accept	
Fun and satisfaction from use	4.935	2	.085	33.3	Accept	
Quality of product and accommodation	3.559	2	.169	16.7	Accept	
Beauty, aesthetics, functionality and design	2.431	2	.297	0.0	Accept	
Status of ownership	1.830	2	.401	0.0	Accept	
Ethical value	1.291	2	.524	0.0	Accept	
Impression on others	1.024	2	.599	0.0	Accept	
Enjoyment of returning likely to wear off	4.662	2	.097	0.0	Accept	
Should be renamed something else	3.165	2	.205	0.0	Accept	
Lifestyle not as good as others second homes	3.709	2	.157	0.0	Accept	
Time within caravan more value to home	6.162	2	.046	0.0	Reject ***	127
Creature of habit not seeking change	0.817	2	.665	0.0	Accept	
Easier life in static caravan to home	1.935	2	.380	0.0	Accept	
Tidier life in static caravan to home	4.396	2	.111	0.0	Accept	

Chi-square test for relationship between previous touring and categorical purchase variables

Context variables	$\chi^2$	<i>df</i>	( <i>p</i> ) sig	% < 5	status	table
Age	3.158	3	.368	0.0	Accept	
Retired	0.304	1	.581	0.0	Accept	
Occupation	8.930	8	.348	5.6	Accept	
Income	1.210	5	.944	0.0	Accept	
Home environment	1.456	3	.692	0.0	Accept	
Number of static caravans owned	0.270	3	.966	0.0	Accept	
Length of being an owner	2.112	3	.550	0.0	Accept	
Static caravan experience	0.359	1	.549	0.0	Accept	
Previous locality experience	4.029	1	.045	0.0	Reject ***	128
Distance from home	6.253	5	.282	0.0	Accept	
Years of current ownership	5.846	3	.119	0.0	Accept	
Cost	5.545	5	.353	0.0	Accept	
Regularity of visit	1.848	5	.870	0.0	Accept	
Duration of visit	2.374	5	.795	0.0	Accept	
How many stay	1.547	3	.672	0.0	Accept	
Let for income	0.121	1	.728	0.0	Accept	
Use during school holidays	5.223	2	.073	0.0	Accept	
Extent of personalisation of static caravan	0.047	2	.977	0	Accept	
Static caravan life compared to home	0.336	3	.953	25.0	Accept	
Definitely a caravan	0.611	1	.434	0.0	Accept	
Time considering second home	6.705	4	.152	0.0	Accept	
Time for caravan choice	5.140	5	.399	0.0	Accept	
Who played greatest role in decision	3.501	2	.174	16.7	Accept	
The order of the pitch decision	1.356	3	.716	0.0	Accept	
The order of the caravan decision	2.914	3	.405	0.0	Accept	
The order of the park decision	2.304	3	.512	0.0	Accept	
The order of the location decision	2.327	3	.507	0.0	Accept	
The importance of the pitch decision	9.321	5	.097	16.7	Accept	
The importance of the park decision	1.727	4	.786	20.0	Accept	
The importance of the caravan decision	8.747	5	.120	16.7	Accept	
The importance of the owner/manager	5.577	5	.350	25.0	Accept	
The importance of the location decision	3.389	4	.495	0.0	Accept	
Expected years of ownership	2.005	3	.571	0.0	Accept	
Longer occupancy if no restrictions	0.441	2	.802	0.0	Accept	

Chi-square test for relationship between previous touring and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	2.220	2	.329	0.0	Accept	
Escape urban environment	1.029	2	.598	33.3	Accept	
Provide healthier living	5.378	2	.068	33.3	Accept	
Break from routine	0.914	2	.633	50.0	Accept	
Closer to sea and countryside	1.173	2	.556	50.0	Accept	
Contrast to home	0.486	2	.784	50.0	Accept	
Break from work and domestic chores	5.684	2	.058	33.3	Accept	
Better quality of life	3.556	2	.169	33.3	Accept	
Time with family	5.824	2	.054	16.7	Recode *	129
Relaxation	6.675	2	.036	50.0	Recode *	130
Alternative to towing	0.673	2	.714	0.0	Accept	
Affordability	0.389	2	.823	33.3	Accept	
Freedom it provides	0.957	2	.620	33.3	Accept	
Connects with outdoor life	3.508	2	.173	33.3	Accept	
Ready made home to specification	12.158	2	.002	33.3	Recode *	131
Facilities available on park	0.800	2	.670	33.3	Accept	
Community of owners	4.885	2	.087	16.7	Accept	
Allows preferred location	7.31	2	.694	33.3	Accept	
Ease of upkeep	0.149	2	.928	33.3	Accept	
Regret the purchase	1.467	1	.226	25.0	Accept	
Given time again unlikely to purchase	0.319	1	.572	25.0	Accept	
Given time again would do the same	0.218	1	.641	0.0	Accept	
Given time again purchase earlier	0.421	1	.516	0.0	Accept	
Given time again purchase better specification	2.083	1	.149	25.0	Accept	
Given time again purchase wider	1.990	1	.158	25.0	Accept	
Would purchase conventional property	0.159	1	.690	25.0	Accept	
Provided good value	0.693	1	.405	25.0	Accept	
Value as cheap holidays	0.403	2	.817	33.3	Accept	
Value as novelty in life and design	2.271	2	.321	16.7	Accept	
Value in healthier lifestyle	0.903	2	.637	16.7	Accept	
Value in provider of income	0.375	2	.829	33.3	Accept	
Value in prestige and status	0.544	2	.762	0.0	Accept	
Value in contrast to life at home	4.489	2	.106	33.3	Accept	
Value in lifestyle investment	0.084	2	.959	0.0	Accept	
Value in family togetherness	3.359	2	.186	33.3	Accept	
Shortcoming in depreciation	0.800	2	.670	33.3	Accept	
Shortcoming in speed of depreciation	1.694	2	.429	33.3	Accept	
Shortcoming in limited tenure	0.488	2	.783	33.3	Accept	
Shortcoming in seasonal occupancy	0.611	2	.737	33.3	Accept	
Shortcoming in size	1.333	2	.514	0.0	Accept	
Shortcoming in purchase price	0.091	2	.955	0.0	Accept	
Shortcoming in running cost	3.548	2	.170	33.3	Accept	
Nearness, convenience of use	0.141	2	.932	33.3	Accept	
No stairs and one level	0.325	2	.850	16.7	Accept	
Fun and satisfaction from use	0.460	2	.795	50.0	Accept	
Quality of product and accommodation	2.043	2	.360	33.3	Accept	
Beauty, aesthetics, functionality and design	0.728	2	.695	33.3	Accept	
Status of ownership	1.275	2	.529	0.0	Accept	
Ethical value	0.259	2	.879	0.0	Accept	
Impression on others	2.331	2	.312	0.0	Accept	
Enjoyment of returning likely to wear off	0.987	2	.611	16.7	Accept	
Should be renamed something else	1.802	2	.406	0.0	Accept	
Lifestyle not as good as others second homes	0.291	2	.865	0.0	Accept	
Time within caravan more value to home	1.049	2	.592	0.0	Accept	
Creature of habit not seeking change	1.767	2	.413	0.0	Accept	
Easier life in static caravan to home	2.573	2	.276	0.0	Accept	
Tidier life in static caravan to home	1.623	2	.444	0.0	Accept	

Chi-square test for relationship between previous static experience and categorical purchase variables

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	3.504	3	.320	0.0	Accept	
Retired	1.675	1	.196	0.0	Accept	
Occupation	7.344	8	.500	38.9	Accept	
Income	2.474	5	.780	33.3	Accept	
Home environment	4.926	3	.177	12.5	Accept	
Number of static caravans owned	3.093	3	.377	25.0	Accept	
Length of being an owner	5.704	3	.127	25.0	Accept	
Touring caravan experience	0.359	1	.549	0.0	Accept	
Previous locality experience	25.768	1	.000	0.0	Reject ***	132
Distance from home	14.415	5	.013	16.7	Reject ***	133
Years of current ownership	2.364	3	.500	12.5	Accept	
Cost	2.846	5	.724	8.3	Accept	
Regularity of visit	7.663	5	.176	41.7	Accept	
Duration of visit	5.710	5	.335	33.3	Accept	
How many stay	6.277	3	.099	25.0	Accept	
Let for income	0.010	1	.920	0.0	Accept	
Use during school holidays	0.839	2	.657	0.0	Accept	
Extent of personalisation of static caravan	12.643	2	.002	16.7	Recode *	134
Static caravan life compared to home	6.041	3	.110	25.0	Accept	
Definitely a caravan	2.238	1	.135	0.0	Accept	
Time considering second home	1.730	4	.785	20.0	Accept	
Time for caravan choice	7.380	5	.194	25.0	Accept	
Who played greatest role in decision	0.970	2	.616	16.7	Accept	
The order of the pitch decision	1.714	3	.634	25.0	Accept	
The order of the caravan decision	2.824	3	.420	12.5	Accept	
The order of the park decision	0.902	3	.825	25.0	Accept	
The order of the location decision	1.782	3	.619	37.5	Accept	
The importance of the pitch decision	0.892	5	.971	41.7	Accept	
The importance of the park decision	2.687	4	.611	20.0	Accept	
The importance of the caravan decision	3.474	5	.627	33.3	Accept	
The importance of the owner/manager	1.130	5	.951	50.0	Accept	
The importance of the location decision	4.654	4	.325	40.0	Accept	
Expected years of ownership	1.651	3	.648	12.5	Accept	
Longer occupancy if no restrictions	0.180	2	.914	16.7	Accept	

Chi-square test for relationship between previous static experience and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	7.552	2	.023	0.0	Reject ***	135
Escape urban environment	0.481	2	.786	0.0	Accept	
Provide healthier living	5.899	2	.052	0.0	Reject ***	136
Break from routine	0.405	2	.817	50.0	Accept	
Closer to sea and countryside	1.102	2	.576	33.3	Accept	
Contrast to home	0.431	2	.806	50.0	Accept	
Break from work and domestic chores	2.484	2	.289	16.7	Accept	
Better quality of life	4.155	2	.125	16.7	Accept	
Time with family	0.107	2	.948	0.0	Accept	
Relaxation	4.397	2	.111	50.0	Accept	
Alternative to towing	0.934	2	.627	0.0	Accept	
Affordability	1.821	2	.402	0.0	Accept	
Freedom it provides	0.388	2	.824	16.7	Accept	
Connects with outdoor life	1.492	2	.474	33.3	Accept	
Ready made home to specification	4.835	2	.089	16.7	Accept	
Facilities available on park	1.775	2	.412	0.0	Accept	
Community of owners	2.007	2	.367	0.0	Accept	
Allows preferred location	1.540	2	.463	16.7	Accept	
Ease of upkeep	2.161	2	.339	16.7	Accept	
Regret the purchase	1.233	1	.267	25.0	Accept	
Given time again unlikely to purchase	0.005	1	.944	25.0	Accept	
Given time again would do the same	1.832	1	.176	0.0	Accept	
Given time again purchase earlier	1.533	1	.216	0.0	Accept	
Given time again purchase better specification	0.276	1	.599	0.0	Accept	
Given time again purchase wider	0.130	1	.719	0.0	Accept	
Would purchase conventional property	0.891	1	.345	0.0	Accept	
Provided good value	0.534	1	.465	0.0	Accept	
Value as cheap holidays	0.931	2	.628	0.0	Accept	
Value as novelty in life and design	7.645	2	.022	0.0	Reject ***	137
Value in healthier lifestyle	0.048	2	.976	0.0	Accept	
Value in provider of income	0.188	2	.910	0.0	Accept	
Value in prestige and status	2.208	2	.332	0.0	Accept	
Value in contrast to life at home	5.497	2	.064	16.7	Accept	
Value in lifestyle investment	0.460	2	.794	0.0	Accept	
Value in family togetherness	1.433	2	.489	0.0	Accept	
Shortcoming in depreciation	0.757	2	.685	33.3	Accept	
Shortcoming in speed of depreciation	2.722	2	.256	33.3	Accept	
Shortcoming in limited tenure	0.379	2	.828	16.7	Accept	
Shortcoming in seasonal occupancy	2.734	2	.255	0.0	Accept	
Shortcoming in size	2.968	2	.227	0.0	Accept	
Shortcoming in purchase price	2.676	2	.262	0.0	Accept	
Shortcoming in running cost	1.854	2	.396	0.0	Accept	
Nearness, convenience of use	3.991	2	.136	0.0	Accept	
No stairs and one level	0.116	2	.943	0.0	Accept	
Fun and satisfaction from use	1.455	2	.483	50.0	Accept	
Quality of product and accommodation	0.080	2	.961	33.3	Accept	
Beauty, aesthetics, functionality and design	2.108	2	.348	16.7	Accept	
Status of ownership	1.176	2	.555	0.0	Accept	
Ethical value	4.917	2	.086	0.0	Accept	
Impression on others	5.234	2	.073	0.0	Accept	
Enjoyment of returning likely to wear off	0.825	2	.662	0.0	Accept	
Should be renamed something else	1.857	2	.395	0.0	Accept	
Lifestyle not as good as others second homes	5.886	2	.053	0.0	Reject ***	138
Time within caravan more value to home	3.405	2	.182	0.0	Accept	
Creature of habit not seeking change	3.749	2	.153	0.0	Accept	
Easier life in static caravan to home	0.039	2	.981	0.0	Accept	
Tidier life in static caravan to home	1.005	2	.605	0.0	Accept	

Chi-square test for relationship between previous experience of the area and categorical purchase variables

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	1.650	3	.648	0.0	Accept	
Retired	0.799	1	.372	0.0	Accept	
Occupation	13.106	8	.108	5.6	Accept	
Income	12.904	5	.024	0.0	Reject ***	139
Home environment	3.642	3	.303	12.5	Accept	
Number of static caravans owned	0.952	3	.813	0.0	Accept	
Length of being an owner	4.446	3	.217	0.0	Accept	
Touring caravan experience	4.711	1	.030	0.0	Reject ***	140
Static caravan experience	25.768	1	.000	0.0	Reject ***	141
Distance from home	40.873	5	.000	0.0	Reject ***	142
Years of current ownership	2.984	3	.394	0.0	Accept	
Cost	6.666	5	.247	0.0	Accept	
Regularity of visit	13.160	5	.022	0.0	Reject ***	143
Duration of visit	4.870	5	.432	0.0	Accept	
How many stay	6.596	3	.086	0.0	Accept	
Let for income	0.841	1	.359	0.0	Accept	
Use during school holidays	2.835	2	.242	0.0	Accept	
Extent of personalisation of static caravan	9.540	2	.008	0.0	Reject ***	144
Static caravan life compared to home	5.024	3	.170	12.5	Accept	
Definitely a caravan	0.176	1	.675	0.0	Accept	
Time considering second home	6.289	4	.179	0.0	Accept	
Time for caravan choice	5.877	5	.318	8.3	Accept	
Who played greatest role in decision	0.786	2	.675	16.7	Accept	
The order of the pitch decision	11.904	3	.008	12.5	Reject ***	145
The order of the caravan decision	8.892	3	.031	0.0	Reject ***	146
The order of the park decision	5.638	3	.131	0.0	Accept	
The order of the location decision	5.053	3	.168	0.0	Accept	
The importance of the pitch decision	12.426	5	.029	25.0	Recode *	147
The importance of the park decision	1.215	4	.876	20.0	Accept	
The importance of the caravan decision	8.898	5	.113	25.0	Accept	
The importance of the owner/manager	7.889	5	.162	33.3	Accept	
The importance of the location decision	5.230	4	.264	10.0	Accept	
Expected years of ownership	2.462	3	.482	0.0	Accept	
Longer occupancy if no restrictions	0.909	2	.635	0.0	Accept	

Chi-square test for relationship between previous experience of the area and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	5.699	10	.840	0.0	Accept	
Escape urban environment	7.861	10	.642	5.6	Accept	
Provide healthier living	12.350	10	.262	27.8	Accept	
Break from routine	21.724	10	.017	66.7	Recode *	148
Closer to sea and countryside	14.579	10	.148	44.4	Accept	
Contrast to home	14.180	10	.165	66.7	Accept	
Break from work and domestic chores	14.145	10	.166	61.1	Accept	
Better quality of life	9.017	10	.530	33.3	Accept	
Time with family	4.050	10	.945	11.1	Accept	
Relaxation	18.285	10	.050	66.7	Recode *	149
Alternative to towing	26.142	10	.004	0.0	Reject ***	150
Affordability	6.021	10	.813	0.0	Accept	
Freedom it provides	11.011	10	.357	61.1	Accept	
Connects with outdoor life	13.474	10	.198	38.9	Accept	
Ready made home to specification	7.103	10	.716	33.3	Accept	
Facilities available on park	9.797	10	.458	16.7	Accept	
Community of owners	16.866	10	.077	0.0	Accept	
Allows preferred location	17.997	10	.055	33.3	Recode *	151
Ease of upkeep	6.744	10	.749	33.3	Accept	
Regret the purchase	6.760	5	.239	50.0	Accept	
Given time again unlikely to purchase	3.746	5	.586	50.0	Accept	
Given time again would do the same	5.630	5	.344	0.0	Accept	
Given time again purchase earlier	2.327	5	.802	0.0	Accept	
Given time again purchase better specification	9.348	5	.096	0.0	Accept	
Given time again purchase wider	2.109	5	.834	0.0	Accept	
Would purchase conventional property	11.951	5	.035	0.0	Reject ***	152
Provided good value	7.882	5	.163	0.0	Accept	
Value as cheap holidays	16.456	10	.087	0.0	Accept	
Value as novelty in life and design	7.939	10	.635	22.2	Accept	
Value in healthier lifestyle	9.722	10	.465	0.0	Accept	
Value in provider of income	37.257	10	.000	0.0	Reject ***	153
Value in prestige and status	6.734	10	.750	0.0	Accept	
Value in contrast to life at home	12.491	10	.254	33.3	Accept	
Value in lifestyle investment	8.953	10	.537	0.0	Accept	
Value in family togetherness	2.672	10	.988	5.6	Accept	
Shortcoming in depreciation	13.366	10	.204	66.7	Accept	
Shortcoming in speed of depreciation	13.642	10	.190	66.7	Accept	
Shortcoming in limited tenure	12.384	10	.260	33.3	Accept	
Shortcoming in seasonal occupancy	6.642	10	.759	0.0	Accept	
Shortcoming in size	9.328	10	.501	0.0	Accept	
Shortcoming in purchase price	6.354	10	.785	0.0	Accept	
Shortcoming in running cost	8.089	10	.620	0.0	Accept	
Nearness, convenience of use	184.508	10	.000	0.0	Reject ***	154
No stairs and one level	29.721	10	.001	22.2	Recode *	155
Fun and satisfaction from use	6.730	10	.751	66.7	Accept	
Quality of product and accommodation	9.807	10	.458	66.7	Accept	
Beauty, aesthetics, functionality and design	13.338	10	.205	33.3	Accept	
Status of ownership	8.807	10	.550	0.0	Accept	
Ethical value	12.647	10	.244	0.0	Accept	
Impression on others	18.239	10	.051	0.0	Reject ***	156
Enjoyment of returning likely to wear off	8.174	10	.612	0.0	Accept	
Should be renamed something else	12.972	10	.225	0.0	Accept	
Lifestyle not as good as others second homes	13.553	10	.194	0.0	Accept	
Time within caravan more value to home	11.233	10	.340	0.0	Accept	
Creature of habit not seeking change	17.016	10	.074	0.0	Accept	
Easier life in static caravan to home	8.994	10	.533	0.0	Accept	
Tidier life in static caravan to home	17.547	10	.063	0.0	Accept	

Chi-square test for relationship between travel distance\* and categorical purchase variables

(\* six equal groupings: 1-30; 31-75; 76-110; 111-135; 140-200; >200 miles)



Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	39.502	15	.001	0.0	Reject ***	157
Retired	19.609	5	.001	0.0	Reject ***	158
Occupation	74.366	40	.001	20.4	Recode *	159
Income	51.501	25	.001	0.0	Reject ***	160
Home environment	10.806	15	.766	25.0	Accept	
Number of static caravans owned	18.951	15	.216	12.5	Accept	
Length of being an owner	18.363	15	.244	0.0	Accept	
Touring caravan experience	4.725	5	.450	0.0	Accept	
Static caravan experience	14.415	5	.013	16.7	Reject ***	161
Previous locality experience	40.873	5	.000	0.0	Reject ***	162
Years of current ownership	19.506	15	.192	0.0	Accept	
Cost	41.464	25	.021	0.0	Reject ***	163
Regularity of visit	136.257	25	.000	0.0	Reject ***	164
Duration of visit	80.761	25	.000	0.0	Reject ***	165
How many stay	16.699	15	.337	0.0	Accept	
Let for income	23.326	5	.000	0.0	Reject ***	166
Use during school holidays	8.852	10	.546	0.0	Accept	
Extent of personalisation of static caravan	8.950	10	.537	0.0	Accept	
Static caravan life compared to home	23.609	15	.072	25.0	Accept	
Definitely a caravan	19.716	5	.001	0.0	Reject ***	167
Time considering second home	19.259	20	.505	3.3	Accept	
Time for caravan choice	23.388	25	.555	16.7	Accept	
Who played greatest role in decision	9.982	10	.442	33.3	Accept	
The order of the pitch decision	17.543	15	.293	25.0	Accept	
The order of the caravan decision	29.419	15	.014	0.0	Reject ***	168
The order of the park decision	17.580	15	.285	0.0	Accept	
The order of the location decision	39.860	15	.000	0.0	Reject ***	169
The importance of the pitch decision	22.080	25	.631	33.3	Accept	
The importance of the park decision	26.149	20	.161	20.0	Accept	
The importance of the caravan decision	28.819	25	.272	33.3	Accept	
The importance of the owner/manager	17.834	25	.849	50.0	Accept	
The importance of the location decision	30.540	20	.062	16.7	Accept	
Expected years of ownership	18.549	15	.235	0.0	Accept	
Longer occupancy if no restrictions	31.812	10	.000	0.0	Reject ***	170

Chi-square test for relationship between travel distance\* and context variables

(\* six equal groupings: 1-30; 31-75; 76-110; 111-135; 140-200; >200 miles)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	5.142	6	.526	0.0	Accept	
Escape urban environment	4.353	6	.629	8.3	Accept	
Provide healthier living	4.880	6	.559	8.3	Accept	
Break from routine	2.362	6	.884	66.7	Accept	
Closer to sea and countryside	2.034	6	.917	41.7	Accept	
Contrast to home	8.823	6	.184	41.7	Accept	
Break from work and domestic chores	9.728	6	.137	16.7	Accept	
Better quality of life	3.067	6	.800	8.3	Accept	
Time with family	8.630	6	.196	8.3	Accept	
Relaxation	4.721	6	.580	66.7	Accept	
Alternative to towing	1.561	6	.955	0.0	Accept	
Affordability	14.870	6	.021	0.0	Reject ***	171
Freedom it provides	10.478	6	.106	41.7	Accept	
Connects with outdoor life	7.502	6	.277	41.7	Accept	
Ready made home to specification	3.579	6	.733	41.7	Accept	
Facilities available on park	3.255	6	.776	8.6	Accept	
Community of owners	6.044	6	.418	0.0	Accept	
Allows preferred location	3.458	6	.750	33.3	Accept	
Ease of upkeep	4.688	6	.594	8.3	Accept	
Regret the purchase	13.217	3	.004	12.5	Reject ***	172
Given time again unlikely to purchase	4.735	3	.192	12.5	Accept	
Given time again would do the same	3.364	3	.339	0.0	Accept	
Given time again purchase earlier	11.872	3	.008	0.0	Reject ***	173
Given time again purchase better specification	0.746	3	.862	0.0	Accept	
Given time again purchase wider	1.381	3	.710	0.0	Accept	
Would purchase conventional property	12.745	3	.005	0.0	Reject ***	174
Provided good value	10.144	3	.017	0.0	Reject ***	175
Value as cheap holidays	8.771	6	.187	0.0	Accept	
Value as novelty in life and design	11.223	6	.082	8.3	Accept	
Value in healthier lifestyle	0.837	6	.991	0.0	Accept	
Value in provider of income	11.823	6	.066	0.0	Accept	
Value in prestige and status	3.656	6	.723	0.0	Accept	
Value in contrast to life at home	5.049	6	.538	8.3	Accept	
Value in lifestyle investment	20.529	6	.002	0.0	Reject ***	176
Value in family togetherness	1.464	6	.962	8.3	Accept	
Shortcoming in depreciation	10.840	6	.093	66.7	Accept	
Shortcoming in speed of depreciation	12.500	6	.052	16.7	Reject ***	177
Shortcoming in limited tenure	5.039	6	.539	33.3	Accept	
Shortcoming in seasonal occupancy	5.004	6	.543	0.0	Accept	
Shortcoming in size	3.861	6	.695	0.0	Accept	
Shortcoming in purchase price	16.072	6	.013	0.0	Reject ***	178
Shortcoming in running cost	6.204	6	.401	0.0	Accept	
Nearness, convenience of use	10.039	6	.123	0.0	Accept	
No stairs and one level	4.374	6	.626	8.3	Accept	
Fun and satisfaction from use	5.090	6	.532	41.7	Accept	
Quality of product and accommodation	3.380	6	.760	50.0	Accept	
Beauty, aesthetics, functionality and design	2.224	6	.898	16.7	Accept	
Status of ownership	4.777	6	.573	0.0	Accept	
Ethical value	4.290	6	.637	0.0	Accept	
Impression on others	4.123	6	.660	0.0	Accept	
Enjoyment of returning likely to wear off	7.764	6	.256	0.0	Accept	
Should be renamed something else	8.511	6	.203	0.0	Accept	
Lifestyle not as good as others second homes	4.997	6	.544	0.0	Accept	
Time within caravan more value to home	3.750	6	.710	0.0	Accept	
Creature of habit not seeking change	6.333	6	.387	0.0	Accept	
Easier life in static caravan to home	4.581	6	.599	0.0	Accept	
Tidier life in static caravan to home	9.874	6	.130	0.0	Accept	

Chi-square test for relationship between length of current ownership\* and categorical purchase variables

(\* four groupings: 1; 2; 3-4; >4 years)

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	40.279	9	.000	0.0	Reject ***	179
Retired	14.114	3	.003	0.0	Reject ***	180
Occupation	28.543	24	.238	22.2	Accept	
Income	17.071	15	.315	8.3	Accept	
Home environment	11.374	9	.251	6.3	Accept	
Number of static caravans owned	27.531	9	.001	6.3	Reject ***	181
Length of being an owner	433.763	9	.000	0.0	Reject ***	182
Touring caravan experience	4.123	3	.249	0.0	Accept	
Static caravan experience	2.364	3	.500	12.5	Accept	
Previous locality experience	2.984	3	.394	0.0	Accept	
Distance from home	19.506	15	.192	0.0	Accept	
Cost	47.456	15	.000	0.0	Reject ***	183
Regularity of visit	18.209	15	.252	0.0	Accept	
Duration of visit	32.251	15	.006	4.2	Reject ***	184
How many stay	4.841	9	.848	0.0	Accept	
Let for income	7.877	3	.049	0.0	Reject ***	185
Use during school holidays	4.118	6	.661	0.0	Accept	
Extent of personalisation of static caravan	9.618	6	.142	8.3	Accept	
Static caravan life compared to home	16.120	9	.064	25.0	Accept	
Definitely a caravan	6.687	3	.083	0.0	Accept	
Time considering second home	17.561	12	.130	5.0	Accept	
Time for caravan choice	22.645	15	.092	12.5	Accept	
Who played greatest role in decision	7.477	6	.279	33.3	Accept	
The order of the pitch decision	5.715	9	.768	6.3	Accept	
The order of the caravan decision	3.806	9	.924	0.0	Accept	
The order of the park decision	13.808	9	.129	0.0	Accept	
The order of the location decision	7.706	9	.564	0.0	Accept	
The importance of the pitch decision	11.334	15	.729	20.8	Accept	
The importance of the park decision	5.915	12	.920	20.0	Accept	
The importance of the caravan decision	9.288	15	.862	20.8	Accept	
The importance of the owner/manager	18.732	15	.226	41.7	Accept	
The importance of the location decision	12.526	12	.404	5.0	Accept	
Expected years of ownership	32.208	9	.000	0.0	Reject ***	186
Longer occupancy if no restrictions	9.622	6	.141	0.0	Accept	

Chi-square test for relationship between length of current ownership\* and context variables

(\* four groupings: 1; 2; 3-4; >4 years)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	17.941	10	.056	0.0	Reject ***	187
Escape urban environment	9.769	10	.461	11.1	Accept	
Provide healthier living	8.061	10	.623	27.8	Accept	
Break from routine	9.055	10	.527	66.7	Accept	
Closer to sea and countryside	13.790	10	.183	38.9	Accept	
Contrast to home	15.746	10	.107	66.7	Accept	
Break from work and domestic chores	12.015	10	.284	61.1	Accept	
Better quality of life	5.529	10	.853	33.3	Accept	
Time with family	12.887	10	.230	5.6	Accept	
Relaxation	5.988	10	.816	66.7	Accept	
Alternative to towing	5.514	10	.854	0.0	Accept	
Affordability	18.082	10	.054	0.0	Reject ***	188
Freedom it provides	5.380	10	.864	61.1	Accept	
Connects with outdoor life	12.090	10	.279	38.9	Accept	
Ready made home to specification	7.980	10	.631	38.9	Accept	
Facilities available on park	4.144	10	.941	11.1	Accept	
Community of owners	15.982	10	.100	0.0	Accept	
Allows preferred location	13.889	10	.178	33.3	Accept	
Ease of upkeep	15.403	10	.118	33.3	Accept	
Regret the purchase	1.268	5	.938	50.0	Accept	
Given time again unlikely to purchase	0.518	5	.991	50.0	Accept	
Given time again would do the same	12.139	5	.033	0.0	Reject ***	189
Given time again purchase earlier	5.849	5	.321	0.0	Accept	
Given time again purchase better specification	6.880	5	.230	0.0	Accept	
Given time again purchase wider	9.071	5	.106	0.0	Accept	
Would purchase conventional property	7.182	5	.207	0.0	Accept	
Provided good value	5.474	5	.361	0.0	Accept	
Value as cheap holidays	5.658	10	.843	0.0	Accept	
Value as novelty in life and design	15.072	10	.129	16.7	Accept	
Value in healthier lifestyle	11.030	10	.355	0.0	Accept	
Value in provider of income	19.714	10	.032	0.0	Reject ***	190
Value in prestige and status	4.921	10	.896	0.0	Accept	
Value in contrast to life at home	7.187	10	.708	33.3	Accept	
Value in lifestyle investment	14.418	10	.155	0.0	Accept	
Value in family togetherness	6.396	10	.781	5.6	Accept	
Shortcoming in depreciation	10.160	10	.427	66.7	Accept	
Shortcoming in speed of depreciation	8.078	10	.621	66.7	Accept	
Shortcoming in limited tenure	16.700	10	.081	33.3	Accept	
Shortcoming in seasonal occupancy	6.471	10	.774	0.0	Accept	
Shortcoming in size	19.035	10	.040	0.0	Reject ***	191
Shortcoming in purchase price	7.234	10	.703	0.0	Accept	
Shortcoming in running cost	15.082	10	.129	0.0	Accept	
Nearness, convenience of use	15.362	10	.119	0.0	Accept	
No stairs and one level	8.422	10	.588	22.2	Accept	
Fun and satisfaction from use	10.301	10	.414	66.7	Accept	
Quality of product and accommodation	12.304	10	.265	66.7	Accept	
Beauty, aesthetics, functionality and design	10.397	10	.406	33.3	Accept	
Status of ownership	8.311	10	.598	0.0	Accept	
Ethical value	11.374	10	.329	0.0	Accept	
Impression on others	8.352	10	.594	0.0	Accept	
Enjoyment of returning likely to wear off	6.322	10	.788	0.0	Accept	
Should be renamed something else	19.126	10	.039	0.0	Reject ***	192
Lifestyle not as good as others second homes	21.327	10	.019	0.0	Reject ***	193
Time within caravan more value to home	10.729	10	.379	0.0	Accept	
Creature of habit not seeking change	9.310	10	.503	0.0	Accept	
Easier life in static caravan to home	15.536	10	.114	0.0	Accept	
Tidier life in static caravan to home	14.783	10	.140	0.0	Accept	

Chi-square test for relationship between price paid\* and categorical purchase variables

(\* six groupings: 8000-12000; 13000-16000; 16500-19000; 19500-25000; 25500-29000; >29000 pounds)

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	13.591	15	.557	0.0	Accept	
Retired	3.168	5	.674	0.0	Accept	
Occupation	47.848	40	.184	22.2	Accept	
Income	25.809	25	.418	2.8	Accept	
Home environment	15.633	15	.407	25.0	Accept	
Number of static caravans owned	19.714	15	.183	12.5	Accept	
Length of being an owner	25.917	15	.039	0.0	Reject ***	194
Touring caravan experience	9.166	5	.103	0.0	Accept	
Static caravan experience	2.846	5	.724	8.3	Accept	
Previous locality experience	6.666	5	.247	0.0	Accept	
Distance from home	41.464	25	.021	0.0	Reject ***	195
Years of current ownership	47.456	12	.000	0.0	Reject ***	196
Regularity of visit	24.349	25	.499	0.0	Accept	
Duration of visit	34.231	25	.103	2.8	Accept	
How many stay	8.029	15	.923	0.0	Accept	
Let for income	18.926	5	.002	0.0	Reject ***	197
Use during school holidays	9.153	10	.518	0.0	Accept	
Extent of personalisation of static caravan	11.340	10	.332	5.6	Accept	
Static caravan life compared to home	15.321	15	.429	25.0	Accept	
Definitely a caravan	3.155	5	.676	0.0	Accept	
Time considering second home	18.466	20	.557	3.3	Accept	
Time for caravan choice	16.033	25	.914	16.7	Accept	
Who played greatest role in decision	15.075	10	.129	33.3	Accept	
The order of the pitch decision	12.974	15	.604	25.0	Accept	
The order of the caravan decision	9.421	15	.855	0.0	Accept	
The order of the park decision	21.695	15	.116	0.0	Accept	
The order of the location decision	12.453	15	.644	0.0	Accept	
The importance of the pitch decision	26.816	25	.365	33.3	Accept	
The importance of the park decision	30.077	20	.069	20.0	Accept	
The importance of the caravan decision	19.809	25	.757	33.3	Accept	
The importance of the owner/manager	30.651	25	.201	52.8	Accept	
The importance of the location decision	28.426	20	.100	13.3	Accept	
Expected years of ownership	38.362	15	.001	0.0	Reject ***	198
Longer occupancy if no restrictions	20.136	10	.028	0.0	Reject ***	199

**Chi-square test for relationship between price paid\* and context variables**

(\* six groupings: 8000-12000; 13000-16000; 16500-19000; 19500-25000; 25500-29000; >29000 pounds)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	Status	table
Alternative to foreign holidays	1.231	2	.540	0.0	Accept	
Escape urban environment	0.029	2	.986	0.0	Accept	
Provide healthier living	2.749	2	.253	0.0	Accept	
Break from routine	2.21	2	.331	50.0	Accept	
Closer to sea and countryside	3.695	2	.158	33.3	Accept	
Contrast to home	2.229	2	.328	33.3	Accept	
Break from work and domestic chores	1.183	2	.553	0.0	Accept	
Better quality of life	0.081	2	.960	0.0	Accept	
Time with family	5.072	2	.079	0.0	Accept	
Relaxation	2.893	2	.239	33.3	Accept	
Alternative to towing	0.516	2	.773	0.0	Accept	
Affordability	3.812	2	.149	0.0	Accept	
Freedom it provides	0.582	2	.747	33.3	Accept	
Connects with outdoor life	2.297	2	.317	33.3	Accept	
Ready made home to specification	0.394	2	.821	33.3	Accept	
Facilities available on park	2.844	2	.241	0.0	Accept	
Community of owners	14.577	2	.001	0.0	Reject ***	200
Allows preferred location	1.218	2	.544	0.0	Accept	
Ease of upkeep	0.553	2	.759	0.0	Accept	
Regret the purchase	1.148	1	.284	0.0	Accept	
Given time again unlikely to purchase	0.172	1	.679	0.0	Accept	
Given time again would do the same	1.915	1	.166	0.0	Accept	
Given time again purchase earlier	11.225	1	.001	0.0	Reject ***	201
Given time again purchase better specification	0.069	1	.793	0.0	Accept	
Given time again purchase wider	0.100	1	.751	0.0	Accept	
Would purchase conventional property	2.424	1	.120	0.0	Accept	
Provided good value	3.307	1	.069	0.0	Accept	
Value as cheap holidays	1.190	2	.551	0.0	Accept	
Value as novelty in life and design	2.122	2	.346	0.0	Accept	
Value in healthier lifestyle	4.079	2	.130	0.0	Accept	
Value in provider of income	7.007	2	.030	0.0	Reject ***	202
Value in prestige and status	1.150	2	.563	0.0	Accept	
Value in contrast to life at home	4.377	2	.112	0.0	Accept	
Value in lifestyle investment	2.981	2	.225	0.0	Accept	
Value in family togetherness	2.709	2	.258	0.0	Accept	
Shortcoming in depreciation	0.583	2	.747	16.7	Accept	
Shortcoming in speed of depreciation	0.418	2	.811	0.0	Accept	
Shortcoming in limited tenure	2.174	2	.336	33.3	Accept	
Shortcoming in seasonal occupancy	1.480	2	.477	0.0	Accept	
Shortcoming in size	0.666	2	.717	0.0	Accept	
Shortcoming in purchase price	3.959	2	.138	0.0	Accept	
Shortcoming in running cost	0.704	2	.703	0.0	Accept	
Nearness, convenience of use	0.997	2	.608	0.0	Accept	
No stairs and one level	0.988	2	.610	0.0	Accept	
Fun and satisfaction from use	5.815	2	.055	33.3	Accept	
Quality of product and accommodation	1.945	2	.378	16.7	Accept	
Beauty, aesthetics, functionality and design	2.262	2	.323	0.0	Accept	
Status of ownership	0.786	2	.675	0.0	Accept	
Ethical value	4.227	2	.121	0.0	Accept	
Impression on others	0.200	2	.905	0.0	Accept	
Enjoyment of returning likely to wear off	0.716	2	.699	0.0	Accept	
Should be renamed something else	0.896	2	.639	0.0	Accept	
Lifestyle not as good as others second homes	5.365	2	.068	0.0	Accept	
Time within caravan more value to home	2.577	2	.276	0.0	Accept	
Creature of habit not seeking change	3.830	2	.147	0.0	Accept	
Easier life in static caravan to home	4.253	2	.119	0.0	Accept	
Tidier life in static caravan to home	0.293	2	.864	0.0	Accept	

Chi-square test for relationship between model age\* and categorical purchase variables

(\* two groupings: new and previously used)



Context variables	$\chi^2$	df	(p) sig	% < 5	Status	table
Age	5.150	3	.161	0.0	Accept	
Retired	0.202	1	.653	0.0	Accept	
Occupation	6.152	8	.630	5.6	Accept	
Income	2.599	5	.761	0.0	Accept	
Home environment	4.460	3	.216	0.0	Accept	
Number of static caravans owned	1.192	3	.755	0.0	Accept	
Length of being an owner	14.186	3	.003	0.0	Reject ***	203
Touring caravan experience	0.362	1	.547	0.0	Accept	
Static caravan experience	0.158	1	.691	0.0	Accept	
Previous locality experience	0.333	1	.564	0.0	Accept	
Distance from home	4.718	5	.451	0.0	Accept	
Years of current ownership	8.844	3	.031	0.0	Reject ***	204
Cost	143.330	5	.000	0.0	Reject ***	205
Regularity of visit	4.052	5	.542	0.0	Accept	
Duration of visit	9.190	5	.102	0.0	Accept	
How many stay	0.267	3	.966	0.0	Accept	
Let for income	0.043	1	.836	0.0	Accept	
Use during school holidays	0.311	2	.856	0.0	Accept	
Extent of personalisation of static caravan	0.844	2	.656	0.0	Accept	
Static caravan life compared to home	6.180	3	.103	25.0	Accept	
Definitely a caravan	3.872	1	.049	0.0	Reject ***	206
Time considering second home	3.789	4	.435	0.0	Accept	
Time for caravan choice	1.523	5	.910	0.0	Accept	
Who played greatest role in decision	6.210	2	.045	16.7	Reject ***	207
The order of the pitch decision	0.914	3	.822	0.0	Accept	
The order of the caravan decision	6.341	3	.096	0.0	Accept	
The order of the park decision	8.257	3	.041	0.0	Reject ***	208
The order of the location decision	5.706	3	.127	0.0	Accept	
The importance of the pitch decision	5.136	5	.400	16.7	Accept	
The importance of the park decision	3.031	4	.553	20.0	Accept	
The importance of the caravan decision	6.006	5	.306	16.7	Accept	
The importance of the owner/manager	3.825	5	.575	25.0	Accept	
The importance of the location decision	1.614	4	.806	0.0	Accept	
Expected years of ownership	31.541	3	.000	0.0	Reject ***	209
Longer occupancy if no restrictions	7.373	2	.025	0.0	Reject ***	210

Chi-square test for relationship between model age\* and context variables

(\* two groupings: new and previously used)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	4.073	10	.944	0.0	Accept	
Escape urban environment	9.343	10	.500	22.2	Accept	
Provide healthier living	22.490	10	.013	27.8	Recode *	211
Break from routine	13.168	10	.214	66.7	Accept	
Closer to sea and countryside	24.765	10	.006	55.6	Recode *	212
Contrast to home	15.427	10	.117	66.7	Accept	
Break from work and domestic chores	19.328	10	.036	61.1	Recode *	213
Better quality of life	15.976	10	.100	33.3	Accept	
Time with family	6.488	10	.773	27.8	Accept	
Relaxation	18.969	10	.041	66.7	Recode *	214
Alternative to towing	18.965	10	.041	0.0	Reject ***	215
Affordability	13.070	10	.220	5.6	Accept	
Freedom it provides	21.499	10	.018	61.1	Recode *	216
Connects with outdoor life	23.647	10	.009	44.4	Recode *	217
Ready made home to specification	14.712	10	.143	38.9	Accept	
Facilities available on park	17.213	10	.070	22.2	Accept	
Community of owners	15.400	10	.118	5.6	Accept	
Allows preferred location	6.300	10	.789	33.3	Accept	
Ease of upkeep	10.244	10	.419	33.3	Accept	
Regret the purchase	5.485	5	.360	50.0	Accept	
Given time again unlikely to purchase	5.157	5	.397	50.0	Accept	
Given time again would do the same	3.947	5	.557	0.0	Accept	
Given time again purchase earlier	1.846	5	.870	0.0	Accept	
Given time again purchase better specification	3.652	5	.601	0.0	Accept	
Given time again purchase wider	5.148	5	.398	0.0	Accept	
Would purchase conventional property	3.397	5	.639	0.0	Accept	
Provided good value	12.142	5	.033	0.0	Reject ***	218
Value as cheap holidays	9.303	10	.504	0.0	Accept	
Value as novelty in life and design	12.567	10	.249	22.2	Accept	
Value in healthier lifestyle	19.722	10	.032	0.0	Reject ***	219
Value in provider of income	45.601	10	.000	0.0	Reject ***	220
Value in prestige and status	9.512	10	.484	0.0	Accept	
Value in contrast to life at home	8.945	10	.537	33.3	Accept	
Value in lifestyle investment	11.055	10	.353	0.0	Accept	
Value in family togetherness	14.804	10	.139	16.7	Accept	
Shortcoming in depreciation	6.069	10	.809	66.7	Accept	
Shortcoming in speed of depreciation	7.121	10	.714	66.7	Accept	
Shortcoming in limited tenure	15.305	10	.121	33.3	Accept	
Shortcoming in seasonal occupancy	7.583	10	.669	0.0	Accept	
Shortcoming in size	8.691	10	.562	0.0	Accept	
Shortcoming in purchase price	4.205	10	.938	0.0	Accept	
Shortcoming in running cost	8.992	10	.533	0.0	Accept	
Nearness, convenience of use	43.437	10	.000	0.0	Reject ***	221
No stairs and one level	16.774	10	.080	22.2	Accept	
Fun and satisfaction from use	14.504	10	.151	61.1	Accept	
Quality of product and accommodation	5.005	10	.891	66.7	Accept	
Beauty, aesthetics, functionality and design	13.571	10	.193	33.3	Accept	
Status of ownership	11.976	10	.287	0.0	Accept	
Ethical value	6.328	10	.787	0.0	Accept	
Impression on others	5.722	10	.838	0.0	Accept	
Enjoyment of returning likely to wear off	7.337	10	.693	0.0	Accept	
Should be renamed something else	2.818	10	.985	0.0	Accept	
Lifestyle not as good as others second homes	6.272	10	.792	0.0	Accept	
Time within caravan more value to home	19.146	10	.038	0.0	Reject ***	222
Creature of habit not seeking change	15.965	10	.101	0.0	Accept	
Easier life in static caravan to home	12.157	10	.275	0.0	Accept	
Tidier life in static caravan to home	6.145	10	.803	0.0	Accept	

Chi-square test for relationship between visit regularity\* and categorical purchase variables

(\* six groupings: 1; 2; 3; 4; 5-8; >8 weeks)



Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	14.589	15	.481	0.0	Accept	
Retired	3.774	5	.582	0.0	Accept	
Occupation	48.133	40	.177	38.9	Accept	
Income	27.327	25	.340	11.1	Accept	
Home environment	16.518	15	.348	25.0	Accept	
Number of static caravans owned	13.712	15	.548	20.8	Accept	
Length of being an owner	13.400	15	.571	0.0	Accept	
Touring caravan experience	3.272	5	.658	0.0	Accept	
Static caravan experience	7.663	5	.176	41.7	Accept	
Previous locality experience	13.160	5	.022	0.0	Reject ***	223
Distance from home	136.257	25	.000	0.0	Reject ***	224
Years of current ownership	18.209	15	.252	0.0	Accept	
Cost	24.349	25	.499	0.0	Accept	
Duration of visit	117.753	25	.000	2.8	Reject ***	225
How many stay	49.375	15	.000	0.0	Reject ***	226
Let for income	80.899	5	.000	0.0	Reject ***	227
Use during school holidays	33.435	10	.000	0.0	Reject ***	228
Extent of personalisation of static caravan	18.870	10	.042	11.1	Reject ***	229
Static caravan life compared to home	20.870	15	.141	25.0	Accept	
Definitely a caravan	14.625	5	.012	0.0	Reject ***	230
Time considering second home	22.801	20	.299	10.0	Accept	
Time for caravan choice	23.233	25	.564	16.7	Accept	
Who played greatest role in decision	9.531	10	.483	33.3	Accept	
The order of the pitch decision	14.362	15	.498	25.0	Accept	
The order of the caravan decision	12.103	15	.671	0.0	Accept	
The order of the park decision	13.145	15	.591	0.0	Accept	
The order of the location decision	19.950	15	.174	4.2	Accept	
The importance of the pitch decision	15.478	20	.748	16.7	Accept	
The importance of the park decision	15.169	20	.767	20.0	Accept	
The importance of the caravan decision	19.076	20	.517	16.7	Accept	
The importance of the owner/manager	18.860	20	.531	50.0	Accept	
The importance of the location decision	23.537	20	.263	16.7	Accept	
Expected years of ownership	24.421	15	.058	4.2	Reject ***	231
Longer occupancy if no restrictions	14.857	10	.137	0.0	Accept	

Appendix 54 – Chi-square test for relationship between visit regularity\* and context variables

(\* six groupings: 1; 2; 3; 4; 5-8; >8 weeks)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	8.196	10	.610	0.0	Accept	
Escape urban environment	12.659	10	.243	33.3	Accept	
Provide healthier living	10.055	10	.436	22.2	Accept	
Break from routine	4.295	10	.933	66.7	Accept	
Closer to sea and countryside	13.761	10	.184	55.6	Accept	
Contrast to home	7.373	10	.690	61.1	Accept	
Break from work and domestic chores	45.820	10	.000	55.6	Recode *	232
Better quality of life	10.356	10	.410	38.9	Accept	
Time with family	33.913	10	.000	22.2	Recode *	233
Relaxation	15.709	10	.108	66.7	Accept	
Alternative to towing	10.555	10	.393	0.0	Accept	
Affordability	11.069	10	.352	16.7	Accept	
Freedom it provides	8.303	10	.599	55.6	Accept	
Connects with outdoor life	16.516	10	.086	50.0	Accept	
Ready made home to specification	14.613	10	.147	44.4	Accept	
Facilities available on park	11.553	10	.316	27.8	Accept	
Community of owners	18.602	10	.046	11.1	Reject ***	234
Allows preferred location	11.210	10	.341	38.9	Accept	
Ease of upkeep	15.731	10	.108	38.9	Accept	
Regret the purchase	5.324	5	.378	50.0	Accept	
Given time again unlikely to purchase	7.450	5	.189	41.7	Accept	
Given time again would do the same	3.487	5	.625	0.0	Accept	
Given time again purchase earlier	7.322	5	.198	0.0	Accept	
Given time again purchase better specification	0.878	5	.972	0.0	Accept	
Given time again purchase wider	5.281	5	.383	8.3	Accept	
Would purchase conventional property	3.912	5	.562	0.0	Accept	
Provided good value	1.575	5	.904	8.3	Accept	
Value as cheap holidays	15.051	10	.130	0.0	Accept	
Value as novelty in life and design	12.403	10	.259	22.2	Accept	
Value in healthier lifestyle	11.046	10	.354	5.6	Accept	
Value in provider of income	11.096	10	.350	0.0	Accept	
Value in prestige and status	2.867	10	.984	0.0	Accept	
Value in contrast to life at home	7.814	10	.647	33.3	Accept	
Value in lifestyle investment	20.244	10	.027	0.0	Reject ***	235
Value in family togetherness	20.715	10	.023	22.2	Recode *	236
Shortcoming in depreciation	6.314	10	.788	66.7	Accept	
Shortcoming in speed of depreciation	8.146	10	.615	66.7	Accept	
Shortcoming in limited tenure	18.164	10	.052	38.9	Recode *	237
Shortcoming in seasonal occupancy	14.185	10	.165	0.0	Accept	
Shortcoming in size	20.464	10	.025	0.0	Reject ***	238
Shortcoming in purchase price	12.234	10	.270	0.0	Accept	
Shortcoming in running cost	13.456	10	.199	0.0	Accept	
Nearness, convenience of use	52.313	10	.000	0.0	Reject ***	239
No stairs and one level	20.405	10	.026	22.2	Recode *	240
Fun and satisfaction from use	10.630	10	.387	55.6	Accept	
Quality of product and accommodation	11.032	10	.355	66.7	Accept	
Beauty, aesthetics, functionality and design	11.937	10	.289	38.9	Accept	
Status of ownership	9.193	10	.514	0.0	Accept	
Ethical value	15.495	10	.115	0.0	Accept	
Impression on others	2.468	10	.991	0.0	Accept	
Enjoyment of returning likely to wear off	10.024	10	.438	0.0	Accept	
Should be renamed something else	18.667	10	.045	0.0	Reject ***	241
Lifestyle not as good as others second homes	9.658	10	.471	0.0	Accept	
Time within caravan more value to home	4.913	10	.897	0.0	Accept	
Creature of habit not seeking change	18.355	10	.049	0.0	Reject ***	242
Easier life in static caravan to home	9.555	10	.480	0.0	Accept	
Tidier life in static caravan to home	11.856	10	.295	0.0	Accept	

Chi-square test for relationship between visit duration\* and categorical purchase variables

(\* six groupings: 1-2; 3; 4; 5-6; 7; >7 days)



Context variables	$\chi^2$	<i>df</i>	( <i>p</i> ) sig	% < 5	status	table
Age	60.982	15	.000	0.0	Reject ***	243
Retired	52.165	5	.000	0.0	Reject ***	244
Occupation	37.920	40	.564	40.7	Accept	
Income	51.817	25	.001	16.7	Reject ***	245
Home environment	13.568	15	.559	20.8	Accept	
Number of static caravans owned	22.091	15	.105	20.8	Accept	
Length of being an owner	22.328	15	.099	4.2	Accept	
Touring caravan experience	11.022	5	.051	0.0	Reject ***	246
Static caravan experience	5.710	5	.335	33.3	Accept	
Previous locality experience	4.870	5	.432	0.0	Accept	
Distance from home	80.761	25	.000	0.0	Reject ***	247
Years of current ownership	32.251	15	.006	4.2	Reject ***	248
Cost	34.231	25	.103	2.8	Accept	
Regularity of visit	117.753	25	.000	2.8	Reject ***	249
How many stay	20.065	15	.169	8.3	Accept	
Let for income	15.256	5	.009	0.0	Reject ***	250
Use during school holidays	35.037	10	.000	0.0	Reject ***	251
Extent of personalisation of static caravan	11.083	10	.351	11.1	Accept	
Static caravan life compared to home	24.028	15	.065	25.0	Accept	
Definitely a caravan	5.619	5	.345	0.0	Accept	
Time considering second home	16.263	20	.700	13.3	Accept	
Time for caravan choice	15.075	25	.940	19.4	Accept	
Who played greatest role in decision	4.620	10	.915	33.3	Accept	
The order of the pitch decision	16.716	15	.336	29.2	Accept	
The order of the caravan decision	19.291	15	.201	4.2	Accept	
The order of the park decision	9.347	15	.859	4.2	Accept	
The order of the location decision	15.378	15	.425	8.3	Accept	
The importance of the pitch decision	18.375	25	.826	30.6	Accept	
The importance of the park decision	27.757	20	.115	20.0	Accept	
The importance of the caravan decision	26.302	25	.392	30.6	Accept	
The importance of the owner/manager	23.997	25	.520	58.3	Accept	
The importance of the location decision	21.650	20	.360	20.0	Accept	
Expected years of ownership	18.956	15	.216	4.2	Accept	
Longer occupancy if no restrictions	13.928	10	.176	5.6	Accept	

Chi-square test for relationship between visit duration\* and context variables

(\* six groupings: 1-2; 3; 4; 5-6; 7; >7 days)



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	Status	table
Alternative to foreign holidays	6.019	6	.421	0.0	Accept	
Escape urban environment	6.668	6	.353	33.3	Accept	
Provide healthier living	5.226	6	.515	16.7	Accept	
Break from routine	5.388	6	.495	66.7	Accept	
Closer to sea and countryside	14.031	6	.029	50.0	Recode *	252
Contrast to home	2.423	6	.877	58.3	Accept	
Break from work and domestic chores	6.580	6	.361	41.7	Accept	
Better quality of life	7.303	6	.294	25.0	Accept	
Time with family	45.553	6	.000	16.7	Reject ***	253
Relaxation	1.208	6	.976	58.3	Accept	
Alternative to towing	12.961	6	.044	0.0	Reject ***	254
Affordability	7.878	6	.247	0.0	Accept	
Freedom it provides	9.881	6	.130	50.0	Accept	
Connects with outdoor life	8.615	6	.196	50.0	Accept	
Ready made home to specification	6.348	6	.385	41.7	Accept	
Facilities available on park	7.402	6	.285	16.7	Accept	
Community of owners	7.592	6	.270	0.0	Accept	
Allows preferred location	8.550	6	.201	25.0	Accept	
Ease of upkeep	6.005	6	.423	33.3	Accept	
Regret the purchase	4.562	3	.207	37.5	Accept	
Given time again unlikely to purchase	2.206	3	.531	37.5	Accept	
Given time again would do the same	0.131	3	.988	0.0	Accept	
Given time again purchase earlier	7.415	3	.060	0.0	Accept	
Given time again purchase better specification	2.653	3	.448	0.0	Accept	
Given time again purchase wider	2.762	3	.430	0.0	Accept	
Would purchase conventional property	5.285	3	.152	0.0	Accept	
Provided good value	5.253	3	.154	0.0	Accept	
Value as cheap holidays	9.447	6	.150	0.0	Accept	
Value as novelty in life and design	1.255	6	.974	16.7	Accept	
Value in healthier lifestyle	9.898	6	.129	0.0	Accept	
Value in provider of income	14.863	6	.021	0.0	Reject ***	255
Value in prestige and status	4.681	6	.585	0.0	Accept	
Value in contrast to life at home	8.651	6	.194	16.7	Accept	
Value in lifestyle investment	12.423	6	.053	0.0	Accept	
Value in family togetherness	31.171	6	.000	16.7	Reject ***	256
Shortcoming in depreciation	5.731	6	.454	50.0	Accept	
Shortcoming in speed of depreciation	4.831	6	.586	50.0	Accept	
Shortcoming in limited tenure	6.426	6	.377	33.3	Accept	
Shortcoming in seasonal occupancy	6.199	6	.401	0.0	Accept	
Shortcoming in size	7.535	6	.274	0.0	Accept	
Shortcoming in purchase price	0.121	6	1.000	0.0	Accept	
Shortcoming in running cost	3.603	6	.730	0.0	Accept	
Nearness, convenience of use	6.855	6	.334	0.0	Accept	
No stairs and one level	21.968	6	.001	16.7	Reject ***	257
Fun and satisfaction from use	3.643	6	.725	50.0	Accept	
Quality of product and accommodation	3.417	6	.755	50.0	Accept	
Beauty, aesthetics, functionality and design	5.312	6	.505	25.0	Accept	
Status of ownership	3.324	6	.767	0.0	Accept	
Ethical value	6.151	6	.407	0.0	Accept	
Impression on others	12.459	6	.052	0.0	Accept	
Enjoyment of returning likely to wear off	4.605	6	.595	0.0	Accept	
Should be renamed something else	7.576	6	.271	0.0	Accept	
Lifestyle not as good as others second homes	4.435	6	.618	0.0	Accept	
Time within caravan more value to home	4.804	6	.569	0.0	Accept	
Creature of habit not seeking change	4.732	6	.579	0.0	Accept	
Easier life in static caravan to home	10.682	6	.099	0.0	Accept	
Tidier life in static caravan to home	2.675	6	.848	0.0	Accept	

Chi-square test for relationship between occupant numbers\* and categorical purchase variables

(\*quartile groupings: 1-2; 3; 4; >4 persons)



Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	90.429	9	.000	0.0	Reject ***	258
Retired	45.998	3	.000	0.0	Reject ***	259
Occupation	15.861	24	.893	33.3	Accept	
Income	23.717	15	.070	12.5	Accept	
Home environment	13.802	9	.130	18.8	Accept	
Number of static caravans owned	18.046	9	.035	12.5	Reject ***	260
Length of being an owner	8.949	9	.442	0.0	Accept	
Touring caravan experience	3.903	3	.272	0.0	Accept	
Static caravan experience	6.277	3	.099	25.0	Accept	
Previous locality experience	6.596	3	.086	0.0	Accept	
Distance from home	16.699	15	.337	0.0	Accept	
Years of current ownership	4.841	9	.848	0.0	Accept	
Cost	8.029	15	.923	0.0	Accept	
Regularity of visit	49.375	15	.000	0.0	Reject ***	261
Duration of visit	20.065	15	.169	8.3	Accept	
Let for income	21.115	3	.000	0.0	Reject ***	262
Use during school holidays	71.612	6	.000	0.0	Reject ***	263
Extent of personalisation of static caravan	5.213	6	.517	16.7	Accept	
Static caravan life compared to home	7.962	9	.538	25.0	Accept	
Definitely a caravan	1.356	3	.716	0.0	Accept	
Time considering second home	12.519	12	.405	10.0	Accept	
Time for caravan choice	22.253	15	.101	12.5	Accept	
Who played greatest role in decision	15.350	6	.018	33.3	Recode *	264
The order of the pitch decision	9.579	9	.386	18.8	Accept	
The order of the caravan decision	7.351	9	.601	0.0	Accept	
The order of the park decision	9.114	9	.427	0.0	Accept	
The order of the location decision	16.739	9	.053	0.0	Reject ***	265
The importance of the pitch decision	9.807	15	.832	29.2	Accept	
The importance of the park decision	16.786	12	.158	20.0	Accept	
The importance of the caravan decision	14.171	15	.513	29.2	Accept	
The importance of the owner/manager	22.784	15	.089	54.2	Accept	
The importance of the location decision	9.113	12	.693	10.0	Accept	
Expected years of ownership	8.935	9	.443	0.0	Accept	
Longer occupancy if no restrictions	11.366	6	.078	0.0	Accept	

Chi-square test for relationship between occupant numbers\* and context variables

(\*quartile groupings: 1-2; 3; 4; >4 persons)



<b>Categorical purchase variables</b>	<b><math>\chi^2</math></b>	<b>df</b>	<b>(p) sig</b>	<b>% &lt; 5</b>	<b>status</b>	<b>table</b>
Alternative to foreign holidays	1.750	2	.417	0.0	Accept	
Escape urban environment	2.171	2	.338	0.0	Accept	
Provide healthier living	7.938	2	.019	0.0	Reject ***	266
Break from routine	5.318	2	.070	50.0	Accept	
Closer to sea and countryside	7.523	2	.023	33.3	Recode *	267
Contrast to home	1.771	2	.412	33.3	Accept	
Break from work and domestic chores	4.433	2	.109	16.7	Accept	
Better quality of life	0.637	2	.727	16.7	Accept	
Time with family	0.901	2	.637	0.0	Accept	
Relaxation	4.487	2	.106	50.0	Accept	
Alternative to towing	4.409	2	.110	0.0	Accept	
Affordability	10.024	2	.007	0.0	Reject ***	268
Freedom it provides	16.859	2	.000	16.7	Reject ***	269
Connects with outdoor life	4.584	2	.101	33.3	Accept	
Ready made home to specification	4.913	2	.086	16.7	Accept	
Facilities available on park	4.122	2	.127	0.0	Accept	
Community of owners	6.058	2	.048	0.0	Reject ***	270
Allows preferred location	0.697	2	.706	16.7	Accept	
Ease of upkeep	5.596	2	.061	0.0	Accept	
Regret the purchase	1.873	1	.171	25.0	Accept	
Given time again unlikely to purchase	0.000	1	.997	25.0	Accept	
Given time again would do the same	0.981	1	.322	0.0	Accept	
Given time again purchase earlier	0.498	1	.480	0.0	Accept	
Given time again purchase better specification	0.523	1	.470	0.0	Accept	
Given time again purchase wider	1.220	1	.269	0.0	Accept	
Would purchase conventional property	0.764	1	.382	0.0	Accept	
Provided good value	0.454	1	.501	0.0	Accept	
Value as cheap holidays	3.128	2	.209	0.0	Accept	
Value as novelty in life and design	0.940	2	.625	0.0	Accept	
Value in healthier lifestyle	0.216	2	.897	0.0	Accept	
Value in provider of income	141.555	2	.000	0.0	Reject ***	271
Value in prestige and status	7.221	2	.027	0.0	Reject ***	272
Value in contrast to life at home	5.335	2	.069	0.0	Accept	
Value in lifestyle investment	6.152	2	.046	0.0	Reject ***	273
Value in family togetherness	10.573	2	.005	0.0	Reject ***	274
Shortcoming in depreciation	0.251	2	.882	33.3	Accept	
Shortcoming in speed of depreciation	1.401	2	.496	33.3	Accept	
Shortcoming in limited tenure	0.145	2	.930	33.3	Accept	
Shortcoming in seasonal occupancy	1.758	2	.415	0.0	Accept	
Shortcoming in size	1.701	2	.427	0.0	Accept	
Shortcoming in purchase price	3.348	2	.188	0.0	Accept	
Shortcoming in running cost	4.913	2	.086	0.0	Accept	
Nearness, convenience of use	11.122	2	.004	0.0	Reject ***	275
No stairs and one level	5.677	2	.059	0.0	Accept	
Fun and satisfaction from use	3.196	2	.202	33.3	Accept	
Quality of product and accommodation	1.532	2	.465	33.3	Accept	
Beauty, aesthetics, functionality and design	.421	2	.810	16.7	Accept	
Status of ownership	0.717	2	.699	0.0	Accept	
Ethical value	0.006	2	.997	0.0	Accept	
Impression on others	2.557	2	.278	0.0	Accept	
Enjoyment of returning likely to wear off	2.379	2	.304	0.0	Accept	
Should be renamed something else	4.109	2	.128	0.0	Accept	
Lifestyle not as good as others second homes	2.039	2	.361	0.0	Accept	
Time within caravan more value to home	1.304	2	.521	0.0	Accept	
Creature of habit not seeking change	1.462	2	.481	0.0	Accept	
Easier life in static caravan to home	5.546	2	.062	0.0	Accept	
Tidier life in static caravan to home	4.833	2	.089	0.0	Accept	

**Chi-square test for relationship between letting and categorical purchase variables**

Context variables	$\chi^2$	<i>df</i>	( <i>p</i> ) <i>sig</i>	% < 5	<i>status</i>	<i>table</i>
Age	22.631	3	.000	0.0	Reject ***	276
Retired	14.081	1	.000	0.0	Reject ***	277
Occupation	12.873	8	.116	5.6	Accept	
Income	1.411	5	.923	0.0	Accept	
Home environment	5.134	3	.162	0.0	Accept	
Number of static caravans owned	5.200	3	.158	0.0	Accept	
Length of being an owner	9.397	3	.024	0.0	Reject ***	278
Touring caravan experience	0.135	1	.713	0.0	Accept	
Static caravan experience	0.010	1	.920	0.0	Accept	
Previous locality experience	0.841	1	.359	0.0	Accept	
Distance from home	23.326	5	.000	0.0	Reject ***	279
Years of current ownership	7.877	3	.049	0.0	Reject ***	280
Cost	18.926	5	.002	0.0	Reject ***	281
Regularity of visit	80.899	5	.000	0.0	Reject ***	282
Duration of visit	15.256	5	.009	0.0	Reject ***	283
How many stay	21.115	3	.000	0.0	Reject ***	284
Use during school holidays	81.246	2	.000	0.0	Reject ***	285
Extent of personalisation of static caravan	25.838	2	.000	0.0	Reject ***	286
Static caravan life compared to home	3.911	3	.271	12.5	Accept	
Definitely a caravan	5.354	1	.021	0.0	Reject ***	287
Time considering second home	1.596	4	.809	0.0	Accept	
Time for caravan choice	7.514	5	.185	8.3	Accept	
Who played greatest role in decision	9.316	2	.009	16.7	Reject ***	288
The order of the pitch decision	2.496	3	.476	12.5	Accept	
The order of the caravan decision	8.169	3	.043	0.0	Reject ***	289
The order of the park decision	4.004	3	.261	0.0	Accept	
The order of the location decision	1.084	3	.781	0.0	Accept	
The importance of the pitch decision	7.217	5	.205	16.7	Accept	
The importance of the park decision	0.840	4	.933	20.0	Accept	
The importance of the caravan decision	6.321	5	.276	25.0	Accept	
The importance of the owner/manager	11.937	5	.036	25.0	Recode *	290
The importance of the location decision	7.482	4	.113	0.0	Accept	
Expected years of ownership	17.087	3	.001	0.0	Reject ***	291
Longer occupancy if no restrictions	0.936	2	.626	0.0	Accept	

Chi-square test for relationship between letting and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	4.912	4	.296	0.0	Accept	
Escape urban environment	2.291	4	.682	0.0	Accept	
Provide healthier living	6.364	4	.174	0.0	Accept	
Break from routine	4.039	4	.401	66.7	Accept	
Closer to sea and countryside	3.227	4	.521	33.3	Accept	
Contrast to home	9.898	4	.042	44.4	Recode *	292
Break from work and domestic chores	2.071	4	.723	11.1	Accept	
Better quality of life	10.885	4	.028	0.0	Reject ***	293
Time with family	26.041	4	.000	0.0	Reject ***	294
Relaxation	8.665	4	.070	55.6	Accept	
Alternative to towing	11.435	4	.022	0.0	Reject ***	295
Affordability	8.270	4	.082	0.0	Accept	
Freedom it provides	13.594	4	.009	33.3	Recode *	296
Connects with outdoor life	4.180	4	.382	33.3	Accept	
Ready made home to specification	7.730	4	.102	33.3	Accept	
Facilities available on park	1.525	4	.822	0.0	Accept	
Community of owners	4.104	4	.392	0.0	Accept	
Allows preferred location	1.909	4	.753	22.2	Accept	
Ease of upkeep	1.974	4	.741	0.0	Accept	
Regret the purchase	0.893	2	.640	16.7	Accept	
Given time again unlikely to purchase	1.626	2	.444	16.7	Accept	
Given time again would do the same	0.100	2	.951	0.0	Accept	
Given time again purchase earlier	0.870	2	.647	0.0	Accept	
Given time again purchase better specification	.0187	2	.911	0.0	Accept	
Given time again purchase wider	1.467	2	.480	0.0	Accept	
Would purchase conventional property	0.510	2	.775	0.0	Accept	
Provided good value	0.414	2	.813	0.0	Accept	
Value as cheap holidays	4.501	4	.342	0.0	Accept	
Value as novelty in life and design	0.545	4	.969	0.0	Accept	
Value in healthier lifestyle	6.147	4	.188	0.0	Accept	
Value in provider of income	13.922	4	.008	0.0	Reject ***	297
Value in prestige and status	3.268	4	.514	0.0	Accept	
Value in contrast to life at home	1.073	4	.898	0.0	Accept	
Value in lifestyle investment	1.775	4	.777	0.0	Accept	
Value in family togetherness	28.527	4	.000	0.0	Reject ***	298
Shortcoming in depreciation	1.992	4	.737	55.6	Accept	
Shortcoming in speed of depreciation	5.431	4	.246	22.2	Accept	
Shortcoming in limited tenure	2.306	4	.680	33.3	Accept	
Shortcoming in seasonal occupancy	5.018	4	.285	0.0	Accept	
Shortcoming in size	3.401	4	.493	0.0	Accept	
Shortcoming in purchase price	6.146	4	.189	0.0	Accept	
Shortcoming in running cost	0.732	4	.947	0.0	Accept	
Nearness, convenience of use	2.476	4	.649	0.0	Accept	
No stairs and one level	16.548	4	.002	0.0	Reject ***	299
Fun and satisfaction from use	6.797	4	.147	33.3	Accept	
Quality of product and accommodation	4.843	4	.304	44.4	Accept	
Beauty, aesthetics, functionality and design	1.171	4	.883	11.1	Accept	
Status of ownership	8.739	4	.068	0.0	Accept	
Ethical value	3.258	4	.516	0.0	Accept	
Impression on others	6.407	4	.171	0.0	Accept	
Enjoyment of returning likely to wear off	3.182	4	.528	0.0	Accept	
Should be renamed something else	7.970	4	.093	0.0	Accept	
Lifestyle not as good as others second homes	0.955	4	.917	0.0	Accept	
Time within caravan more value to home	6.759	4	.149	0.0	Accept	
Creature of habit not seeking change	5.792	4	.215	0.0	Accept	
Easier life in static caravan to home	4.083	4	.395	0.0	Accept	
Tidier life in static caravan to home	10.754	4	.029	0.0	Reject ***	300

Chi-square test for relationship between use during school holidays and categorical purchase variables

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	37.218	6	.000	0.0	Reject ***	301
Retired	18.576	2	.000	0.0	Reject ***	302
Occupation	19.820	16	.228	11.1	Accept	
Income	14.472	10	.153	0.0	Accept	
Home environment	4.077	6	.666	0.0	Accept	
Number of static caravans owned	9.318	6	.156	0.0	Accept	
Length of being an owner	1.644	6	.949	0.0	Accept	
Touring caravan experience	0.494	2	.781	0.0	Accept	
Static caravan experience	0.839	2	.657	0.0	Accept	
Previous locality experience	2.835	2	.242	0.0	Accept	
Distance from home	8.852	10	.546	0.0	Accept	
Years of current ownership	4.118	6	.661	0.0	Accept	
Cost	9.153	10	.518	0.0	Accept	
Regularity of visit	33.435	10	.000	0.0	Reject ***	303
Duration of visit	35.037	10	.000	0.0	Reject ***	304
How many stay	71.612	6	.000	0.0	Reject ***	305
Let for income	81.246	2	.000	0.0	Reject ***	306
Extent of personalisation of static caravan	3.384	4	.496	0.0	Accept	
Static caravan life compared to home	10.229	6	.115	25.0	Accept	
Definitely a caravan	1.563	2	.458	0.0	Accept	
Time considering second home	5.818	8	.668	0.0	Accept	
Time for caravan choice	6.241	10	.795	5.6	Accept	
Who played greatest role in decision	11.363	4	.023	33.3	Recode *	307
The order of the pitch decision	8.642	6	.195	8.3	Accept	
The order of the caravan decision	19.506	6	.003	0.0	Reject ***	308
The order of the park decision	2.143	6	.906	0.0	Accept	
The order of the location decision	11.163	6	.083	0.0	Accept	
The importance of the pitch decision	9.701	10	.467	16.7	Accept	
The importance of the park decision	10.170	8	.253	20.0	Accept	
The importance of the caravan decision	9.469	10	.488	22.2	Accept	
The importance of the owner/manager	12.680	10	.242	33.3	Accept	
The importance of the location decision	10.656	8	.222	0.0	Accept	
Expected years of ownership	9.276	6	.159	0.0	Accept	
Longer occupancy if no restrictions	5.817	4	.213	0.0	Accept	

Chi-square test for relationship between use during school holidays and context variables



Categorical purchase variables	$\chi^2$	df	(p) sig	% < 5	status	table
Alternative to foreign holidays	0.501	2	.778	0.0	Accept	
Escape urban environment	1.672	2	.434	0.0	Accept	
Provide healthier living	2.820	2	.244	0.0	Accept	
Break from routine	1.940	2	.379	66.7	Accept	
Closer to sea and countryside	0.473	2	.789	33.3	Accept	
Contrast to home	0.576	2	.750	33.3	Accept	
Break from work and domestic chores	0.304	2	.859	0.0	Accept	
Better quality of life	0.562	2	.755	0.0	Accept	
Time with family	1.348	2	.510	0.0	Accept	
Relaxation	2.543	2	.280	33.3	Accept	
Alternative to towing	7.862	2	.020	0.0	Reject ***	309
Affordability	5.893	2	.053	0.0	Reject ***	310
Freedom it provides	0.326	2	.850	33.3	Accept	
Connects with outdoor life	1.253	2	.535	33.3	Accept	
Ready made home to specification	1.908	2	.385	33.3	Accept	
Facilities available on park	0.831	2	.660	0.0	Accept	
Community of owners	5.444	2	.066	0.0	Accept	
Allows preferred location	4.121	2	.127	0.0	Accept	
Ease of upkeep	1.662	2	.436	0.0	Accept	
Regret the purchase	0.123	1	.726	0.0	Accept	
Given time again unlikely to purchase	3.169	1	.075	0.0	Accept	
Given time again would do the same	0.196	1	.658	0.0	Accept	
Given time again purchase earlier	0.148	1	.701	0.0	Accept	
Given time again purchase better specification	2.064	1	.151	0.0	Accept	
Given time again purchase wider	0.011	1	.915	0.0	Accept	
Would purchase conventional property	2.840	1	.092	0.0	Accept	
Provided good value	0.000	1	.997	0.0	Accept	
Value as cheap holidays	2.750	2	.253	0.0	Accept	
Value as novelty in life and design	2.730	2	.255	0.0	Accept	
Value in healthier lifestyle	3.966	2	.138	0.0	Accept	
Value in provider of income	1.227	2	.542	0.0	Accept	
Value in prestige and status	0.833	2	.659	0.0	Accept	
Value in contrast to life at home	0.938	2	.626	0.0	Accept	
Value in lifestyle investment	3.449	2	.178	0.0	Accept	
Value in family togetherness	0.563	2	.755	0.0	Accept	
Shortcoming in depreciation	1.542	2	.463	16.7	Accept	
Shortcoming in speed of depreciation	0.193	2	.908	0.0	Accept	
Shortcoming in limited tenure	2.349	2	.309	33.3	Accept	
Shortcoming in seasonal occupancy	0.504	2	.777	0.0	Accept	
Shortcoming in size	1.693	2	.429	0.0	Accept	
Shortcoming in purchase price	1.613	2	.447	0.0	Accept	
Shortcoming in running cost	3.821	2	.148	0.0	Accept	
Nearness, convenience of use	0.289	2	.866	0.0	Accept	
No stairs and one level	0.106	2	.949	0.0	Accept	
Fun and satisfaction from use	0.671	2	.715	33.3	Accept	
Quality of product and accommodation	0.153	2	.927	16.7	Accept	
Beauty, aesthetics, functionality and design	5.655	2	.059	0.0	Accept	
Status of ownership	5.039	2	.080	0.0	Accept	
Ethical value	0.736	2	.692	0.0	Accept	
Impression on others	0.489	2	.783	0.0	Accept	
Enjoyment of returning likely to wear off	1.327	2	.515	0.0	Accept	
Should be renamed something else	3.469	2	.176	0.0	Accept	
Lifestyle not as good as others second homes	1.361	2	.506	0.0	Accept	
Time within caravan more value to home	0.525	2	.769	0.0	Accept	
Creature of habit not seeking change	3.207	2	.201	0.0	Accept	
Easier life in static caravan to home	1.154	2	.562	0.0	Accept	
Tidier life in static caravan to home	2.050	2	.359	0.0	Accept	

Chi-square test for relationship between purchase ability and categorical purchase variables

Context variables	$\chi^2$	df	(p) sig	% < 5	status	table
Age	8.601	3	.035	0.0	Reject ***	311
Retired	3.179	1	.075	0.0	Accept	
Occupation	18.385	8	.019	11.1	Reject ***	312
Income	32.827	5	.000	0.0	Reject ***	313
Home environment	1.493	3	.684	0.0	Accept	
Number of static caravans owned	5.601	3	.133	0.0	Accept	
Length of being an owner	2.837	3	.417	0.0	Accept	
Touring caravan experience	0.459	1	.498	0.0	Accept	
Static caravan experience	2.859	1	.091	0.0	Accept	
Previous locality experience	3.386	1	.066	0.0	Accept	
Distance from home	2.201	5	.821	0.0	Accept	
Years of current ownership	4.266	3	.234	0.0	Accept	
Cost	24.308	5	.000	0.0	Reject ***	314
Regularity of visit	3.689	5	.595	0.0	Accept	
Duration of visit	8.363	5	.137	0.0	Accept	
How many stay	0.528	3	.913	0.0	Accept	
Let for income	0.036	1	.849	0.0	Accept	
Use during school holidays	0.203	2	.903	0.0	Accept	
Extent of personalisation of static caravan	1.208	2	.547	0.0	Accept	
Static caravan life compared to home	5.446	3	.142	25.0	Accept	
Definitely a caravan	23.638	1	.000	0.0	Reject ***	315
Time considering second home	1.894	4	.755	0.0	Accept	
Time for caravan choice	1.326	5	.932	0.0	Accept	
Who played greatest role in decision	0.045	2	.978	33.3	Accept	
The order of the pitch decision	1.204	3	.752	0.0	Accept	
The order of the caravan decision	3.670	3	.299	0.0	Accept	
The order of the park decision	0.628	3	.890	0.0	Accept	
The order of the location decision	1.148	3	.765	0.0	Accept	
The importance of the pitch decision	2.407	5	.790	16.7	Accept	
The importance of the park decision	4.122	4	.390	20.0	Accept	
The importance of the caravan decision	7.899	5	.162	16.7	Accept	
The importance of the owner/manager	4.653	5	.460	33.3	Accept	
The importance of the location decision	6.538	4	.162	0.0	Accept	
Expected years of ownership	4.584	3	.205	0.0	Accept	
Longer occupancy if no restrictions	0.433	2	.805	0.0	Accept	

Chi-square test for relationship between purchase ability and context variables



# Appendix 2

**Age Groups Chi \* FamilyChiC Crosstabulation**

			FamilyChiC			Total
			1 00	2.00	3 00	
Age Groups Chi	1.00	Count	2	10	92	104
		Expected Count	7.5	17.6	78.8	104.0
	2.00	Count	7	16	78	101
		Expected Count	7.3	17.1	76.5	101.0
	3.00	Count	11	27	77	115
		Expected Count	8.3	19.5	87.2	115.0
	4.00	Count	12	22	88	122
		Expected Count	8.8	20.7	92.5	122.0
Total	Count	32	75	335	442	
	Expected Count	32.0	75.0	335.0	442.0	

1

**Age Groups Chi \* AltTowChiC Crosstabulation**

			AltTowChiC			Total
			1.00	2.00	3.00	
Age Groups Chi	1.00	Count	23	45	35	103
		Expected Count	23.1	30.7	49.2	103.0
	2.00	Count	28	30	43	101
		Expected Count	22.6	30.1	48.3	101.0
	3.00	Count	28	29	57	114
		Expected Count	25.5	34.0	54.5	114.0
	4.00	Count	18	25	72	115
		Expected Count	25.8	34.3	55.0	115.0
Total	Count	97	129	207	433	
	Expected Count	97.0	129.0	207.0	433.0	

2

**Age Groups Chi \* CommChiC Crosstabulation**

			CommChiC			Total
			1.00	2.00	3.00	
Age Groups Chi	1.00	Count	15	35	53	103
		Expected Count	9.9	27.7	65.5	103.0
	2.00	Count	7	30	64	101
		Expected Count	9.7	27.1	64.2	101.0
	3.00	Count	11	33	72	116
		Expected Count	11.1	31.2	73.7	116.0
	4.00	Count	9	20	90	119
		Expected Count	11.4	32.0	75.6	119.0
Total	Count	42	118	279	439	
	Expected Count	42.0	118.0	279.0	439.0	

3

**Age Groups Chi \* Consider static caravan provided good value  
Crosstabulation**

			Consider static caravan provided good value		Total
			No	Yes	
Age Groups Chi	1.00	Count	20	81	101
		Expected Count	11.6	89.4	101.0
	2.00	Count	7	92	99
		Expected Count	11.4	87.6	99.0
	3.00	Count	18	96	114
		Expected Count	13.1	100.9	114.0
	4.00	Count	5	115	120
		Expected Count	13.8	106.2	120.0
Total	Count	50	384	434	
	Expected Count	50.0	384.0	434.0	

4

**Age Groups Chi \* ValIncomeChiC Crosstabulation**

			ValIncomeChiC			Total
			1.00	2.00	3.00	
Age Groups Chi	1.00	Count	61	20	19	100
		Expected Count	67.5	17.1	15.4	100.0
	2.00	Count	59	19	20	98
		Expected Count	66.1	16.8	15.1	98.0
	3.00	Count	78	16	19	113
		Expected Count	76.2	19.3	17.4	113.0
	4.00	Count	86	17	7	110
		Expected Count	74.2	18.8	17.0	110.0
Total	Count	284	72	65	421	
	Expected Count	284.0	72.0	65.0	421.0	

5

**Age Groups Chi \* ValFamChiC Crosstabulation**

			ValFamChiC			Total
			1.00	2.00	3.00	
Age Groups Chi	1.00	Count	4	6	92	102
		Expected Count	7.9	13.3	80.8	102.0
	2.00	Count	10	14	75	99
		Expected Count	7.7	12.9	78.4	99.0
	3.00	Count	10	22	82	114
		Expected Count	8.9	14.9	90.3	114.0
	4.00	Count	10	15	97	122
		Expected Count	9.5	15.9	96.6	122.0
Total	Count	34	57	346	437	
	Expected Count	34.0	57.0	346.0	437.0	

6

**Age Groups Chi \* AttrLevelChiC Crosstabulation**

			AttrLevelChiC			Total
			1.00	2.00	3.00	
Age Groups Chi	1.00	Count	12	43	46	101
		Expected Count	6.7	23.6	70.7	101.0
	2.00	Count	9	20	70	99
		Expected Count	6.6	23.1	69.3	99.0
	3.00	Count	3	18	93	114
		Expected Count	7.6	26.6	79.8	114.0
	4.00	Count	5	21	97	123
		Expected Count	8.2	28.7	86.1	123.0
Total	Count	29	102	306	437	
	Expected Count	29.0	102.0	306.0	437.0	

7



**Age Groups Chi \* RenameChiC Crosstabulation**

			RenameChiC			Total
			1.00	2.00	3.00	
Age Groups Chi	1.00	Count	31	33	35	99
		Expected Count	21.7	32.8	44.6	99.0
	2.00	Count	23	24	50	97
		Expected Count	21.2	32.1	43.7	97.0
	3.00	Count	17	43	47	107
		Expected Count	23.4	35.4	48.2	107.0
	4.00	Count	21	39	57	117
		Expected Count	25.6	38.7	52.7	117.0
	Total	Count	92	139	189	420
		Expected Count	92.0	139.0	189.0	420.0

8

**Age Groups Chi \* Retired or not Crosstabulation**

			Retired or not		Total
			No	Yes	
Age Groups Chi	1.00	Count	102	2	104
		Expected Count	54.9	49.1	104.0
	2.00	Count	80	24	104
		Expected Count	54.9	49.1	104.0
	3.00	Count	48	67	115
		Expected Count	60.7	54.3	115.0
	4.00	Count	6	118	124
		Expected Count	65.5	58.5	124.0
	Total	Count	236	211	447
		Expected Count	236.0	211.0	447.0

9

**Age Groups Chi \* Annual household income Crosstabulation**

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Age Groups Chi	1.00	Count	3	20	27	17	16	19	102
		Expected Count	12.8	30.3	25.0	14.9	9.1	9.9	102.0
	2.00	Count	6	29	26	20	9	11	101
		Expected Count	12.6	30.0	24.8	14.8	9.1	9.8	101.0
	3.00	Count	14	38	27	13	9	8	109
		Expected Count	13.6	32.4	26.7	15.9	9.8	10.5	109.0
	4.00	Count	30	39	24	12	4	3	112
		Expected Count	14.0	33.3	27.5	16.4	10.0	10.8	112.0
	Total	Count	53	126	104	62	38	41	424
		Expected Count	53.0	126.0	104.0	62.0	38.0	41.0	424.0

10

**Age Groups Chi \* NoOwnedChi Crosstabulation**

			NoOwnedChi				Total
			1.00	2.00	3.00	4.00	
Age Groups Chi	1.00	Count	84	13	7	0	104
		Expected Count	62.5	22.4	12.2	6.9	104.0
	2.00	Count	71	20	10	4	105
		Expected Count	63.1	22.6	12.3	7.0	105.0
	3.00	Count	63	31	13	10	117
		Expected Count	70.3	25.2	13.7	7.8	117.0
	4.00	Count	53	33	23	16	125
		Expected Count	75.1	26.9	14.7	8.3	125.0
	Total	Count	271	97	53	30	451
		Expected Count	271.0	97.0	53.0	30.0	451.0

11

Age Groups Chi \* YearsChi Crosstabulation

			YearsChi				Total
			1.00	2.00	3.00	4.00	
Age Groups Chi	1.00	Count	21	20	41	21	103
		Expected Count	12.6	13.8	28.9	47.7	103.0
	2.00	Count	14	14	36	41	105
		Expected Count	12.9	14.0	29.5	48.6	105.0
	3.00	Count	13	18	30	56	117
		Expected Count	14.3	15.6	32.8	54.2	117.0
	4.00	Count	7	8	19	90	124
		Expected Count	15.2	16.6	34.8	57.4	124.0
Total	Count	55	60	126	208	449	
	Expected Count	55.0	60.0	126.0	208.0	449.0	

12

Age Groups Chi \* Distance ChiTest Crosstabulation

			Distance ChiTest						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Age Groups Chi	1.00	Count	8	15	24	20	25	13	105
		Expected Count	19.3	17.9	15.8	17.2	20.5	14.2	105.0
	2.00	Count	21	11	17	14	23	18	104
		Expected Count	19.1	17.8	15.7	17.1	20.3	14.1	104.0
	3.00	Count	31	16	12	16	22	19	116
		Expected Count	21.3	19.8	17.5	19.0	22.6	15.7	116.0
	4.00	Count	23	35	15	24	18	11	126
		Expected Count	23.2	21.5	19.0	20.7	24.6	17.0	126.0
Total	Count	83	77	68	74	88	61	451	
	Expected Count	83.0	77.0	68.0	74.0	88.0	61.0	451.0	

13

Age Groups Chi \* YrsCurrChi Crosstabulation

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
Age Groups Chi	1.00	Count	44	15	31	14	104
		Expected Count	35.6	12.7	26.6	29.1	104.0
	2.00	Count	38	13	31	23	105
		Expected Count	35.9	12.8	26.8	29.4	105.0
	3.00	Count	42	18	27	29	116
		Expected Count	39.7	14.2	29.6	32.5	116.0
	4.00	Count	30	9	26	60	125
		Expected Count	42.8	15.3	31.9	35.0	125.0
Total	Count	154	55	115	126	450	
	Expected Count	154.0	55.0	115.0	126.0	450.0	

14

Age Groups Chi \* Stay ChiSquare Crosstabulation

			Stay ChiSquare						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Age Groups Chi	1.00	Count	43	23	3	7	18	4	98
		Expected Count	24.7	22.9	9.2	11.8	16.0	13.4	98.0
	2.00	Count	31	24	12	8	11	8	94
		Expected Count	23.7	21.9	8.8	11.3	15.4	12.9	94.0
	3.00	Count	18	24	10	19	18	16	105
		Expected Count	26.5	24.5	9.8	12.6	17.2	14.4	105.0
	4.00	Count	13	26	14	16	21	29	119
		Expected Count	30.0	27.7	11.2	14.3	19.5	16.3	119.0
Total	Count	105	97	39	50	68	57	416	
	Expected Count	105.0	97.0	39.0	50.0	68.0	57.0	416.0	

15



Age Groups Chi \* People ChiSqaure Crosstabulation

			People ChiSqaure				Total
			1.00	2.00	3.00	4.00	
Age Groups Chi	1.00	Count	14	19	42	25	100
		Expected Count	53.0	12.1	21.9	13.0	100.0
	2.00	Count	53	13	22	9	97
		Expected Count	51.4	11.7	21.2	12.6	97.0
	3.00	Count	77	6	16	12	111
		Expected Count	58.9	13.4	24.3	14.5	111.0
	4.00	Count	84	14	14	10	122
		Expected Count	64.7	14.8	26.7	15.9	122.0
Total	Count	228	52	94	56	430	
	Expected Count	228.0	52.0	94.0	56.0	430.0	

16

Age Groups Chi \* Sublet Crosstabulation

			Sublet		Total
			Not sub-let	Sub-let	
Age Groups Chi	1.00	Count	64	37	101
		Expected Count	76.5	24.5	101.0
	2.00	Count	70	30	100
		Expected Count	75.7	24.3	100.0
	3.00	Count	88	26	114
		Expected Count	86.3	27.7	114.0
	4.00	Count	109	13	122
		Expected Count	92.4	29.6	122.0
Total	Count	331	106	437	
	Expected Count	331.0	106.0	437.0	

17

Age Groups Chi \* Usage during school holidays Crosstabulation

			Usage during school holidays			Total
			More	Less	Same	
Age Groups Chi	1.00	Count	55	20	22	97
		Expected Count	32.3	23.7	41.0	97.0
	2.00	Count	31	23	41	95
		Expected Count	31.6	23.2	40.2	95.0
	3.00	Count	29	31	51	111
		Expected Count	36.9	27.2	46.9	111.0
	4.00	Count	25	29	64	118
		Expected Count	39.2	28.9	49.9	118.0
Total	Count	140	103	178	421	
	Expected Count	140.0	103.0	178.0	421.0	

18

Age Groups Chi \* YrsExpChi Crosstabulation

			YrsExpChi				Total
			1.00	2.00	3.00	4.00	
Age Groups Chi	1.00	Count	33	38	7	22	100
		Expected Count	19.7	41.0	10.9	28.4	100.0
	2.00	Count	12	53	8	29	102
		Expected Count	20.1	41.8	11.1	29.0	102.0
	3.00	Count	22	31	15	38	106
		Expected Count	20.8	43.5	11.6	30.1	106.0
	4.00	Count	16	51	16	31	114
		Expected Count	22.4	46.7	12.4	32.4	114.0
Total	Count	83	173	46	120	422	
	Expected Count	83.0	173.0	46.0	120.0	422.0	

19

Age Groups Chi \* If occupancy restrictions were lifted Crosstabulation

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
Age Groups Chi	1.00	Count	54	10	36	100
		Expected Count	38.5	15.1	46.4	100.0
	2.00	Count	40	20	39	99
		Expected Count	38.1	14.9	45.9	99.0
	3.00	Count	39	23	51	113
		Expected Count	43.5	17.0	52.4	113.0
	4.00	Count	33	12	74	119
		Expected Count	45.8	17.9	55.2	119.0
Total	Count	166	65	200	431	
	Expected Count	166.0	65.0	200.0	431.0	

20

Retired or not \* FamilyChiC Crosstabulation

			FamilyChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	11	31	192	234
		Expected Count	16.0	39.0	179.0	234.0
	Yes	Count	19	42	143	204
		Expected Count	14.0	34.0	156.0	204.0
Total	Count	30	73	335	438	
	Expected Count	30.0	73.0	335.0	438.0	

21

Retired or not \* CommChiC Crosstabulation

			CommChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	26	77	130	233
		Expected Count	22.0	63.7	147.3	233.0
	Yes	Count	15	42	145	202
		Expected Count	19.0	55.3	127.7	202.0
Total	Count	41	119	275	435	
	Expected Count	41.0	119.0	275.0	435.0	

22

Retired or not \* Given time again purchase same Crosstabulation

			Given time again purchase same		Total
			No	Yes	
Retired or not	No	Count	141	92	233
		Expected Count	129.9	103.1	233.0
	Yes	Count	102	101	203
		Expected Count	113.1	89.9	203.0
Total	Count	243	193	436	
	Expected Count	243.0	193.0	436.0	

23



**Retired or not \* Given time again purchase earlier Crosstabulation**

			Given time again purchase earlier		Total
			No	Yes	
Retired or not	No	Count	152	81	233
		Expected Count	142.2	90.8	233.0
	Yes	Count	114	89	203
		Expected Count	123.8	79.2	203.0
Total	Count		266	170	436
	Expected Count		266.0	170.0	436.0

24

**Retired or not \* Consider static caravan provided good value Crosstabulation**

			Consider static caravan provided good value		Total
			No	Yes	
Retired or not	No	Count	34	198	232
		Expected Count	26.4	205.6	232.0
	Yes	Count	15	183	198
		Expected Count	22.6	175.4	198.0
Total	Count		49	381	430
	Expected Count		49.0	381.0	430.0

25

**Retired or not \* ValIncomeChiC Crosstabulation**

			ValIncomeChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	138	43	48	229
		Expected Count	154.9	39.0	35.1	229.0
	Yes	Count	144	28	16	188
		Expected Count	127.1	32.0	28.9	188.0
Total	Count		282	71	64	417
	Expected Count		282.0	71.0	64.0	417.0

26

**Retired or not \* ValLifeChiC Crosstabulation**

			ValLifeChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	60	36	134	230
		Expected Count	65.3	43.9	120.8	230.0
	Yes	Count	59	44	86	189
		Expected Count	53.7	36.1	99.2	189.0
Total	Count		119	80	220	419
	Expected Count		119.0	80.0	220.0	419.0

27

**Retired or not \* AttrConvChiC Crosstabulation**

			AttrConvChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	38	37	156	231
		Expected Count	30.5	32.1	168.4	231.0
	Yes	Count	19	23	159	201
		Expected Count	26.5	27.9	146.6	201.0
Total	Count		57	60	315	432
	Expected Count		57.0	60.0	315.0	432.0

28

**Retired or not \* AttrLevelChiC Crosstabulation**

			AttrLevelChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	21	64	146	231
		Expected Count	15.5	53.9	161.6	231.0
	Yes	Count	8	37	157	202
		Expected Count	13.5	47.1	141.4	202.0
Total	Count		29	101	303	433
	Expected Count		29.0	101.0	303.0	433.0

29

**Retired or not \* RepeatChiC Crosstabulation**

			RepeatChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	120	40	70	230
		Expected Count	116.1	33.3	80.6	230.0
	Yes	Count	96	22	80	198
		Expected Count	99.9	28.7	69.4	198.0
Total	Count		216	62	150	428
	Expected Count		216.0	62.0	150.0	428.0

30

**Retired or not \* TimeChiC Crosstabulation**

			TimeChiC			Total
			1.00	2.00	3.00	
Retired or not	No	Count	46	70	115	231
		Expected Count	55.9	71.9	103.3	231.0
	Yes	Count	59	65	79	203
		Expected Count	49.1	63.1	90.7	203.0
Total	Count		105	135	194	434
	Expected Count		105.0	135.0	194.0	434.0

31



**Retired or not \* Age Groups Chi Crosstabulation**

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
Retired or not	No	Count	102	80	48	6	236
		Expected Count	54.9	54.9	60.7	65.5	236.0
	Yes	Count	2	24	67	118	211
		Expected Count	49.1	49.1	54.3	58.5	211.0
Total	Count		104	104	115	124	447
	Expected Count		104.0	104.0	115.0	124.0	447.0

32

**Retired or not \* Annual household income Crosstabulation**

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Retired or not	No	Count	12	53	57	42	27	33	224
		Expected Count	28.4	66.4	54.7	32.7	19.8	22.0	224.0
	Yes	Count	41	71	45	19	10	8	194
		Expected Count	24.6	57.6	47.3	28.3	17.2	19.0	194.0
Total	Count		53	124	102	61	37	41	418
	Expected Count		53.0	124.0	102.0	61.0	37.0	41.0	418.0

33

**Retired or not \* NoOwnedChi Crosstabulation**

			NoOwnedChi				Total
			1.00	2.00	3.00	4.00	
Retired or not	No	Count	158	47	22	10	237
		Expected Count	141.6	50.9	28.6	15.9	237.0
	Yes	Count	109	49	32	20	210
		Expected Count	125.4	45.1	25.4	14.1	210.0
Total	Count		267	96	54	30	447
	Expected Count		267.0	96.0	54.0	30.0	447.0

34

**Retired or not \* YearsChi Crosstabulation**

			YearsChi				Total
			1.00	2.00	3.00	4.00	
Retired or not	No	Count	35	34	80	87	236
		Expected Count	28.1	31.3	66.3	110.3	236.0
	Yes	Count	18	25	45	121	209
		Expected Count	24.9	27.7	58.7	97.7	209.0
Total	Count		53	59	125	208	445
	Expected Count		53.0	59.0	125.0	208.0	445.0

35

Retired or not \* Distance ChiTest Crosstabulation

			Distance ChiTest					Total	
			1 00	2.00	3 00	4 00	5 00		6.00
Retired or not	No	Count	37	26	43	39	56	36	237
		Expected Count	42.9	39.8	36.1	39.2	46.7	32.3	237.0
	Yes	Count	44	49	25	35	32	25	210
		Expected Count	38.1	35.2	31.9	34.8	41.3	28.7	210.0
Total	Count		81	75	68	74	88	61	447
	Expected Count		81.0	75.0	68.0	74.0	88.0	61.0	447.0

36

Retired or not \* YrsCurrChi Crosstabulation

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
Retired or not	No	Count	87	33	67	49	236
		Expected Count	80.4	28.6	60.3	66.7	236.0
	Yes	Count	65	21	47	77	210
		Expected Count	71.6	25.4	53.7	59.3	210.0
Total	Count		152	54	114	126	446
	Expected Count		152.0	54.0	114.0	126.0	446.0

37

Retired or not \* Stay ChiSquare Crosstabulation

			Stay ChiSquare					Total	
			1 00	2.00	3 00	4.00	5.00		6 00
Retired or not	No	Count	83	57	16	18	32	16	222
		Expected Count	56.6	51.7	21.0	26.9	35.6	30.2	222.0
	Yes	Count	22	39	23	32	34	40	190
		Expected Count	48.4	44.3	18.0	23.1	30.4	25.8	190.0
Total	Count		105	96	39	50	66	56	412
	Expected Count		105.0	96.0	39.0	50.0	66.0	56.0	412.0

38

Retired or not \* People ChiSqaure Crosstabulation

			People ChiSqaure				Total
			1.00	2.00	3.00	4.00	
Retired or not	No	Count	88	31	70	41	230
		Expected Count	121.5	28.1	50.2	30.2	230.0
	Yes	Count	137	21	23	15	196
		Expected Count	103.5	23.9	42.8	25.8	196.0
Total	Count		225	52	93	56	426
	Expected Count		225.0	52.0	93.0	56.0	426.0

39



**Retired or not \* Sublet Crosstabulation**

			Sublet		Total
			Not sub-let	Sub-let	
Retired or not	No	Count	161	72	233
		Expected Count	177.6	55.4	233.0
	Yes	Count	169	31	200
		Expected Count	152.4	47.6	200.0
Total	Count		330	103	433
	Expected Count		330.0	103.0	433.0

40

**Retired or not \* Usage during school holidays Crosstabulation**

			Usage during school holidays			Total
			More	Less	Same	
Retired or not	No	Count	95	53	77	225
		Expected Count	75.2	54.9	94.9	225.0
	Yes	Count	46	50	101	197
		Expected Count	65.8	48.1	83.1	197.0
Total	Count		141	103	178	422
	Expected Count		141.0	103.0	178.0	422.0

41

**Retired or not \* Life at the static caravan compared to home Crosstabulation**

			Life at the static caravan compared to home				Total
			Far better	Better	Same	Worse	
Retired or not	No	Count	39	98	88	4	229
		Expected Count	31.0	91.3	103.0	3.7	229.0
	Yes	Count	19	73	105	3	200
		Expected Count	27.0	79.7	90.0	3.3	200.0
Total	Count		58	171	193	7	429
	Expected Count		58.0	171.0	193.0	7.0	429.0

42

**Retired or not \* Choice of location decision order Crosstabulation**

			Choice of location decision order				Total
			1st	2nd	3rd	4th	
Retired or not	No	Count	134	47	12	27	220
		Expected Count	126.6	38.1	23.1	32.2	220.0
	Yes	Count	102	24	31	33	190
		Expected Count	109.4	32.9	19.9	27.8	190.0
Total	Count		236	71	43	60	410
	Expected Count		236.0	71.0	43.0	60.0	410.0

43

**Retired or not \* Importance of location decision Crosstabulation**

			Importance of location decision					Total
			1st	2nd	3rd	4th	5th	
Retired or not	No	Count	130	35	25	19	14	223
		Expected Count	115.0	36.9	28.2	28.8	14.1	223.0
	Yes	Count	82	33	27	34	12	188
		Expected Count	97.0	31.1	23.8	24.2	11.9	188.0
Total		Count	212	68	52	53	26	411
		Expected Count	212.0	68.0	52.0	53.0	26.0	411.0

44

**Retired or not \* If occupancy restrictions were lifted Crosstabulation**

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
Retired or not	No	Count	108	33	90	231
		Expected Count	88.6	34.7	107.8	231.0
	Yes	Count	58	32	112	202
		Expected Count	77.4	30.3	94.2	202.0
Total		Count	166	65	202	433
		Expected Count	166.0	65.0	202.0	433.0

45

**Occupation \* EscapeChiC Crosstabulation**

			EscapeChiC			Total
			1 00	2 00	3 00	
Occupation	Traditional occupation	Count	2	1	25	28
		Expected Count	2.1	2.5	23.4	28.0
	Process, plant, machine operative	Count	0	1	31	32
		Expected Count	2.4	2.8	26.8	32.0
	Sales, customer service	Count	0	2	6	8
		Expected Count	.6	.7	6.7	8.0
	Personal, service occupation	Count	2	1	35	38
		Expected Count	2.9	3.3	31.8	38.0
	Skilled trade	Count	3	4	77	84
		Expected Count	6.4	7.4	70.2	84.0
	Administrative, secretarial	Count	5	3	24	32
		Expected Count	2.4	2.8	26.8	32.0
	Semi-professional, technical	Count	6	5	36	47
		Expected Count	3.6	4.1	39.3	47.0
	Professional	Count	8	5	51	64
		Expected Count	4.9	5.6	53.5	64.0
	Manager, senior official	Count	7	16	77	100
		Expected Count	7.6	8.8	83.6	100.0
Total		Count	33	38	362	433
		Expected Count	33.0	38.0	362.0	433.0

46



Occupation \* AltTowChiC Crosstabulation

			AltTowChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	8	5	15	28
		Expected Count	6.4	8.5	13.1	28.0
	Process, plant, machine operative	Count	4	8	20	32
		Expected Count	7.3	9.7	15.0	32.0
	Sales, customer service	Count	1	1	7	9
		Expected Count	2.1	2.7	4.2	9.0
	Personal, service occupation	Count	6	9	22	37
		Expected Count	8.4	11.2	17.3	37.0
	Skilled trade	Count	14	28	39	81
		Expected Count	18.5	24.6	37.9	81.0
	Administrative, secretarial	Count	10	5	16	31
		Expected Count	7.1	9.4	14.5	31.0
	Semi-professional, technical	Count	4	17	25	46
		Expected Count	10.5	14.0	21.5	46.0
	Professional	Count	20	19	22	61
		Expected Count	13.9	18.5	28.6	61.0
	Manager, senior official	Count	30	37	33	100
		Expected Count	22.8	30.4	46.8	100.0
Total		Count	97	129	199	425
		Expected Count	97.0	129.0	199.0	425.0

47

Occupation \* FreedomChiC Crosstabulation

			FreedomChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	0	3	28	31
		Expected Count	.5	1.9	28.6	31.0
	Process, plant, machine operative	Count	0	1	32	33
		Expected Count	.5	2.0	30.4	33.0
	Sales, customer service	Count	0	3	6	9
		Expected Count	.1	.6	8.3	9.0
	Personal, service occupation	Count	0	1	37	38
		Expected Count	.6	2.3	35.0	38.0
	Skilled trade	Count	0	3	80	83
		Expected Count	1.3	5.1	76.5	83.0
	Administrative, secretarial	Count	2	2	27	31
		Expected Count	.5	1.9	28.6	31.0
	Semi-professional, technical	Count	0	4	43	47
		Expected Count	.8	2.9	43.3	47.0
	Professional	Count	5	4	55	64
		Expected Count	1.0	4.0	59.0	64.0
	Manager, senior official	Count	0	6	95	101
		Expected Count	1.6	6.2	93.1	101.0
Total		Count	7	27	403	437
		Expected Count	7.0	27.0	403.0	437.0

48

Occupation \* OutdoorChiC Crosstabulation

			OutdoorChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	0	2	26	28
		Expected Count	.4	2.3	25.3	28.0
	Process, plant, machine operative	Count	0	0	33	33
		Expected Count	.5	2.7	29.9	33.0
	Sales, customer service	Count	1	1	7	9
		Expected Count	.1	.7	8.1	9.0
	Personal, service occupation	Count	0	1	37	38
		Expected Count	.5	3.1	34.4	38.0
	Skilled trade	Count	0	4	79	83
		Expected Count	1.2	6.7	75.1	83.0
	Administrative, secretarial	Count	2	7	23	32
		Expected Count	.4	2.6	29.0	32.0
	Semi-professional, technical	Count	1	5	41	47
		Expected Count	.7	3.8	42.5	47.0
	Professional	Count	1	9	53	63
		Expected Count	.9	5.1	57.0	63.0
	Manager, senior official	Count	1	6	93	100
		Expected Count	1.4	8.1	90.5	100.0
Total		Count	6	35	392	433
		Expected Count	6.0	35.0	392.0	433.0

49

Occupation \* CommChiC Crosstabulation

			CommChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	4	3	20	27
		Expected Count	2.6	7.4	17.1	27.0
	Process, plant, machine operative	Count	1	9	23	33
		Expected Count	3.1	9.0	20.9	33.0
	Sales, customer service	Count	1	3	5	9
		Expected Count	.9	2.5	5.7	9.0
	Personal, service occupation	Count	2	13	23	38
		Expected Count	3.6	10.4	24.0	38.0
	Skilled trade	Count	1	16	67	84
		Expected Count	8.0	22.9	53.1	84.0
	Administrative, secretarial	Count	4	9	19	32
		Expected Count	3.0	8.7	20.2	32.0
	Semi-professional, technical	Count	3	18	26	47
		Expected Count	4.5	12.8	29.7	47.0
	Professional	Count	10	20	33	63
		Expected Count	6.0	17.2	39.8	63.0
	Manager, senior official	Count	15	27	57	99
		Expected Count	9.4	27.0	62.6	99.0
Total		Count	41	118	273	432
		Expected Count	41.0	118.0	273.0	432.0

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**Occupation \* ValHealthChiC Crosstabulation**

			ValHealthChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	1	3	25	29
		Expected Count	3.7	6.1	19.2	29.0
	Process, plant, machine operative	Count	3	4	25	32
		Expected Count	4.1	6.7	21.2	32.0
	Sales, customer service	Count	1	4	4	9
		Expected Count	1.1	1.9	6.0	9.0
	Personal, service occupation	Count	2	7	29	38
		Expected Count	4.8	8.0	25.2	38.0
	Skilled trade	Count	9	17	56	82
		Expected Count	10.4	17.2	54.4	82.0
	Administrative, secretarial	Count	9	4	18	31
		Expected Count	3.9	6.5	20.6	31.0
	Semi-professional, technical	Count	5	13	28	46
		Expected Count	5.8	9.6	30.5	46.0
	Professional	Count	11	17	31	59
		Expected Count	7.5	12.4	39.1	59.0
	Manager, senior official	Count	13	20	66	99
		Expected Count	12.6	20.7	65.7	99.0
Total		Count	54	89	282	425
		Expected Count	54.0	89.0	282.0	425.0

51

**Occupation \* ValIncomeChiC Crosstabulation**

			ValIncomeChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	10	7	8	25
		Expected Count	16.8	4.3	3.9	25.0
	Process, plant, machine operative	Count	24	7	2	33
		Expected Count	22.2	5.6	5.2	33.0
	Sales, customer service	Count	4	1	4	9
		Expected Count	6.1	1.5	1.4	9.0
	Personal, service occupation	Count	23	6	8	37
		Expected Count	24.9	6.3	5.8	37.0
	Skilled trade	Count	47	18	13	78
		Expected Count	52.4	13.3	12.2	78.0
	Administrative, secretarial	Count	23	4	5	32
		Expected Count	21.5	5.5	5.0	32.0
	Semi-professional, technical	Count	31	9	5	45
		Expected Count	30.3	7.7	7.0	45.0
	Professional	Count	41	8	11	60
		Expected Count	40.3	10.3	9.4	60.0
	Manager, senior official	Count	76	11	9	96
		Expected Count	64.5	16.4	15.0	96.0
Total		Count	279	71	65	415
		Expected Count	279.0	71.0	65.0	415.0

52

Occupation \* ShtDepChiC Crosstabulation

			ShtDepChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	0	2	28	30
		Expected Count	.8	.8	28.4	30.0
	Process, plant, machine operative	Count	1	0	32	33
		Expected Count	.9	.8	31.2	33.0
	Sales, customer service	Count	0	0	9	9
		Expected Count	.3	.2	8.5	9.0
	Personal, service occupation	Count	4	0	34	38
		Expected Count	1.1	1.0	36.0	38.0
	Skilled trade	Count	1	0	82	83
		Expected Count	2.3	2.1	78.6	83.0
	Administrative, secretarial	Count	0	1	31	32
		Expected Count	.9	.8	30.3	32.0
	Semi-professional, technical	Count	0	0	46	46
		Expected Count	1.3	1.2	43.5	46.0
	Professional	Count	1	2	57	60
		Expected Count	1.7	1.5	56.8	60.0
	Manager, senior official	Count	5	6	89	100
		Expected Count	2.8	2.6	94.7	100.0
Total		Count	12	11	408	431
		Expected Count	12.0	11.0	408.0	431.0

53

Occupation \* ShtSizeChiC Crosstabulation

			ShtSizeChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	6	10	11	27
		Expected Count	9.7	8.7	8.6	27.0
	Process, plant, machine operative	Count	13	12	7	32
		Expected Count	11.5	10.3	10.2	32.0
	Sales, customer service	Count	1	3	4	8
		Expected Count	2.9	2.6	2.5	8.0
	Personal, service occupation	Count	14	9	14	37
		Expected Count	13.3	11.9	11.8	37.0
	Skilled trade	Count	17	27	36	80
		Expected Count	28.7	25.8	25.5	80.0
	Administrative, secretarial	Count	13	8	11	32
		Expected Count	11.5	10.3	10.2	32.0
	Semi-professional, technical	Count	16	15	14	45
		Expected Count	16.1	14.5	14.3	45.0
	Professional	Count	33	20	7	60
		Expected Count	21.5	19.4	19.1	60.0
	Manager, senior official	Count	37	31	29	97
		Expected Count	34.8	31.3	30.9	97.0
Total		Count	150	135	133	418
		Expected Count	150.0	135.0	133.0	418.0

54



Occupation \* AttrFunChiC Crosstabulation

			AttrFunChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	0	3	26	29
		Expected Count	.1	1.5	27.3	29.0
	Process, plant, machine operative	Count	0	1	32	33
		Expected Count	.2	1.8	31.1	33.0
	Sales, customer service	Count	0	2	7	9
		Expected Count	.0	.5	8.5	9.0
	Personal, service occupation	Count	0	1	37	38
		Expected Count	.2	2.0	35.8	38.0
	Skilled trade	Count	0	2	80	82
		Expected Count	.4	4.4	77.2	82.0
	Administrative, secretarial	Count	2	4	26	32
		Expected Count	.1	1.7	30.1	32.0
	Semi-professional, technical	Count	0	4	42	46
		Expected Count	.2	2.5	43.3	46.0
	Professional	Count	0	1	60	61
		Expected Count	.3	3.3	57.5	61.0
	Manager, senior official	Count	0	5	96	101
		Expected Count	.5	5.4	95.1	101.0
Total		Count	2	23	406	431
		Expected Count	2.0	23.0	406.0	431.0

55

Occupation \* AttrQualChiC Crosstabulation

			AttrQualChiC			Total
			1.00	2.00	3.00	
Occupation	Traditional occupation	Count	0	0	29	29
		Expected Count	.7	1.2	27.1	29.0
	Process, plant, machine operative	Count	0	0	32	32
		Expected Count	.7	1.3	29.9	32.0
	Sales, customer service	Count	1	0	8	9
		Expected Count	.2	.4	8.4	9.0
	Personal, service occupation	Count	2	2	34	38
		Expected Count	.9	1.6	35.5	38.0
	Skilled trade	Count	0	3	79	82
		Expected Count	1.9	3.4	76.6	82.0
	Administrative, secretarial	Count	4	1	27	32
		Expected Count	.7	1.3	29.9	32.0
	Semi-professional, technical	Count	0	1	45	46
		Expected Count	1.1	1.9	43.0	46.0
	Professional	Count	0	7	53	60
		Expected Count	1.4	2.5	56.1	60.0
	Manager, senior official	Count	3	4	93	100
		Expected Count	2.3	4.2	93.5	100.0
Total		Count	10	18	400	428
		Expected Count	10.0	18.0	400.0	428.0

56

Occupation \* AttrImpChiC Crosstabulation

			AttrImpChiC			Total
			1 00	2.00	3 00	
Occupation	Traditional occupation	Count	9	9	10	28
		Expected Count	11.7	9.6	6.7	28.0
	Process, plant, machine operative	Count	13	9	11	33
		Expected Count	13.8	11.3	7.9	33.0
	Sales, customer service	Count	6	2	1	9
		Expected Count	3.8	3.1	2.1	9.0
	Personal, service occupation	Count	14	11	13	38
		Expected Count	15.9	13.0	9.1	38.0
	Skilled trade	Count	19	34	28	81
		Expected Count	34.0	27.7	19.3	81.0
	Administrative, secretarial	Count	16	12	4	32
		Expected Count	13.4	10.9	7.6	32.0
	Semi-professional, technical	Count	23	16	6	45
		Expected Count	18.9	15.4	10.7	45.0
	Professional	Count	31	20	10	61
		Expected Count	25.6	20.9	14.6	61.0
	Manager, senior official	Count	48	33	19	100
		Expected Count	41.9	34.2	23.9	100.0
Total	Count		179	146	102	427
	Expected Count		179.0	146.0	102.0	427.0

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Occupation \* Annual household income Crosstabulation

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Occupation	Traditional occupation	Count	7	13	9	1	0	0	30
		Expected Count	3.5	9.0	7.4	4.4	2.6	3.0	30.0
	Process, plant, machine operative	Count	7	13	10	1	0	0	31
		Expected Count	3.7	9.3	7.7	4.6	2.7	3.1	31.0
	Sales, customer service	Count	4	1	2	0	0	0	7
		Expected Count	.8	2.1	1.7	1.0	.6	.7	7.0
	Personal, service occupation	Count	5	16	10	7	0	0	38
		Expected Count	4.5	11.4	9.4	5.6	3.3	3.8	38.0
	Skilled trade	Count	10	30	24	9	5	1	79
		Expected Count	9.3	23.8	19.6	11.6	6.9	7.8	79.0
	Administrative, secretarial	Count	4	16	7	1	1	1	30
		Expected Count	3.5	9.0	7.4	4.4	2.6	3.0	30.0
	Semi-professional, technical	Count	5	10	9	12	5	2	43
		Expected Count	5.1	13.0	10.7	6.3	3.7	4.2	43.0
	Professional	Count	3	10	16	11	8	13	61
		Expected Count	7.2	18.4	15.1	9.0	5.3	6.0	61.0
	Manager, senior official	Count	4	16	16	19	17	24	96
		Expected Count	11.3	28.9	23.8	14.1	8.3	9.5	96.0
Total	Count		49	125	103	61	36	41	415
	Expected Count		49.0	125.0	103.0	61.0	36.0	41.0	415.0

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Occupation \* Distance ChiTest Crosstabulation

			Distance ChiTest						Total
			1 00	2 00	3 00	4 00	5 00	6 00	
Occupation	Traditional occupation	Count	5	9	1	5	7	5	32
		Expected Count	5.6	5.3	4.9	5.3	6.4	4.5	32.0
	Process, plant, machine operative	Count	6	10	9	5	1	2	33
		Expected Count	5.7	5.5	5.1	5.5	6.6	4.6	33.0
	Sales, customer service	Count	5	0	1	0	1	1	8
		Expected Count	1.4	1.3	1.2	1.3	1.6	1.1	8.0
	Personal, service occupation	Count	9	3	5	7	7	7	38
		Expected Count	6.6	6.3	5.8	6.3	7.5	5.3	38.0
	Skilled trade	Count	20	14	16	13	14	9	86
		Expected Count	14.9	14.4	13.2	14.4	17.1	12.0	86.0
	Administrative, secretarial	Count	4	4	3	11	9	1	32
		Expected Count	5.6	5.3	4.9	5.3	6.4	4.5	32.0
	Semi-professional, technical	Count	9	12	6	1	10	9	47
		Expected Count	8.2	7.9	7.2	7.9	9.3	6.6	47.0
	Professional	Count	5	11	9	8	20	11	64
		Expected Count	11.1	10.7	9.8	10.7	12.7	9.0	64.0
	Manager, senior official	Count	14	11	18	24	19	17	103
		Expected Count	17.9	17.2	15.8	17.2	20.5	14.4	103.0
Total		Count	77	74	68	74	88	62	443
		Expected Count	77.0	74.0	68.0	74.0	88.0	62.0	443.0

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Occupation \* Importance of pitch decision Crosstabulation

			Importance of pitch decision						Total
			0	1st	2nd	3rd	4th	5th	
Occupation	Traditional occupation	Count	0	2	3	8	10	4	27
		Expected Count	.1	1.5	4.4	6.6	10.2	4.3	27.0
	Process, plant, machine operative	Count	0	1	7	2	12	7	29
		Expected Count	.1	1.6	4.8	7.0	10.9	4.6	29.0
	Sales, customer service	Count	1	0	0	2	3	2	8
		Expected Count	.0	.4	1.3	1.9	3.0	1.3	8.0
	Personal, service occupation	Count	0	2	4	12	13	6	37
		Expected Count	.1	2.0	6.1	9.0	14.0	5.9	37.0
	Skilled trade	Count	0	5	13	18	31	9	76
		Expected Count	.2	4.1	12.5	18.4	28.7	12.1	76.0
	Administrative, secretarial	Count	0	0	7	6	11	6	30
		Expected Count	.1	1.6	4.9	7.3	11.3	4.8	30.0
	Semi-professional, technical	Count	0	2	6	12	15	8	43
		Expected Count	.1	2.3	7.1	10.4	16.2	6.9	43.0
	Professional	Count	0	3	6	19	30	5	63
		Expected Count	.2	3.4	10.3	15.3	23.8	10.0	63.0
	Manager, senior official	Count	0	7	21	20	29	18	95
		Expected Count	.2	5.1	15.6	23.1	35.9	15.1	95.0
Total		Count	1	22	67	99	154	65	408
		Expected Count	1.0	22.0	67.0	99.0	154.0	65.0	408.0

60

Occupation \* Importance of static caravan decision Crosstabulation

			Importance of static caravan decision					Total	
			0	1st	2nd	3rd	4th		5th
Occupation	Traditional occupation	Count	0	2	11	10	3	1	27
		Expected Count	.1	4.4	6.6	9.3	5.3	1.4	27.0
	Process, plant, machine operative	Count	0	7	7	12	2	1	29
		Expected Count	.1	4.7	7.1	10.0	5.7	1.5	29.0
	Sales, customer service	Count	1	1	1	2	3	0	8
		Expected Count	.0	1.3	2.0	2.7	1.6	.4	8.0
	Personal, service occupation	Count	0	4	9	9	12	3	37
		Expected Count	.1	6.0	9.1	12.7	7.3	1.9	37.0
	Skilled trade	Count	0	17	20	27	8	4	76
		Expected Count	.2	12.3	18.6	26.1	14.9	3.9	76.0
	Administrative, secretarial	Count	0	4	4	13	8	1	30
		Expected Count	.1	4.9	7.4	10.3	5.9	1.5	30.0
	Semi-professional, technical	Count	0	6	12	13	11	1	43
		Expected Count	.1	7.0	10.5	14.8	8.4	2.2	43.0
	Professional	Count	0	12	14	19	12	6	63
		Expected Count	.2	10.2	15.4	21.6	12.4	3.2	63.0
	Manager, senior official	Count	0	13	22	35	21	4	95
		Expected Count	.2	15.4	23.3	32.6	18.6	4.9	95.0
Total		Count	1	66	100	140	80	21	408
		Expected Count	1.0	66.0	100.0	140.0	80.0	21.0	408.0

61

Occupation \* Importance of owner decision Crosstabulation

			Importance of owner decision					Total	
			0	1st	2nd	3rd	4th		5th
Occupation	Traditional occupation	Count	0	3	0	4	2	18	27
		Expected Count	.1	.6	1.5	2.3	3.5	19.1	27.0
	Process, plant, machine operative	Count	0	2	0	2	5	20	29
		Expected Count	.1	.6	1.6	2.4	3.8	20.5	29.0
	Sales, customer service	Count	1	0	1	1	0	5	8
		Expected Count	.0	.2	.4	.7	1.0	5.7	8.0
	Personal, service occupation	Count	0	0	5	2	5	25	37
		Expected Count	.1	.8	2.0	3.1	4.8	26.2	37.0
	Skilled trade	Count	0	0	1	6	10	59	76
		Expected Count	.2	1.7	4.1	6.3	9.9	53.8	76.0
	Administrative, secretarial	Count	0	0	3	2	3	22	30
		Expected Count	.1	.7	1.6	2.5	3.9	21.3	30.0
	Semi-professional, technical	Count	0	1	3	2	4	33	43
		Expected Count	.1	.9	2.3	3.6	5.6	30.5	43.0
	Professional	Count	0	0	3	7	9	44	63
		Expected Count	.2	1.4	3.4	5.3	8.2	44.6	63.0
	Manager, senior official	Count	0	3	6	8	15	63	95
		Expected Count	.2	2.1	5.1	7.9	12.3	67.3	95.0
Total		Count	1	9	22	34	53	289	408
		Expected Count	1.0	9.0	22.0	34.0	53.0	289.0	408.0

62



Occupation \* If occupancy restrictions were lifted Crosstabulation

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
Occupation	Traditional occupation	Count	16	3	9	28
		Expected Count	10.8	4.1	13.1	28.0
	Process, plant, machine operative	Count	5	11	17	33
		Expected Count	12.8	4.8	15.4	33.0
	Sales, customer service	Count	2	2	5	9
		Expected Count	3.5	1.3	4.2	9.0
	Personal, service occupation	Count	14	12	11	37
		Expected Count	14.3	5.4	17.3	37.0
	Skilled trade	Count	32	9	41	82
		Expected Count	31.7	12.0	38.3	82.0
	Administrative, secretarial	Count	9	4	19	32
		Expected Count	12.4	4.7	14.9	32.0
	Semi-professional, technical	Count	17	9	19	45
		Expected Count	17.4	6.6	21.0	45.0
	Professional	Count	30	2	28	60
		Expected Count	23.2	8.8	28.0	60.0
	Manager, senior official	Count	39	10	49	98
		Expected Count	37.9	14.3	45.8	98.0
Total		Count	164	62	198	424
		Expected Count	164.0	62.0	198.0	424.0

63

Annual household income \* AllTowChiC Crosstabulation

			AllTowChiC			Total
			1.00	2.00	3.00	
Annual household income	Less than 15,000	Count	12	12	25	49
		Expected Count	10.6	15.0	23.4	49.0
	15,000 to 25,000	Count	22	35	63	120
		Expected Count	25.9	36.9	57.2	120.0
	25,000 to 35,000	Count	17	31	52	100
		Expected Count	21.6	30.7	47.7	100.0
	35,000 to 45,000	Count	14	15	31	60
		Expected Count	13.0	18.4	28.6	60.0
	45,000 to 55,000	Count	11	9	17	37
		Expected Count	8.0	11.4	17.6	37.0
	More than 55,000	Count	12	23	6	41
		Expected Count	8.9	12.6	19.5	41.0
Total		Count	88	125	194	407
		Expected Count	88.0	125.0	194.0	407.0

64

Annual household income \* Consider static caravan provided good value Crosstabulation

			Consider static caravan provided good value		Total
			No	Yes	
Annual household income	Less than 15,000	Count	3	46	49
		Expected Count	5.6	43.4	49.0
	15,000 to 25,000	Count	10	113	123
		Expected Count	13.9	109.1	123.0
	25,000 to 35,000	Count	9	91	100
		Expected Count	11.3	88.7	100.0
	35,000 to 45,000	Count	6	56	62
		Expected Count	7.0	55.0	62.0
	45,000 to 55,000	Count	7	28	35
		Expected Count	4.0	31.0	35.0
	More than 55,000	Count	11	26	37
		Expected Count	4.2	32.8	37.0
Total		Count	46	360	406
		Expected Count	46.0	360.0	406.0

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Annual household income \* AttrLevelChiC Crosstabulation

			AttrLevelChiC			Total
			1.00	2.00	3.00	
Annual household income	Less than 15,000	Count	1	4	45	50
		Expected Count	3.5	11.8	34.6	50.0
	15,000 to 25,000	Count	9	27	88	124
		Expected Count	8.8	29.3	85.9	124.0
	25,000 to 35,000	Count	4	22	75	101
		Expected Count	7.1	23.9	70.0	101.0
	35,000 to 45,000	Count	4	17	40	61
		Expected Count	4.3	14.4	42.3	61.0
	45,000 to 55,000	Count	8	10	19	37
		Expected Count	2.6	8.8	25.6	37.0
	More than 55,000	Count	3	17	17	37
		Expected Count	2.6	8.8	25.6	37.0
	Total	Count	29	97	284	410
		Expected Count	29.0	97.0	284.0	410.0

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Annual household income \* AttrBeautChiC Crosstabulation

			AttrBeautChiC			Total
			1.00	2.00	3.00	
Annual household income	Less than 15,000	Count	1	6	42	49
		Expected Count	2.2	6.0	40.9	49.0
	15,000 to 25,000	Count	6	12	106	124
		Expected Count	5.5	15.2	103.4	124.0
	25,000 to 35,000	Count	2	9	89	100
		Expected Count	4.4	12.2	83.4	100.0
	35,000 to 45,000	Count	2	9	50	61
		Expected Count	2.7	7.5	50.9	61.0
	45,000 to 55,000	Count	1	9	28	38
		Expected Count	1.7	4.6	31.7	38.0
	More than 55,000	Count	6	5	26	37
		Expected Count	1.6	4.5	30.8	37.0
	Total	Count	18	50	341	409
		Expected Count	18.0	50.0	341.0	409.0

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Annual household income \* RepeatChiC Crosstabulation

			RepeatChiC			Total
			1.00	2.00	3.00	
Annual household income	Less than 15,000	Count	21	10	17	48
		Expected Count	24.2	7.1	16.7	48.0
	15,000 to 25,000	Count	53	25	42	120
		Expected Count	60.4	17.8	41.8	120.0
	25,000 to 35,000	Count	60	8	33	101
		Expected Count	50.9	15.0	35.2	101.0
	35,000 to 45,000	Count	35	11	15	61
		Expected Count	30.7	9.0	21.2	61.0
	45,000 to 55,000	Count	20	2	16	38
		Expected Count	19.1	5.6	13.2	38.0
	More than 55,000	Count	15	4	18	37
		Expected Count	18.6	5.5	12.9	37.0
	Total	Count	204	60	141	405
		Expected Count	204.0	60.0	141.0	405.0

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**Annual household income \* EasierChiC Crosstabulation**

			EasierChiC			Total
			1.00	2.00	3.00	
Annual household income	Less than 15,000	Count	11	12	27	50
		Expected Count	12.7	9.8	27.4	50.0
	15,000 to 25,000	Count	26	34	65	125
		Expected Count	31.9	24.6	68.6	125.0
	25,000 to 35,000	Count	26	19	56	101
		Expected Count	25.7	19.9	55.4	101.0
	35,000 to 45,000	Count	15	6	40	61
		Expected Count	15.5	12.0	33.5	61.0
	45,000 to 55,000	Count	12	3	23	38
		Expected Count	9.7	7.5	20.8	38.0
	More than 55,000	Count	15	7	15	37
		Expected Count	9.4	7.3	20.3	37.0
	Total	Count	105	81	226	412
		Expected Count	105.0	81.0	226.0	412.0

69

**Annual household income \* TidyChiC Crosstabulation**

			TidyChiC			Total
			1.00	2.00	3.00	
Annual household income	Less than 15,000	Count	9	11	30	50
		Expected Count	10.9	9.6	29.4	50.0
	15,000 to 25,000	Count	23	32	69	124
		Expected Count	27.2	23.8	73.0	124.0
	25,000 to 35,000	Count	22	17	62	101
		Expected Count	22.1	19.4	59.5	101.0
	35,000 to 45,000	Count	9	15	37	61
		Expected Count	13.4	11.7	35.9	61.0
	45,000 to 55,000	Count	15	3	20	38
		Expected Count	8.3	7.3	22.4	38.0
	More than 55,000	Count	12	1	24	37
		Expected Count	8.1	7.1	21.8	37.0
	Total	Count	90	79	242	411
		Expected Count	90.0	79.0	242.0	411.0

70

**Annual household income \* Age Groups Chi Crosstabulation**

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
Annual household income	Less than 15,000	Count	3	6	14	30	53
		Expected Count	12.8	12.6	13.6	14.0	53.0
	15,000 to 25,000	Count	20	29	38	39	126
		Expected Count	30.3	30.0	32.4	33.3	126.0
	25,000 to 35,000	Count	27	26	27	24	104
		Expected Count	25.0	24.8	26.7	27.5	104.0
	35,000 to 45,000	Count	17	20	13	12	62
		Expected Count	14.9	14.8	15.9	16.4	62.0
	45,000 to 55,000	Count	16	9	9	4	38
		Expected Count	9.1	9.1	9.8	10.0	38.0
	More than 55,000	Count	19	11	8	3	41
		Expected Count	9.9	9.8	10.5	10.8	41.0
	Total	Count	102	101	109	112	424
		Expected Count	102.0	101.0	109.0	112.0	424.0

71

**Annual household Income \* Retired or not Crosstabulation**

			Retired or not		Total
			No	Yes	
Annual household income	Less than 15,000	Count	12	41	53
		Expected Count	28.4	24.6	53.0
	15,000 to 25,000	Count	53	71	124
		Expected Count	66.4	57.6	124.0
	25,000 to 35,000	Count	57	45	102
		Expected Count	54.7	47.3	102.0
	35,000 to 45,000	Count	42	19	61
		Expected Count	32.7	28.3	61.0
	45,000 to 55,000	Count	27	10	37
		Expected Count	19.8	17.2	37.0
	More than 55,000	Count	33	8	41
		Expected Count	22.0	19.0	41.0
	Total	Count	224	194	418
		Expected Count	224.0	194.0	418.0

72

**Annual household income \* Occupation Crosstabulation**

			Occupation							Total		
			Traditional occupation	Process, plant, machine operative	Sales, customer service	Personal, service occupation	Skilled trade	Administrative, secretarial	Semi-professional, technical		Professional	Manager, senior official
Annual household income	Less than 15,000	Count	7	7	4	5	10	4	5	3	4	49
		Expected Count	3.5	3.7	8	4.5	9.3	3.5	5.1	7.2	11.3	49.0
	15,000 to 25,000	Count	13	13	1	16	30	16	10	10	16	125
		Expected Count	9.0	9.3	2.1	11.4	23.8	9.0	13.0	18.4	28.9	125.0
	25,000 to 35,000	Count	9	10	2	10	24	7	9	18	16	103
		Expected Count	7.4	7.7	1.7	9.4	19.8	7.4	10.7	15.1	23.8	103.0
	35,000 to 45,000	Count	1	1	0	7	9	1	12	11	19	61
		Expected Count	4.4	4.6	1.0	5.6	11.6	4.4	6.3	9.0	14.1	61.0
	45,000 to 55,000	Count	0	0	0	0	5	1	5	8	17	36
		Expected Count	2.6	2.7	6	3.3	6.9	2.6	3.7	5.3	8.3	36.0
	More than 55,000	Count	0	0	0	0	1	1	2	13	24	41
		Expected Count	3.0	3.1	7	3.8	7.8	3.0	4.2	6.0	9.5	41.0
	Total	Count	30	31	7	38	79	30	43	61	96	415
		Expected Count	30.0	31.0	7.0	38.0	79.0	30.0	43.0	61.0	96.0	415.0

73

**Annual household Income \* Experience of area Crosstabulation**

			Experience of area		Total
			No	Yes	
Annual household income	Less than 15,000	Count	16	36	52
		Expected Count	10.0	42.0	52.0
	15,000 to 25,000	Count	23	103	126
		Expected Count	24.1	101.9	126.0
	25,000 to 35,000	Count	14	90	104
		Expected Count	19.9	84.1	104.0
	35,000 to 45,000	Count	12	50	62
		Expected Count	11.9	50.1	62.0
	45,000 to 55,000	Count	12	26	38
		Expected Count	7.3	30.7	38.0
	More than 55,000	Count	4	37	41
		Expected Count	7.9	33.1	41.0
	Total	Count	81	342	423
		Expected Count	81.0	342.0	423.0

74



Annual household income \* Distance ChiTest Crosstabulation

			Distance ChiTest					Total	
			1 00	2 00	3 00	4 00	5 00		6 00
Annual household income	Less than 15,000	Count	21	7	3	11	3	6	51
		Expected Count	9.5	8.6	7.9	8.3	9.7	7.0	51.0
	15,000 to 25,000	Count	23	21	24	17	27	14	126
		Expected Count	23.6	21.2	19.4	20.6	23.9	17.3	126.0
	25,000 to 35,000	Count	19	28	12	17	14	14	104
		Expected Count	19.5	17.5	16.0	17.0	19.7	14.3	104.0
	35,000 to 45,000	Count	8	7	13	8	17	9	62
		Expected Count	11.6	10.4	9.5	10.1	11.8	8.5	62.0
	45,000 to 55,000	Count	4	6	6	7	9	6	38
		Expected Count	7.1	6.4	5.9	6.2	7.2	5.2	38.0
	More than 55,000	Count	4	2	7	9	10	9	41
		Expected Count	7.7	6.9	6.3	6.7	7.8	5.6	41.0
	Total	Count	79	71	65	69	80	58	422
		Expected Count	79.0	71.0	65.0	69.0	80.0	58.0	422.0

75

Annual household income \* Stay ChiSquare Crosstabulation

			Stay ChiSquare					Total	
			1 00	2 00	3 00	4 00	5 00		6 00
Annual household income	Less than 15,000	Count	9	11	2	6	4	15	47
		Expected Count	12.1	11.1	4.2	5.5	7.6	6.5	47.0
	15,000 to 25,000	Count	19	19	13	17	26	20	114
		Expected Count	29.4	26.8	10.2	13.4	18.4	15.7	114.0
	25,000 to 35,000	Count	34	22	9	11	10	11	97
		Expected Count	25.1	22.8	8.7	11.4	15.6	13.4	97.0
	35,000 to 45,000	Count	14	17	4	8	10	5	58
		Expected Count	15.0	13.6	5.2	6.8	9.3	8.0	58.0
	45,000 to 55,000	Count	9	10	4	3	9	1	36
		Expected Count	9.3	8.5	3.2	4.2	5.8	5.0	36.0
	More than 55,000	Count	16	13	3	1	4	2	39
		Expected Count	10.1	9.2	3.5	4.6	6.3	5.4	39.0
	Total	Count	101	92	35	46	63	54	391
		Expected Count	101.0	92.0	35.0	46.0	63.0	54.0	391.0

76

Annual household income \* If occupancy restrictions were lifted Crosstabulation

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
Annual household income	Less than 15,000	Count	14	13	25	52
		Expected Count	20.0	8.4	23.6	52.0
	15,000 to 25,000	Count	35	24	61	120
		Expected Count	46.2	19.4	54.5	120.0
	25,000 to 35,000	Count	43	17	38	98
		Expected Count	37.7	15.8	44.5	98.0
	35,000 to 45,000	Count	28	8	23	59
		Expected Count	22.7	9.5	26.8	59.0
	45,000 to 55,000	Count	18	2	17	37
		Expected Count	14.2	6.0	16.8	37.0
	More than 55,000	Count	17	1	19	37
		Expected Count	14.2	6.0	16.8	37.0
	Total	Count	155	65	183	403
		Expected Count	155.0	65.0	183.0	403.0

77

**Description of home environment \* AltHolChiC Crosstabulation**

			AltHolChiC			Total
			1 00	2.00	3.00	
Description of home environment	Predominantly built up urban	Count	30	51	83	164
		Expected Count	29.9	38.4	95.7	164.0
	Partially built up urban	Count	35	33	113	181
		Expected Count	33.0	42.4	105.6	181.0
	Village	Count	11	13	54	78
		Expected Count	14.2	18.3	45.5	78.0
	Countryside	Count	5	7	9	21
		Expected Count	3.8	4.9	12.3	21.0
Total	Count	81	104	259	444	
	Expected Count	81.0	104.0	259.0	444.0	

78

**Description of home environment \* Purchased to provide Escape Crosstabulation**

			Purchased to provide Escape			Total
			Disagree	Neither	Agree	
Description of home environment	Predominantly built up urban	Count	4	8	153	165
		Expected Count	12.3	15.3	137.4	165.0
	Partially built up urban	Count	17	14	149	180
		Expected Count	13.4	16.7	149.9	180.0
	Village	Count	7	17	53	77
		Expected Count	5.7	7.1	64.1	77.0
	Countryside	Count	5	2	14	21
		Expected Count	1.6	1.9	17.5	21.0
Total	Count	33	41	369	443	
	Expected Count	33.0	41.0	369.0	443.0	

79

**Description of home environment \* HealthChiC Crosstabulation**

			HealthChiC			Total
			1.00	2 00	3 00	
Description of home environment	Predominantly built up urban	Count	6	24	134	164
		Expected Count	10.0	24.3	129.7	164.0
	Partially built up urban	Count	11	24	148	183
		Expected Count	11.1	27.1	144.8	183.0
	Village	Count	5	14	57	76
		Expected Count	4.6	11.3	60.1	76.0
	Countryside	Count	5	4	13	22
		Expected Count	1.3	3.3	17.4	22.0
Total	Count	27	66	352	445	
	Expected Count	27.0	66.0	352.0	445.0	

80

**Description of home environment \* OutdoorChiC Crosstabulation**

			OutdoorChiC			Total
			1 00	2.00	3.00	
Description of home environment	Predominantly built up urban	Count	0	16	149	165
		Expected Count	2.2	13.4	149.4	165.0
	Partially built up urban	Count	3	15	161	179
		Expected Count	2.4	14.5	162.0	179.0
	Village	Count	1	4	72	77
		Expected Count	1.0	6.3	69.7	77.0
	Countryside	Count	2	1	19	22
		Expected Count	.3	1.8	19.9	22.0
Total	Count	6	36	401	443	
	Expected Count	6.0	36.0	401.0	443.0	

81



**Description of home environment \* ValNovChiC Crosstabulation**

			ValNovChiC			Total
			1.00	2.00	3.00	
Description of home environment	Predominantly built up urban	Count	15	41	106	162
		Expected Count	11.1	33.1	117.8	162.0
	Partially built up urban	Count	7	25	146	178
		Expected Count	12.2	36.3	129.4	178.0
	Village	Count	8	17	51	76
		Expected Count	5.2	15.5	55.3	76.0
	Countryside	Count	0	6	14	20
		Expected Count	1.4	4.1	14.5	20.0
Total	Count	30	89	317	436	
	Expected Count	30.0	89.0	317.0	436.0	

82

**Description of home environment \* ValHealthChiC Crosstabulation**

			ValHealthChiC			Total
			1.00	2.00	3.00	
Description of home environment	Predominantly built up urban	Count	14	28	119	161
		Expected Count	20.4	34.4	106.2	161.0
	Partially built up urban	Count	23	41	114	178
		Expected Count	22.5	38.1	117.4	178.0
	Village	Count	14	17	46	77
		Expected Count	9.7	16.5	50.8	77.0
	Countryside	Count	4	7	8	19
		Expected Count	2.4	4.1	12.5	19.0
Total	Count	55	93	287	435	
	Expected Count	55.0	93.0	287.0	435.0	

83

**NoOwnedChi \* BreakChiC Crosstabulation**

			BreakChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	2	7	260	269
		Expected Count	1.8	5.4	261.8	269.0
	2.00	Count	1	0	94	95
		Expected Count	.6	1.9	92.4	95.0
	3.00	Count	0	0	53	53
		Expected Count	.4	1.1	51.6	53.0
	4.00	Count	0	2	28	30
		Expected Count	.2	.6	29.2	30.0
	Total	Count	3	9	435	447
		Expected Count	3.0	9.0	435.0	447.0

84

**NoOwnedChi \* OutdoorChiC Crosstabulation**

			OutdoorChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	1	19	244	264
		Expected Count	3.6	21.6	238.9	264.0
	2.00	Count	1	7	86	94
		Expected Count	1.3	7.7	85.0	94.0
	3.00	Count	2	5	46	53
		Expected Count	.7	4.3	48.0	53.0
	4.00	Count	2	5	23	30
		Expected Count	.4	2.4	27.1	30.0
Total	Count		6	36	399	441
	Expected Count		6.0	36.0	399.0	441.0

85

**NoOwnedChi \* Given time again purchase same Crosstabulation**

			Given time again purchase same		Total
			No	Yes	
NoOwnedChi	1.00	Count	161	105	266
		Expected Count	148.4	117.6	266.0
	2.00	Count	51	42	93
		Expected Count	51.9	41.1	93.0
	3.00	Count	25	28	53
		Expected Count	29.6	23.4	53.0
	4.00	Count	9	20	29
		Expected Count	16.2	12.8	29.0
Total	Count		246	195	441
	Expected Count		246.0	195.0	441.0

86

**NoOwnedChi \* Given time again purchase brick & mortar Crosstabulation**

			Given time again purchase brick & mortar		Total
			No	Yes	
NoOwnedChi	1.00	Count	232	34	266
		Expected Count	226.8	39.2	266.0
	2.00	Count	73	20	93
		Expected Count	79.3	13.7	93.0
	3.00	Count	45	8	53
		Expected Count	45.2	7.8	53.0
	4.00	Count	26	3	29
		Expected Count	24.7	4.3	29.0
Total	Count		376	65	441
	Expected Count		376.0	65.0	441.0

87



**NoOwnedChi \* ValHolChiC Crosstabulation**

			ValHolChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	36	36	190	262
		Expected Count	41.8	37.5	182.7	262.0
	2.00	Count	10	15	66	91
		Expected Count	14.5	13.0	63.5	91.0
	3.00	Count	9	8	35	52
		Expected Count	8.3	7.4	36.3	52.0
	4.00	Count	14	3	11	28
		Expected Count	4.5	4.0	19.5	28.0
Total	Count		69	62	302	433
	Expected Count		69.0	62.0	302.0	433.0

88

**NoOwnedChi \* ValLifeChiC Crosstabulation**

			ValLifeChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	63	45	151	259
		Expected Count	73.7	50.0	135.3	259.0
	2.00	Count	31	16	41	88
		Expected Count	25.1	17.0	46.0	88.0
	3.00	Count	18	13	18	49
		Expected Count	14.0	9.5	25.6	49.0
	4.00	Count	9	8	12	29
		Expected Count	8.3	5.6	15.1	29.0
Total	Count		121	82	222	425
	Expected Count		121.0	82.0	222.0	425.0

89

**NoOwnedChi \* ShtSeasChiC Crosstabulation**

			ShtSeasChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	36	29	200	265
		Expected Count	36.5	40.7	187.8	265.0
	2.00	Count	15	18	57	90
		Expected Count	12.4	13.8	63.8	90.0
	3.00	Count	5	12	35	52
		Expected Count	7.2	8.0	36.9	52.0
	4.00	Count	4	8	17	29
		Expected Count	4.0	4.5	20.6	29.0
Total	Count		60	67	309	436
	Expected Count		60.0	67.0	309.0	436.0

90

NoOwnedChi \* AttrLevelChiC Crosstabulation

			AttrLevelChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	14	76	174	264
		Expected Count	17.5	62.1	184.4	264.0
	2.00	Count	9	11	73	93
		Expected Count	6.2	21.9	65.0	93.0
	3.00	Count	5	12	35	52
		Expected Count	3.4	12.2	36.3	52.0
	4.00	Count	1	4	24	29
		Expected Count	1.9	6.8	20.3	29.0
Total		Count	29	103	306	438
		Expected Count	29.0	103.0	306.0	438.0

91

NoOwnedChi \* AttrQualChiC Crosstabulation

			AttrQualChiC			Total
			1.00	2.00	3.00	
NoOwnedChi	1.00	Count	9	10	245	264
		Expected Count	6.1	10.9	247.0	264.0
	2.00	Count	0	2	89	91
		Expected Count	2.1	3.8	85.2	91.0
	3.00	Count	0	2	50	52
		Expected Count	1.2	2.1	48.7	52.0
	4.00	Count	1	4	24	29
		Expected Count	.7	1.2	27.1	29.0
Total		Count	10	18	408	436
		Expected Count	10.0	18.0	408.0	436.0

92

NoOwnedChi \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
NoOwnedChi	1.00	Count	84	71	63	53	271
		Expected Count	62.5	63.1	70.3	75.1	271.0
	2.00	Count	13	20	31	33	97
		Expected Count	22.4	22.6	25.2	26.9	97.0
	3.00	Count	7	10	13	23	53
		Expected Count	12.2	12.3	13.7	14.7	53.0
	4.00	Count	0	4	10	16	30
		Expected Count	6.9	7.0	7.8	8.3	30.0
Total		Count	104	105	117	125	451
		Expected Count	104.0	105.0	117.0	125.0	451.0

93



**NoOwnedChi \* Retired or not Crosstabulation**

			Retired or not		Total
			No	Yes	
NoOwnedChi	1.00	Count	158	109	267
		Expected Count	141.6	125.4	267.0
	2.00	Count	47	49	96
		Expected Count	50.9	45.1	96.0
	3.00	Count	22	32	54
		Expected Count	28.6	25.4	54.0
	4.00	Count	10	20	30
		Expected Count	15.9	14.1	30.0
Total		Count	237	210	447
		Expected Count	237.0	210.0	447.0

94

**NoOwnedChi \* YearsChi Crosstabulation**

			YearsChi				Total
			1.00	2.00	3.00	4.00	
NoOwnedChi	1.00	Count	53	55	107	58	273
		Expected Count	33.3	36.9	76.3	126.5	273.0
	2.00	Count	2	5	18	70	95
		Expected Count	11.6	12.8	26.5	44.0	95.0
	3.00	Count	0	1	1	51	53
		Expected Count	6.5	7.2	14.8	24.6	53.0
	4.00	Count	0	0	0	30	30
		Expected Count	3.7	4.1	8.4	13.9	30.0
Total		Count	55	61	126	209	451
		Expected Count	55.0	61.0	126.0	209.0	451.0

95

**NoOwnedChi \* YrsCurrChi Crosstabulation**

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
NoOwnedChi	1.00	Count	101	41	73	57	272
		Expected Count	94.1	33.2	69.4	75.4	272.0
	2.00	Count	35	9	21	31	96
		Expected Count	33.2	11.7	24.5	26.6	96.0
	3.00	Count	16	4	14	20	54
		Expected Count	18.7	6.6	13.8	15.0	54.0
	4.00	Count	4	1	7	17	29
		Expected Count	10.0	3.5	7.4	8.0	29.0
Total		Count	156	55	115	125	451
		Expected Count	156.0	55.0	115.0	125.0	451.0

96

NoOwnedChi \* People ChiSqaure Crosstabulation

			People ChiSqaure				Total
			1.00	2.00	3.00	4.00	
NoOwnedChi	1.00	Count	126	34	68	33	261
		Expected Count	138.7	31.5	56.3	34.5	261.0
	2.00	Count	50	10	12	16	88
		Expected Count	46.8	10.6	19.0	11.6	88.0
	3.00	Count	30	6	12	5	53
		Expected Count	28.2	6.4	11.4	7.0	53.0
	4.00	Count	23	2	1	3	29
		Expected Count	15.4	3.5	6.3	3.8	29.0
Total	Count	229	52	93	57	431	
	Expected Count	229.0	52.0	93.0	57.0	431.0	

97

YearsChi \* FreedomChiC Crosstabulation

			FreedomChiC			Total
			1.00	2.00	3.00	
YearsChi	1.00	Count	1	6	46	53
		Expected Count	.8	3.1	49.1	53.0
	2.00	Count	0	7	54	61
		Expected Count	1.0	3.6	56.5	61.0
	3.00	Count	4	6	112	122
		Expected Count	1.9	7.2	112.9	122.0
	4.00	Count	2	7	198	207
		Expected Count	3.3	12.1	191.6	207.0
Total	Count	7	26	410	443	
	Expected Count	7.0	26.0	410.0	443.0	

98

YearsChi \* Do you regret purchase Crosstabulation

			Do you regret purchase		Total
			No	Yes	
YearsChi	1.00	Count	51	3	54
		Expected Count	51.5	2.5	54.0
	2.00	Count	58	1	59
		Expected Count	56.3	2.7	59.0
	3.00	Count	110	12	122
		Expected Count	116.4	5.6	122.0
	4.00	Count	200	4	204
		Expected Count	194.7	9.3	204.0
Total	Count	419	20	439	
	Expected Count	419.0	20.0	439.0	

99



**YearsChi \* Given time again purchase unlikely Crosstabulation**

			Given time again purchase unlikely		Total
			No	Yes	
YearsChi 1.00	Count		52	2	54
	Expected Count		51.3	2.7	54.0
2.00	Count		57	2	59
	Expected Count		56.1	3.0	59.0
3.00	Count		110	13	123
	Expected Count		116.9	6.2	123.0
4.00	Count		199	5	204
	Expected Count		193.8	10.2	204.0
Total	Count		418	22	440
	Expected Count		418.0	22.0	440.0

100

**YearsChi \* Given time again purchase same Crosstabulation**

			Given time again purchase same		Total
			No	Yes	
YearsChi 1.00	Count		31	23	54
	Expected Count		30.0	24.0	54.0
2.00	Count		33	26	59
	Expected Count		32.8	26.2	59.0
3.00	Count		81	41	122
	Expected Count		67.8	54.2	122.0
4.00	Count		99	105	204
	Expected Count		113.4	90.6	204.0
Total	Count		244	195	439
	Expected Count		244.0	195.0	439.0

101

**YearsChi \* Given time again purchase earlier Crosstabulation**

			Given time again purchase earlier		Total
			No	Yes	
YearsChi 1.00	Count		24	30	54
	Expected Count		33.2	20.8	54.0
2.00	Count		32	27	59
	Expected Count		36.3	22.7	59.0
3.00	Count		76	46	122
	Expected Count		75.0	47.0	122.0
4.00	Count		138	66	204
	Expected Count		125.5	78.5	204.0
Total	Count		270	169	439
	Expected Count		270.0	169.0	439.0

102

**YearsChi \* Consider static caravan provided good value Crosstabulation**

			Consider static caravan provided good value		Total
			No	Yes	
YearsChi 1.00	Count		5	47	52
	Expected Count		6.1	45.9	52.0
2.00	Count		4	55	59
	Expected Count		6.9	52.1	59.0
3.00	Count		23	97	120
	Expected Count		14.1	105.9	120.0
4.00	Count		19	183	202
	Expected Count		23.8	178.2	202.0
Total	Count		51	382	433
	Expected Count		51.0	382.0	433.0

103

**YearsChi \* ValHolChiC Crosstabulation**

			ValHolChiC			Total
			1.00	2.00	3.00	
YearsChi 1.00	Count		4	10	40	54
	Expected Count		8.5	7.8	37.7	54.0
2.00	Count		3	12	43	58
	Expected Count		9.2	8.4	40.5	58.0
3.00	Count		21	16	83	120
	Expected Count		19.0	17.3	83.7	120.0
4.00	Count		40	24	134	198
	Expected Count		31.3	28.5	138.1	198.0
Total	Count		68	62	300	430
	Expected Count		68.0	62.0	300.0	430.0

104

**YearsChi \* VallIncomeChiC Crosstabulation**

			VallIncomeChiC			Total
			1.00	2.00	3.00	
YearsChi 1.00	Count		22	15	16	53
	Expected Count		35.7	9.1	8.2	53.0
2.00	Count		36	13	7	56
	Expected Count		37.7	9.6	8.7	56.0
3.00	Count		79	20	21	120
	Expected Count		80.9	20.6	18.6	120.0
4.00	Count		146	24	21	191
	Expected Count		128.7	32.7	29.6	191.0
Total	Count		283	72	65	420
	Expected Count		283.0	72.0	65.0	420.0

105



YearsChi \* ValLifeChiC Crosstabulation

			ValLifeChiC			Total
			1.00	2.00	3.00	
YearsChi	1.00	Count	7	8	38	53
		Expected Count	15.2	10.2	27.6	53.0
	2.00	Count	11	6	39	56
		Expected Count	16.1	10.7	29.2	56.0
	3.00	Count	34	28	58	120
		Expected Count	34.4	23.0	62.6	120.0
	4.00	Count	69	39	85	193
		Expected Count	55.3	37.0	100.6	193.0
Total	Count		121	81	220	422
	Expected Count		121.0	81.0	220.0	422.0

106

YearsChi \* ShtSpeedChiC Crosstabulation

			ShtSpeedChiC			Total
			1.00	2.00	3.00	
YearsChi	1.00	Count	4	8	42	54
		Expected Count	2.5	2.6	48.9	54.0
	2.00	Count	4	2	51	57
		Expected Count	2.6	2.8	51.6	57.0
	3.00	Count	0	3	119	122
		Expected Count	5.6	5.9	110.5	122.0
	4.00	Count	12	8	181	201
		Expected Count	9.3	9.7	182.0	201.0
Total	Count		20	21	393	434
	Expected Count		20.0	21.0	393.0	434.0

107

YearsChi \* ShtSeasChiC Crosstabulation

			ShtSeasChiC			Total
			1.00	2.00	3.00	
YearsChi	1.00	Count	7	8	40	55
		Expected Count	7.5	8.5	39.0	55.0
	2.00	Count	6	6	46	58
		Expected Count	7.9	9.0	41.1	58.0
	3.00	Count	12	11	98	121
		Expected Count	16.5	18.7	85.8	121.0
	4.00	Count	34	42	123	199
		Expected Count	27.1	30.8	141.1	199.0
Total	Count		59	67	307	433
	Expected Count		59.0	67.0	307.0	433.0

108

YearsChi \* ShtPriceChiC Crosstabulation

			ShtPriceChiC			Total
			1.00	2.00	3.00	
YearsChi	1.00	Count	18	20	17	55
		Expected Count	11.4	16.1	27.5	55.0
	2.00	Count	12	19	24	55
		Expected Count	11.4	16.1	27.5	55.0
	3.00	Count	20	34	66	120
		Expected Count	24.8	35.2	60.0	120.0
	4.00	Count	38	52	106	196
		Expected Count	40.5	57.5	98.0	196.0
Total		Count	88	125	213	426
		Expected Count	88.0	125.0	213.0	426.0

109

YearsChi \* ShtRunChiC Crosstabulation

			ShtRunChiC			Total
			1.00	2.00	3.00	
YearsChi	1.00	Count	10	17	27	54
		Expected Count	8.3	9.0	36.7	54.0
	2.00	Count	5	7	45	57
		Expected Count	8.8	9.5	38.7	57.0
	3.00	Count	13	19	90	122
		Expected Count	18.8	20.2	82.9	122.0
	4.00	Count	39	29	133	201
		Expected Count	31.0	33.3	136.6	201.0
Total		Count	67	72	295	434
		Expected Count	67.0	72.0	295.0	434.0

110

YearsChi \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
YearsChi	1.00	Count	21	14	13	7	55
		Expected Count	12.6	12.9	14.3	15.2	55.0
	2.00	Count	20	14	18	8	60
		Expected Count	13.8	14.0	15.6	16.6	60.0
	3.00	Count	41	36	30	19	126
		Expected Count	28.9	29.5	32.8	34.8	126.0
	4.00	Count	21	41	56	90	208
		Expected Count	47.7	48.6	54.2	57.4	208.0
Total		Count	103	105	117	124	449
		Expected Count	103.0	105.0	117.0	124.0	449.0

111



**YearsChi \* Retired or not Crosstabulation**

			Retired or not		Total
			No	Yes	
YearsChi	1.00	Count	35	18	53
		Expected Count	28.1	24.9	53.0
	2.00	Count	34	25	59
		Expected Count	31.3	27.7	59.0
	3.00	Count	80	45	125
		Expected Count	66.3	58.7	125.0
	4.00	Count	87	121	208
		Expected Count	110.3	97.7	208.0
Total		Count	236	209	445
		Expected Count	236.0	209.0	445.0

112

**YearsChi \* NoOwnedChi Crosstabulation**

			NoOwnedChi				Total
			1.00	2.00	3.00	4.00	
YearsChi	1.00	Count	53	2	0	0	55
		Expected Count	33.3	11.6	6.5	3.7	55.0
	2.00	Count	55	5	1	0	61
		Expected Count	36.9	12.8	7.2	4.1	61.0
	3.00	Count	107	18	1	0	126
		Expected Count	76.3	26.5	14.8	8.4	126.0
	4.00	Count	58	70	51	30	209
		Expected Count	126.5	44.0	24.6	13.9	209.0
Total		Count	273	95	53	30	451
		Expected Count	273.0	95.0	53.0	30.0	451.0

113

**YearsChi \* YrsCurrChi Crosstabulation**

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
YearsChi	1.00	Count	53	1	0	0	54
		Expected Count	18.6	6.6	13.7	15.0	54.0
	2.00	Count	54	7	0	0	61
		Expected Count	21.1	7.5	15.5	17.0	61.0
	3.00	Count	12	36	77	1	126
		Expected Count	43.5	15.4	32.0	35.1	126.0
	4.00	Count	36	11	37	124	208
		Expected Count	71.8	25.5	52.8	57.9	208.0
Total		Count	155	55	114	125	449
		Expected Count	155.0	55.0	114.0	125.0	449.0

114

YearsChi \* Cost ChiSquare Crosstabulation

			Cost ChiSquare						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
YearsChi	1.00	Count	7	9	10	6	10	12	54
		Expected Count	9.0	9.6	8.9	10.9	6.6	9.0	54.0
	2.00	Count	14	7	8	11	9	11	60
		Expected Count	10.0	10.7	9.8	12.2	7.4	10.0	60.0
	3.00	Count	17	19	18	24	13	31	122
		Expected Count	20.3	21.7	20.0	24.7	15.0	20.3	122.0
	4.00	Count	35	43	36	48	22	19	203
		Expected Count	33.8	36.1	33.3	41.2	25.0	33.8	203.0
Total		Count	73	78	72	89	54	73	439
		Expected Count	73.0	78.0	72.0	89.0	54.0	73.0	439.0

115

YearsChi \* Sublet Crosstabulation

			Sublet		Total
			Not sub-let	Sub-let	
YearsChi	1.00	Count	33	20	53
		Expected Count	40.2	12.8	53.0
	2.00	Count	45	12	57
		Expected Count	43.3	13.7	57.0
	3.00	Count	88	34	122
		Expected Count	92.6	29.4	122.0
	4.00	Count	165	39	204
		Expected Count	154.9	49.1	204.0
Total		Count	331	105	436
		Expected Count	331.0	105.0	436.0

116

YearsChi \* Decided upon a static caravan Crosstabulation

			Decided upon a static caravan		Total
			No	Yes	
YearsChi	1.00	Count	14	39	53
		Expected Count	10.6	42.4	53.0
	2.00	Count	8	48	56
		Expected Count	11.1	44.9	56.0
	3.00	Count	33	90	123
		Expected Count	24.5	98.5	123.0
	4.00	Count	32	173	205
		Expected Count	40.8	164.2	205.0
Total		Count	87	350	437
		Expected Count	87.0	350.0	437.0

117



**YearsChi \* MonConChi Crosstabulation**

			MonConChi					Total
			1.00	2.00	3.00	4.00	5.00	
YearsChi	1.00	Count	9	10	15	11	6	51
		Expected Count	11.9	14.1	14.7	6.2	4.2	51.0
	2.00	Count	7	15	22	6	6	56
		Expected Count	13.0	15.5	16.1	6.8	4.6	56.0
	3.00	Count	25	28	35	15	15	118
		Expected Count	27.4	32.6	34.0	14.3	9.7	118.0
	4.00	Count	55	61	47	18	7	188
		Expected Count	43.7	51.9	54.2	22.8	15.5	188.0
Total		Count	96	114	119	50	34	413
		Expected Count	96.0	114.0	119.0	50.0	34.0	413.0

118

**YearsChi \* Choice of park decision order Crosstabulation**

			Choice of park decision order				Total
			1st	2nd	3rd	4th	
YearsChi	1.00	Count	20	22	6	3	51
		Expected Count	12.7	24.2	8.5	5.7	51.0
	2.00	Count	7	28	9	10	54
		Expected Count	13.4	25.6	9.0	6.0	54.0
	3.00	Count	22	51	26	17	116
		Expected Count	28.8	55.1	19.3	12.9	116.0
	4.00	Count	54	96	28	16	194
		Expected Count	48.1	92.1	32.3	21.5	194.0
Total		Count	103	197	69	46	415
		Expected Count	103.0	197.0	69.0	46.0	415.0

119

**YearsChi \* YrsExpChi Crosstabulation**

			YrsExpChi				Total
			1.00	2.00	3.00	4.00	
YearsChi	1.00	Count	19	15	3	13	50
		Expected Count	9.7	20.3	5.5	14.5	50.0
	2.00	Count	18	22	4	13	57
		Expected Count	11.1	23.2	6.2	16.5	57.0
	3.00	Count	24	43	14	34	115
		Expected Count	22.4	46.7	12.6	33.3	115.0
	4.00	Count	21	91	25	62	199
		Expected Count	38.8	80.8	21.7	57.7	199.0
Total		Count	82	171	46	122	421
		Expected Count	82.0	171.0	46.0	122.0	421.0

120

**YearsChi \* If occupancy restrictions were lifted Crosstabulation**

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
YearsChi	1.00	Count	18	12	22	52
		Expected Count	20.1	7.9	24.1	52.0
	2.00	Count	26	8	23	57
		Expected Count	22.0	8.6	26.4	57.0
	3.00	Count	52	22	45	119
		Expected Count	45.9	18.0	55.1	119.0
	4.00	Count	70	23	109	202
		Expected Count	78.0	30.5	93.5	202.0
Total		Count	166	65	199	430
		Expected Count	166.0	65.0	199.0	430.0

121

**Previous ownership of touring caravan \* AltHolChiC Crosstabulation**

			AltHolChiC			Total
			1.00	2.00	3.00	
Previous ownership of touring caravan	No	Count	46	69	192	307
		Expected Count	56.0	71.9	179.1	307.0
	Yes	Count	35	35	67	137
		Expected Count	25.0	32.1	79.9	137.0
Total		Count	81	104	259	444
		Expected Count	81.0	104.0	259.0	444.0

122

**Previous ownership of touring caravan \* AltTowChiC Crosstabulation**

			AltTowChiC			Total
			1.00	2.00	3.00	
Previous ownership of touring caravan	No	Count	74	102	124	300
		Expected Count	67.6	89.0	143.4	300.0
	Yes	Count	24	27	84	135
		Expected Count	30.4	40.0	64.6	135.0
Total		Count	98	129	208	435
		Expected Count	98.0	129.0	208.0	435.0

123

**Previous ownership of touring caravan \* Given time again purchase same Crosstabulation**

			Given time again purchase same		Total
			No	Yes	
Previous ownership of touring caravan	No	Count	161	145	306
		Expected Count	171.3	134.7	306.0
	Yes	Count	87	50	137
		Expected Count	76.7	60.3	137.0
Total		Count	248	195	443
		Expected Count	248.0	195.0	443.0

124



Previous ownership of touring caravan \* ValStatusChiC Crosstabulation

			ValStatusChiC			Total
			1.00	2.00	3.00	
Previous ownership of touring caravan	No	Count	137	97	59	293
		Expected Count	148.9	88.5	55.6	293.0
	Yes	Count	80	32	22	134
		Expected Count	68.1	40.5	25.4	134.0
Total	Count	217	129	81	427	
	Expected Count	217.0	129.0	81.0	427.0	

125

Previous ownership of touring caravan \* ValFamChiC Crosstabulation

			ValFamChiC			Total
			1.00	2.00	3.00	
Previous ownership of touring caravan	No	Count	16	40	247	303
		Expected Count	24.1	39.9	239.0	303.0
	Yes	Count	19	18	100	137
		Expected Count	10.9	18.1	108.0	137.0
Total	Count	35	58	347	440	
	Expected Count	35.0	58.0	347.0	440.0	

126

Previous ownership of touring caravan \* TimeChiC Crosstabulation

			TimeChiC			Total
			1.00	2.00	3.00	
Previous ownership of touring caravan	No	Count	82	98	124	304
		Expected Count	75.1	93.1	135.8	304.0
	Yes	Count	27	37	73	137
		Expected Count	33.9	41.9	61.2	137.0
Total	Count	109	135	197	441	
	Expected Count	109.0	135.0	197.0	441.0	

127

Previous ownership of touring caravan \* Experience of area Crosstabulation

			Experience of area		Total
			No	Yes	
Previous ownership of touring caravan	No	Count	71	245	316
		Expected Count	62.5	253.5	316.0
	Yes	Count	19	120	139
		Expected Count	27.5	111.5	139.0
Total	Count	90	365	455	
	Expected Count	90.0	365.0	455.0	

128

Experience of static caravans \* FamilyChiC Crosstabulation

			FamilyChiC			Total
			1.00	2.00	3.00	
Experience of static caravans	No	Count	0	9	21	30
		Expected Count	2.2	5.1	22.7	30.0
	Yes	Count	33	66	316	415
		Expected Count	30.8	69.9	314.3	415.0
Total	Count	33	75	337	445	
	Expected Count	33.0	75.0	337.0	445.0	

129

Experience of static caravans \* RelaxChiC Crosstabulation

			RelaxChiC			Total
			1.00	2.00	3.00	
Experience of static caravans	No	Count	1	0	30	31
		Expected Count	.1	.9	30.0	31.0
	Yes	Count	1	13	399	413
		Expected Count	1.9	12.1	399.0	413.0
Total	Count	2	13	429	444	
	Expected Count	2.0	13.0	429.0	444.0	

130

Experience of static caravans \* SpecChiC Crosstabulation

			SpecChiC			Total
			1.00	2.00	3.00	
Experience of static caravans	No	Count	3	2	25	30
		Expected Count	.5	2.7	26.8	30.0
	Yes	Count	5	37	368	410
		Expected Count	7.5	36.3	366.2	410.0
Total	Count	8	39	393	440	
	Expected Count	8.0	39.0	393.0	440.0	

131

Experience of static caravans \* Experience of area Crosstabulation

			Experience of area		Total
			No	Yes	
Experience of static caravans	No	Count	17	14	31
		Expected Count	6.1	24.9	31.0
	Yes	Count	73	351	424
		Expected Count	83.9	340.1	424.0
Total	Count	90	365	455	
	Expected Count	90.0	365.0	455.0	

132



Experience of static caravans \* Distance ChiTest Crosstabulation

			Distance ChiTest						Total
			1 00	2 00	3 00	4 00	5 00	6 00	
Experience of static caravans	No	Count	13	5	3	2	6	2	31
		Expected Count	5.6	5.3	4.7	5.1	6.1	4.2	31.0
	Yes	Count	69	72	65	73	83	60	422
		Expected Count	76.4	71.7	63.3	69.9	82.9	57.8	422.0
Total	Count	82	77	68	75	89	62	453	
	Expected Count	82.0	77.0	68.0	75.0	89.0	62.0	453.0	

133

Experience of static caravans \* Personalisation of static caravan Crosstabulation

			Personalisation of static caravan			Total
			No extent	Small extent	Great extent	
Experience of static caravans	No	Count	8	11	11	30
		Expected Count	2.7	16.1	11.1	30.0
	Yes	Count	32	225	152	409
		Expected Count	37.3	219.9	151.9	409.0
Total	Count	40	236	163	439	
	Expected Count	40.0	236.0	163.0	439.0	

134

Experience of area \* AltHolChiC Crosstabulation

			AltHolChiC			Total
			1.00	2.00	3.00	
Experience of area	No	Count	11	14	62	87
		Expected Count	15.9	20.4	50.7	87.0
	Yes	Count	70	90	196	356
		Expected Count	65.1	83.6	207.3	356.0
Total	Count	81	104	258	443	
	Expected Count	81.0	104.0	258.0	443.0	

135

Experience of area \* BreakChiC Crosstabulation

			BreakChiC			Total
			1.00	2.00	3.00	
Experience of area	No	Count	1	2	85	88
		Expected Count	.6	1.8	85.6	88.0
	Yes	Count	2	7	352	361
		Expected Count	2.4	7.2	351.4	361.0
Total	Count	3	9	437	449	
	Expected Count	3.0	9.0	437.0	449.0	

136

Experience of area \* ValNovChiC Crosstabulation

			ValNovChiC			Total
			1.00	2.00	3.00	
Experience of area	No	Count	9	9	67	85
		Expected Count	5.8	17.4	61.8	85.0
	Yes	Count	21	80	250	351
		Expected Count	24.2	71.6	255.2	351.0
Total	Count		30	89	317	436
	Expected Count		30.0	89.0	317.0	436.0

137

Experience of area \* LifestyleChiC Crosstabulation

			LifestyleChiC			Total
			1.00	2.00	3.00	
Experience of area	No	Count	35	21	28	84
		Expected Count	44.6	18.3	21.0	84.0
	Yes	Count	196	74	81	351
		Expected Count	186.4	76.7	88.0	351.0
Total	Count		231	95	109	435
	Expected Count		231.0	95.0	109.0	435.0

138

Experience of area \* Annual household income Crosstabulation

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Experience of area	No	Count	16	23	14	12	12	4	81
		Expected Count	10.0	24.1	19.9	11.9	7.3	7.9	81.0
	Yes	Count	36	103	90	50	26	37	342
		Expected Count	42.0	101.9	84.1	50.1	30.7	33.1	342.0
Total	Count		52	126	104	62	38	41	423
	Expected Count		52.0	126.0	104.0	62.0	38.0	41.0	423.0

139

Experience of area \* Previous ownership of touring caravan Crosstabulation

			Previous ownership of touring caravan		Total
			No	Yes	
Experience of area	No	Count	71	19	90
		Expected Count	62.5	27.5	90.0
	Yes	Count	245	120	365
		Expected Count	253.5	111.5	365.0
Total	Count		316	139	455
	Expected Count		316.0	139.0	455.0

140



**Experience of area \* Experience of static caravans Crosstabulation**

			Experience of static caravans		Total
			No	Yes	
Experience of area	No	Count	17	73	90
		Expected Count	6.1	83.9	90.0
	Yes	Count	14	351	365
		Expected Count	24.9	340.1	365.0
Total	Count		31	424	455
	Expected Count		31.0	424.0	455.0

141

**Experience of area \* Distance ChiTest Crosstabulation**

			Distance ChiTest						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Experience of area	No	Count	30	26	12	4	13	5	90
		Expected Count	16.3	15.3	13.5	14.9	17.7	12.3	90.0
	Yes	Count	52	51	56	71	76	57	363
		Expected Count	65.7	61.7	54.5	60.1	71.3	49.7	363.0
Total	Count		82	77	68	75	89	62	453
	Expected Count		82.0	77.0	68.0	75.0	89.0	62.0	453.0

142

**Experience of area \* Regularity Chi Crosstabulation**

			Regularity Chi					Total	
			1.00	2.00	3.00	4.00	5.00		6.00
Experience of area	No	Count	23	19	7	12	7	12	80
		Expected Count	13.9	19.5	9.3	11.2	14.7	11.4	80.0
	Yes	Count	49	82	41	46	69	47	334
		Expected Count	58.1	81.5	38.7	46.8	61.3	47.6	334.0
Total	Count		72	101	48	58	76	59	414
	Expected Count		72.0	101.0	48.0	58.0	76.0	59.0	414.0

143

**Experience of area \* Personalisation of static caravan Crosstabulation**

			Personalisation of static caravan			Total
			No extent	Small extent	Great extent	
Experience of area	No	Count	15	39	35	89
		Expected Count	8.1	47.8	33.0	89.0
	Yes	Count	25	197	128	350
		Expected Count	31.9	188.2	130.0	350.0
Total	Count		40	236	163	439
	Expected Count		40.0	236.0	163.0	439.0

144

Experience of area \* Choice of pitch decision order Crosstabulation

			Choice of pitch decision order				Total
			1st	2nd	3rd	4th	
Experience of area	No	Count	7	11	32	33	83
		Expected Count	4.0	9.8	23.1	46.1	83.0
	Yes	Count	13	38	84	198	333
		Expected Count	16.0	39.2	92.9	184.9	333.0
Total	Count		20	49	116	231	416
	Expected Count		20.0	49.0	116.0	231.0	416.0

145

Experience of area \* Choice of caravan decision order Crosstabulation

			Choice of caravan decision order				Total
			1st	2nd	3rd	4th	
Experience of area	No	Count	16	22	26	19	83
		Expected Count	11.0	19.2	37.5	15.4	83.0
	Yes	Count	39	74	162	58	333
		Expected Count	44.0	76.8	150.5	61.6	333.0
Total	Count		55	96	188	77	416
	Expected Count		55.0	96.0	188.0	77.0	416.0

146

Experience of area \* Importance of pitch decision Crosstabulation

			Importance of pitch decision						Total
			0	1st	2nd	3rd	4th	5th	
Experience of area	No	Count	1	8	11	23	25	8	76
		Expected Count	.2	4.2	12.4	18.5	28.9	11.9	76.0
	Yes	Count	0	15	57	78	133	57	340
		Expected Count	.8	18.8	55.6	82.5	129.1	53.1	340.0
Total	Count		1	23	68	101	158	65	416
	Expected Count		1.0	23.0	68.0	101.0	158.0	65.0	416.0

147

Distance ChiTest \* BreakChiC Crosstabulation

			BreakChiC			Total
			1.00	2.00	3.00	
Distance ChiTest	1.00	Count	0	5	74	79
		Expected Count	.5	1.6	76.9	79.0
	2.00	Count	2	1	74	77
		Expected Count	.5	1.6	74.9	77.0
	3.00	Count	0	0	68	68
		Expected Count	.5	1.4	66.2	68.0
	4.00	Count	1	0	73	74
		Expected Count	.5	1.5	72.0	74.0
	5.00	Count	0	0	88	88
		Expected Count	.6	1.8	85.6	88.0
	6.00	Count	0	3	58	61
		Expected Count	.4	1.2	59.4	61.0
Total	Count		3	9	435	447
	Expected Count		3.0	9.0	435.0	447.0

148



Distance ChiTest \* RelaxChiC Crosstabulation

			RelaxChiC			Total
			1.00	2.00	3.00	
Distance ChiTest	1.00	Count	0	5	72	77
		Expected Count	.3	2.3	74.4	77.0
	2.00	Count	2	2	72	76
		Expected Count	.3	2.2	73.4	76.0
	3.00	Count	0	0	68	68
		Expected Count	.3	2.0	65.7	68.0
	4.00	Count	0	0	72	72
		Expected Count	.3	2.1	69.6	72.0
	5.00	Count	0	3	86	89
		Expected Count	.4	2.6	86.0	89.0
	6.00	Count	0	3	57	60
		Expected Count	.3	1.8	58.0	60.0
Total		Count	2	13	427	442
		Expected Count	2.0	13.0	427.0	442.0

149

Distance ChiTest \* AltTowChiC Crosstabulation

			AltTowChiC			Total
			1.00	2.00	3.00	
Distance ChiTest	1.00	Count	10	14	52	76
		Expected Count	17.2	22.5	36.3	76.0
	2.00	Count	12	24	37	73
		Expected Count	16.5	21.6	34.9	73.0
	3.00	Count	19	19	27	65
		Expected Count	14.7	19.2	31.1	65.0
	4.00	Count	14	20	38	72
		Expected Count	16.3	21.3	34.4	72.0
	5.00	Count	24	32	31	87
		Expected Count	19.7	25.7	41.6	87.0
	6.00	Count	19	19	22	60
		Expected Count	13.6	17.7	28.7	60.0
Total		Count	98	128	207	433
		Expected Count	98.0	128.0	207.0	433.0

150

Distance ChiTest \* LocatChiC Crosstabulation

			LocatChiC			Total
			1.00	2.00	3.00	
Distance ChiTest	1.00	Count	2	10	63	75
		Expected Count	2.1	8.4	64.6	75.0
	2.00	Count	3	7	65	75
		Expected Count	2.1	8.4	64.6	75.0
	3.00	Count	1	15	52	68
		Expected Count	1.9	7.6	58.5	68.0
	4.00	Count	1	10	61	72
		Expected Count	2.0	8.1	62.0	72.0
	5.00	Count	4	3	82	89
		Expected Count	2.4	10.0	76.6	89.0
	6.00	Count	1	4	54	59
		Expected Count	1.6	6.6	50.8	59.0
Total		Count	12	49	377	438
		Expected Count	12.0	49.0	377.0	438.0

151

**Distance ChiTest \* Given time again purchase brick & mortar  
Crosstabulation**

			Given time again purchase brick & mortar		Total
			No	Yes	
Distance ChiTest	1.00	Count	70	12	82
		Expected Count	70.1	11.9	82.0
	2.00	Count	68	5	73
		Expected Count	62.4	10.6	73.0
	3.00	Count	59	9	68
		Expected Count	58.1	9.9	68.0
	4.00	Count	62	8	70
		Expected Count	59.8	10.2	70.0
	5.00	Count	66	22	88
		Expected Count	75.2	12.8	88.0
	6.00	Count	52	8	60
		Expected Count	51.3	8.7	60.0
Total		Count	377	64	441
		Expected Count	377.0	64.0	441.0

152

**Distance ChiTest \* VallIncomeChiC Crosstabulation**

			VallIncomeChiC			Total
			1 00	2 00	3 00	
Distance ChiTest	1.00	Count	47	9	20	76
		Expected Count	51.3	13.0	11.7	76.0
	2.00	Count	54	13	4	71
		Expected Count	48.0	12.1	10.9	71.0
	3.00	Count	49	7	7	63
		Expected Count	42.5	10.7	9.7	63.0
	4.00	Count	51	12	3	66
		Expected Count	44.6	11.3	10.2	66.0
	5.00	Count	57	13	15	85
		Expected Count	57.4	14.5	13.1	85.0
	6.00	Count	27	18	16	61
		Expected Count	41.2	10.4	9.4	61.0
Total		Count	285	72	65	422
		Expected Count	285.0	72.0	65.0	422.0

153

**Distance ChiTest \* AttrConvChiC Crosstabulation**

			AttrConvChiC			Total
			1.00	2 00	3 00	
Distance ChiTest	1.00	Count	0	0	82	82
		Expected Count	10.5	11.6	59.9	82.0
	2.00	Count	0	3	70	73
		Expected Count	9.4	10.4	53.3	73.0
	3.00	Count	1	4	62	67
		Expected Count	8.6	9.5	48.9	67.0
	4.00	Count	5	9	55	69
		Expected Count	8.8	9.8	50.4	69.0
	5.00	Count	27	24	36	87
		Expected Count	11.1	12.3	63.5	87.0
	6.00	Count	23	22	14	59
		Expected Count	7.6	8.4	43.1	59.0
Total		Count	56	62	319	437
		Expected Count	56.0	62.0	319.0	437.0

154



Distance ChiTest \* AttrLevelChiC Crosstabulation

			AttrLevelChiC			Total
			1.00	2.00	3.00	
Distance ChiTest	1.00	Count	3	11	65	79
		Expected Count	5.2	18.6	55.2	79.0
	2.00	Count	2	15	56	73
		Expected Count	4.8	17.2	51.0	73.0
	3.00	Count	2	21	44	67
		Expected Count	4.4	15.8	46.8	67.0
	4.00	Count	1	18	51	70
		Expected Count	4.6	16.5	48.9	70.0
	5.00	Count	12	21	55	88
		Expected Count	5.8	20.7	61.5	88.0
	6.00	Count	9	17	35	61
		Expected Count	4.0	14.3	42.6	61.0
Total		Count	29	103	306	438
		Expected Count	29.0	103.0	306.0	438.0

155

Distance ChiTest \* AttrImpChiC Crosstabulation

			AttrImpChiC			Total
			1.00	2.00	3.00	
Distance ChiTest	1.00	Count	31	26	21	78
		Expected Count	33.2	26.6	18.2	78.0
	2.00	Count	39	13	19	71
		Expected Count	30.3	24.2	16.5	71.0
	3.00	Count	31	20	15	66
		Expected Count	28.1	22.5	15.4	66.0
	4.00	Count	23	28	19	70
		Expected Count	29.8	23.9	16.3	70.0
	5.00	Count	35	40	13	88
		Expected Count	37.5	30.0	20.5	88.0
	6.00	Count	26	21	14	61
		Expected Count	26.0	20.8	14.2	61.0
Total		Count	185	148	101	434
		Expected Count	185.0	148.0	101.0	434.0

156

Distance ChiTest \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
Distance ChiTest	1.00	Count	8	21	31	23	83
		Expected Count	19.3	19.1	21.3	23.2	83.0
	2.00	Count	15	11	16	35	77
		Expected Count	17.9	17.8	19.8	21.5	77.0
	3.00	Count	24	17	12	15	68
		Expected Count	15.8	15.7	17.5	19.0	68.0
	4.00	Count	20	14	16	24	74
		Expected Count	17.2	17.1	19.0	20.7	74.0
	5.00	Count	25	23	22	18	88
		Expected Count	20.5	20.3	22.6	24.6	88.0
	6.00	Count	13	18	19	11	61
		Expected Count	14.2	14.1	15.7	17.0	61.0
Total		Count	105	104	116	126	451
		Expected Count	105.0	104.0	116.0	126.0	451.0

157

Distance ChiTest \* Retired or not Crosstabulation

			Retired or not		Total
			No	Yes	
Distance ChiTest	1.00	Count	37	44	81
		Expected Count	42.9	38.1	81.0
	2.00	Count	26	49	75
		Expected Count	39.8	35.2	75.0
	3.00	Count	43	25	68
		Expected Count	36.1	31.9	68.0
	4.00	Count	39	35	74
		Expected Count	39.2	34.8	74.0
	5.00	Count	56	32	88
		Expected Count	46.7	41.3	88.0
	6.00	Count	36	25	61
		Expected Count	32.3	28.7	61.0
Total	Count	237	210	447	
	Expected Count	237.0	210.0	447.0	

158

Distance ChiTest \* Occupation Crosstabulation

			Occupation								Total	
			Traditional occupation	Process, plant, machine operative	Sales, customer service	Personal, service occupation	Skilled trade	Administrative, secretarial	Semi-professional, technical	Professional		Manager, senior official
Distance ChiTest	1.00	Count	5	6	5	9	20	4	9	5	14	77
		Expected Count	5.6	5.7	1.4	6.6	14.9	5.6	8.2	11.1	17.9	77.0
	2.00	Count	9	10	0	3	14	4	12	11	11	74
		Expected Count	5.3	5.5	1.3	6.3	14.4	5.3	7.9	10.7	17.2	74.0
	3.00	Count	1	9	1	5	18	3	6	9	18	68
		Expected Count	4.9	5.1	1.2	5.8	13.2	4.9	7.2	9.8	15.8	68.0
	4.00	Count	5	5	0	7	13	11	1	8	24	74
		Expected Count	5.3	5.5	1.3	6.3	14.4	5.3	7.9	10.7	17.2	74.0
	5.00	Count	7	1	1	7	14	9	10	20	19	88
		Expected Count	6.4	6.6	1.6	7.5	17.1	6.4	9.3	12.7	20.5	88.0
	6.00	Count	5	2	1	7	9	1	9	11	17	62
		Expected Count	4.5	4.6	1.1	5.3	12.0	4.5	6.6	9.0	14.4	62.0
Total	Count	32	33	8	38	86	32	47	64	103	443	
	Expected Count	32.0	33.0	8.0	38.0	86.0	32.0	47.0	64.0	103.0	443.0	

159

Distance ChiTest \* Annual household income Crosstabulation

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Distance ChiTest	1.00	Count	21	23	19	8	4	4	79
		Expected Count	9.5	23.6	19.5	11.6	7.1	7.7	79.0
	2.00	Count	7	21	28	7	6	2	71
		Expected Count	8.6	21.2	17.5	10.4	6.4	6.9	71.0
	3.00	Count	3	24	12	13	6	7	65
		Expected Count	7.9	19.4	16.0	9.5	5.9	6.3	65.0
	4.00	Count	11	17	17	8	7	9	69
		Expected Count	8.3	20.6	17.0	10.1	6.2	6.7	69.0
	5.00	Count	3	27	14	17	9	10	80
		Expected Count	9.7	23.9	19.7	11.8	7.2	7.8	80.0
	6.00	Count	6	14	14	9	6	9	58
		Expected Count	7.0	17.3	14.3	8.5	5.2	5.6	58.0
Total	Count	51	126	104	62	38	41	422	
	Expected Count	51.0	126.0	104.0	62.0	38.0	41.0	422.0	

160



Distance ChiTest \* Experience of static caravans Crosstabulation

			Experience of static caravans		Total
			No	Yes	
Distance ChiTest	1.00	Count	13	69	82
		Expected Count	5.6	76.4	82.0
	2.00	Count	5	72	77
		Expected Count	5.3	71.7	77.0
	3.00	Count	3	65	68
		Expected Count	4.7	63.3	68.0
	4.00	Count	2	73	75
		Expected Count	5.1	69.9	75.0
	5.00	Count	6	83	89
		Expected Count	6.1	82.9	89.0
	6.00	Count	2	60	62
		Expected Count	4.2	57.8	62.0
Total	Count	31	422	453	
	Expected Count	31.0	422.0	453.0	

161

Distance ChiTest \* Experience of area Crosstabulation

			Experience of area		Total
			No	Yes	
Distance ChiTest	1.00	Count	30	52	82
		Expected Count	16.3	65.7	82.0
	2.00	Count	26	51	77
		Expected Count	15.3	61.7	77.0
	3.00	Count	12	56	68
		Expected Count	13.5	54.5	68.0
	4.00	Count	4	71	75
		Expected Count	14.9	60.1	75.0
	5.00	Count	13	76	89
		Expected Count	17.7	71.3	89.0
	6.00	Count	5	57	62
		Expected Count	12.3	49.7	62.0
Total	Count	90	363	453	
	Expected Count	90.0	363.0	453.0	

162

Distance ChiTest \* Cost ChiSquare Crosstabulation

			Cost ChiSquare					Total	
			1.00	2.00	3.00	4.00	5.00		6.00
Distance ChiTest	1.00	Count	13	9	13	18	12	18	83
		Expected Count	14.0	14.9	13.4	16.8	10.2	13.8	83.0
	2.00	Count	14	20	8	13	7	11	73
		Expected Count	12.3	13.1	11.8	14.8	9.0	12.1	73.0
	3.00	Count	14	8	11	18	7	9	67
		Expected Count	11.3	12.0	10.8	13.6	8.2	11.1	67.0
	4.00	Count	15	7	10	23	9	7	71
		Expected Count	11.9	12.7	11.5	14.4	8.7	11.8	71.0
	5.00	Count	12	25	17	9	10	14	87
		Expected Count	14.6	15.6	14.0	17.6	10.7	14.4	87.0
	6.00	Count	6	10	12	8	9	14	59
		Expected Count	9.9	10.6	9.5	11.9	7.2	9.8	59.0
Total	Count	74	79	71	89	54	73	440	
	Expected Count	74.0	79.0	71.0	89.0	54.0	73.0	440.0	

163

Distance ChiTest \* Regularity Chi Crosstabulation

			Regularity Chi						Total
			1 00	2 00	3.00	4 00	5 00	6.00	
Distance ChiTest	1.00	Count	29	17	5	1	5	14	71
		Expected Count	12.4	17.4	8.3	9.8	13.1	10.1	71.0
	2.00	Count	16	24	10	10	3	6	69
		Expected Count	12.0	16.9	8.0	9.5	12.7	9.9	69.0
	3.00	Count	11	20	4	7	12	8	62
		Expected Count	10.8	15.2	7.2	8.6	11.4	8.9	62.0
	4.00	Count	12	25	10	14	7	2	70
		Expected Count	12.2	17.1	8.1	9.7	12.9	10.0	70.0
	5.00	Count	1	14	11	18	23	16	83
		Expected Count	14.5	20.3	9.6	11.5	15.3	11.9	83.0
	6.00	Count	3	1	8	7	26	13	58
		Expected Count	10.1	14.2	6.7	8.0	10.7	8.3	58.0
Total		Count	72	101	48	57	76	59	413
		Expected Count	72.0	101.0	48.0	57.0	76.0	59.0	413.0

164

Distance ChiTest \* Stay ChiSquare Crosstabulation

			Stay ChiSquare						Total
			1.00	2 00	3 00	4.00	5 00	6.00	
Distance ChiTest	1.00	Count	23	18	4	10	8	6	69
		Expected Count	17.4	16.1	6.5	8.3	11.3	9.5	69.0
	2.00	Count	27	16	10	6	9	4	72
		Expected Count	18.2	16.8	6.8	8.7	11.8	9.9	72.0
	3.00	Count	20	18	7	8	7	5	65
		Expected Count	16.4	15.2	6.1	7.8	10.6	8.9	65.0
	4.00	Count	23	19	6	4	3	13	68
		Expected Count	17.2	15.9	6.4	8.2	11.1	9.3	68.0
	5.00	Count	9	20	5	10	26	13	83
		Expected Count	20.9	19.4	7.8	10.0	13.6	11.4	83.0
	6.00	Count	3	6	7	12	15	16	59
		Expected Count	14.9	13.8	5.5	7.1	9.6	8.1	59.0
Total		Count	105	97	39	50	68	57	416
		Expected Count	105.0	97.0	39.0	50.0	68.0	57.0	416.0

165

Distance ChiTest \* Sublet Crosstabulation

			Sublet		Total
			Not sub-let	Sub-let	
Distance ChiTest	1.00	Count	57	24	81
		Expected Count	61.6	19.4	81.0
	2.00	Count	64	11	75
		Expected Count	57.0	18.0	75.0
	3.00	Count	52	13	65
		Expected Count	49.4	15.6	65.0
	4.00	Count	66	7	73
		Expected Count	55.5	17.5	73.0
	5.00	Count	57	28	85
		Expected Count	64.6	20.4	85.0
	6.00	Count	37	22	59
		Expected Count	44.9	14.1	59.0
Total		Count	333	105	438
		Expected Count	333.0	105.0	438.0

166



**Distance ChiTest \* Decided upon a static caravan Crosstabulation**

			Decided upon a static caravan		Total
			No	Yes	
Distance ChiTest	1.00	Count	13	69	82
		Expected Count	16.3	65.7	82.0
	2.00	Count	10	65	75
		Expected Count	14.9	60.1	75.0
	3.00	Count	14	51	65
		Expected Count	12.9	52.1	65.0
	4.00	Count	6	67	73
		Expected Count	14.5	58.5	73.0
	5.00	Count	25	60	85
		Expected Count	16.8	68.2	85.0
	6.00	Count	19	40	59
		Expected Count	11.7	47.3	59.0
Total	Count	87	352	439	
	Expected Count	87.0	352.0	439.0	

167

**Distance ChiTest \* Choice of caravan decision order Crosstabulation**

			Choice of caravan decision order				Total
			1st	2nd	3rd	4th	
Distance ChiTest	1.00	Count	15	24	25	12	76
		Expected Count	9.9	17.8	34.2	14.1	76.0
	2.00	Count	13	15	30	14	72
		Expected Count	9.4	16.8	32.4	13.4	72.0
	3.00	Count	13	10	25	16	64
		Expected Count	8.3	15.0	28.8	11.9	64.0
	4.00	Count	5	14	37	11	67
		Expected Count	8.7	15.7	30.2	12.4	67.0
	5.00	Count	6	21	43	10	80
		Expected Count	10.4	18.7	36.0	14.8	80.0
	6.00	Count	2	13	27	14	56
		Expected Count	7.3	13.1	25.2	10.4	56.0
Total	Count	54	97	187	77	415	
	Expected Count	54.0	97.0	187.0	77.0	415.0	

168

**Distance ChiTest \* Choice of location decision order Crosstabulation**

			Choice of location decision order				Total
			1st	2nd	3rd	4th	
Distance ChiTest	1.00	Count	27	13	12	24	76
		Expected Count	43.4	13.4	7.9	11.4	76.0
	2.00	Count	40	15	11	6	72
		Expected Count	41.1	12.7	7.5	10.8	72.0
	3.00	Count	35	12	8	9	64
		Expected Count	36.5	11.3	6.6	9.6	64.0
	4.00	Count	43	12	4	8	67
		Expected Count	38.3	11.8	6.9	10.0	67.0
	5.00	Count	50	12	6	12	80
		Expected Count	45.7	14.1	8.3	12.0	80.0
	6.00	Count	42	9	2	3	56
		Expected Count	32.0	9.9	5.8	8.4	56.0
Total	Count	237	73	43	62	415	
	Expected Count	237.0	73.0	43.0	62.0	415.0	

169

Distance ChiTest \* If occupancy restrictions were lifted Crosstabulation

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
Distance ChiTest	1.00	Count	25	23	32	80
		Expected Count	30.9	11.9	37.2	80.0
	2.00	Count	24	7	40	71
		Expected Count	27.4	10.5	33.0	71.0
	3.00	Count	23	6	37	66
		Expected Count	25.5	9.8	30.7	66.0
	4.00	Count	26	7	35	68
		Expected Count	26.3	10.1	31.6	68.0
	5.00	Count	48	8	32	88
		Expected Count	34.0	13.0	40.9	88.0
	6.00	Count	21	13	25	59
		Expected Count	22.8	8.7	27.5	59.0
Total		Count	167	64	201	432
		Expected Count	167.0	64.0	201.0	432.0

170

YrsCurrChi \* AffordChiC Crosstabulation

			AffordChiC			Total
			1.00	2.00	3.00	
YrsCurrChi	1.00	Count	9	12	130	151
		Expected Count	18.3	16.5	116.2	151.0
	2.00	Count	6	6	43	55
		Expected Count	6.7	6.0	42.3	55.0
	3.00	Count	21	15	74	110
		Expected Count	13.3	12.1	84.6	110.0
	4.00	Count	17	15	90	122
		Expected Count	14.8	13.4	93.9	122.0
Total		Count	53	48	337	438
		Expected Count	53.0	48.0	337.0	438.0

171

YrsCurrChi \* Do you regret purchase Crosstabulation

			Do you regret purchase		Total
			No	Yes	
YrsCurrChi	1.00	Count	145	4	149
		Expected Count	142.2	6.8	149.0
	2.00	Count	50	4	54
		Expected Count	51.5	2.5	54.0
	3.00	Count	102	11	113
		Expected Count	107.9	5.1	113.0
	4.00	Count	123	1	124
		Expected Count	118.4	5.6	124.0
Total		Count	420	20	440
		Expected Count	420.0	20.0	440.0

172



**YrsCurrChi \* Given time again purchase earlier Crosstabulation**

			Given time again purchase earlier		Total
			No	Yes	
YrsCurrChi	1.00	Count	74	74	148
		Expected Count	90.1	57.9	148.0
	2.00	Count	34	21	55
		Expected Count	33.5	21.5	55.0
	3.00	Count	75	38	113
		Expected Count	68.8	44.2	113.0
	4.00	Count	85	39	124
		Expected Count	75.5	48.5	124.0
Total		Count	268	172	440
		Expected Count	268.0	172.0	440.0

173

**YrsCurrChi \* Given time again purchase brick & mortar Crosstabulation**

			Given time again purchase brick & mortar		Total
			No	Yes	
YrsCurrChi	1.00	Count	137	11	148
		Expected Count	126.1	21.9	148.0
	2.00	Count	49	6	55
		Expected Count	46.9	8.1	55.0
	3.00	Count	91	22	113
		Expected Count	96.3	16.7	113.0
	4.00	Count	98	26	124
		Expected Count	105.7	18.3	124.0
Total		Count	375	65	440
		Expected Count	375.0	65.0	440.0

174

**YrsCurrChi \* Consider static caravan provided good value Crosstabulation**

			Consider static caravan provided good value		Total
			No	Yes	
YrsCurrChi	1.00	Count	9	136	145
		Expected Count	17.0	128.0	145.0
	2.00	Count	8	47	55
		Expected Count	6.5	48.5	55.0
	3.00	Count	21	91	112
		Expected Count	13.2	98.8	112.0
	4.00	Count	13	109	122
		Expected Count	14.3	107.7	122.0
Total		Count	51	383	434
		Expected Count	51.0	383.0	434.0

175

**YrsCurrChi \* ValLifeChiC Crosstabulation**

			ValLifeChiC			Total
			1.00	2.00	3.00	
YrsCurrChi	1.00	Count	30	18	94	142
		Expected Count	39.9	27.9	74.2	142.0
	2.00	Count	12	15	26	53
		Expected Count	14.9	10.4	27.7	53.0
	3.00	Count	38	26	46	110
		Expected Count	30.9	21.6	57.5	110.0
	4.00	Count	39	24	55	118
		Expected Count	33.2	23.2	61.7	118.0
Total		Count	119	83	221	423
		Expected Count	119.0	83.0	221.0	423.0

176

**YrsCurrChi \* ShtSpeedChiC Crosstabulation**

			ShtSpeedChiC			Total
			1.00	2.00	3.00	
YrsCurrChi	1.00	Count	11	11	124	146
		Expected Count	6.7	7.0	132.2	146.0
	2.00	Count	1	1	53	55
		Expected Count	2.5	2.7	49.8	55.0
	3.00	Count	2	2	109	113
		Expected Count	5.2	5.5	102.3	113.0
	4.00	Count	6	7	108	121
		Expected Count	5.6	5.8	109.6	121.0
Total		Count	20	21	394	435
		Expected Count	20.0	21.0	394.0	435.0

177

**YrsCurrChi \* ShtPriceChiC Crosstabulation**

			ShtPriceChiC			Total
			1.00	2.00	3.00	
YrsCurrChi	1.00	Count	39	47	56	142
		Expected Count	29.3	42.2	70.5	142.0
	2.00	Count	7	22	25	54
		Expected Count	11.1	16.1	26.8	54.0
	3.00	Count	21	30	59	110
		Expected Count	22.7	32.7	54.6	110.0
	4.00	Count	21	28	72	121
		Expected Count	24.9	36.0	60.1	121.0
Total		Count	88	127	212	427
		Expected Count	88.0	127.0	212.0	427.0

178



**YrsCurrChi \* Age Groups Chi Crosstabulation**

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
YrsCurrChi	1.00	Count	44	38	42	30	154
		Expected Count	35.6	35.9	39.7	42.8	154.0
	2.00	Count	15	13	18	9	55
		Expected Count	12.7	12.8	14.2	15.3	55.0
	3.00	Count	31	31	27	26	115
		Expected Count	26.6	26.8	29.6	31.9	115.0
	4.00	Count	14	23	29	60	126
		Expected Count	29.1	29.4	32.5	35.0	126.0
Total		Count	104	105	116	125	450
		Expected Count	104.0	105.0	116.0	125.0	450.0

179

**YrsCurrChi \* Retired or not Crosstabulation**

			Retired or not		Total
			No	Yes	
YrsCurrChi	1.00	Count	87	65	152
		Expected Count	80.4	71.6	152.0
	2.00	Count	33	21	54
		Expected Count	28.6	25.4	54.0
	3.00	Count	67	47	114
		Expected Count	60.3	53.7	114.0
	4.00	Count	49	77	126
		Expected Count	66.7	59.3	126.0
Total		Count	236	210	446
		Expected Count	236.0	210.0	446.0

180

**YrsCurrChi \* NoOwnedChi Crosstabulation**

			NoOwnedChi				Total
			1.00	2.00	3.00	4.00	
YrsCurrChi	1.00	Count	101	35	16	4	156
		Expected Count	94.1	33.2	18.7	10.0	156.0
	2.00	Count	41	9	4	1	55
		Expected Count	33.2	11.7	6.6	3.5	55.0
	3.00	Count	73	21	14	7	115
		Expected Count	69.4	24.5	13.8	7.4	115.0
	4.00	Count	57	31	20	17	125
		Expected Count	75.4	26.6	15.0	8.0	125.0
Total		Count	272	96	54	29	451
		Expected Count	272.0	96.0	54.0	29.0	451.0

181

YrsCurrChi \* YearsChi Crosstabulation

			YearsChi				Total
			1.00	2.00	3.00	4.00	
YrsCurrChi	1.00	Count	53	54	12	36	155
		Expected Count	18.6	21.1	43.5	71.8	155.0
	2.00	Count	1	7	36	11	55
		Expected Count	6.6	7.5	15.4	25.5	55.0
	3.00	Count	0	0	77	37	114
		Expected Count	13.7	15.5	32.0	52.8	114.0
	4.00	Count	0	0	1	124	125
		Expected Count	15.0	17.0	35.1	57.9	125.0
Total		Count	54	61	126	208	449
		Expected Count	54.0	61.0	126.0	208.0	449.0

182

YrsCurrChi \* Cost ChiSquare Crosstabulation

			Cost ChiSquare					Total	
			1.00	2.00	3.00	4.00	5.00		6.00
YrsCurrChi	1.00	Count	25	23	18	26	23	38	153
		Expected Count	25.8	27.2	24.7	31.4	18.5	25.4	153.0
	2.00	Count	10	8	7	9	7	12	53
		Expected Count	8.9	9.4	8.6	10.9	6.4	8.8	53.0
	3.00	Count	13	16	18	29	14	22	112
		Expected Count	18.9	19.9	18.1	23.0	13.5	18.6	112.0
	4.00	Count	26	31	28	26	9	1	121
		Expected Count	20.4	21.5	19.6	24.8	14.6	20.1	121.0
Total		Count	74	78	71	90	53	73	439
		Expected Count	74.0	78.0	71.0	90.0	53.0	73.0	439.0

183

YrsCurrChi \* Stay ChiSquare Crosstabulation

			Stay ChiSquare					Total	
			1.00	2.00	3.00	4.00	5.00		6.00
YrsCurrChi	1.00	Count	29	29	8	18	28	25	137
		Expected Count	34.3	31.7	12.9	16.8	22.1	19.1	137.0
	2.00	Count	11	13	5	8	11	5	53
		Expected Count	13.3	12.3	5.0	6.5	8.6	7.4	53.0
	3.00	Count	39	30	10	11	9	5	104
		Expected Count	26.1	24.1	9.8	12.8	16.8	14.5	104.0
	4.00	Count	25	24	16	14	19	23	121
		Expected Count	30.3	28.0	11.4	14.9	19.5	16.9	121.0
Total		Count	104	96	39	51	67	58	415
		Expected Count	104.0	96.0	39.0	51.0	67.0	58.0	415.0

184



**YrsCurrChi \* Sublet Crosstabulation**

			Sublet		Total
			Not sub-let	Sub-let	
YrsCurrChi	1.00	Count	111	39	150
		Expected Count	114.0	36.0	150.0
	2.00	Count	34	20	54
		Expected Count	41.0	13.0	54.0
	3.00	Count	86	23	109
		Expected Count	82.8	26.2	109.0
	4.00	Count	101	23	124
		Expected Count	94.2	29.8	124.0
Total		Count	332	105	437
		Expected Count	332.0	105.0	437.0

185

**YrsCurrChi \* YrsExpChi Crosstabulation**

			YrsExpChi				Total
			1.00	2.00	3.00	4.00	
YrsCurrChi	1.00	Count	45	55	8	39	147
		Expected Count	28.6	60.4	16.1	41.9	147.0
	2.00	Count	8	19	6	16	49
		Expected Count	9.5	20.1	5.4	14.0	49.0
	3.00	Count	22	40	17	27	106
		Expected Count	20.6	43.6	11.6	30.2	106.0
	4.00	Count	7	59	15	38	119
		Expected Count	23.2	48.9	13.0	33.9	119.0
Total		Count	82	173	46	120	421
		Expected Count	82.0	173.0	46.0	120.0	421.0

186

**Cost ChiSquare \* AltHolChiC Crosstabulation**

			AltHolChiC			Total
			1.00	2.00	3.00	
Cost ChiSquare	1.00	Count	9	13	49	71
		Expected Count	13.2	16.5	41.3	71.0
	2.00	Count	18	18	43	79
		Expected Count	14.7	18.3	46.0	79.0
	3.00	Count	12	24	34	70
		Expected Count	13.0	16.2	40.8	70.0
	4.00	Count	17	12	58	87
		Expected Count	16.1	20.2	50.7	87.0
	5.00	Count	7	13	33	53
		Expected Count	9.8	12.3	30.9	53.0
	6.00	Count	17	20	34	71
		Expected Count	13.2	16.5	41.3	71.0
Total		Count	80	100	251	431
		Expected Count	80.0	100.0	251.0	431.0

187

Cost ChiSquare \* AffordChiC Crosstabulation

			AffordChiC			Total
			1.00	2.00	3.00	
Cost ChiSquare	1.00	Count	6	3	62	71
		Expected Count	8.4	7.9	54.6	71.0
	2.00	Count	11	9	57	77
		Expected Count	9.2	8.6	59.2	77.0
	3.00	Count	10	7	52	69
		Expected Count	8.2	7.7	53.1	69.0
	4.00	Count	10	19	58	87
		Expected Count	10.3	9.7	66.9	87.0
	5.00	Count	5	3	45	53
		Expected Count	6.3	5.9	40.8	53.0
	6.00	Count	9	7	56	72
		Expected Count	8.6	8.1	55.4	72.0
Total	Count	51	48	330	429	
	Expected Count	51.0	48.0	330.0	429.0	

188

Cost ChiSquare \* Given time again purchase same Crosstabulation

			Given time again purchase same		Total
			No	Yes	
Cost ChiSquare	1.00	Count	44	28	72
		Expected Count	40.6	31.4	72.0
	2.00	Count	44	33	77
		Expected Count	43.4	33.6	77.0
	3.00	Count	47	22	69
		Expected Count	38.9	30.1	69.0
	4.00	Count	49	38	87
		Expected Count	49.1	37.9	87.0
	5.00	Count	29	23	52
		Expected Count	29.3	22.7	52.0
	6.00	Count	29	43	72
		Expected Count	40.6	31.4	72.0
Total	Count	242	187	429	
	Expected Count	242.0	187.0	429.0	

189

Cost ChiSquare \* VallIncomeChiC Crosstabulation

			VallIncomeChiC			Total
			1 00	2 00	3 00	
Cost ChiSquare	1.00	Count	44	17	4	65
		Expected Count	44.1	10.9	10.0	65.0
	2.00	Count	48	12	14	74
		Expected Count	50.2	12.5	11.4	74.0
	3.00	Count	39	11	19	69
		Expected Count	46.8	11.6	10.6	69.0
	4.00	Count	59	13	9	81
		Expected Count	54.9	13.6	12.4	81.0
	5.00	Count	35	8	9	52
		Expected Count	35.3	8.8	8.0	52.0
	6.00	Count	53	8	8	69
		Expected Count	46.8	11.6	10.6	69.0
Total	Count	278	69	63	410	
	Expected Count	278.0	69.0	63.0	410.0	

190



Cost ChiSquare \* ShtSizeChiC Crosstabulation

			ShtSizeChiC			Total
			1.00	2.00	3.00	
Cost ChiSquare	1.00	Count	18	19	31	68
		Expected Count	24.4	21.9	21.7	68.0
	2.00	Count	26	26	24	76
		Expected Count	27.2	24.5	24.3	76.0
	3.00	Count	19	20	30	69
		Expected Count	24.7	22.2	22.1	69.0
	4.00	Count	36	28	17	81
		Expected Count	29.0	26.1	25.9	81.0
	5.00	Count	19	19	14	52
		Expected Count	18.6	16.7	16.6	52.0
	6.00	Count	30	21	16	67
		Expected Count	24.0	21.6	21.4	67.0
Total	Count	148	133	132	413	
	Expected Count	148.0	133.0	132.0	413.0	

191

Cost ChiSquare \* RenameChiC Crosstabulation

			RenameChiC			Total
			1.00	2.00	3.00	
Cost ChiSquare	1.00	Count	15	27	28	70
		Expected Count	15.4	23.3	31.3	70.0
	2.00	Count	26	26	24	76
		Expected Count	16.7	25.3	34.0	76.0
	3.00	Count	17	24	29	70
		Expected Count	15.4	23.3	31.3	70.0
	4.00	Count	15	31	38	84
		Expected Count	18.5	27.9	37.6	84.0
	5.00	Count	8	13	31	52
		Expected Count	11.4	17.3	23.3	52.0
	6.00	Count	9	15	33	57
		Expected Count	12.5	19.0	25.5	57.0
Total	Count	90	136	183	409	
	Expected Count	90.0	136.0	183.0	409.0	

192

Cost ChiSquare \* LifestyleChiC Crosstabulation

			LifestyleChiC			Total
			1.00	2.00	3.00	
Cost ChiSquare	1.00	Count	37	14	18	69
		Expected Count	36.7	14.9	17.4	69.0
	2.00	Count	41	12	23	76
		Expected Count	40.4	16.4	19.1	76.0
	3.00	Count	45	11	13	69
		Expected Count	36.7	14.9	17.4	69.0
	4.00	Count	35	32	18	85
		Expected Count	45.2	18.4	21.4	85.0
	5.00	Count	27	8	17	52
		Expected Count	27.7	11.2	13.1	52.0
	6.00	Count	39	14	17	70
		Expected Count	37.2	15.1	17.6	70.0
Total	Count	224	91	106	421	
	Expected Count	224.0	91.0	106.0	421.0	

193

Cost ChiSquare \* YearsChi Crosstabulation

			YearsChi				Total
			1.00	2.00	3.00	4.00	
Cost ChiSquare	1.00	Count	7	14	17	35	73
		Expected Count	9.0	10.0	20.3	33.8	73.0
	2.00	Count	9	7	19	43	78
		Expected Count	9.6	10.7	21.7	36.1	78.0
	3.00	Count	10	8	18	36	72
		Expected Count	8.9	9.8	20.0	33.3	72.0
	4.00	Count	6	11	24	48	89
		Expected Count	10.9	12.2	24.7	41.2	89.0
	5.00	Count	10	9	13	22	54
		Expected Count	6.6	7.4	15.0	25.0	54.0
	6.00	Count	12	11	31	19	73
		Expected Count	9.0	10.0	20.3	33.8	73.0
Total	Count	54	60	122	203	439	
	Expected Count	54.0	60.0	122.0	203.0	439.0	

194

Cost ChiSquare \* Distance ChiTest Crosstabulation

			Distance ChiTest						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Cost ChiSquare	1.00	Count	13	14	14	15	12	6	74
		Expected Count	14.0	12.3	11.3	11.9	14.6	9.9	74.0
	2.00	Count	9	20	8	7	25	10	79
		Expected Count	14.9	13.1	12.0	12.7	15.6	10.6	79.0
	3.00	Count	13	8	11	10	17	12	71
		Expected Count	13.4	11.8	10.8	11.5	14.0	9.5	71.0
	4.00	Count	18	13	18	23	9	8	89
		Expected Count	16.8	14.8	13.6	14.4	17.6	11.9	89.0
	5.00	Count	12	7	7	9	10	9	54
		Expected Count	10.2	9.0	8.2	8.7	10.7	7.2	54.0
	6.00	Count	18	11	9	7	14	14	73
		Expected Count	13.8	12.1	11.1	11.8	14.4	9.8	73.0
Total	Count	83	73	67	71	87	59	440	
	Expected Count	83.0	73.0	67.0	71.0	87.0	59.0	440.0	

195

Cost ChiSquare \* YrsCurrChi Crosstabulation

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
Cost ChiSquare	1.00	Count	25	10	13	26	74
		Expected Count	25.8	8.9	18.9	20.4	74.0
	2.00	Count	23	8	16	31	78
		Expected Count	27.2	9.4	19.9	21.5	78.0
	3.00	Count	18	7	18	28	71
		Expected Count	24.7	8.6	18.1	19.6	71.0
	4.00	Count	26	9	29	26	90
		Expected Count	31.4	10.9	23.0	24.8	90.0
	5.00	Count	23	7	14	9	53
		Expected Count	18.5	6.4	13.5	14.6	53.0
	6.00	Count	38	12	22	1	73
		Expected Count	25.4	8.8	18.6	20.1	73.0
Total	Count	153	53	112	121	439	
	Expected Count	153.0	53.0	112.0	121.0	439.0	

196



**Cost ChiSquare \* Sublet Crosstabulation**

			Sublet		Total
			Not sub-let	Sub-let	
Cost ChiSquare	1.00	Count	60	10	70
		Expected Count	53.1	16.9	70.0
	2.00	Count	56	22	78
		Expected Count	59.2	18.8	78.0
	3.00	Count	47	24	71
		Expected Count	53.9	17.1	71.0
	4.00	Count	66	22	88
		Expected Count	66.8	21.2	88.0
	5.00	Count	33	18	51
		Expected Count	38.7	12.3	51.0
	6.00	Count	62	7	69
		Expected Count	52.4	16.6	69.0
Total	Count	324	103	427	
	Expected Count	324.0	103.0	427.0	

197

**Cost ChiSquare \* YrsExpChi Crosstabulation**

			YrsExpChi				Total
			1 00	2 00	3 00	4.00	
Cost ChiSquare	1.00	Count	20	32	9	8	69
		Expected Count	13.4	28.3	7.5	19.8	69.0
	2.00	Count	16	33	10	15	74
		Expected Count	14.4	30.4	8.1	21.2	74.0
	3.00	Count	13	33	2	22	70
		Expected Count	13.6	28.7	7.6	20.0	70.0
	4.00	Count	18	33	10	21	82
		Expected Count	15.9	33.6	9.0	23.5	82.0
	5.00	Count	6	19	7	19	51
		Expected Count	9.9	20.9	5.6	14.6	51.0
	6.00	Count	7	19	7	33	66
		Expected Count	12.8	27.1	7.2	18.9	66.0
Total	Count	80	169	45	118	412	
	Expected Count	80.0	169.0	45.0	118.0	412.0	

198

**Cost ChiSquare \* If occupancy restrictions were lifted Crosstabulation**

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
Cost ChiSquare	1.00	Count	30	7	32	69
		Expected Count	26.8	10.5	31.7	69.0
	2.00	Count	36	7	34	77
		Expected Count	29.9	11.7	35.4	77.0
	3.00	Count	33	13	22	68
		Expected Count	26.4	10.4	31.2	68.0
	4.00	Count	21	13	51	85
		Expected Count	33.0	13.0	39.1	85.0
	5.00	Count	17	10	24	51
		Expected Count	19.8	7.8	23.4	51.0
	6.00	Count	26	14	30	70
		Expected Count	27.2	10.7	32.2	70.0
Total	Count	163	64	193	420	
	Expected Count	163.0	64.0	193.0	420.0	

199

**New or used static caravan \* CommChiC Crosstabulation**

			CommChiC			Total
			1.00	2.00	3.00	
New or used static caravan	New	Count	36	65	156	257
		Expected Count	24.4	69.8	162.8	257.0
	Used	Count	6	55	124	185
		Expected Count	17.6	50.2	117.2	185.0
Total	Count		42	120	280	442
	Expected Count		42.0	120.0	280.0	442.0

200

**New or used static caravan \* Given time again purchase earlier Crosstabulation**

			Given time again purchase earlier		Total
			No	Yes	
New or used static caravan	New	Count	176	85	261
		Expected Count	159.1	101.9	261.0
	Used	Count	94	88	182
		Expected Count	110.9	71.1	182.0
Total	Count		270	173	443
	Expected Count		270.0	173.0	443.0

201

**New or used static caravan \* VallIncomeChiC Crosstabulation**

			VallIncomeChiC			Total
			1.00	2.00	3.00	
New or used static caravan	New	Count	178	33	39	250
		Expected Count	168.6	43.0	38.3	250.0
	Used	Count	108	40	26	174
		Expected Count	117.4	30.0	26.7	174.0
Total	Count		286	73	65	424
	Expected Count		286.0	73.0	65.0	424.0

202

**New or used static caravan \* YearsChi Crosstabulation**

			YearsChi				Total
			1.00	2.00	3.00	4.00	
New or used static caravan	New	Count	24	27	76	137	264
		Expected Count	32.1	35.6	73.6	122.7	264.0
	Used	Count	31	34	50	73	188
		Expected Count	22.9	25.4	52.4	87.3	188.0
Total	Count		55	61	126	210	452
	Expected Count		55.0	61.0	126.0	210.0	452.0

203



**New or used static caravan \* YrsCurrChi Crosstabulation**

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
New or used static caravan	New	Count	80	28	71	85	264
		Expected Count	90.9	32.1	67.0	74.0	264.0
	Used	Count	76	27	44	42	189
		Expected Count	65.1	22.9	48.0	53.0	189.0
Total	Count	156	55	115	127	453	
	Expected Count	156.0	55.0	115.0	127.0	453.0	

204

**New or used static caravan \* Cost ChiSquare Crosstabulation**

			Cost ChiSquare						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
New or used static caravan	New	Count	13	30	31	67	50	68	259
		Expected Count	43.4	46.3	42.2	52.7	31.6	42.8	259.0
	Used	Count	61	49	41	23	4	5	183
		Expected Count	30.6	32.7	29.8	37.3	22.4	30.2	183.0
Total	Count	74	79	72	90	54	73	442	
	Expected Count	74.0	79.0	72.0	90.0	54.0	73.0	442.0	

205

**New or used static caravan \* Decided upon a static caravan Crosstabulation**

			Decided upon a static caravan		Total
			No	Yes	
New or used static caravan	New	Count	59	199	258
		Expected Count	50.9	207.1	258.0
	Used	Count	28	155	183
		Expected Count	36.1	146.9	183.0
Total	Count	87	354	441	
	Expected Count	87.0	354.0	441.0	

206

**New or used static caravan \* Who played greatest role in decision Crosstabulation**

			Who played greatest role in decision			Total
			Female	Male	Children	
New or used static caravan	New	Count	154	67	2	223
		Expected Count	146.9	70.8	5.3	223.0
	Used	Count	97	54	7	158
		Expected Count	104.1	50.2	3.7	158.0
Total	Count	251	121	9	381	
	Expected Count	251.0	121.0	9.0	381.0	

207

**New or used static caravan \* Choice of park decision order Crosstabulation**

			Choice of park decision order				Total
			1st	2nd	3rd	4th	
New or used static caravan	New	Count	53	127	46	22	248
		Expected Count	61.3	117.8	41.6	27.4	248.0
	Used	Count	50	71	24	24	169
		Expected Count	41.7	80.2	28.4	18.6	169.0
Total	Count		103	198	70	46	417
	Expected Count		103.0	198.0	70.0	46.0	417.0

208

**New or used static caravan \* YrsExpChi Crosstabulation**

			YrsExpChi				Total
			1.00	2.00	3.00	4.00	
New or used static caravan	New	Count	27	101	31	86	245
		Expected Count	48.0	100.0	26.6	70.5	245.0
	Used	Count	56	72	15	36	179
		Expected Count	35.0	73.0	19.4	51.5	179.0
Total	Count		83	173	46	122	424
	Expected Count		83.0	173.0	46.0	122.0	424.0

209

**New or used static caravan \* If occupancy restrictions were lifted Crosstabulation**

			If occupancy restrictions were lifted			Total
			Spend more time	Make principal home	Make little difference	
New or used static caravan	New	Count	85	41	130	256
		Expected Count	98.5	38.3	119.2	256.0
	Used	Count	82	24	72	178
		Expected Count	68.5	26.7	82.8	178.0
Total	Count		167	65	202	434
	Expected Count		167.0	65.0	202.0	434.0

210

**Regularity Chi \* HealthChiC Crosstabulation**

			HealthChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	0	8	60	68
		Expected Count	3.9	10.0	54.1	68.0
	2.00	Count	4	9	88	101
		Expected Count	5.7	14.9	80.4	101.0
	3.00	Count	2	8	37	47
		Expected Count	2.7	6.9	37.4	47.0
	4.00	Count	3	8	47	58
		Expected Count	3.3	8.6	46.1	58.0
	5.00	Count	9	12	54	75
		Expected Count	4.2	11.1	59.7	75.0
	6.00	Count	5	15	37	57
		Expected Count	3.2	8.4	45.3	57.0
Total	Count		23	60	323	406
	Expected Count		23.0	60.0	323.0	406.0

211



Regularity Chi \* CloseChiC Crosstabulation

			CloseChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	1	4	65	70
		Expected Count	.9	5.0	64.2	70.0
	2.00	Count	1	6	94	101
		Expected Count	1.2	7.2	92.6	101.0
	3.00	Count	0	1	46	47
		Expected Count	.6	3.3	43.1	47.0
	4.00	Count	0	1	57	58
		Expected Count	.7	4.1	53.2	58.0
	5.00	Count	0	7	68	75
		Expected Count	.9	5.3	68.8	75.0
	6.00	Count	3	10	45	58
		Expected Count	.7	4.1	53.2	58.0
Total		Count	5	29	375	409
		Expected Count	5.0	29.0	375.0	409.0

212

Regularity Chi \* BreakChiC Crosstabulation

			BreakChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	0	2	67	69
		Expected Count	.5	1.0	67.5	69.0
	2.00	Count	0	0	101	101
		Expected Count	.7	1.5	98.8	101.0
	3.00	Count	0	0	48	48
		Expected Count	.4	.7	46.9	48.0
	4.00	Count	1	0	57	58
		Expected Count	.4	.9	56.7	58.0
	5.00	Count	1	1	73	75
		Expected Count	.6	1.1	73.3	75.0
	6.00	Count	1	3	54	58
		Expected Count	.4	.9	56.7	58.0
Total		Count	3	6	400	409
		Expected Count	3.0	6.0	400.0	409.0

213

Regularity Chi \* RelaxChiC Crosstabulation

			RelaxChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	0	2	67	69
		Expected Count	.2	2.2	66.6	69.0
	2.00	Count	0	0	98	98
		Expected Count	.2	3.2	94.6	98.0
	3.00	Count	0	0	47	47
		Expected Count	.1	1.5	45.4	47.0
	4.00	Count	0	2	56	58
		Expected Count	.1	1.9	56.0	58.0
	5.00	Count	1	3	70	74
		Expected Count	.2	2.4	71.4	74.0
	6.00	Count	0	6	52	58
		Expected Count	.1	1.9	56.0	58.0
Total		Count	1	13	390	404
		Expected Count	1.0	13.0	390.0	404.0

214

Regularity Chi \* AltTowChiC Crosstabulation

			AltTowChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	8	12	45	65
		Expected Count	14.6	19.7	30.7	65.0
	2.00	Count	27	33	40	100
		Expected Count	22.5	30.3	47.2	100.0
	3.00	Count	10	14	23	47
		Expected Count	10.6	14.2	22.2	47.0
	4.00	Count	10	20	26	56
		Expected Count	12.6	17.0	26.4	56.0
	5.00	Count	22	24	29	75
		Expected Count	16.9	22.7	35.4	75.0
	6.00	Count	12	17	24	53
		Expected Count	11.9	16.1	25.0	53.0
Total	Count	89	120	187	396	
	Expected Count	89.0	120.0	187.0	396.0	

215

Regularity Chi \* FreedomChiC Crosstabulation

			FreedomChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	0	5	65	70
		Expected Count	1.2	3.9	64.9	70.0
	2.00	Count	0	5	95	100
		Expected Count	1.7	5.6	92.7	100.0
	3.00	Count	1	1	46	48
		Expected Count	.8	2.7	44.5	48.0
	4.00	Count	0	2	56	58
		Expected Count	1.0	3.3	53.7	58.0
	5.00	Count	4	2	69	75
		Expected Count	1.3	4.2	69.5	75.0
	6.00	Count	2	8	48	58
		Expected Count	1.0	3.3	53.7	58.0
Total	Count	7	23	379	409	
	Expected Count	7.0	23.0	379.0	409.0	

216

Regularity Chi \* OutdoorChiC Crosstabulation

			OutdoorChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	1	4	63	68
		Expected Count	.8	5.9	61.3	68.0
	2.00	Count	1	6	94	101
		Expected Count	1.2	8.7	91.0	101.0
	3.00	Count	0	3	45	48
		Expected Count	.6	4.1	43.3	48.0
	4.00	Count	0	1	57	58
		Expected Count	.7	5.0	52.3	58.0
	5.00	Count	2	8	63	73
		Expected Count	.9	6.3	65.8	73.0
	6.00	Count	1	13	43	57
		Expected Count	.7	4.9	51.4	57.0
Total	Count	5	35	365	405	
	Expected Count	5.0	35.0	365.0	405.0	

217



**Regularity Chi \* Consider static caravan provided good value  
Crosstabulation**

			Consider static caravan provided good value		Total
			No	Yes	
Regularity Chi	1.00	Count	3	66	69
		Expected Count	8.5	60.5	69.0
	2.00	Count	9	87	96
		Expected Count	11.8	84.2	96.0
	3.00	Count	4	43	47
		Expected Count	5.8	41.2	47.0
	4.00	Count	9	46	55
		Expected Count	6.8	48.2	55.0
	5.00	Count	16	59	75
		Expected Count	9.2	65.8	75.0
	6.00	Count	8	48	56
		Expected Count	6.9	49.1	56.0
Total	Count	49	349	398	
	Expected Count	49.0	349.0	398.0	

218

**Regularity Chi \* ValHealthChiC Crosstabulation**

			ValHealthChiC			Total
			1 00	2.00	3 00	
Regularity Chi	1.00	Count	4	12	53	69
		Expected Count	8.5	15.2	45.3	69.0
	2.00	Count	13	14	72	99
		Expected Count	12.2	21.8	65.0	99.0
	3.00	Count	6	17	24	47
		Expected Count	5.8	10.4	30.9	47.0
	4.00	Count	6	10	39	55
		Expected Count	6.8	12.1	36.1	55.0
	5.00	Count	13	18	44	75
		Expected Count	9.2	16.5	49.2	75.0
	6.00	Count	7	17	30	54
		Expected Count	6.6	11.9	35.5	54.0
Total	Count	49	88	262	399	
	Expected Count	49.0	88.0	262.0	399.0	

219

**Regularity Chi \* ValIncomeChiC Crosstabulation**

			ValIncomeChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	48	11	6	65
		Expected Count	44.1	11.5	9.4	65.0
	2.00	Count	69	19	9	97
		Expected Count	65.8	17.2	14.0	97.0
	3.00	Count	39	5	2	46
		Expected Count	31.2	8.2	6.6	46.0
	4.00	Count	38	10	5	53
		Expected Count	36.0	9.4	7.6	53.0
	5.00	Count	50	12	12	74
		Expected Count	50.2	13.1	10.7	74.0
	6.00	Count	20	12	22	54
		Expected Count	36.6	9.6	7.8	54.0
Total	Count	264	69	56	389	
	Expected Count	264.0	69.0	56.0	389.0	

220

Regularity Chi \* AttrConvChiC Crosstabulation

			AttrConvChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	3	2	66	71
		Expected Count	9.4	10.3	51.3	71.0
	2.00	Count	5	12	81	98
		Expected Count	13.0	14.2	70.8	98.0
	3.00	Count	5	6	35	46
		Expected Count	6.1	6.7	33.2	46.0
	4.00	Count	11	11	33	55
		Expected Count	7.3	8.0	39.7	55.0
	5.00	Count	15	17	42	74
		Expected Count	9.8	10.7	53.5	74.0
	6.00	Count	14	10	32	56
		Expected Count	7.4	8.1	40.5	56.0
Total	Count	53	58	289	400	
	Expected Count	53.0	58.0	289.0	400.0	

221

Regularity Chi \* TimeChiC Crosstabulation

			TimeChiC			Total
			1.00	2.00	3.00	
Regularity Chi	1.00	Count	12	16	42	70
		Expected Count	17.3	22.4	30.3	70.0
	2.00	Count	25	28	45	98
		Expected Count	24.3	31.3	42.5	98.0
	3.00	Count	14	14	20	48
		Expected Count	11.9	15.3	20.8	48.0
	4.00	Count	14	23	18	55
		Expected Count	13.6	17.6	23.8	55.0
	5.00	Count	20	33	23	76
		Expected Count	18.8	24.3	32.9	76.0
	6.00	Count	15	15	27	57
		Expected Count	14.1	18.2	24.7	57.0
Total	Count	100	129	175	404	
	Expected Count	100.0	129.0	175.0	404.0	

222

Regularity Chi \* Experience of area Crosstabulation

			Experience of area		Total
			No	Yes	
Regularity Chi	1.00	Count	23	49	72
		Expected Count	13.9	58.1	72.0
	2.00	Count	19	82	101
		Expected Count	19.5	81.5	101.0
	3.00	Count	7	41	48
		Expected Count	9.3	38.7	48.0
	4.00	Count	12	46	58
		Expected Count	11.2	46.8	58.0
	5.00	Count	7	69	76
		Expected Count	14.7	61.3	76.0
	6.00	Count	12	47	59
		Expected Count	11.4	47.6	59.0
Total	Count	80	334	414	
	Expected Count	80.0	334.0	414.0	

223



Regularity of visit \* Distance travelled Crosstabulation

			Distance travelled					Total	
			1-30 miles	31-75 miles	76-110 miles	111-135 miles	136-200 miles		over 200 miles
Regularity of visit	each week	Count	29	16	11	12	1	3	72
		Expected Count	12.4	12.0	10.8	12.2	14.5	10.1	72.0
	every 2 weeks	Count	17	24	20	25	14	1	101
		Expected Count	17.4	16.9	15.2	17.1	20.3	14.2	101.0
	every 3 weeks	Count	5	10	4	10	11	8	48
		Expected Count	8.3	8.0	7.2	8.1	9.6	6.7	48.0
	every 4 weeks	Count	1	10	7	14	18	7	57
		Expected Count	9.8	9.5	8.6	9.7	11.5	8.0	57.0
	every 5 to 8 weeks	Count	5	3	12	7	23	26	76
		Expected Count	13.1	12.7	11.4	12.9	15.3	10.7	76.0
	more than 8 weeks	Count	14	6	8	2	16	13	59
		Expected Count	10.1	9.9	8.9	10.0	11.9	8.3	59.0
	Total	Count	71	69	62	70	83	58	413
		Expected Count	71.0	69.0	62.0	70.0	83.0	58.0	413.0

224

Regularity Chi \* Stay ChiSquare Crosstabulation

			Stay ChiSquare					Total	
			1 00	2 00	3 00	4.00	5.00		6.00
Regularity Chi	1.00	Count	35	17	6	5	4	1	68
		Expected Count	17.6	15.7	6.4	8.3	10.8	9.1	68.0
	2.00	Count	47	25	9	6	6	7	100
		Expected Count	25.9	23.1	9.5	12.2	15.9	13.4	100.0
	3.00	Count	9	12	5	6	6	8	46
		Expected Count	11.9	10.6	4.3	5.6	7.3	6.2	46.0
	4.00	Count	4	14	3	8	13	13	55
		Expected Count	14.2	12.7	5.2	6.7	8.8	7.4	55.0
	5.00	Count	5	16	8	16	16	15	76
		Expected Count	19.7	17.6	7.2	9.3	12.1	10.2	76.0
	6.00	Count	4	9	7	8	19	10	57
		Expected Count	14.7	13.2	5.4	6.9	9.1	7.7	57.0
	Total	Count	104	93	38	49	64	54	402
		Expected Count	104.0	93.0	38.0	49.0	64.0	54.0	402.0

225

Regularity Chi \* People ChiSquare Crosstabulation

			People ChiSquare				Total
			1.00	2.00	3.00	4.00	
Regularity Chi	1.00	Count	49	7	8	7	71
		Expected Count	37.7	8.4	15.5	9.3	71.0
	2.00	Count	54	18	22	7	101
		Expected Count	53.7	12.0	22.1	13.2	101.0
	3.00	Count	29	4	9	6	48
		Expected Count	25.5	5.7	10.5	6.3	48.0
	4.00	Count	31	2	14	11	58
		Expected Count	30.8	6.9	12.7	7.6	58.0
	5.00	Count	36	15	20	5	76
		Expected Count	40.4	9.0	16.6	10.0	76.0
	6.00	Count	20	3	17	18	58
		Expected Count	30.8	6.9	12.7	7.6	58.0
	Total	Count	219	49	90	54	412
		Expected Count	219.0	49.0	90.0	54.0	412.0

226

**Regularity of visit \* Sublet Crosstabulation**

			Sublet		Total
			Not sub-let	Sub-let	
Regularity of visit	each week	Count	69	3	72
		Expected Count	55.3	16.7	72.0
	every 2 weeks	Count	91	10	101
		Expected Count	77.5	23.5	101.0
	every 3 weeks	Count	38	9	47
		Expected Count	36.1	10.9	47.0
	every 4 weeks	Count	46	12	58
		Expected Count	44.5	13.5	58.0
	every 5 to 8 weeks	Count	51	25	76
		Expected Count	58.3	17.7	76.0
	more than 8 weeks	Count	22	37	59
		Expected Count	45.3	13.7	59.0
Total	Count		317	96	413
	Expected Count		317.0	96.0	413.0

227

**Regularity Chi \* Usage during school holidays Crosstabulation**

			Usage during school holidays			Total
			More	Less	Same	
Regularity Chi	1.00	Count	25	2	42	69
		Expected Count	23.6	16.3	29.1	69.0
	2.00	Count	41	17	41	99
		Expected Count	33.8	23.5	41.7	99.0
	3.00	Count	16	14	16	46
		Expected Count	15.7	10.9	19.4	46.0
	4.00	Count	18	17	22	57
		Expected Count	19.5	13.5	24.0	57.0
	5.00	Count	23	25	27	75
		Expected Count	25.6	17.8	31.6	75.0
	6.00	Count	14	20	21	55
		Expected Count	18.8	13.0	23.2	55.0
Total	Count		137	95	169	401
	Expected Count		137.0	95.0	169.0	401.0

228



**Regularity Chi \* Personalisation of static caravan Crosstabulation**

			Personalisation of static caravan			Total
			No extent	Small extent	Great extent	
Regularity Chi	1.00	Count	4	33	34	71
		Expected Count	6.0	38.6	26.4	71.0
	2.00	Count	6	58	36	100
		Expected Count	8.5	54.4	37.1	100.0
	3.00	Count	3	24	21	48
		Expected Count	4.1	26.1	17.8	48.0
	4.00	Count	5	31	22	58
		Expected Count	4.9	31.5	21.5	58.0
	5.00	Count	5	47	24	76
		Expected Count	6.5	41.3	28.2	76.0
	6.00	Count	12	31	16	59
		Expected Count	5.0	32.1	21.9	59.0
Total	Count	35	224	153	412	
	Expected Count	35.0	224.0	153.0	412.0	

229

**Regularity Chi \* Decided upon a static caravan Crosstabulation**

			Decided upon a static caravan		Total
			No	Yes	
Regularity Chi	1.00	Count	5	67	72
		Expected Count	14.3	57.7	72.0
	2.00	Count	18	83	101
		Expected Count	20.1	80.9	101.0
	3.00	Count	8	40	48
		Expected Count	9.5	38.5	48.0
	4.00	Count	13	44	57
		Expected Count	11.3	45.7	57.0
	5.00	Count	20	56	76
		Expected Count	15.1	60.9	76.0
	6.00	Count	18	41	59
		Expected Count	11.7	47.3	59.0
Total	Count	82	331	413	
	Expected Count	82.0	331.0	413.0	

230

Regularity Chi \* YrsExpChi Crosstabulation

			YrsExpChi				Total
			1.00	2.00	3.00	4.00	
Regularity Chi	1.00	Count	12	22	9	25	68
		Expected Count	13.2	28.8	7.1	18.9	68.0
	2.00	Count	14	33	16	29	92
		Expected Count	17.9	39.0	9.6	25.6	92.0
	3.00	Count	7	19	4	14	44
		Expected Count	8.6	18.6	4.6	12.2	44.0
	4.00	Count	13	23	4	13	53
		Expected Count	10.3	22.4	5.5	14.7	53.0
	5.00	Count	13	40	3	16	72
		Expected Count	14.0	30.5	7.5	20.0	72.0
	6.00	Count	16	26	4	10	56
		Expected Count	10.9	23.7	5.8	15.6	56.0
Total		Count	75	163	40	107	385
		Expected Count	75.0	163.0	40.0	107.0	385.0

231

Stay ChiSquare \* BreakChiC Crosstabulation

			BreakChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	1	2	101	104
		Expected Count	.8	2.0	101.2	104.0
	2.00	Count	0	2	95	97
		Expected Count	.7	1.9	94.4	97.0
	3.00	Count	0	0	38	38
		Expected Count	.3	.7	37.0	38.0
	4.00	Count	1	1	48	50
		Expected Count	.4	1.0	48.7	50.0
	5.00	Count	1	2	65	68
		Expected Count	.5	1.3	66.2	68.0
	6.00	Count	0	1	56	57
		Expected Count	.4	1.1	55.5	57.0
Total		Count	3	8	403	414
		Expected Count	3.0	8.0	403.0	414.0

232



**Stay ChiSquare \* FamilyChiC Crosstabulation**

			FamilyChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	5	9	88	102
		Expected Count	7.2	16.9	77.9	102.0
	2.00	Count	4	25	68	97
		Expected Count	6.8	16.0	74.1	97.0
	3.00	Count	5	1	32	38
		Expected Count	2.7	6.3	29.0	38.0
	4.00	Count	2	8	40	50
		Expected Count	3.5	8.3	38.2	50.0
	5.00	Count	4	19	45	68
		Expected Count	4.8	11.3	52.0	68.0
	6.00	Count	9	6	41	56
		Expected Count	4.0	9.3	42.8	56.0
Total	Count	29	68	314	411	
	Expected Count	29.0	68.0	314.0	411.0	

233

**Stay ChiSquare \* CommChiC Crosstabulation**

			CommChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	8	30	65	103
		Expected Count	10.1	28.5	64.5	103.0
	2.00	Count	14	30	52	96
		Expected Count	9.4	26.5	60.1	96.0
	3.00	Count	1	14	22	37
		Expected Count	3.6	10.2	23.2	37.0
	4.00	Count	1	13	35	49
		Expected Count	4.8	13.5	30.7	49.0
	5.00	Count	11	17	40	68
		Expected Count	6.7	18.8	42.6	68.0
	6.00	Count	5	9	42	56
		Expected Count	5.5	15.5	35.1	56.0
Total	Count	40	113	256	409	
	Expected Count	40.0	113.0	256.0	409.0	

234

**Stay ChiSquare \* ValLifeChiC Crosstabulation**

			ValLifeChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	26	15	59	100
		Expected Count	28.5	20.1	51.4	100.0
	2.00	Count	30	16	47	93
		Expected Count	26.5	18.7	47.8	93.0
	3.00	Count	10	8	18	36
		Expected Count	10.3	7.2	18.5	36.0
	4.00	Count	11	19	16	46
		Expected Count	13.1	9.2	23.6	46.0
	5.00	Count	23	13	30	66
		Expected Count	18.8	13.3	33.9	66.0
	6.00	Count	12	8	32	52
		Expected Count	14.8	10.5	26.7	52.0
Total	Count	112	79	202	393	
	Expected Count	112.0	79.0	202.0	393.0	

235

**Stay ChiSquare \* ValFamChiC Crosstabulation**

			ValFamChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	7	7	87	101
		Expected Count	7.9	12.9	80.2	101.0
	2.00	Count	9	10	77	96
		Expected Count	7.5	12.2	76.2	96.0
	3.00	Count	2	4	31	37
		Expected Count	2.9	4.7	29.4	37.0
	4.00	Count	1	9	41	51
		Expected Count	4.0	6.5	40.5	51.0
	5.00	Count	8	17	42	67
		Expected Count	5.3	8.5	53.2	67.0
	6.00	Count	5	5	46	56
		Expected Count	4.4	7.1	44.5	56.0
Total	Count	32	52	324	408	
	Expected Count	32.0	52.0	324.0	408.0	

236



**Stay ChiSquare \* ShtTenChiC Crosstabulation**

			ShtTenChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	14	3	82	99
		Expected Count	10.5	1.2	87.2	99.0
	2.00	Count	7	1	87	95
		Expected Count	10.1	1.2	83.7	95.0
	3.00	Count	6	0	32	38
		Expected Count	4.0	.5	33.5	38.0
	4.00	Count	2	0	48	50
		Expected Count	5.3	.6	44.1	50.0
	5.00	Count	3	0	63	66
		Expected Count	7.0	.8	58.2	66.0
	6.00	Count	11	1	44	56
		Expected Count	6.0	.7	49.3	56.0
Total	Count	43	5	356	404	
	Expected Count	43.0	5.0	356.0	404.0	

237

**Stay ChiSquare \* ShtSizeChiC Crosstabulation**

			ShtSizeChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	31	36	32	99
		Expected Count	35.6	31.6	31.8	99.0
	2.00	Count	35	33	26	94
		Expected Count	33.8	30.0	30.2	94.0
	3.00	Count	7	11	18	36
		Expected Count	12.9	11.5	11.6	36.0
	4.00	Count	11	18	18	47
		Expected Count	16.9	15.0	15.1	47.0
	5.00	Count	32	16	18	66
		Expected Count	23.7	21.1	21.2	66.0
	6.00	Count	26	12	15	53
		Expected Count	19.1	16.9	17.0	53.0
Total	Count	142	126	127	395	
	Expected Count	142.0	126.0	127.0	395.0	

238

**Stay ChiSquare \* AttrConvChiC Crosstabulation**

			AttrConvChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	4	10	87	101
		Expected Count	13.5	14.5	73.0	101.0
	2.00	Count	8	13	74	95
		Expected Count	12.7	13.6	68.7	95.0
	3.00	Count	5	2	31	38
		Expected Count	5.1	5.5	27.5	38.0
	4.00	Count	5	8	38	51
		Expected Count	6.8	7.3	36.9	51.0
	5.00	Count	23	16	28	67
		Expected Count	9.0	9.6	48.4	67.0
	6.00	Count	9	9	34	52
		Expected Count	7.0	7.5	37.6	52.0
Total	Count	54	58	292	404	
	Expected Count	54.0	58.0	292.0	404.0	

239

**Stay ChiSquare \* AttrLevelChiC Crosstabulation**

			AttrLevelChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	5	32	63	100
		Expected Count	7.1	23.3	69.5	100.0
	2.00	Count	3	23	70	96
		Expected Count	6.8	22.4	66.8	96.0
	3.00	Count	5	5	28	38
		Expected Count	2.7	8.9	26.4	38.0
	4.00	Count	2	11	37	50
		Expected Count	3.6	11.7	34.8	50.0
	5.00	Count	10	16	41	67
		Expected Count	4.8	15.6	46.6	67.0
	6.00	Count	4	8	44	56
		Expected Count	4.0	13.1	38.9	56.0
Total	Count	29	95	283	407	
	Expected Count	29.0	95.0	283.0	407.0	

240



**Stay ChiSquare \* RenameChiC Crosstabulation**

			RenameChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	23	32	46	101
		Expected Count	21.8	34.4	44.8	101.0
	2.00	Count	17	37	40	94
		Expected Count	20.2	32.1	41.7	94.0
	3.00	Count	10	9	16	35
		Expected Count	7.5	11.9	15.5	35.0
	4.00	Count	3	19	27	49
		Expected Count	10.6	16.7	21.7	49.0
	5.00	Count	13	25	24	62
		Expected Count	13.4	21.1	27.5	62.0
	6.00	Count	18	11	20	49
		Expected Count	10.6	16.7	21.7	49.0
Total	Count	84	133	173	390	
	Expected Count	84.0	133.0	173.0	390.0	

241

**Stay ChiSquare \* HabitChiC Crosstabulation**

			HabitChiC			Total
			1.00	2.00	3.00	
Stay ChiSquare	1.00	Count	64	20	18	102
		Expected Count	57.5	24.4	20.1	102.0
	2.00	Count	53	28	14	95
		Expected Count	53.6	22.7	18.7	95.0
	3.00	Count	20	12	4	36
		Expected Count	20.3	8.6	7.1	36.0
	4.00	Count	30	13	8	51
		Expected Count	28.8	12.2	10.0	51.0
	5.00	Count	29	16	22	67
		Expected Count	37.8	16.0	13.2	67.0
	6.00	Count	33	8	14	55
		Expected Count	31.0	13.1	10.8	55.0
Total	Count	229	97	80	406	
	Expected Count	229.0	97.0	80.0	406.0	

242

Stay ChiSquare \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
Stay ChiSquare	1.00	Count	43	31	18	13	105
		Expected Count	24.7	23.7	26.5	30.0	105.0
	2.00	Count	23	24	24	26	97
		Expected Count	22.9	21.9	24.5	27.7	97.0
	3.00	Count	3	12	10	14	39
		Expected Count	9.2	8.8	9.8	11.2	39.0
	4.00	Count	7	8	19	16	50
		Expected Count	11.8	11.3	12.6	14.3	50.0
	5.00	Count	18	11	18	21	68
		Expected Count	16.0	15.4	17.2	19.5	68.0
	6.00	Count	4	8	16	29	57
		Expected Count	13.4	12.9	14.4	16.3	57.0
Total	Count	98	94	105	119	416	
	Expected Count	98.0	94.0	105.0	119.0	416.0	

243

Stay ChiSquare \* Retired or not Crosstabulation

			Retired or not		Total
			No	Yes	
Stay ChiSquare	1.00	Count	83	22	105
		Expected Count	56.6	48.4	105.0
	2.00	Count	57	39	96
		Expected Count	51.7	44.3	96.0
	3.00	Count	16	23	39
		Expected Count	21.0	18.0	39.0
	4.00	Count	18	32	50
		Expected Count	26.9	23.1	50.0
	5.00	Count	32	34	66
		Expected Count	35.6	30.4	66.0
	6.00	Count	16	40	56
		Expected Count	30.2	25.8	56.0
Total	Count	222	190	412	
	Expected Count	222.0	190.0	412.0	

244

Stay ChiSquare \* Annual household Income Crosstabulation

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Stay ChiSquare	1.00	Count	9	19	34	14	9	16	101
		Expected Count	12.1	29.4	25.1	15.0	9.3	10.1	101.0
	2.00	Count	11	19	22	17	10	13	92
		Expected Count	11.1	26.8	22.8	13.6	8.5	9.2	92.0
	3.00	Count	2	13	9	4	4	3	35
		Expected Count	4.2	10.2	8.7	5.2	3.2	3.5	35.0
	4.00	Count	6	17	11	8	3	1	46
		Expected Count	5.5	13.4	11.4	6.8	4.2	4.6	46.0
	5.00	Count	4	26	10	10	9	4	63
		Expected Count	7.6	18.4	15.6	9.3	5.8	6.3	63.0
	6.00	Count	15	20	11	5	1	2	54
		Expected Count	6.5	15.7	13.4	8.0	5.0	5.4	54.0
Total	Count	47	114	97	58	36	39	391	
	Expected Count	47.0	114.0	97.0	58.0	36.0	39.0	391.0	

245



**Stay ChiSquare \* Previous ownership of touring caravan Crosstabulation**

			Previous ownership of touring caravan		Total
			No	Yes	
Stay ChiSquare	1.00	Count	81	24	105
		Expected Count	72.6	32.4	105.0
	2.00	Count	70	27	97
		Expected Count	67.1	29.9	97.0
	3.00	Count	22	17	39
		Expected Count	27.0	12.0	39.0
	4.00	Count	34	17	51
		Expected Count	35.3	15.7	51.0
	5.00	Count	49	19	68
		Expected Count	47.0	21.0	68.0
	6.00	Count	33	25	58
		Expected Count	40.1	17.9	58.0
Total	Count	289	129	418	
	Expected Count	289.0	129.0	418.0	

246

**Stay ChiSquare \* Distance ChiTest Crosstabulation**

			Distance ChiTest						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Stay ChiSquare	1.00	Count	23	27	20	23	9	3	105
		Expected Count	17.4	18.2	16.4	17.2	20.9	14.9	105.0
	2.00	Count	18	16	18	19	20	6	97
		Expected Count	16.1	16.8	15.2	15.9	19.4	13.8	97.0
	3.00	Count	4	10	7	6	5	7	39
		Expected Count	6.5	6.8	6.1	6.4	7.8	5.5	39.0
	4.00	Count	10	6	8	4	10	12	50
		Expected Count	8.3	8.7	7.8	8.2	10.0	7.1	50.0
	5.00	Count	8	9	7	3	26	15	68
		Expected Count	11.3	11.8	10.6	11.1	13.6	9.6	68.0
	6.00	Count	6	4	5	13	13	16	57
		Expected Count	9.5	9.9	8.9	9.3	11.4	8.1	57.0
Total	Count	69	72	65	68	83	59	416	
	Expected Count	69.0	72.0	65.0	68.0	83.0	59.0	416.0	

247

Stay ChiSquare \* YrsCurrChi Crosstabulation

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
Stay ChiSquare	1.00	Count	29	11	39	25	104
		Expected Count	34.3	13.3	26.1	30.3	104.0
	2.00	Count	29	13	30	24	96
		Expected Count	31.7	12.3	24.1	28.0	96.0
	3.00	Count	8	5	10	16	39
		Expected Count	12.9	5.0	9.8	11.4	39.0
	4.00	Count	18	8	11	14	51
		Expected Count	16.8	6.5	12.8	14.9	51.0
	5.00	Count	28	11	9	19	67
		Expected Count	22.1	8.6	16.8	19.5	67.0
	6.00	Count	25	5	5	23	58
		Expected Count	19.1	7.4	14.5	16.9	58.0
Total	Count	137	53	104	121	415	
	Expected Count	137.0	53.0	104.0	121.0	415.0	

248

Stay ChiSquare \* Regularity Chi Crosstabulation

			Regularity Chi					Total	
			1 00	2.00	3.00	4 00	5 00		6.00
Stay ChiSquare	1.00	Count	35	47	9	4	5	4	104
		Expected Count	17.6	25.9	11.9	14.2	19.7	14.7	104.0
	2.00	Count	17	25	12	14	16	9	93
		Expected Count	15.7	23.1	10.6	12.7	17.6	13.2	93.0
	3.00	Count	6	9	5	3	8	7	38
		Expected Count	6.4	9.5	4.3	5.2	7.2	5.4	38.0
	4.00	Count	5	6	6	8	16	8	49
		Expected Count	8.3	12.2	5.6	6.7	9.3	6.9	49.0
	5.00	Count	4	6	6	13	16	19	64
		Expected Count	10.8	15.9	7.3	8.8	12.1	9.1	64.0
	6.00	Count	1	7	8	13	15	10	54
		Expected Count	9.1	13.4	6.2	7.4	10.2	7.7	54.0
Total	Count	68	100	46	55	76	57	402	
	Expected Count	68.0	100.0	46.0	55.0	76.0	57.0	402.0	

249



**Stay ChiSquare \* Sublet Crosstabulation**

			Sublet		Total
			Not sub-let	Sub-let	
Stay ChiSquare	1.00	Count	89	16	105
		Expected Count	80.3	24.7	105.0
	2.00	Count	71	26	97
		Expected Count	74.2	22.8	97.0
	3.00	Count	31	8	39
		Expected Count	29.8	9.2	39.0
	4.00	Count	36	15	51
		Expected Count	39.0	12.0	51.0
	5.00	Count	43	25	68
		Expected Count	52.0	16.0	68.0
	6.00	Count	49	8	57
		Expected Count	43.6	13.4	57.0
Total	Count	319	98	417	
	Expected Count	319.0	98.0	417.0	

250

**Stay ChiSquare \* Usage during school holidays Crosstabulation**

			Usage during school holidays			Total
			More	Less	Same	
Stay ChiSquare	1.00	Count	51	12	41	104
		Expected Count	34.8	25.3	44.0	104.0
	2.00	Count	29	32	35	96
		Expected Count	32.1	23.4	40.6	96.0
	3.00	Count	9	7	23	39
		Expected Count	13.0	9.5	16.5	39.0
	4.00	Count	16	8	25	49
		Expected Count	16.4	11.9	20.7	49.0
	5.00	Count	20	18	27	65
		Expected Count	21.7	15.8	27.5	65.0
	6.00	Count	11	22	21	54
		Expected Count	18.0	13.1	22.8	54.0
Total	Count	136	99	172	407	
	Expected Count	136.0	99.0	172.0	407.0	

251

**People ChiSqaure \* CloseChiC Crosstabulation**

			CloseChiC			Total
			1.00	2.00	3.00	
People ChiSqaure	1.00	Count	1	13	214	228
		Expected Count	2.7	16.0	209.4	228.0
	2.00	Count	0	2	49	51
		Expected Count	.6	3.6	46.8	51.0
	3.00	Count	2	6	85	93
		Expected Count	1.1	6.5	85.4	93.0
	4.00	Count	2	9	45	56
		Expected Count	.7	3.9	51.4	56.0
Total	Count		5	30	393	428
	Expected Count		5.0	30.0	393.0	428.0

252

**People ChiSqaure \* FamilyChiC Crosstabulation**

			FamilyChiC			Total
			1.00	2.00	3.00	
People ChiSqaure	1.00	Count	28	57	140	225
		Expected Count	17.5	38.1	169.4	225.0
	2.00	Count	0	5	45	50
		Expected Count	3.9	8.5	37.6	50.0
	3.00	Count	2	6	86	94
		Expected Count	7.3	15.9	70.8	94.0
	4.00	Count	3	4	49	56
		Expected Count	4.3	9.5	42.2	56.0
Total	Count		33	72	320	425
	Expected Count		33.0	72.0	320.0	425.0

253

**People ChiSqaure \* AltTowChiC Crosstabulation**

			AltTowChiC			Total
			1.00	2.00	3.00	
People ChiSqaure	1.00	Count	51	51	118	220
		Expected Count	48.8	64.7	106.6	220.0
	2.00	Count	13	13	24	50
		Expected Count	11.1	14.7	24.2	50.0
	3.00	Count	19	37	36	92
		Expected Count	20.4	27.0	44.6	92.0
	4.00	Count	9	21	23	53
		Expected Count	11.7	15.6	25.7	53.0
Total	Count		92	122	201	415
	Expected Count		92.0	122.0	201.0	415.0

254



**People ChiSqaure \* VallIncomeChiC Crosstabulation**

			VallIncomeChiC			Total
			1.00	2.00	3.00	
People ChiSqaure	1.00	Count	159	29	24	212
		Expected Count	144.3	36.5	31.3	212.0
	2.00	Count	35	10	5	50
		Expected Count	34.0	8.6	7.4	50.0
	3.00	Count	52	21	18	91
		Expected Count	61.9	15.7	13.4	91.0
	4.00	Count	31	10	13	54
		Expected Count	36.8	9.3	8.0	54.0
Total		Count	277	70	60	407
		Expected Count	277.0	70.0	60.0	407.0

255

**People ChiSqaure \* ValFamChiC Crosstabulation**

			ValFamChiC			Total
			1.00	2.00	3.00	
People ChiSqaure	1.00	Count	28	43	153	224
		Expected Count	18.6	29.7	175.7	224.0
	2.00	Count	3	3	45	51
		Expected Count	4.2	6.8	40.0	51.0
	3.00	Count	2	4	87	93
		Expected Count	7.7	12.3	72.9	93.0
	4.00	Count	2	6	46	54
		Expected Count	4.5	7.2	42.4	54.0
Total		Count	35	56	331	422
		Expected Count	35.0	56.0	331.0	422.0

256

**People ChiSqaure \* AttrLevelChiC Crosstabulation**

			AttrLevelChiC			Total
			1.00	2.00	3.00	
People ChiSqaure	1.00	Count	8	45	171	224
		Expected Count	15.4	51.0	157.6	224.0
	2.00	Count	2	14	35	51
		Expected Count	3.5	11.6	35.9	51.0
	3.00	Count	11	29	52	92
		Expected Count	6.3	20.9	64.7	92.0
	4.00	Count	8	8	39	55
		Expected Count	3.8	12.5	38.7	55.0
Total		Count	29	96	297	422
		Expected Count	29.0	96.0	297.0	422.0

257

People ChiSqaure \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
People ChiSqaure	1.00	Count	14	53	77	84	228
		Expected Count	53.0	51.4	58.9	64.7	228.0
	2.00	Count	19	13	6	14	52
		Expected Count	12.1	11.7	13.4	14.8	52.0
	3.00	Count	42	22	16	14	94
		Expected Count	21.9	21.2	24.3	26.7	94.0
	4.00	Count	25	9	12	10	56
		Expected Count	13.0	12.6	14.5	15.9	56.0
Total	Count	100	97	111	122	430	
	Expected Count	100.0	97.0	111.0	122.0	430.0	

258

People ChiSqaure \* Retired or not Crosstabulation

			Retired or not		Total
			No	Yes	
People ChiSqaure	1.00	Count	88	137	225
		Expected Count	121.5	103.5	225.0
	2.00	Count	31	21	52
		Expected Count	28.1	23.9	52.0
	3.00	Count	70	23	93
		Expected Count	50.2	42.8	93.0
	4.00	Count	41	15	56
		Expected Count	30.2	25.8	56.0
Total	Count	230	196	426	
	Expected Count	230.0	196.0	426.0	

259

People ChiSqaure \* NoOwnedChi Crosstabulation

			NoOwnedChi				Total
			1 00	2.00	3.00	4 00	
People ChiSqaure	1.00	Count	126	50	30	23	229
		Expected Count	138.7	46.8	28.2	15.4	229.0
	2.00	Count	34	10	6	2	52
		Expected Count	31.5	10.6	6.4	3.5	52.0
	3.00	Count	68	12	12	1	93
		Expected Count	56.3	19.0	11.4	6.3	93.0
	4.00	Count	33	16	5	3	57
		Expected Count	34.5	11.6	7.0	3.8	57.0
Total	Count	261	88	53	29	431	
	Expected Count	261.0	88.0	53.0	29.0	431.0	

260



People ChiSqaure \* Regularity Chi Crosstabulation

			Regularity Chi					Total	
			1.00	2.00	3.00	4.00	5.00		6.00
People ChiSqaure	1.00	Count	49	54	29	31	36	20	219
		Expected Count	37.7	53.7	25.5	30.8	40.4	30.8	219.0
	2.00	Count	7	18	4	2	15	3	49
		Expected Count	8.4	12.0	5.7	6.9	9.0	6.9	49.0
	3.00	Count	8	22	9	14	20	17	90
		Expected Count	15.5	22.1	10.5	12.7	16.6	12.7	90.0
	4.00	Count	7	7	6	11	5	18	54
		Expected Count	9.3	13.2	6.3	7.6	10.0	7.6	54.0
Total	Count	71	101	48	58	76	58	412	
	Expected Count	71.0	101.0	48.0	58.0	76.0	58.0	412.0	

261

People ChiSqaure \* Sublet Crosstabulation

			Sublet		Total
			Not sub-let	Sub-let	
People ChiSqaure	1.00	Count	193	36	229
		Expected Count	176.0	53.0	229.0
	2.00	Count	42	10	52
		Expected Count	40.0	12.0	52.0
	3.00	Count	61	33	94
		Expected Count	72.2	21.8	94.0
	4.00	Count	36	21	57
		Expected Count	43.8	13.2	57.0
Total	Count	332	100	432	
	Expected Count	332.0	100.0	432.0	

262

People ChiSqaure \* Usage during school holidays Crosstabulation

			Usage during school holidays			Total
			More	Less	Same	
People ChiSqaure	1.00	Count	34	66	122	222
		Expected Count	74.4	53.1	94.5	222.0
	2.00	Count	29	6	16	51
		Expected Count	17.1	12.2	21.7	51.0
	3.00	Count	48	18	25	91
		Expected Count	30.5	21.8	38.8	91.0
	4.00	Count	29	10	15	54
		Expected Count	18.1	12.9	23.0	54.0
Total	Count	140	100	178	418	
	Expected Count	140.0	100.0	178.0	418.0	

263

**People ChiSqaure \* Who played greatest role in decision Crosstabulation**

			Who played greatest role in decision			Total
			Female	Male	Children	
People ChiSqaure	1.00	Count	137	55	3	195
		Expected Count	129.0	61.9	4.2	195.0
	2.00	Count	27	16	4	47
		Expected Count	31.1	14.9	1.0	47.0
	3.00	Count	46	32	1	79
		Expected Count	52.2	25.1	1.7	79.0
	4.00	Count	36	15	0	51
		Expected Count	33.7	16.2	1.1	51.0
Total		Count	246	118	8	372
		Expected Count	246.0	118.0	8.0	372.0

264

**People ChiSqaure \* Choice of location decision order Crosstabulation**

			Choice of location decision order				Total
			1st	2nd	3rd	4th	
People ChiSqaure	1.00	Count	124	38	24	29	215
		Expected Count	123.8	36.7	23.1	31.5	215.0
	2.00	Count	33	6	3	8	50
		Expected Count	28.8	8.5	5.4	7.3	50.0
	3.00	Count	49	20	12	7	88
		Expected Count	50.7	15.0	9.4	12.9	88.0
	4.00	Count	30	6	5	16	57
		Expected Count	32.8	9.7	6.1	8.3	57.0
Total		Count	236	70	44	60	410
		Expected Count	236.0	70.0	44.0	60.0	410.0

265

**Sublet \* HealthChiC Crosstabulation**

			HealthChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	20	40	268	328
		Expected Count	19.8	48.8	259.3	328.0
	Sub-let	Count	6	24	72	102
		Expected Count	6.2	15.2	80.7	102.0
Total		Count	26	64	340	430
		Expected Count	26.0	64.0	340.0	430.0

266



**Sublet \* CloseChiC Crosstabulation**

			CloseChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	2	20	309	331
		Expected Count	3.8	24.4	302.8	331.0
	Sub-let	Count	3	12	88	103
		Expected Count	1.2	7.6	94.2	103.0
Total	Count		5	32	397	434
	Expected Count		5.0	32.0	397.0	434.0

267

**Sublet \* AffordChiC Crosstabulation**

			AffordChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	50	37	239	326
		Expected Count	41.3	35.2	249.5	326.0
	Sub-let	Count	4	9	87	100
		Expected Count	12.7	10.8	76.5	100.0
Total	Count		54	46	326	426
	Expected Count		54.0	46.0	326.0	426.0

268

**Sublet \* FreedomChiC Crosstabulation**

			FreedomChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	2	15	314	331
		Expected Count	5.4	20.7	304.9	331.0
	Sub-let	Count	5	12	84	101
		Expected Count	1.6	6.3	93.1	101.0
Total	Count		7	27	398	432
	Expected Count		7.0	27.0	398.0	432.0

269

**Sublet \* CommChiC Crosstabulation**

			CommChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	28	84	214	326
		Expected Count	32.1	90.1	203.8	326.0
	Sub-let	Count	14	34	53	101
		Expected Count	9.9	27.9	63.2	101.0
Total	Count		42	118	267	427
	Expected Count		42.0	118.0	267.0	427.0

270

**Sublet \* VallIncomeChiC Crosstabulation**

			VallIncomeChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	251	47	12	310
		Expected Count	209.7	53.6	46.8	310.0
	Sub-let	Count	27	24	50	101
		Expected Count	68.3	17.4	15.2	101.0
Total	Count		278	71	62	411
	Expected Count		278.0	71.0	62.0	411.0

271

**Sublet \* ValStatusChiC Crosstabulation**

			ValStatusChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	168	85	60	313
		Expected Count	158.4	95.5	59.1	313.0
	Sub-let	Count	41	41	18	100
		Expected Count	50.6	30.5	18.9	100.0
Total	Count		209	126	78	413
	Expected Count		209.0	126.0	78.0	413.0

272

**Sublet \* ValLifeChiC Crosstabulation**

			ValLifeChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	95	54	164	313
		Expected Count	89.6	62.3	161.1	313.0
	Sub-let	Count	23	28	48	99
		Expected Count	28.4	19.7	50.9	99.0
Total	Count		118	82	212	412
	Expected Count		118.0	82.0	212.0	412.0

273

**Sublet \* ValFamChiC Crosstabulation**

			ValFamChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	21	38	267	326
		Expected Count	26.8	43.6	255.6	326.0
	Sub-let	Count	14	19	67	100
		Expected Count	8.2	13.4	78.4	100.0
Total	Count		35	57	334	426
	Expected Count		35.0	57.0	334.0	426.0

274



**Sublet \* AttrConvChiC Crosstabulation**

			AttrConvChiC			Total
			1.00	2.00	3.00	
Sublet	Not sub-let	Count	34	40	249	323
		Expected Count	41.1	45.7	236.2	323.0
	Sub-let	Count	20	20	61	101
		Expected Count	12.9	14.3	73.8	101.0
Total	Count		54	60	310	424
	Expected Count		54.0	60.0	310.0	424.0

275

**Sublet \* Age Groups Chi Crosstabulation**

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
Sublet	Not sub-let	Count	64	70	88	109	331
		Expected Count	76.5	75.7	86.3	92.4	331.0
	Sub-let	Count	37	30	26	13	106
		Expected Count	24.5	24.3	27.7	29.6	106.0
Total	Count		101	100	114	122	437
	Expected Count		101.0	100.0	114.0	122.0	437.0

276

**Sublet \* Retired or not Crosstabulation**

			Retired or not		Total
			No	Yes	
Sublet	Not sub-let	Count	161	169	330
		Expected Count	177.6	152.4	330.0
	Sub-let	Count	72	31	103
		Expected Count	55.4	47.6	103.0
Total	Count		233	200	433
	Expected Count		233.0	200.0	433.0

277

**Sublet \* YearsChi Crosstabulation**

			YearsChi				Total
			1.00	2.00	3.00	4.00	
Sublet	Not sub-let	Count	33	45	88	165	331
		Expected Count	40.2	43.3	92.6	154.9	331.0
	Sub-let	Count	20	12	34	39	105
		Expected Count	12.8	13.7	29.4	49.1	105.0
Total	Count		53	57	122	204	436
	Expected Count		53.0	57.0	122.0	204.0	436.0

278

**Sublet \* Distance ChiTest Crosstabulation**

			Distance ChiTest						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Sublet	Not sub-let	Count	57	64	52	66	57	37	333
		Expected Count	61.6	57.0	49.4	55.5	64.6	44.9	333.0
	Sub-let	Count	24	11	13	7	28	22	105
		Expected Count	19.4	18.0	15.6	17.5	20.4	14.1	105.0
Total	Count		81	75	65	73	85	59	438
	Expected Count		81.0	75.0	65.0	73.0	85.0	59.0	438.0

279

**Sublet \* YrsCurrChi Crosstabulation**

			YrsCurrChi				Total
			1.00	2.00	3.00	4.00	
Sublet	Not sub-let	Count	111	34	86	101	332
		Expected Count	114.0	41.0	82.8	94.2	332.0
	Sub-let	Count	39	20	23	23	105
		Expected Count	36.0	13.0	26.2	29.8	105.0
Total	Count		150	54	109	124	437
	Expected Count		150.0	54.0	109.0	124.0	437.0

280

**Sublet \* Cost ChiSquare Crosstabulation**

			Cost ChiSquare						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Sublet	Not sub-let	Count	60	56	47	66	33	62	324
		Expected Count	53.1	59.2	53.9	66.8	38.7	52.4	324.0
	Sub-let	Count	10	22	24	22	18	7	103
		Expected Count	16.9	18.8	17.1	21.2	12.3	16.6	103.0
Total	Count		70	78	71	88	51	69	427
	Expected Count		70.0	78.0	71.0	88.0	51.0	69.0	427.0

281

**Sublet \* Regularity Chi Crosstabulation**

			Regularity Chi						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Sublet	Not sub-let	Count	69	91	38	46	51	22	317
		Expected Count	55.3	77.5	36.1	44.5	58.3	45.3	317.0
	Sub-let	Count	3	10	9	12	25	37	96
		Expected Count	16.7	23.5	10.9	13.5	17.7	13.7	96.0
Total	Count		72	101	47	58	76	59	413
	Expected Count		72.0	101.0	47.0	58.0	76.0	59.0	413.0

282



**Sublet \* Stay ChiSquare Crosstabulation**

			Stay ChiSquare					Total	
			1.00	2.00	3.00	4.00	5.00		6.00
Sublet	Not sub-let	Count	89	71	31	36	43	49	319
		Expected Count	80.3	74.2	29.8	39.0	52.0	43.6	319.0
	Sub-let	Count	16	26	8	15	25	8	98
		Expected Count	24.7	22.8	9.2	12.0	16.0	13.4	98.0
Total	Count		105	97	39	51	68	57	417
	Expected Count		105.0	97.0	39.0	51.0	68.0	57.0	417.0

283

**Sublet \* People ChiSquare Crosstabulation**

			People ChiSquare				Total
			1.00	2.00	3.00	4.00	
Sublet	Not sub-let	Count	193	42	61	36	332
		Expected Count	176.0	40.0	72.2	43.8	332.0
	Sub-let	Count	36	10	33	21	100
		Expected Count	53.0	12.0	21.8	13.2	100.0
Total	Count		229	52	94	57	432
	Expected Count		229.0	52.0	94.0	57.0	432.0

284

**Sublet \* Usage during school holidays Crosstabulation**

			Usage during school holidays			Total
			More	Less	Same	
Sublet	Not sub-let	Count	121	47	158	326
		Expected Count	108.9	80.3	136.7	326.0
	Sub-let	Count	20	57	19	96
		Expected Count	32.1	23.7	40.3	96.0
Total	Count		141	104	177	422
	Expected Count		141.0	104.0	177.0	422.0

285

**Sublet \* Personalisation of static caravan Crosstabulation**

			Personalisation of static caravan			Total
			No extent	Small extent	Great extent	
Sublet	Not sub-let	Count	19	174	139	332
		Expected Count	30.3	178.1	123.6	332.0
	Sub-let	Count	21	61	24	106
		Expected Count	9.7	56.9	39.4	106.0
Total	Count		40	235	163	438
	Expected Count		40.0	235.0	163.0	438.0

286

**Sublet \* Decided upon a static caravan Crosstabulation**

			Decided upon a static caravan		Total
			No	Yes	
Sublet	Not sub-let	Count	57	276	333
		Expected Count	65.2	267.8	333.0
	Sub-let	Count	29	77	106
		Expected Count	20.8	85.2	106.0
Total	Count		86	353	439
	Expected Count		86.0	353.0	439.0

287

**Sublet \* Who played greatest role in decision Crosstabulation**

			Who played greatest role in decision			Total
			Female	Male	Children	
Sublet	Not sub-let	Count	202	80	6	288
		Expected Count	190.0	91.2	6.8	288.0
	Sub-let	Count	48	40	3	91
		Expected Count	60.0	28.8	2.2	91.0
Total	Count		250	120	9	379
	Expected Count		250.0	120.0	9.0	379.0

288

**Sublet \* Choice of caravan decision order Crosstabulation**

			Choice of caravan decision order				Total
			1st	2nd	3rd	4th	
Sublet	Not sub-let	Count	45	69	136	67	317
		Expected Count	42.0	72.6	143.6	58.8	317.0
	Sub-let	Count	10	26	52	10	98
		Expected Count	13.0	22.4	44.4	18.2	98.0
Total	Count		55	95	188	77	415
	Expected Count		55.0	95.0	188.0	77.0	415.0

289

**Sublet \* Importance of owner decision Crosstabulation**

			Importance of owner decision					Total	
			0	1st	2nd	3rd	4th		5th
Sublet	Not sub-let	Count	0	8	13	29	41	219	310
		Expected Count	.8	6.2	16.9	25.4	41.5	219.2	310.0
	Sub-let	Count	1	0	9	4	13	66	93
		Expected Count	.2	1.8	5.1	7.6	12.5	65.8	93.0
Total	Count		1	8	22	33	54	285	403
	Expected Count		1.0	8.0	22.0	33.0	54.0	285.0	403.0

290



**Sublet \* YrsExpChi Crosstabulation**

			YrsExpChi				Total
			1.00	2.00	3.00	4.00	
Sublet	Not sub-let	Count	47	124	39	96	306
		Expected Count	59.3	125.3	33.0	88.5	306.0
	Sub-let	Count	32	43	5	22	102
		Expected Count	19.8	41.8	11.0	29.5	102.0
Total	Count		79	167	44	118	408
	Expected Count		79.0	167.0	44.0	118.0	408.0

291

**Usage during school holidays \* ContrastChiC Crosstabulation**

			ContrastChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	3	4	133	140
		Expected Count	1.0	6.0	132.9	140.0
	Less	Count	0	8	95	103
		Expected Count	.7	4.4	97.8	103.0
	Same	Count	0	6	168	174
		Expected Count	1.3	7.5	165.2	174.0
Total	Count		3	18	396	417
	Expected Count		3.0	18.0	396.0	417.0

292

**Usage during school holidays \* QualityChiC Crosstabulation**

			QualityChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	10	14	115	139
		Expected Count	6.7	17.0	115.3	139.0
	Less	Count	6	20	78	104
		Expected Count	5.0	12.8	86.3	104.0
	Same	Count	4	17	152	173
		Expected Count	8.3	21.2	143.5	173.0
Total	Count		20	51	345	416
	Expected Count		20.0	51.0	345.0	416.0

293

**Usage during school holidays \* FamilyChiC Crosstabulation**

			FamilyChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	3	14	123	140
		Expected Count	9.1	23.2	107.7	140.0
	Less	Count	14	26	63	103
		Expected Count	6.7	17.1	79.2	103.0
	Same	Count	10	29	134	173
		Expected Count	11.2	28.7	133.1	173.0
Total	Count		27	69	320	416
	Expected Count		27.0	69.0	320.0	416.0

294

**Usage during school holidays \* AltTowChiC Crosstabulation**

			AltTowChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	39	46	52	137
		Expected Count	30.6	41.1	65.3	137.0
	Less	Count	17	35	50	102
		Expected Count	22.8	30.6	48.6	102.0
	Same	Count	35	41	92	168
		Expected Count	37.6	50.4	80.1	168.0
Total	Count	91	122	194	407	
	Expected Count	91.0	122.0	194.0	407.0	

295

**Usage during school holidays \* FreedomChiC Crosstabulation**

			FreedomChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	1	6	133	140
		Expected Count	2.3	8.7	128.9	140.0
	Less	Count	5	11	87	103
		Expected Count	1.7	6.4	94.9	103.0
	Same	Count	1	9	165	175
		Expected Count	2.9	10.9	161.2	175.0
Total	Count	7	26	385	418	
	Expected Count	7.0	26.0	385.0	418.0	

296

**Usage during school holidays \* VallIncomeChiC Crosstabulation**

			VallIncomeChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	87	30	19	136
		Expected Count	92.7	24.0	19.2	136.0
	Less	Count	61	14	23	98
		Expected Count	66.8	17.3	13.9	98.0
	Same	Count	122	26	14	162
		Expected Count	110.5	28.6	22.9	162.0
Total	Count	270	70	56	396	
	Expected Count	270.0	70.0	56.0	396.0	

297

**Usage during school holidays \* ValFamChiC Crosstabulation**

			ValFamChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	8	8	124	140
		Expected Count	11.2	18.3	110.4	140.0
	Less	Count	16	22	61	99
		Expected Count	7.9	13.0	78.1	99.0
	Same	Count	9	24	140	173
		Expected Count	13.9	22.7	136.5	173.0
Total	Count	33	54	325	412	
	Expected Count	33.0	54.0	325.0	412.0	

298



Usage during school holidays \* AttrLevelChiC Crosstabulation

			AttrLevelChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	17	41	82	140
		Expected Count	9.9	33.0	97.1	140.0
	Less	Count	5	25	68	98
		Expected Count	6.9	23.1	68.0	98.0
	Same	Count	7	31	135	173
		Expected Count	12.2	40.8	120.0	173.0
Total	Count	29	97	285	411	
	Expected Count	29.0	97.0	285.0	411.0	

299

Usage during school holidays \* TidyChiC Crosstabulation

			TidyChiC			Total
			1.00	2.00	3.00	
Usage during school holidays	More	Count	36	19	85	140
		Expected Count	30.3	26.9	82.8	140.0
	Less	Count	24	26	48	98
		Expected Count	21.2	18.8	57.9	98.0
	Same	Count	29	34	110	173
		Expected Count	37.5	33.3	102.3	173.0
Total	Count	89	79	243	411	
	Expected Count	89.0	79.0	243.0	411.0	

300

Usage during school holidays \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1.00	2.00	3.00	4.00	
Usage during school holidays	More	Count	55	31	29	25	140
		Expected Count	32.3	31.6	36.9	39.2	140.0
	Less	Count	20	23	31	29	103
		Expected Count	23.7	23.2	27.2	28.9	103.0
	Same	Count	22	41	51	64	178
		Expected Count	41.0	40.2	46.9	49.9	178.0
Total	Count	97	95	111	118	421	
	Expected Count	97.0	95.0	111.0	118.0	421.0	

301

Usage during school holidays \* Retired or not Crosstabulation

			Retired or not		Total
			No	Yes	
Usage during school holidays	More	Count	95	46	141
		Expected Count	75.2	65.8	141.0
	Less	Count	53	50	103
		Expected Count	54.9	48.1	103.0
	Same	Count	77	101	178
		Expected Count	94.9	83.1	178.0
Total	Count	225	197	422	
	Expected Count	225.0	197.0	422.0	

302

Usage during school holidays \* Regularity Chi Crosstabulation

			Regularity Chi						Total
			1 00	2 00	3 00	4 00	5 00	6 00	
Usage during school holidays	More	Count	25	41	16	18	23	14	137
		Expected Count	23.6	33.8	15.7	19.5	25.6	18.8	137.0
	Less	Count	2	17	14	17	25	20	95
		Expected Count	16.3	23.5	10.9	13.5	17.8	13.0	95.0
	Same	Count	42	41	16	22	27	21	169
		Expected Count	29.1	41.7	19.4	24.0	31.6	23.2	169.0
Total	Count	69	99	46	57	75	55	401	
	Expected Count	69.0	99.0	46.0	57.0	75.0	55.0	401.0	

303

Usage during school holidays \* Stay ChiSquare Crosstabulation

			Stay ChiSquare						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
Usage during school holidays	More	Count	51	29	9	16	20	11	136
		Expected Count	34.8	32.1	13.0	16.4	21.7	18.0	136.0
	Less	Count	12	32	7	8	18	22	99
		Expected Count	25.3	23.4	9.5	11.9	15.8	13.1	99.0
	Same	Count	41	35	23	25	27	21	172
		Expected Count	44.0	40.6	16.5	20.7	27.5	22.8	172.0
Total	Count	104	96	39	49	65	54	407	
	Expected Count	104.0	96.0	39.0	49.0	65.0	54.0	407.0	

304

Usage during school holidays \* People ChiSquare Crosstabulation

			People ChiSquare				Total
			1.00	2.00	3.00	4.00	
Usage during school holidays	More	Count	34	29	48	29	140
		Expected Count	74.4	17.1	30.5	18.1	140.0
	Less	Count	66	6	18	10	100
		Expected Count	53.1	12.2	21.8	12.9	100.0
	Same	Count	122	16	25	15	178
		Expected Count	94.5	21.7	38.8	23.0	178.0
Total	Count	222	51	91	54	418	
	Expected Count	222.0	51.0	91.0	54.0	418.0	

305

Usage during school holidays \* Sublet Crosstabulation

			Sublet		Total
			Not sub-let	Sub-let	
Usage during school holidays	More	Count	121	20	141
		Expected Count	108.9	32.1	141.0
	Less	Count	47	57	104
		Expected Count	80.3	23.7	104.0
	Same	Count	158	19	177
		Expected Count	136.7	40.3	177.0
Total	Count	326	96	422	
	Expected Count	326.0	96.0	422.0	

306



Usage during school holidays \* Who played greatest role in decision Crosstabulation

			Who played greatest role in decision			Total
			Female	Male	Children	
Usage during school holidays	More	Count	81	37	5	123
		Expected Count	81.1	38.9	3.0	123.0
	Less	Count	46	38	2	86
		Expected Count	56.7	27.2	2.1	86.0
	Same	Count	117	42	2	161
		Expected Count	106.2	50.9	3.9	161.0
Total	Count	244	117	9	370	
	Expected Count	244.0	117.0	9.0	370.0	

307

Usage during school holidays \* Choice of caravan decision order Crosstabulation

			Choice of caravan decision order				Total
			1st	2nd	3rd	4th	
Usage during school holidays	More	Count	13	25	60	30	128
		Expected Count	16.7	28.6	58.4	24.4	128.0
	Less	Count	5	24	56	14	99
		Expected Count	12.9	22.1	45.2	18.9	99.0
	Same	Count	34	40	66	32	172
		Expected Count	22.4	38.4	78.5	32.8	172.0
Total	Count	52	89	182	76	399	
	Expected Count	52.0	89.0	182.0	76.0	399.0	

308

Could buy other forms of second home \* AltTowChiC Crosstabulation

			AltTowChiC			Total
			1.00	2.00	3.00	
Could buy other forms of second home	No	Count	49	55	121	225
		Expected Count	49.4	67.1	108.5	225.0
	Yes	Count	43	70	81	194
		Expected Count	42.6	57.9	93.5	194.0
Total	Count	92	125	202	419	
	Expected Count	92.0	125.0	202.0	419.0	

309

Could buy other forms of second home \* AffordChiC Crosstabulation

			AffordChiC			Total
			1.00	2.00	3.00	
Could buy other forms of second home	No	Count	27	17	181	225
		Expected Count	28.6	24.4	172.1	225.0
	Yes	Count	27	29	144	200
		Expected Count	25.4	21.6	152.9	200.0
Total	Count	54	46	325	425	
	Expected Count	54.0	46.0	325.0	425.0	

310

Could buy other forms of second home \* Age Groups Chi Crosstabulation

			Age Groups Chi				Total
			1 00	2 00	3 00	4.00	
Could buy other forms of second home	No	Count	60	43	57	74	234
		Expected Count	54.0	53.4	60.9	65.7	234.0
	Yes	Count	41	57	57	49	204
		Expected Count	47.0	46.6	53.1	57.3	204.0
Total	Count	101	100	114	123	438	
	Expected Count	101.0	100.0	114.0	123.0	438.0	

311

Could buy other forms of second home \* Occupation Crosstabulation

			Occupation								Total	
			Traditional occupation	Process, plant, machine operative	Sales, customer service	Personal, service occupation	Skilled trade	Administrative, secretarial	Semi-professional, technical	Professional		Manager, senior official
Could buy other forms of second home	No	Count	16	21	7	19	48	23	25	26	44	227
		Expected Count	16.4	15.8	4.8	19.5	43.3	16.4	24.8	33.3	52.8	227.0
	Yes	Count	15	9	2	18	36	8	22	37	56	203
		Expected Count	14.6	14.2	4.2	17.5	38.7	14.6	22.2	29.7	47.2	203.0
Total	Count	31	30	9	37	82	31	47	63	100	430	
	Expected Count	31.0	30.0	9.0	37.0	82.0	31.0	47.0	63.0	100.0	430.0	

312

Could buy other forms of second home \* Annual household income Crosstabulation

			Annual household income					Total	
			Less than 15,000	15,000 to 25,000	25,000 to 35,000	35,000 to 45,000	45,000 to 55,000		More than 55,000
Could buy other forms of second home	No	Count	37	76	59	21	14	12	219
		Expected Count	27.8	64.6	53.4	32.6	19.2	21.4	219.0
	Yes	Count	15	45	41	40	22	28	191
		Expected Count	24.2	56.4	46.6	28.4	16.8	18.6	191.0
Total	Count	52	121	100	61	36	40	410	
	Expected Count	52.0	121.0	100.0	61.0	36.0	40.0	410.0	

313

Could buy other forms of second home \* Cost ChiSquare Crosstabulation

			Cost ChiSquare					Total	
			1 00	2 00	3 00	4 00	5 00		6 00
Could buy other forms of second home	No	Count	52	44	34	36	29	28	223
		Expected Count	36.6	39.8	37.2	46.6	26.7	36.1	223.0
	Yes	Count	18	32	37	53	22	41	203
		Expected Count	33.4	36.2	33.8	42.4	24.3	32.9	203.0
Total	Count	70	76	71	89	51	69	426	
	Expected Count	70.0	76.0	71.0	89.0	51.0	69.0	426.0	

314



**Could buy other forms of second home \* Decided upon a static caravan  
Crosstabulation**

			Decided upon a static caravan		Total
			No	Yes	
Could buy other forms of second home	No	Count	26	208	234
		Expected Count	46.3	187.7	234.0
	Yes	Count	61	145	206
		Expected Count	40.7	165.3	206.0
Total		Count	87	353	440
		Expected Count	87.0	353.0	440.0

315

**Holiday Park \* Cluster Number of Case Crosstabulation**

			Cluster Number of Case				Total
			1	2	3	4	
Holiday Park	Combe Martin	Count	2	0	4	2	8
		Expected Count	1.6	1.9	3.3	1.3	8.0
	Widemouth Bay	Count	13	13	19	5	50
		Expected Count	10.1	11.6	20.4	7.9	50.0
	Killigarth Manor	Count	3	9	9	12	33
		Expected Count	6.7	7.7	13.5	5.2	33.0
	Trelawne Manor	Count	18	19	28	10	75
		Expected Count	15.1	17.4	30.6	11.8	75.0
	South Bay	Count	38	21	53	18	130
		Expected Count	26.2	30.2	53.0	20.5	130.0
	Sandy Glade	Count	18	44	73	25	160
		Expected Count	32.3	37.2	65.3	25.3	160.0
Total		Count	92	106	186	72	456
		Expected Count	92.0	106.0	186.0	72.0	456.0

316

**Current pattern of holidays elsewhere \* Cluster Number of Case Crosstabulation**

			Cluster Number of Case				Total
			1	2	3	4	
Current pattern of holidays elsewhere	No	Count	28	59	87	32	206
		Expected Count	43.0	47.2	84.5	31.3	206.0
	Yes	Count	64	42	94	35	235
		Expected Count	49.0	53.8	96.5	35.7	235.0
Total		Count	92	101	181	67	441
		Expected Count	92.0	101.0	181.0	67.0	441.0

317

**Crosstab**

			Cluster Number of Case				Total
			1	2	3	4	
Walking as an activity	No	Count	24	11	35	9	79
		Expected Count	16.5	18.1	32.2	12.2	79.0
	Yes	Count	68	90	145	59	362
		Expected Count	75.5	82.9	147.8	55.8	362.0
Total		Count	92	101	180	68	441
		Expected Count	92.0	101.0	180.0	68.0	441.0

318

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Visiting other resorts as an activity	No	Count	38	53	103	28	222
		Expected Count	46.3	50.8	90.6	34.2	222.0
	Yes	Count	54	48	77	40	219
		Expected Count	45.7	50.2	89.4	33.8	219.0
Total		Count	92	101	180	68	441
		Expected Count	92.0	101.0	180.0	68.0	441.0

319

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Entertaining as an activity	No	Count	74	69	117	42	302
		Expected Count	63.0	69.2	123.3	46.6	302.0
	Yes	Count	18	32	63	26	139
		Expected Count	29.0	31.8	56.7	21.4	139.0
Total		Count	92	101	180	68	441
		Expected Count	92.0	101.0	180.0	68.0	441.0

320

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Barbecuing as an activity	No	Count	71	62	106	47	286
		Expected Count	59.7	65.5	116.7	44.1	286.0
	Yes	Count	21	39	74	21	155
		Expected Count	32.3	35.5	63.3	23.9	155.0
Total		Count	92	101	180	68	441
		Expected Count	92.0	101.0	180.0	68.0	441.0

321

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Shopping as an activity	No	Count	81	76	150	49	356
		Expected Count	74.3	81.5	145.3	54.9	356.0
	Yes	Count	11	25	30	19	85
		Expected Count	17.7	19.5	34.7	13.1	85.0
Total		Count	92	101	180	68	441
		Expected Count	92.0	101.0	180.0	68.0	441.0

322



Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Stay in for peace and quiet as an activity	No	Count	45	23	75	20	163
		Expected Count	34.0	37.3	66.5	25.1	163.0
	Yes	Count	47	78	105	48	278
		Expected Count	58.0	63.7	113.5	42.9	278.0
Total	Count	92	101	180	68	441	
	Expected Count	92.0	101.0	180.0	68.0	441.0	

323

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Life at the static caravan compared to home	Far better	Count	5	21	18	16	60
		Expected Count	12.7	13.8	24.4	9.1	60.0
	Better	Count	25	47	75	26	173
		Expected Count	36.6	39.8	70.4	26.2	173.0
	Same	Count	56	32	83	24	195
		Expected Count	41.2	44.8	79.3	29.6	195.0
	Worse	Count	6	0	1	0	7
		Expected Count	1.5	1.6	2.8	1.1	7.0
Total	Count	92	100	177	66	435	
	Expected Count	92.0	100.0	177.0	66.0	435.0	

324

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Could buy other forms of second home	No	Count	44	56	97	37	234
		Expected Count	48.9	53.7	95.2	36.2	234.0
	Yes	Count	48	45	82	31	206
		Expected Count	43.1	47.3	83.8	31.8	206.0
Total	Count	92	101	179	68	440	
	Expected Count	92.0	101.0	179.0	68.0	440.0	

325

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Lifestyle investment	No	Count	22	3	27	5	57
		Expected Count	11.7	13.0	23.3	8.9	57.0
	Yes	Count	68	97	152	63	380
		Expected Count	78.3	87.0	155.7	59.1	380.0
Total	Count	90	100	179	68	437	
	Expected Count	90.0	100.0	179.0	68.0	437.0	

326

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Importance of licensed club	Very	Count	34	56	71	36	197
		Expected Count	39.8	46.0	80.6	30.5	197.0
	A little	Count	28	39	78	18	163
		Expected Count	33.0	38.1	66.7	25.3	163.0
	Not at all	Count	28	9	33	15	85
		Expected Count	17.2	19.9	34.8	13.2	85.0
Total	Count	90	104	182	69	445	
	Expected Count	90.0	104.0	182.0	69.0	445.0	

327

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Importance of entertainment	Very	Count	28	55	73	35	191
		Expected Count	38.7	44.7	77.9	29.7	191.0
	A little	Count	27	41	71	17	156
		Expected Count	31.6	36.5	63.6	24.2	156.0
	Not at all	Count	35	8	37	17	97
		Expected Count	19.7	22.7	39.5	15.1	97.0
Total	Count	90	104	181	69	444	
	Expected Count	90.0	104.0	181.0	69.0	444.0	

328

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Importance of shop	Very	Count	24	45	57	37	163
		Expected Count	32.9	38.0	66.5	25.6	163.0
	A little	Count	45	49	87	21	202
		Expected Count	40.8	47.1	82.4	31.7	202.0
	Not at all	Count	21	10	38	12	81
		Expected Count	16.3	18.9	33.1	12.7	81.0
Total	Count	90	104	182	70	446	
	Expected Count	90.0	104.0	182.0	70.0	446.0	

329

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Importance of catering outlet	Very	Count	9	22	21	18	70
		Expected Count	14.4	16.5	28.3	10.9	70.0
	A little	Count	30	47	74	25	176
		Expected Count	36.2	41.4	71.1	27.3	176.0
	Not at all	Count	51	34	82	25	192
		Expected Count	39.5	45.2	77.6	29.8	192.0
Total	Count	90	103	177	68	438	
	Expected Count	90.0	103.0	177.0	68.0	438.0	

330



Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Importance of park layout/landscaping	Very	Count	44	77	116	54	291
		Expected Count	59.1	67.6	118.9	45.5	291.0
	A little	Count	37	25	57	11	130
		Expected Count	26.4	30.2	53.1	20.3	130.0
	Not at all	Count	10	2	10	5	27
		Expected Count	5.5	6.3	11.0	4.2	27.0
Total	Count	91	104	183	70	448	
	Expected Count	91.0	104.0	183.0	70.0	448.0	

331

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Expectations after use	Leave	Count	36	21	61	28	146
		Expected Count	27.7	35.6	59.8	22.9	146.0
	Upgrade	Count	45	83	114	39	281
		Expected Count	53.3	68.4	115.2	44.1	281.0
Total	Count	81	104	175	67	427	
	Expected Count	81.0	104.0	175.0	67.0	427.0	

332

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Do you regret purchase	No	Count	82	102	168	71	423
		Expected Count	85.9	98.3	170.0	68.7	423.0
	Yes	Count	8	1	10	1	20
		Expected Count	4.1	4.7	8.0	3.3	20.0
Total	Count	90	103	178	72	443	
	Expected Count	90.0	103.0	178.0	72.0	443.0	

333

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Given time again purchase unlikely	No	Count	81	104	166	71	422
		Expected Count	86.5	98.8	168.2	68.4	422.0
	Yes	Count	10	0	11	1	22
		Expected Count	4.5	5.2	8.8	3.6	22.0
Total	Count	91	104	177	72	444	
	Expected Count	91.0	104.0	177.0	72.0	444.0	

334

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Given time again purchase earlier	No	Count	69	41	119	41	270
		Expected Count	55.5	63.4	107.3	43.9	270.0
	Yes	Count	22	63	57	31	173
		Expected Count	35.5	40.6	68.7	28.1	173.0
Total		Count	91	104	176	72	443
		Expected Count	91.0	104.0	176.0	72.0	443.0

335

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Given time again purchase brick & mortar	No	Count	73	94	142	69	378
		Expected Count	77.6	88.7	150.2	61.4	378.0
	Yes	Count	18	10	34	3	65
		Expected Count	13.4	15.3	25.8	10.6	65.0
Total		Count	91	104	176	72	443
		Expected Count	91.0	104.0	176.0	72.0	443.0

336

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Consider static caravan provided good value	No	Count	20	3	24	4	51
		Expected Count	10.5	12.0	20.1	8.4	51.0
	Yes	Count	70	100	148	68	386
		Expected Count	79.5	91.0	151.9	63.6	386.0
Total		Count	90	103	172	72	437
		Expected Count	90.0	103.0	172.0	72.0	437.0

337

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Enjoyment of returning likely to wear off	Disagree strongly	Count	11	30	37	32	110
		Expected Count	22.8	25.5	44.3	17.4	110.0
	Disagree moderately	Count	21	15	22	5	63
		Expected Count	13.0	14.6	25.3	10.0	63.0
	Disagree little	Count	10	14	19	5	48
		Expected Count	9.9	11.1	19.3	7.6	48.0
	Neither agree disagree	Count	15	13	27	8	63
		Expected Count	13.0	14.6	25.3	10.0	63.0
	Agree little	Count	23	11	45	13	92
		Expected Count	19.0	21.4	37.0	14.6	92.0
	Agree moderately	Count	4	9	19	3	35
		Expected Count	7.2	8.1	14.1	5.6	35.0
	Agree strongly	Count	6	9	6	3	24
		Expected Count	5.0	5.6	9.7	3.8	24.0
Total		Count	90	101	175	69	435
		Expected Count	90.0	101.0	175.0	69.0	435.0

338



Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Static caravans should be renamed	Disagree strongly	Count	10	13	10	14	47
		Expected Count	9.7	11.1	19.0	7.2	47.0
	Disagree moderately	Count	6	6	9	2	23
		Expected Count	4.7	5.4	9.3	3.5	23.0
	Disagree little	Count	3	3	13	4	23
		Expected Count	4.7	5.4	9.3	3.5	23.0
	Neither agree disagree	Count	44	28	51	18	141
		Expected Count	29.0	33.3	57.0	21.7	141.0
	Agree little	Count	11	15	46	10	82
		Expected Count	16.9	19.4	33.1	12.6	82.0
	Agree moderately	Count	10	14	27	6	57
		Expected Count	11.7	13.5	23.0	8.8	57.0
	Agree strongly	Count	3	21	15	11	50
		Expected Count	10.3	11.8	20.2	7.7	50.0
Total	Count	87	100	171	65	423	
	Expected Count	87.0	100.0	171.0	65.0	423.0	

339

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Lifestyle not as good as for other second homes	Disagree strongly	Count	12	40	31	30	113
		Expected Count	23.4	26.5	45.2	17.9	113.0
	Disagree moderately	Count	13	19	22	10	64
		Expected Count	13.2	15.0	25.6	10.2	64.0
	Disagree little	Count	12	10	28	4	54
		Expected Count	11.2	12.7	21.6	8.6	54.0
	Neither agree disagree	Count	30	12	43	10	95
		Expected Count	19.7	22.3	38.0	15.1	95.0
	Agree little	Count	14	10	35	6	65
		Expected Count	13.4	15.2	26.0	10.3	65.0
	Agree moderately	Count	7	9	11	3	30
		Expected Count	6.2	7.0	12.0	4.8	30.0
	Agree strongly	Count	2	2	4	6	14
		Expected Count	2.9	3.3	5.6	2.2	14.0
Total	Count	90	102	174	69	435	
	Expected Count	90.0	102.0	174.0	69.0	435.0	

340

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Time more valuable in static caravans	Disagree strongly	Count	20	6	16	5	47
		Expected Count	9.7	11.1	18.8	7.5	47.0
	Disagree moderately	Count	6	4	13	8	31
		Expected Count	6.4	7.3	12.4	4.9	31.0
	Disagree little	Count	9	2	17	3	31
		Expected Count	6.4	7.3	12.4	4.9	31.0
	Neither agree disagree	Count	35	32	54	14	135
		Expected Count	27.9	31.8	53.9	21.4	135.0
	Agree little	Count	11	8	32	8	59
		Expected Count	12.2	13.9	23.5	9.4	59.0
	Agree moderately	Count	6	20	25	12	63
		Expected Count	13.0	14.9	25.1	10.0	63.0
	Agree strongly	Count	4	32	19	20	75
		Expected Count	15.5	17.7	29.9	11.9	75.0
Total	Count	91	104	176	70	441	
	Expected Count	91.0	104.0	176.0	70.0	441.0	

341

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Life easier in a static caravan	Disagree strongly	Count	16	7	20	5	48
		Expected Count	9.9	11.3	19.2	7.6	48.0
	Disagree moderately	Count	8	4	11	8	31
		Expected Count	6.4	7.3	12.4	4.9	31.0
	Disagree little	Count	12	3	13	4	32
		Expected Count	6.6	7.5	12.8	5.1	32.0
	Neither agree disagree	Count	22	13	41	9	85
		Expected Count	17.5	20.0	33.9	13.5	85.0
	Agree little	Count	17	13	32	6	68
		Expected Count	14.0	16.0	27.1	10.8	68.0
	Agree moderately	Count	7	20	40	17	84
		Expected Count	17.3	19.8	33.5	13.3	84.0
	Agree strongly	Count	9	44	19	21	93
		Expected Count	19.2	21.9	37.1	14.8	93.0
Total	Count	91	104	176	70	441	
	Expected Count	91.0	104.0	176.0	70.0	441.0	

342

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Life tidier in a static caravan	Disagree strongly	Count	7	10	15	5	37
		Expected Count	7.6	8.6	14.7	6.0	37.0
	Disagree moderately	Count	4	2	9	5	20
		Expected Count	4.1	4.7	7.9	3.3	20.0
	Disagree little	Count	16	3	18	0	37
		Expected Count	7.6	8.6	14.7	6.0	37.0
	Neither agree disagree	Count	26	11	38	8	83
		Expected Count	17.1	19.4	32.9	13.6	83.0
	Agree little	Count	21	12	38	10	81
		Expected Count	16.7	18.9	32.1	13.2	81.0
	Agree moderately	Count	11	19	35	20	85
		Expected Count	17.5	19.9	33.7	13.9	85.0
	Agree strongly	Count	6	46	22	24	98
		Expected Count	20.2	22.9	38.9	16.0	98.0
Total	Count	91	103	175	72	441	
	Expected Count	91.0	103.0	175.0	72.0	441.0	

343

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
If occupancy restrictions were lifted	Spend more time	Count	38	42	69	18	167
		Expected Count	34.6	38.1	67.3	26.9	167.0
	Make principal home	Count	4	27	18	16	65
		Expected Count	13.5	14.8	26.2	10.5	65.0
	Make little difference	Count	48	30	88	36	202
		Expected Count	41.9	46.1	81.5	32.6	202.0
Total	Count	90	99	175	70	434	
	Expected Count	90.0	99.0	175.0	70.0	434.0	

344



## Appendix 3

### Interview: SG1

HOW LONG HAVE YOU OWNED A SECOND HOME HERE?

Just over ... now this will be our ninth year. We like it here it is a lovely clean site. We used to have a touring caravan, for many years, and used to come to Northern Farm and Warren Farm for about seven years. Then when we started looking for a static. We were in past this place stacks of times, and we never ever thought of coming in here, did we? Don't know why.

No.

AND YOU DROVE IN ONE DAY?

Yeah. That was it! We looked around and we said we will come here. It's lovely and clean. Always been clean ever since the day we've been here, and the sites are so much nicer.

Across the other side of the road, I don't know whether you have been there, you sort of go up a hill like that, and there is no room to turn around, you back back down, and caravan sites like that we don't like.

YOU LIKE SPACE?

Yes.

We can get out into Fern Lane and go all along there.

SO WHAT MADE YOU GIVE UP TOURING FOR A STATIC HOME?

The thought of coming in and just putting the kettle on and making a drink, it is like a home from home. With your tourer there is a lot of loading and unloading to do you see.

AND YOU CAME TO THE SAME PLACE WITH A TOURER YEAR AFTER YEAR?

Yes. We like the area. This is a lovely area. We were down in Dawlish for nine years weren't we. Then we came up here, and we haven't been back since. We have been here for nine years, and then we were at Warren Farm, for what six years, weren't we. So we have been here for quite some time.

DID YOU GO CARAVANNING IN YOUR YOUTH?

Well, I suppose so, with children.

I think caravans and children are a good thing. Umm, in a guest house you don't do this, and don't do that, and don't make a noise. You know, and this is, it's different!

We are not much for camping? We always had caravans and went touring didn't we?

Yes. We had several touring vans.

AND YOU LATER DECIDED TO HAVE SOMETHING MORE PERMANENT?

Yes.

And we are coming up to the end of our time now, and we really need to decide what to do, don't we?

Yes. We really don't know what we are going to do, do we?

No we don't know. We don't know whether we shall stay longer, because at one time they said that these caravans had only got a life of ten years. So in another twelve months ...

They sometimes go on, and our van is almost as new. What I meant is that we have refurbished it, fully carpeted it. We've had new mattresses in it. So it is almost like new

SO WHEN YOU DECIDED TO BUY YOUR HOME HERE, WHAT WERE YOU ACTUALLY LOOKING FOR?

Well it was the price, wasn't it really?

Well, I think price does determine what you are going to have.

Yeah, and what we can afford.

You have got a ceiling that you are not going to go above that like, are you?

We looked at what they had got here, hadn't they. But we made a mistake actually, because we wanted a new one, and we should have tried a used one first, and we would have had one like this, a twelve foot, against a ten foot. The extra couple of foot make a big difference. We should have bought a second hand van, but a wider van.

SO IF YOU BOUGHT AGAIN, WOULD YOU WANT THE EXTRA SPACE?

Yes we would.

Yes definitely. A wider van. We have got the length on the one we've got haven't we?

Yes. There was only about three wasn't there, in that price range, and umm we liked this one and that was it.

AND IF YOU WERE ABLE TO BUY ANY TYPE OF PROPERTY, AS A SECOND HOME IN THIS AREA, AND PRICE WAS NOT A CONSIDERATION, WHAT WOULD YOU BUY?



I think that we are caravan people, aren't we? A cottage wouldn't be for me.

Whether we would have moved down here... I don't know.

Perhaps some years ago, we would have done, if we could have thought and had something down here apart from a caravan.

Of course age has got som... I mean I am seventy-five gone anyway. Age makes a difference of what you're going to do.

It does.

IN WHAT SENSE?

Well first of all ... all of your tap roots are where you live aren't they?

Yes. And you couldn't move down here...

And I've got a daughter who lives reasonably close. And I have got another daughter who lives up in Cheshire. And I've got a son who lives down here.

SO YOUR SON IS LOCAL

Yes. Yes. He likes it down here. You know where Tesco's is. He lives over there. And he won't come back to Birmingham.

Oh no he won't come

BUT ... IF YOU WERE ABLE TO BUY ANY PROPERTY AS A SECOND HOME, NOT TO MOVE TO PERMANENTLY, AND PRICE WAS NOT AN ISSUE, WHAT WOULD YOU BUY? A COTTAGE, HOUSE, CARAVAN OR FLAT ... OR SOMETHING ELSE?

No we are not flat people

No

We are caravan people really. Well you have got to like the outdoor life really, haven't you, you know. I mean you don't buy these and sit in them all day, I don't think. We ride our bikes. We keep them down here. It's flat you see down here, isn't it. Yeah we like our bikes.

We always class this as our second home. I would like a van like this, but it's cash.

SO WHAT'S DIFFERENT ABOUT LIFE HERE COMPARED TO YOUR HOME?

We are not in Birmingham. No. We are close to Clent Hills. You look out of my garden and you can see all of the hills

We been there for thirty-five years haven't we?

Yes.

IN WHICH CASE ... IS THIS AT ALL DIFFERENT?

Well you need a holiday somewhere really don't you, and we just like this area

This ... this is our second home. We don't live down here, and we don't stay down here any more than a week to ten days. But we do come down, every month, we come down for a week

At least a week, don't we?

Yeah. So what we do is... we come down here ... When we're down here we have had enough, and when we get up home, we have had enough, then we come back

You have got to go back and mow the grass, and pay the bills

AND WHEN YOU GO HOME DO YOU FEEL THAT YOU APPRECIATE YOUR HOME MORE?

Oh yes, I think that you always do. And when we come back down here, it's nice again. Some caravan sites are sort of shut in. They haven't got the space. We don't like that, do we?

We are right on the corner. Well there's a couple or three cars have to park outside right on the corner, and we like that cos it's open

We don't mind it there. We are not the end of a line, but we are not in the middle of a row of caravans

Not everybody's cup of tea because of where the cars park, but that has never troubled us

SO YOUR NEIGHBOURS ARE IMPORTANT TO YOU I SUPPOSE?

Well I think if you have got nice neighbours it makes a big difference

You need to be able to talk to these people, because otherwise you wouldn't want to come down to your caravan, would you?

But we are not particular outgoing people, are we?

No. We don't put ourselves out particularly too much

But we will always stop and have a chat

WHAT'S DIFFERENT ABOUT 'CARAVAN LIFE'?



The freedom, I think. You can get up when you want to. Go to bed when you want to. Have your meals when you want to, and virtually do anything you like. Because it is yours, whereas if you are renting something for a week you need to be more careful, I think, you know

HOW FAR AFIELD DO YOU USUALLY GO WHEN YOU ARE DOWN HERE?

We don't go to the attractions. We do go to Exeter.

We go to Dawlish

(Name) has got a brother in Torquay, so we do go down that far. We go to Teignbridge

He spends a lot of time up here in his caravan. We go out to Bridgwater, and we go out to Weston, not to the front, but we go there

We just like the area really

DO YOUR FAMILY COME AND STAY WITH YOU?

Oh yes

They all come and have a holiday here

WITH YOU OR SEPARATELY?

No, besides that we wouldn't want them

My daughter comes down with her grandchildren. We don't let it out, this is our family

My grandson uses it with his family

(Name)'s niece is coming down, on Sunday this week. So like the family do get use out of it

They only come down occasionally, and when they come down they might only come down for a week

YOU HAVE BEEN COMING DOWN HERE FOR SO LONG, DO YOU SEE YOURSELVES AS LOCALS OR TOURISTS?

Ugh ... I don't know. It is hard to say

We consider we are local, I suppose

Yeah. I suppose you would really

The time that we have been down here

DO YOU GET INVOLVED WITH THINGS WHICH ARE GOING ON LOCALLY?

No. We like our own time. Our own space.

HOW DO YOU FIND THE UPKEEP OF THE CARAVAN, ISIN'T IT A BIT OF A CHORE?

No not really, because we usually work when we are down here. We are painting the steps today, and varnishing the bench

ISN'T THAT HARD WORK?

No, not really ... because we don't mind doing those jobs. You know, when you go home you have to cut the grass, and things like that. I don't mind. I think if you minded you wouldn't buy one.

WOULD YOU GO AS FAR AS TO SAY YOU ENJOYED THAT?

Oh yes. I've always enjoyed work. When I've nothing to do I am ...

Miserable

Yeah, that's right.

HAVE ANY OF YOUR FRIENDS GOT A SECOND HOME?

My friend has just got rid of a caravan, in Wales

Yes

And she's bought a place in Spain

Bought a house in Spain, for holidays

IS THAT SOMETHING THAT YOU WOULD CONSIDER?

No

No. I haven't got the money for a start ... but I wouldn't do it anyway

DO YOU VISIT EACH OTHER'S SECOND HOMES?

No. Well we have always had a little dog, you see, until last year, and our excuse was we can't because of the dog. We have had an invitation to go, but we haven't taken it up. We are going to be asked again, we know that you see, but we are going to find the nicest way of saying thank you very much, but ...

We are not very good ...



I couldn't share a house with someone for a week

We are not very good house guests, put it like that.

DO YOUR FRIENDS KNOW THAT YOU OWN THIS SECOND HOME?

Oh yeah.

DO THEY EVER ASK IF THEY COULD HAVE USE OF IT?

Well the one girl definitely isn't a caravan person

One of our friends

No, she's not a caravan person, you know. And then (name) the one who's got the house in Leagura, they have had a caravan, you know

My sister has a house in Fuengirola in Spain

But they had a week here, and loved it.

WOULD YOU HAVE CONSIDERED A SECOND HOME IN SAY DEVON OR CORNWALL IF YOU FOUND AN AREA THAT YOU LIKED?

No

Too far

No, it's too far to go, I think. Mileage down there, and time. Because when we used to go to Dawlish a lot, it was a trial to get there sometimes

It was three and a half hours, wasn't it?

Yes

SO THAT PUTS YOU OFF?

Yes ...

Yes. We like ... we can get down here ...

In two hours

In two hours. That's with having a stop at the ...

And that's ideal

Because with live not far from the motorway

We pick our time of the day when we want to travel, you see. But I don't think that we would prefer any further, would we?

No

IF YOU COULD TURN THE CLOCK BACK, WOULD YOU HAVE DONE ANYTHING DIFFERENT?

No I think that we would still have bought a static caravan, wouldn't we?

We love it here, you see

We should have looked at a second hand one, a bigger one

YOURS WAS NEW?

Yes

CAN YOU REMEMBER HOW MUCH IT COST?

Nine and a half thousand

HOW DOES THAT SEEM NOW?

Well it was cheap, I suppose, yes, in comparison to paying for vans today

HAS THAT BEEN GOOD VALUE WOULD YOU SAY?

Oh yes ...

Oh yes, we have spent nothing on it, have we?

We've enjoyed it. We wouldn't change what we have done

No. We would have liked a wider van, and we were tempted weren't we? But where we are, you can't get a wider van on

WHAT ABOUT THE SPACE AROUND YOU, DO YOU USE THAT IN ANY WAY?

We have just got our steps, with a little balcony

We could do with a bit more space in between the vans, but this is the way that they have been laid out

(Name)'s brother, many years ago when we bought this, he bought a caravan, didn't he? A beautiful caravan, and umm, they picked a site, was it Bridport? He says it's a lovely site ... there's no children, and there's no dogs, and that's what they wanted ... so they thought ...

For a bit



And then in the field next door was a load of sheep, which brought a load of flies, and you can't leave the door open. He thought it was nice because there was no children. So they thought this will be great.

**AND WHAT HAPPENED?**

They sold their caravan!

After a year, or a year and a half

Oh the site didn't work out like they wanted. Then she decided she didn't want the caravan after all

But this is a lovely site this is

**DID THEY BUY ANOTHER?**

Oh yes, several since then, haven't they

Yes. A big advantage with this site, especially where we are, is that we are on piped gas. That's good that is. So all you have got to do is to come in and switch the light on

**SO WHAT ARE THE DIFFERENCES THEN BETWEEN YOUR HOME, AND YOUR SECOND HOME?**

Our home is bigger. Rates are dearer

**ALTHOUGH YOU HAVE TALKED ABOUT THE WIDER VANS, WOULD YOU HAVE LIKED THINGS IN YOUR CARAVAN TO BE THE SAME AS HOME?**

No. Just because it's different, you accept it, don't you?

**YOU ACCEPT IT, OR YOU LIKE IT?**

Well no, if we didn't like it, we would not have stayed so long.

**BUT IS THERE SOMETHING DIFFERENT ABOUT IT?**

Oh, in a caravan, yes. I don't think you can say what it is. Umm ...

When we open the door, and we come back we say ... cor look at this, it's lovely here

And it's all nice and tidy, you know. And there are no stairs to climb, and I have got a bad back, and when we are here I don't have to worry about stairs, it's all on the level, which does suit us at times, doesn't it?

**HOW OFTEN DO YOU COME DOWN HERE?**

About once a month.

The last couple of years we have been down every month, but we are not coming down in December this year, it's too cold

Because ours hasn't got central heating. We have got a lot of electric fires, heaters and so on

But last year it was extremely cold. I can't remember a winter like this, since the sixties, and I haven't seen that for years and years. And caravans are well ventilated, aren't they. Tell him what you call them, go on ...

I said, well they are tin cans really, aren't they. In the summer they are very hot. And in the winter it's just as cold, you see

SO IS THAT SOMETHING WHICH WOULD PUT YOU OFF?

Well we would have a better van, if we were buying now, wouldn't we?

Yes, they are much better now

WELL, I WOULD LIKE TO THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR VALUABLE TIME AND AGREEING TO BE INTERVIEWED. IT REALLY IS APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME. THANK YOU VERY MUCH FOR YOUR HELP



**Interview: SG2**

**HOW LONG HAVE YOU BEEN THE OWNER'S OF A SECOND HOME HERE?**

Four years

We are in our fourth or fifth season, aren't we?

Four years we have had the van

**IS THIS YOUR FIRST EXPERIENCE OF CARAVANS?**

Our first. It is ...

Well not really. We have rented before, on holiday parks for short-stays

**OH, WHERE ABOUTS?**

Just around here. Because our family live in Brent Knoll, by the Knoll Inn in that village. Our daughter lives there you see, so ...

**DID YOU BUY A SECOND HOME TO BE NEAR THEM?**

Yes ... and knowing the area ... my father used to bring us ... everybody from the Midlands used to come here when they were little ... Weston-Super Mare and all around here

**SO IS THAT WHAT LED YOU TO LOOK FOR SOMETHING IN THIS AREA?**

Family mainly

And it's just the two hour run as well ... you know if you start going further south ...

**SO YOU WOULDN'T CONSIDER ANYWHERE FURTHER AWAY THAN TWO HOURS?**

Umm ... we probably would now wouldn't we because we miss the surfing and the sea

Not that we can do it now, but the grandchildren, we love to take them further down to Devon and Cornwall. I wish we had gone there now

For the waves ...

Where the grandchildren, mainly now, could do the windsurfing and just running down to the sea to be honest

**BUT YOU WERE ALSO MOVING DOWN TO BE CLOSER TO YOUR FAMILY**

More or less ... and to an area we had known as a child. We all know around here. You didn't come as much as I did. My father used to bring us. Almost everybody in the Midlands, this is as far as we used to come.

#### WHAT DID YOU USED TO STAY IN?

We stayed in ... in those days it was B&B ... umm ... around the Weston area, you know. Sometimes we used to do it in a day, here and back just for the day, yeah ... and the roads weren't so good ... the old A38 route and through all those ... it used to take ages

#### AND WHEN YOU BEGAN TO CONSIDER BUYING A SECOND HOME, WHY CHOOSE A CARAVAN?

Well we thought that would be the cheapest down here to come and see our daughter rather than buy property. Which, ugh ... we wanted to see whether we really liked it as well we might come down here and think oooh. Because we love where we live as well. Solihull is lovely, Knowle and Dorridge. We just wanted to just get away for a break. And all of your stuffs here, you just come in any time, you don't have to check in, you just can just come late at night

#### DO YOU LET OTHERS USE IT?

No.

My son and grand daughter, and two grand children, they use it ... every year we've had it. They will be coming down Friday

#### TO STAY WITH YOU?

No, we're going. It's not big enough. As I say, we go and they come, we don't spend it together, we leave them ... well I think they need to have a holiday on their own

#### DO YOU THINK THAT YOU WILL EVER GET BORED COMING HERE SO OFTEN?

Not yet. Not yet, no. We was toying with a property abroad, but we thought with (name) and our daughter-in-law in mind, they wouldn't keep affording the air fare with the four of them. I mean obviously when you buy expensive houses you have to run your family ... you know ... their budget wouldn't run to flying abroad extra

You see, this doesn't cost them a penny. They can use it whenever they want to, as long as they want to. We get as much pleasure from them coming back saying they have enjoyed it ... that's the bones of it

They do love it. Well they have got friends staying on the Mare and Filly and they meet up, and they probably go down the beach, and they don't come off the beach until eight o'clock at night, and there was fifteen of them down on the beach the other day, all his school friends were here, and they were in tents you know when you like you're young ... I mean it wouldn't appeal to us ... but they absolutely love it like ...



## WHO MAINTAINS AND LOOKS AFTER YOUR CARAVAN

We do it all ourselves

## DON'T YOU FIND THIS A BIT OF A CHORE?

No.

No. To be honest it's the smallest van on the site. It was the only one actually, when we bought four years ago. It was the only choice we had.

It was sold when they first showed us, and they showed us a few sites on the way down, and I said no, no, I don't want to be there, and umm we came back and they said that the person that had bought that one had dropped out, so we had it

## SO WHICH WAS MOST IMPORTANT TO YOU, THE VAN OR THE PLOT?

We would have liked to have been one up, more opposite the lawn, because we have got ... (neighbours get upset about the parking sometimes)

## IS NEIGHBOURHOOD SPIRIT IMPORTANT?

Yes, yes. Most people are lovely

You should always be polite, and always ask how they are

We have made loads of friends. They are all lovely

## SO WHY DO YOU THINK YOU LIKE THE STATIC CARAVAN TYPE OF SECOND HOME?

The new ones are gorgeous

They are very compact, and small, but it has got everything in it that we need. At the end of the day, you know, we love it back home. So if the weather is not very nice here or we have had enough, we just get in the car and go back home

It makes you keep everything nice and neat and tidy. It's how you keep it yourself isn't it? And you know where everything is, you can put your hand straight on everything, and you come in and it's always neat and tidy. Not that you would not be untidy if you had a big one, you know it's how you keep them and look after them, inside and out

## DO YOU FIND THAT YOU LIVE A DIFFERENT LIFE DOWN HERE COMPARED WITH HOME IN ANY WAYS?

Umm, no. It's so quiet at home, and so relaxing in the garden

You speak to different people on this site, and err, it sounds horrendous where they live, traffic wise. A lot of people we speak to, get away to get away from the environment that

they have to live in a lot of the time. We could go home today and I could walk through my front door and know exactly ...

SO WHY OWN A SECOND HOME HERE, WHEN YOUR ENVIRONMENT IS AS NICE AT HOME AS YOU HAVE SAID?

It is just somewhere different to go, isn't it. It's getting in your car and thinking, oh well we will go there now, and we will stay there two weeks

I was a builder for forty years. Worked for myself and that, and had a gang, and urr, obviously being in the building trade, working all through the winter what I looked forward to was getting abroad for the sun. But once I've retired I felt well whatever the weather's like here or back home, I can take advantage of it

DID YOU BUY WHEN YOU RETIRED DID YOU?

No, when I retired

AND YOU SAID YOU BOUGHT TO PROVIDE A CHANGE IN SOME WAY, IS THAT RIGHT?

Well I think to be honest though, you are still going back to family

BUT IS IT A CHANGE?

Yes it is. It is. It's a novelty in a caravan!

IS IT?

Yeah! It's a novelty. I don't know ... it's just your childhood instincts sort of come out in you, don't they? You think ... as a child it was adventurous to be in a caravan, wasn't it? It was for us like, you know. Oh it's brilliant like ... you are living in a house ... and its got wheels on ... and it still comes out in you ... it's adventurous yeah

BUT YET IT IS A CHANGE?

It's a complete change yes.

EVEN THOUGH IT'S THE SAME LOCATION?

Yes, still ... still at the moment. Obviously as the years go on, I don't know

I think at our age it will never change, we will always enjoy it. Now, different to our son and our family, because they are very very important to us, and if they suddenly turn around and ugh ... said suddenly it was time to go abroad, or the children didn't want to come down here any more, then you know ... I don't know about (name) but I might think that it was a lot of upkeep for just two of us

WHEN YOU SAY UPKEEP DO YOU MEAN FINANCIAL, OR PHYSICAL WORK?



Umm ... financial, because you have got to get the use out of it, haven't you

You have got to use it, to get you monies worth, haven't you. And as you get older and you have to get on a motorway, as well, you know

**AND DO YOU SEE IT AS GOOD VALUE?**

Yes we do, we do. I mean ... if you think our son is going to have three weeks here when he comes next Friday, and he is here at Whitsun, here at Easter, sometimes October ... well if you count those weeks where he would have to pay for a holiday, and he is here for nothing, you know it would cost him a few thousand wouldn't it, just for (name) alone

We could not have afforded this and stopped with my daughter, she's got a four bedroom house, in the village. I don't know how you feel, but you still want to be independent from your children, and have your own space. That's important

**HOW WOULD YOU DESCRIBE THE ENVIRONMENT OF THE PARK?**

It's a very nice park, and I have been on a few and it is nice

**WHY SPECIFICALLY THIS PARK. THERE ARE SO MANY TO CHOOSE FROM?**

My daughter came down doing surveys to start with, with living here ... and she came onto the park, just this front part, and it was full, what with the chalets and the park here, it was actually full. Well she's anti-children, anyway ...

And she's got two ...

And she thought it that noisy, she says, oh no it's too noisy, you know ... but when you go down to Whitegates, and we took her down to see this caravan that we couldn't have because it was sold ... and she thinks oh no, it gives you a complete different ...

I mean obviously, the people up here they are all enjoying themselves, they are on holiday ... I mean they are in the chalets ... they want a good time don't they. But obviously when we are in here all the time ...

You've got the best of both worlds

But I do think some times some of these who are on here all the time, do tend to think that they own the place

**DO YOU THINK THAT OWNERS ARE SIMILAR IN ANY WAYS, AND SHARE COMMON INTERESTS FOR EXAMPLE?**

More or less, but obviously they vary a lot in ages ... but umm ... they all seem to come over and have a cup of coffee or sit outside on days like this, and everybody's lovely ... yeah ... and obviously we have got special ones that we like

AND WHAT DO YOU DO WITH YOUR TIME HERE?

We do a lot of walking, and obviously when the children are staying here ... one is thirteen and one is ten, so they are getting older now, so we will probably take them a little bit further south to visit other places. It depends, because (name) gets car sick, that's the problem

But next week they will not want to leave the site, because all the children that they have known for the last four years, they are here ... and as long as they're outside happy and swimming and that, they will stop here

WHAT DO YOU DO WHEN YOUR GRANDCHILDREN ARE NOT HERE?

We do a lot of walking ...

And we have done the Cheddars ... and where we want to go, we go ... but mostly I would say we go on walks

Yes ... we just tootle around

DO YOU SEE YOURSELVES AS LOCALS, OR TOURISTS?

We feel at home in the area ... yeah

But I wouldn't say local, no ... tourists

I feel that when I am in Burnham in the supermarket I feel a local ... in the supermarket yeah ... I mean you are in Asda or you are in Tesco ... same as at home ... but if I was away somewhere else ... no ... because I wouldn't be used to it ...

But if you were abroad you would be a tourist from the word go

HOW ABOUT YOUR FRIENDS BACK AT HOME, HAVE THEY GOT SECOND HOMES TOO?

They have haven't they?

My brothers in Dawlish. He's had one there for ... it's his second one actually ... and they hardly ever come home

DO YOU TALK ABOUT YOUR EXPERIENCES WITH HIM?

Well we don't see each other that much ... because he hardly ever comes home ...

HOW OFTEN DO YOU COME DOWN?

Umm ... fortnightly

Fortnightly, yes



Two weeks if we can, yes

FOR HOW LONG?

For two weeks

Sometimes longer if we have got to look after the grandchildren

SO YOU COME FOR TWO WEEKS, AND THEN YOU SPEND TWO WEEKS AT HOME BEFORE COMING AWAY AGAIN?

Mmm ... yeah ... it's a real nice change in your life isn't it ... so err ... when we have been down here for two weeks we are ready for that change again ... we are ready to go home by then ... yeah home feels better because we have been away ... and then after two weeks we are ready to come here ... funny isn't it ... human nature how it works

DO YOU TELL YOUR FRIENDS THAT YOU OWN A SECOND HOME?

Yes we tell our friends

But we try not to bore them like

Actually we were at a wedding at the Wellington Hotel a month ago, all of my sisters came and they all want one, but at the moment they are in the throws of gutting their homes, and buying homes, so they can't, but they do want one eventually. They will be looking for one. They loved it here. They thought it was a lovely site.

And the price of the caravans are going up and up

WITH THE EXPERIENCE THAT YOU HAVE, WOULD YOU BUY IF YOU HAD YOUR CHANCE AGAIN?

Not at our age

If we were younger yes

As long as our son wants it ... the same caravan ... then we will keep it

We should have had it years ago, when our own children were small

Yes

WHAT WOULD YOU CHANGE ABOUT YOUR CARAVAN IF YOU COULD?

The size

Three bedrooms we would like. (Name) needs a room of his own. In fact there weren't any going on this site. We have never had any experience of caravans anyway

**WHAT IS THE BEST FEATURE OF YOUR CARAVAN?**

It's very comfortable. The seats are nice and comfortable of a night when we sit down in the lounge, and the kitchen is adequate, and the cooker is brilliant ... for what we gived for it ... it's very good value

**WHEN YOU CHOSE YOUR CARAVAN AND SAW IT FIRST, WHAT APPELLED TO YOU THE MOST?**

It was how compact it is. I was amazed at how they got everything in such a small van, so neatly ... and it was just that like ... you know ...

And the price

Yes, and the price at the time

And we came down with a figure of about ... nine ... ten thousand ... something like that in mind anyway ... because we hadn't got a clue how much vans were anyway ... so when that one came up, it was only eleven thousand, and it was new ... that was brilliant. If we had been experienced we would have gone in for a dearer one, and bigger one

**YOU HAVE GOT A CONTINUOUS HOLIDAY REALLY HAVEN'T YOU? DO YOU TAKE A HOLIDAY ANYWHERE ELSE?**

We haven't since we have had the van ... but we probably will very soon won't we?

January or February, when this is closed, I would like to go abroad. Well we have got a long winter haven't we.

**DO YOU SEE THIS AS A STEPPING STONE TO RETIRING DOWN HERE ONE DAY?**

No. When you have done it for so many years you might want somewhere different

**WELL, I WOULD LIKE TO THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR VALUABLE TIME AND AGREEING TO BE INTERVIEWED. IT REALLY IS APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME. THANK YOU VERY MUCH FOR YOUR HELP**



### Interview: SG3

#### TELL ME A LITTLE ABOUT YOURSELF

I have been retired now for almost three years, and live in a little village which is sandwiched between Stourbridge and Kidderminster. It's a nice village surrounded by National Trust land. It does make us wonder sometimes why we leave that behind to come down here ... but you know you need a change, and a break or whatever. That's where we live, and my daughter got married seventeen years ago, and I have two grandchildren, so there's just my wife and myself, so we quite often just come on down on our own, and occasionally they come down as a family for a weekend. It's an eight berth caravan, but they come down the four of them, my two grandchildren, my daughter and my son-in-law. They tend to come down for a weekend, because he works obviously, so the rest of his holiday entitlement is taken up ... we go overseas quite a ... not quite a bit, but a few times a year anyway ... so they limit theirs to weekends, and we prefer Monday to Friday ... it's a bit quieter for whatever you want to do. So there's just the wife and myself now. Umm ... the latest employment was ... we founded a business in seventy-six ... three of us ... and manufactured fork-lift trucks ... the business was then sold to a private investor ... so we sold the business and came employees for a few years. There were cash-flow problems and the company was sold off to (name) ... they've gone now ... which was part of an American business ... but things changed in the States, and they wanted to go back to their core business which was racking and shelving. They didn't want a fork-truck business. So the company was up for sale ... and the three of us thought well we know the business inside out ... so we bought the business, the three of us, and umm off we went. The three of us were quite successful really you know ... our turnover was twelve million, and we employed ninety odd people, so it grew ... and urr ... I hit sixty in two thousand, and my forte if you like was production ... so I was production director, and I got a chunk of the business as well. Being production director is an interesting job, but there are a lot of problems. You have got people to deal with, customers to deal with, suppliers ... so it's coming at you in all directions. So I thought I would like to retire at sixty, and I didn't ... I thought another year or whatever. Anyway as I came sixty-two the other two shareholders, they were younger than me, and they knew I was kind of thinking about retiring, so we come to an agreement and they bought my shareholding, and I have had nearly three years retirement now. But I bought the van in ninety-nine, and it was an escape-hole really ... to leave the factory in the Midlands on a Friday evening ... come down here for a couple of days ... it was great. So that's what prompted ... prior to that years ago we had a touring van which we gave up ... but that's what prompted me to van, which I thought was somewhere we could just go

FROM WHAT YOU JUST TOLD ME YOUR ENVIRONMENT AT HOME SEEMS AS NICE AS THIS ... YET YOU USED THE WORD ESCAPE A MOMENT AGO ... WHAT WERE YOU ESCAPING?

Just a change ... I think ... just a change of surroundings ... and as a kid, as far back as I can remember I used to come to Weston-Super-Mare for my holidays. Oh yeah. The first time that I can sort of remember, was probably when I was eight or nine ... something like that ... and we used to come to Weston-Super-Mare ... and we had quite a few holidays years ago in Cornwall ... and the thought was, well that that was a long way to go for a weekend, so we thought about Devon, and spent one weekend ... we went down into



Devon, and looked at the sites or whatever ... I really cant remember how we found, or how we knew about Sandy Glade, I am not sure ... but anyway we were coming back up the M5, and we had found out about it and we thought we would drop off at junction 25 and go and have a look. And we came in, and it's a nice site, you know ...

#### HAD YOU LOOKED AT OTHER SITES?

Oh yeah. We had seen another one out at Weston where there weren't any decent roadways. I know that you want the rural thing but you want it covered ... what attracted us was that we came onto site, and it was late afternoon, and we had a look around, and it was just the way that it was laid out, it was clean, it was tidy, the grass was cut. The club if you want it ... you know we never ever drink in the club ... but it's there if we want it, and the shop which is open some of the time ... but we were taken around, and there was a pitch where we are now which is right over the back, and the sun came up at the end of the van, and came around, and there is a little lane, and there's a nice area of grass, because by this time we knew we were going to ... at least have one grandchild ... a nice area of grass ... and we were told that that pitch was coming available

#### DID YOU HAVE A CHOICE OF PITCHES?

Yes, one or two at the time ... but I said to them right, yeah ... I think that there was a van on it at the time ... and I think they guy was from Wales, he was ill, and he was not spending much time here ... anyway ... they said that pitch was becoming available, and we said right if we can have that pitch we will have a van ... so we ...

#### SO THE PITCH WAS MORE IMPORTANT THAN THE VAN?

Well it was fifty-fifty sort of thing, yeah

#### HAD YOU LOOKED AT ANY VANS BEFORE YOU SAW THE PITCH?

Not really to be honest. We saw that there were vans here, but we looked for a pitch first. The van we could change ... the van we could pick and choose ... but the pitch, there was a small choice, but you know

#### IF THE PITCH HADN'T BEEN SO GOOD, AND YOU LIKED THE SITE, WOULD YOU HAVE PROCEEDED WITH WHATEVER PITCH WAS AVAILABLE?

I think that if we hadn't found the pitch that we liked here, we would have looked at other sites

#### SO THE PITCH IS REALLY QUITE IMPORTANT?

It was to us, yes. It was a clincher, that was ... and after that we looked at the vans here. We had pretty well decided on the van ... and umm we thought ... this was probably September time in ninety-nine, and there was an exhibition at Hull ... so we looked around there, and of course September-October time the two-thousand models were on show. So we went around and ... I mean everything is a little bit of a compromise in life isn't it really ... anyway we went around the exhibition and we spotted one ... a Lyndhurst ... and that



kind of fitted the bill really, you know. And we rang the site and said that we had decided on the van now, which we bought through Sandy Glade, and it arrived in the November ninety-nine

#### WHAT DID YOU LIKE ABOUT THE LYNDHURST?

Just the layout ... the seating area ... the kitchen was, I know it is there ... but it is kind of separated a little bit ... two bedrooms ... a little en-suite ... but it was what we were looking for ... and we specked it up ... and ordered the central heating

#### WERE THE CARAVANS YOU SAW MUCH BETTER THAN YOU HAD EXPECTED?

Yeah. I think they were. I think that from our touring caravan days they had moved on and I think were a lot more comfortable, and spacious ... twelve foot wide ... so there was a bit of a whaw factor, yeah. So we chose that van, and the park rang me and said that they would get it sorted for next season, and we said no, November or not we are coming down the weekend, and they got it sited and even put the heating on for us for when we arrived ... and we've been well pleased with it ... so there was a bit of a whaw factor I think yeah

#### AND BEFORE YOU HAD A TOURING VAN?

Yes, had a couple. We enjoyed touring. Strangely enough our daughter and son in law are talking about possibly buying a touring caravan. Whether they will or not I don't know, but we enjoyed the touring

#### WHAT DID YOU LIKE ABOUT IT IN PARTICULAR?

At the time we were young, and we would just hitch it up and move along. We were about thirty odd, which now I am sixty-six is young. And we had some nice holidays touring, down in Devon and Cornwall and whatever, and I think why we went away from the tourer after a few years was that we started going to Cyprus and one or two other places, and the tourer didn't get used so we sold it ... and the next thing was to consider something static ... easy to get to ... bolt-hole ... and that's what we use it for now really ... I mean our main holidays we still go overseas ... I have been lucky that the business worked out OK ... it's what you can afford you know ...

#### YOU MENTIONED THE WORD 'CHANGE' A MOMENT AGO ... HOW OFTEN DO YOU NEED THIS CHANGE?

About once a month ... probably something like that, from March ... sometimes it's three days, sometimes it's four or five days ... I mean strangely enough, I wouldn't say that we have a problem fitting in visits, but having retired your time flies by, it's unbelievable ... it is not as easy to come away as you would expect

#### WHEN YOU ARRIVE EACH TIME AT YOUR CARAVAN HOME, DO YOU FEEL THAT IT IS A CHANGE?

Oh yeah

## WHAT'S DIFFERENT?

Umm, I think ... it's different scenery ... we've got to know one or two people ... some different faces ... umm we don't go too far from here, perhaps into Weston ... my grandchildren love to go on the pier, as I did when I was this big

## SO YOUR LIFE HAS GONE FULL CIRCLE?

Yes, exactly, it really has. It gives me great pleasure. I am probably reliving my childhood. The other thing is I think ... I had only one daughter ... and as she was growing up ... I mean, I was working a lot of hours and whatever ... and to some degree ... I do feel guilty in one way now, but, now we can devote more time in a way to the grandchildren, than when I was working and I could with my daughter

## SO YOU ARE DOING ALL THOSE THINGS WITH YOUR GRANDCHILDREN THAT YOU FEEL YOU SHOULD HAVE DONE WITH YOUR DAUGHTER?

That's right yeah, because at the time working so many hours, and then there's what you can afford or whatever

## AND DO OTHER THINGS THAT YOU DO WITH THEM ALSO RELATE BACK TO YOUR OWN CHILDHOOD?

Oh yeah. The things that I used to do, like go to Weston, and go onto the pier and whatever, and umm, it's sixty years on, but Weston hasn't really changed an awful lot has it, you know. I think it's quite nice. It's retracing your steps if you like

## AND YOU MAY NOT HAVE DONE THIS WITHOUT YOUR SECOND HOME. HOW IMPORTANT WAS IT THAT IT WAS LOCATED IN THIS AREA?

I think it's ... well partly because we knew the area from years ago ... and in striking ... a two hour drive from where we live really

## IS THAT IMPORTANT?

Yeah, it is. It is a comfortable two hour drive. It's not too bad at all, is it? And when we looked at coming to this area ... doing it after work, on a Friday, it meant we could still get down here on a Friday night ... it does make a big difference if you can get here on a Friday night, as getting here on a Saturday morning ... you get the whole of Saturday don't you. So yeah, I think the area, the fact that it was two hours drive, and this site, were kind of the thing that decided it for us

## SO WHO BROUGHT YOU ON YOUR CHILDHOOD TRIPS TO WESTON?

My father, for a weeks holiday, bed and breakfast and we have done camping. I actually came down on a bicycle once! We had a week to get over it to get back. We used to do Devon and Cornwall touring holidays, and I don't know why but we skipped Somerset then for some reason ... more Devon and Cornwall.



## TELL ME A LITTLE ABOUT THE FRIENDS WHICH YOU HAVE MADE?

Yeah, they come from our part of the world, if you like. Umm although one ... he lives down here now ... well ten months out of the twelve ... umm ... and I think it's because when we arrived, on the date that we arrived and we had got a car load of stuff to put in the van ... and we arrived here and he is the first guy that we saw, because there was nobody here to give us the key, and he was the first guy we met on the site and kind of since then it's you know ... well I wouldn't say we are great friends but we have a chat and that. I wouldn't say we are part of a close knit community but you know it's the odd chat and pleasantries

## WHAT FEATURES OF YOUR CARAVAN WERE MOST IMPORTANT TO YOU?

I think probably initially the general layout ... umm ... and part of that was the general layout ... the décor was to our taste ... the kitchen was convenient ... I mean some manufactures seem to put some things in strange places. Different people have got different tastes, but I think initially the general layout of the van ... the convenience of moving from bedroom to kitchen or whatever, and then the décor was to our taste, and it had got two bedrooms, and a small en-suite. We saw it as fitting our needs as well, cos at the time our first grandchild was kind ... you know we thought well this would be ok, we have got two bedrooms and ... so I think the general layout and the décor was the ... and the fact that we could order it with central heating ... and we like a bit of comfort as well

## COULD YOU HAVE AFFORDED OTHER TYPES OF PROPERTY, APART FROM A CARAVAN?

Probably not at the time. In ninety-nine we were comfortable but ... it is still nice to have a bit of money spare you know. It always goes through people's minds, we could buy that and whatever, but we paid twenty-two grand I think it was for it, and at the time that was our limit. And it's weird really, but now we can afford to buy a place ... I dreamed of owning a villa in Florida or whatever, but at the time it was out of our reach, and now that we can do it I think of all of the downside of the high maintenance and so on, and when you are so far away you depend upon people out there to ... and most people I have spoken to do rent them out, which is something I wouldn't like to do, and then they have all sorts of problems ...

## NOW THAT YOU CAN AFFORD TO BUY JUST ABOUT ANYTHING, WOULD YOU BUY HERE OR ABROAD?

It's strange I think sometimes ... it's like a lot a lot of things in life isn't it ... you look at them when you can't afford them and what you want ... and then things change and seem not that important ... I think that if we did buy a property now, I think that it would be somewhere in the UK ... because of maintenance and the management side of it ... so if we did something it would probably be in the UK where we would be on the spot within a couple of or three hours or whatever

## DO YOU CONSIDER YOUR CARAVAN TO BE PROPERTY?

No not really

HOW DO YOU SEE IT?

Just a caravan I think. I have never thought about it really. I have always looked at it as a caravan ... of course it could be easily moved or taken away, or part exchanged ... I tend to think a property as something as being permanent

DO YOU PERCEIVE IT TO BE A SECOND HOME?

Not really, no

SO IT'S NOT A PROPERTY, IT'S NOT A SECOND HOME ... WHAT IS IT?

It's a caravan. I just see it as a caravan really, you know

WHEN YOU COME DOWN HERE, AS YOU HAVE BEEN FOR THE LAST SIX YEARS OR SO, AND KNOWING IT SO WELL, DO YOU CONSIDER YOURSELF TO BE MORE OF A LOCAL, OR A TOURIST?

Oh no, a tourist ... because of the way they talk ... tourists and locals have different accents ... so no we don't consider ourselves to be local

DO YOU TOUR THE AREA AND VISIT ATTRACTIONS?

No ... and since we have moved here we have never looked at another site

SO YOU DON'T VISIT THE ATTRACTIONS ... YOU DON'T LOOK AT OTHER PARKS ... YOU COME DOWN ON A REGULAR BASIS ... YOU ARE FAIRLY INTEGRATED WITH WHAT GOES ON IN THE AREA ... BUT YOU SAY YOU ARE NOT A LOCAL BUT A TOURIST?

Yeah. We don't use the local pubs and things like that ... I mean sometimes if it's just the two of us we will come down and we probably won't go off the site for a couple of days ... we will sit and read and ...

IS IT BECAUSE YOU DON'T COME FROM AROUND HERE, IS THAT WHY?

Yeah, I think so ... so we are still a tourist ... the way I feel anyway, yeah

DO YOU CONSIDER THE MONEY WHICH YOU HAVE SPENT TO BE HERE AS AN INVESTMENT, A RUNNING EXPENSE, OR SOMETHING ELSE?

Umm, it's a running expense really. It's value goes down, doesn't it. We use it. We get enjoyment out of it, but it's value will depreciate. It has depreciated

DO YOU KEEP AN EYE ON ITS CURRENT VALUE?

Umm, no. I presume like in the car industry there are price guides for caravans. But it doesn't ... it would only really matter if we said well we have had it seven years and it's



time we had a change ... but that would be the only time I think its value would come into question

**WHEN YOU WERE BUYING WAS ITS EXPECTED LIFE-SPAN A CONSIDERATION?**

No I didn't ... no it was not a consideration

**DID YOU EVER BREAK DOWN THE PRICE BY THE NUMBER OF YEARS YOU EXPECTD IT TO LAST?**

No

**WHEN YOU COME DOWN, WHAT DO YOU DO WITH YOUR TIME?**

Sometimes we will stop on site, and read, and sit outside. It depends on the weather. We go into Burnham. We don't go too far afield ... Weston, Burnham, Minehead, over the Mendips ... so we probably stop within a fifty mile radius ... the furthest we go is probably down to Lynmouth

**DO YOU SPEND A NIGHT AWAY SOMETIMES?**

No. We have never done that. We always come home at night

**YOU REFERRED TO THE PROBLEMS OF MAINTAINING PROPERTY A LITTLE EARLIER. DO YOU FIND THE UPKEEP OF YOUR CARAVAN A BIT OF A CHORE?**

Not really, no. I wash it down twice a year. When you come down there's always a little odd job but I don't see it as I have go to go down and do these jobs and things. We come down to try to enjoy it.

**WHEN YOU APPROACH THE END OF THE USEFUL LIFE OF YOUR CARAVAN, WILL YOU LOOK TO REPLACE IT AND KEEP YOUR EXISTING PITCH?**

I think that they way that I feel at the moment we probably would, yeah. But that's how we feel at the moment. As we get older you don't know, with health and travelling and that

**DO ANY OF YOUR FRIENDS HAVE A SECOND HOME?**

Yes, there's one neighbour that's all, who has a caravan, in Wales. We sometimes swap notes. Have you drained your water yet? So yeah we have a bit of a chin-chat

**DO YOU GO AND STAY AT EACH OTHERS?**

No

**DO YOU LET YOUR FRIENDS USE YOURS FROM TIME TO TIME?**

Yes. Our next door neighbour ... just a couple. They come down once a year ...

**IS IT SATISFYING TO BE ABLE TO OFFER THEM THAT OPPORTUNITY?**

Yes it is really. We are good neighbours and you know that they will look after it and appreciate it

**ALTHOUGH YOU SAY IT'S A CARAVAN AND NOT A HOME, DOES IT SERVE AS A HOME FROM HOME?**

Yes. We have personalised it. It's a miniature version of home isn't it? Yeah.

**DO CARAVANS HAVE A PERSONAL IMPORTANCE TO YOU?**

I think that we looked on it that it was a fairly economical bolt-hole. It wasn't this ... we must have a caravan ... we have always had a caravan ... we must have a caravan ... you can smell next door's bacon ... so ...

**WHEN YOU COME AWAY FROM HOME, IS IT COMING TO THIS AREA OR TO THE CARAVAN WHICH YOU LOOK FORWARD TO?**

I think probably fifty-fifty. The caravan is important ... I think because ... if you have got it comfortable ... it's almost a home from home ... yes, fifty-fifty really

**DID YOU GET ANY SPECIAL FEELING WHEN YOU OPENED THE DOOR FOR THE FIRST TIME?**

Yes. I think we still do really ... I mean after ... you open the door and walk in ... you feel comfortable ... umm ... proud maybe a little bit, you know it's still here, having the van here, and happy that we chose the right spot and they way that the van is ... and it's a possession ... well not in the monetary way ... but we drive up and that's ours like you know ... not to think that that's worth x amount ... but just that we have come to stay there ... so there's a certain umm ... what is it ... it's there, and it's ours ... and it's a bit different to a car ... I've got two cars

**BUT IT'S NOT A PROPERTY?**

No. I didn't see it as a property, but I am touching upon it, yeah. It's not a property like a car but it does depreciate ... but it's not a property like a second home. It's something in between somewhere ... umm

**WHEN YOU CAME DOWN SIX OR SEVEN YEARS AGO LOOKING TO BUY A BOLT-HOLE, HAD YOU ALREADY DECIDED UPON IT BEING A CARAVAN?**

I think at that point we had probably about sixty percent made up our minds that we would buy a caravan, and that the other forty percent was whether we would find one that we like and we find a site where we feel comfortable. If we hadn't found a van that we were comfortable with, and we hadn't found a site that we were comfortable with, that would have killed it



**HAS YOUR USE OF YOUR CARAVAN GONE UP OR DOWN OR REMAINED THE SAME?**

I suppose days spent in the caravan have remained about the same. It's just the pattern that's changed from my working, where we were looking to weekends mainly, every other weekend, and now it's probably slightly less frequent but a few more days. It's still nice to come after seven years

**WHAT DIFFERS IN YOUR LIFE HERE TO YOUR LIFE AT HOME?**

Yes, it is different. You have got the sea and you can walk across the beach if you like, and you can walk down the lanes. So there's slightly different things that you can do, and different people around I think than at home ... I help around the house, so we get away from the housework. We do keep the van clean and tidy but ... it's much easier. So at home I help with the housework or whatever, and I suppose there's jobs at home ... I struggle to find differences really. I think probably when we are down here we eat out more, although in our village at home there are restaurants, and I don't know why but we are surrounded by National Trust land but we very rarely take advantage of it. Strange really, because where we are living now we have lived there for nearly thirty years, and we very rarely take advantage of going over the National Trust land, yet here we tend to take advantage and do different things by going out, walking on the beach, eating out more ... it's more of a holiday feeling I suppose ... so we feel we are on holiday every time we come down ... although I can't tell you all the differences, that's what makes the difference ... it's a mini holiday for us, yeah

**WELL, I WOULD LIKE TO THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR VALUABLE TIME AND AGREEING TO BE INTERVIEWED. IT REALLY IS APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME. THANK YOU VERY MUCH FOR YOUR HELP**

**Interview: CM4**

**TELL ME A LITTLE BIT ABOUT YOURSELVES**

We're from Sutton Coldfield in the West Midlands. I don't work, but (name) has got his own business

I'm a roofer-builder ... always busy.

We have got two small children, two and four

**HOW LONG DOES IT TAKE YOU TO TRAVEL DOWN FROM SUTTON COLDFIELD?**

Between three and a half to four hours, depending upon the traffic

**AND AT SOME POINT YOU DECIDED THAT IT WOULD BE NICE TO OWN A SECOND HOME?**

Yes. We have been looking for about three stroke four years ... yeah we have been down in South Wales ... we very nearly bought one in South Wales, didn't we? ... and then we ended up coming down here for a weekend to meet some friends, and fell in love with North Devon ... and that was just this year. Our friends are looking at buying a business down by Watermouth Castle ... you know at the back of it they have got some bungalows ... they are looking at buying that ... and we met them down here didn't we for a weekend?

As you say, we drove down and fell in love with North Devon. As kids ... I mean I came down ... even further down ... Newquay ... all round there. But we have been looking ... we did it for the kids really ... but I have always said shant, shant ... I think it was the stigma of having a static caravan ... but now we have come down ... it's nice to just get away ... and it's close enough to not worry about having to book a flight say if you've got a villa in Spain or something, and with young kids it's just convenience really

**HAVE YOU HAD PREVIOUS EXPERIENCE OF CARAVANS?**

Oh yeah, obviously when we were kids

I love caravanning and always have

We have stopped in a few caravans with these, because obviously when one was two he had just been born and it is difficult to get away so, you are sort of fed up with not going away, so you go caravanning ... it's safe isn't it for the kids

And we have been doing the Centre Parcs and all the other bits for the last few years as well, and it has not been as safe out the back garden ... they can't play like they can outside a caravan ... so it was easier as well for us to enjoy ourselves

**SO WAS IT HAVING A FAMILY THAT LED YOU TOWARDS A SECOND HOME?**



Definitely

Yes, definitely

### WHY WAS THIS?

To get quality time away really. Obviously being self employed ... when you've got your own business ... no matter how big or small you can never really get away from it. You have always got a link to it, even with mobile phones. Turn your mobile phone off and if you're not there, you're not there. But if the link is the mobile phone, and that's all you've got, then obviously in our trade if you are not there you can't do it. Escape as well. Escape from work in the respect of the quality of time that I can spend with my kids really, and also it is lovely to get away and unwind as well. We see a caravan, or a static as a base really. You don't use your home as a base ... you just take it for granted ... you take every thing around you for granted

### SO HOW DOES THIS VARY FROM HOME?

Well it's not positioned exactly where we would ... you know in the heart of Birmingham ... you know it's in a built up area ... you fall in love with the views as soon as you drive down the coast. And the pace of life seems a little bit slower ... people are a little bit more relaxed down this part

It's like at home as well they are in the garden aren't they, and they can't go out the front of the house ... we can't let them go out ... except to go onto the drive to get in the car ... whereas here on the beach they can just run ... and to see them running is so nice

And I used to play rugby, and we go down the rugby club when the season is on and they play down there, but out of season there is no where for them to go and play and meet friends

### SO REALLY YOUR CARAVAN PROVIDES A BETTER ENVIRONMENT FOR YOUR FAMILY. A MOMENT AGO I THINK THAT YOU SAID THAT THERE WAS A STIGMA ASSOCIATED WITH CARAVANS. WHAT DID YOU MEAN?

I just think that people have old fashioned ideas of how caravan holidays are. We went to a wedding in Nottingham a couple or three weeks ago, and because we were talking about caravans ... and that's why I keep correcting myself by saying static caravans ... because we were there, and they were all laughing at us, and they are all very well to do people ... they all go skiing, and some of them have villas elsewhere, and everything else ... and we said well we didn't want to go down that, you know, because we were looking at Bulgaria and places like that, and we thought no, for convenience we would do somewhere for the kids ... and they actually thought that we had a towing caravan, and we had sited it ... and they were laughing. They just had this thing that we had got to roll up and ... we did laugh. You know they have all done it when they were kids and stuff, it's not as if they are like snobs or anything, but we just laughed, it was quite humorous wasn't it? But no, it's affordable living I think as well, because all right they depreciate, but a house ... you have to come up with a lot more readies ... the upkeep can be a lot more ... and you can have the same sort of expense that you have with your home

**DO YOU CONSIDER YOUR CARAVAN TO BE A PROPERTY ... HOW DO YOU SEE IT?**

It's a property for while you are in it

Yeah, it's our home. It feels like home from home for us. You know, we won't rent it out and will only have very close family staying in it. The kids have got their own toys, and we have got our own things in it

It is a property, but it's like a car isn't it. A car is your property, but at the end of the day in the next five or ten years time say you might have to change your caravan if it is looking shabby, so obviously you have got that. Obviously you are going to get ten years out of it. But it's like anything, your house you would paint, and with your caravan you are buying something and obviously you have to care for it, and you will look after it as best you can

**DO YOU FIND THAT THERE ARE A LOT OF JOBS TO DO WHEN YOU ARE DOWN HERE?**

Um ... yeah

**AND HOW DO YOU FIND THEM ... ARE THEY A CHORE?**

No, because I do them in my own leisure ...

**AND IS THIS DIFFERENT FROM HOME?**

No, because when I am at home I am doing work on the house ...

He never stops working ...

So that's why it's quite nice to come away ... because if there's a spare minute I will do something. I have got no qualm with that. That's what (name) doesn't like, because I won't stop until I have got the job done. It's like we have got to do certain things on the caravan, to convert to the way that we want, just like storage and hanging and stuff, and we will get this done this week. It will take an hour or two hours maximum, but you have got to find those two hours within that week, and we did a little bit the other day because it was raining, but obviously the kids were bored so ...

**WHAT ELSE DO YOU DO WITH YOUR TIME WHEN YOU ARE AT YOUR HOLIDAY HOME?**

We have got friends that have bought a caravan ... a few people we know have bought them in Woolacombe at Twitchen Park ... so we go and spend some time with them ... and my brother's girlfriend's family live in Barnstaple, so when we come down later in the year they have invited us over for a meal, so we will stay here and go over there ...



And a lot of the times, when the weather is nice you exploit the beach ... the kids love it ... go down to Ilfracombe or whatever, and play a little bit of golf ... I don't know, you seem to make more of an effort when you are away from home, although I can't explain why

**DID HAVING FRIENDS AND FAMILY NEAR-BY INFLUENCE YOUR DECISION TO LOCATE HERE IN ANY WAYS?**

No

It's nice. It's just the right drive

It's enough just to get away. I think that for getting away, if it's any longer it becomes more of a chore ... you know ... you might have gone to four hours, but that would have taken you to Bideford or somewhere around there

**IF YOU HAD FOUND THIS HOLIDAY PARK AND SURROUNDINGS JUST AROUND THE CORNER FROM YOUR HOME, WOULD YOU HAVE FELT THE SAME WAY?**

We would to have had to have fallen upon it, but I don't think that we would have appreciated it. We would not of bought a caravan if it was only twenty minutes down the road. We go to Woolacombe, Croyde and the beach, twenty minutes to half an hour away anyway. This is a base to explore where we want

Our friends that have bought one in Twitchen Park, her sister lives in Woolacombe ... she moved down here six years ago, and she came down for holidays and loved it, bought a nice house, and then decided that she wants to go back ... she's bought a caravan on Twitchen Park next to her sister ... she says living here and holidaying here are two different things ... she is going back ... but she loves it down here

It's nice to get away, but whether you can convert fully to that way of life, is a bit of hit and miss isn't it really. You know we toyed with moving down here, but then again that's a bigger step

**SO DO YOU CONSIDER THIS AS A STEPPING STONE TO EVENTUAL RETIREMENT DOWN HERE ONE DAY?**

I really don't know. We are sort of impulsive people, and we definitely think about what we do long and hard, but ...

If the opportunity was here we wouldn't think twice about it. A lot of our friends have moved ... some have moved to New Zealand ... some have moved to Canada ... recently ... we are at that stage of life when they are all going ... and if the opportunity exists, we would consider ... you know sometimes in Birmingham we feel that we have missed the boat a little bit ... because of the business

**IF MONEY WERE NO OBJECT, WOULD YOU HAVE CONSIDERED SOMETHING OTHER THAN A CARAVAN?**



I like caravans, but he is more money driven

If I saw an opportunity then there's no point throwing ... if I said to you it was twenty thousand pounds and in five years you will have nothing left, then you as a business person would think no. You would probably do it with a car, but you might not do it with a property ... for me to lose money in property is difficult ...

SO YOUR DECISION WAS VALUE DRIVEN?

We just fell in love with it, and I can't explain it any more than that. I knew what caravans were all about ... and everything else ... it was just one of those ... you just drive down and you weren't really expecting anything. That weekend we basically drove around ... came in and to be fair met some of the staff who were so friendly ... couldn't do enough for us ... here are the keys ... go and have a look ... and you are like, are you sure ... and that was it really

We just fell in love with it. Because we had been to so many different places, and we were made to feel so welcome here ...

And we weren't after glitz, we didn't want the kids to be inundated with fruit machines and that ... admittedly if we could have had a nice massive green area ... then that would have been ideal ... but it was nice enough

WHICH WAS MOST IMPORTANT ... THE LOCATION ... CARAVAN ... OR PLOT?

A mixture really. The caravan obviously had to be smart, and everything else, and it was. The plot was exactly what we wanted, and we got the pick. We have got the sea view ... we've got a little bit of grassland that separates us ... you walk in the bar ... the views are phenomenal. It might not be the kind of bar that you would frequent at home, but it is to be improved as years come by, and there is already the beer garden, and the park makes it home for home, and as comfortable as it can be. It's very rare, especially coming from Birmingham, that you meet people where they are prepared to bend over backwards ... whether that's the people ... it's the relationship with the staff ... they're more like friends ... they have got to be I think ... if they're not ... We've been to (name) and they had imported loads of Polish because no one wanted to work there, and no one could speak ... and it was filthy, you know ... lack of command, pure and simply. They didn't understand what was being asked of them, they were new in there, and the toilets ... I can't explain the toilets ... the whole week we were there ... we moved the second week ... and they were still dirty a week later ... and for me that was what it was about, you know, if you can't keep something clean ...

WHERE DID YOU USED TO HOLIDAY?

Before we got married we both travelled a lot, didn't we? I've travelled all over ...

As I said, we've been Centre Parcs, we go away for weekends, go down to London, mainly short breaks purely and simply that we are normally visiting people, and we might do a long weekend, again with the kids it's difficult, I mean in London where do you stop? It's just too much



WHAT'S THE PERFECT MIXTURE OF SECOND HOME USE AND HOLIDAYS FOR YOU ... WOULD YOU LIKE TO GO ELSEWHERE FROM TIME TO TIME?

We spend a lot of time down here already. It's nice to just come away for weekends. If you could guarantee the weather you would never go abroad again.

We might go skiing in a few years when the children are old enough to start ski-school and stuff ...

But hot holidays ... and I'm working in it as well ... doesn't ... although it's nice, too hot is just too hot ... the children aren't going to enjoy it ... the amount of people that have been away this year, and hired a villa, you know, as lovely as it might be, they couldn't even go into the pool it was too hot. There is a lot of hassle going away ...

I GUESS YOU NOW HAVE YOUR HOME HERE FULLY EQUIPPED?

Oh yeah ...

Again it's comfort ...

On Friday night we didn't leave home until half nine, and when we get here all the beds are all made up, we just put the children straight into bed and ... it's just easy

HAVE YOU HAD THE OPPORTUNITY TO MEET OTHER OWNERS?

Yes. We get on really well ...

Well (name) is up with ... I mean ... a complete stranger really. We met them three months ago, and are grandparents of a girl of (name)'s age, but we haven't met the parents. We were a little bit worried about the kind of people who would be on the site, and what's surprised us while we have been here, is that it is quiet even when it's full ... there's no rowdy-rowdy, do you know what I mean. I have been to other parks and you do get the other element which are rowdy, because you have got the glitzy bars, and coming in at all hours ...

There was a lady that was down here a month ago, and she was looking at buying one here, and they had twins (name)'s age, and they were a really nice couple from Surrey they were. And she said that the only thing that buying one down here that worries me is the type of people that you get caravanning, and I said you know, it's not like that, you are going to get that type of people everywhere you go, but that doesn't mean that they are necessarily going to be caravanning. Combe Martin I think doesn't have that to offer, or the attractions of that of say Woolacombe, which is why we came here

Before that (name) has always run pubs, and we had our own pub just before he was born, so we have seen it and done it sort of thing ...

Seventeen years ...

And that was hard work. And selling that was a big step ... peace and quiet ... you know ... although you like to sit in a nice bar, with a nice atmosphere ... that's why friendly people is a major must, you know for us, and pleases and thank yous and just general welcomes are so precious to us

#### TO WHAT EXTENT HAS YOUR STATIC CARAVAN BEEN GOOD VALUE?

It's been extremely good value. A more comfortable price range than we thought, and very surprising. Ideally the caravans that we were looking for were three beds, but you know after going into the two beds, and the price and everything else, and for all the parks that we had been to, whether it be South Wales ... this was so nice ... so we compromised. We paid twelve and a half thousand. As long as you maintain it, keep it clean ... but again something might change and we might upgrade, you don't know do you. As time goes on the children will be so used to it being there, that we will be hard pushed to ever sell it. They will be bringing their friends down and everything else. We are keen to drag as many people down here as well ...

We want to get some friends to buy vans down here ...

WELL, I WOULD LIKE TO THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR VALUABLE TIME AND AGREEING TO BE INTERVIEWED. IT REALLY IS APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME. THANK YOU VERY MUCH FOR YOUR HELP



## Interview: CM5

### TELL ME A LITTLE BIT ABOUT YOURSELF

Well we are the least likely second home owners that you could get really

### IN WHAT SENSE?

Financially. In as much as we both had to take early retirement from our full time employment. We have both suffered from ill health, so we are not your high income bracket second home owners by any means. We both survive on state benefits, and have occupational pensions. So we are both on a very tight budget, but we have been helped considerably here by my parents who are in their late seventies, and have been very kind to me as I have had health problems and had to give up full time teaching work ten years ago. They have been incredibly helpful, and said that to avoid inheritance tax they would like to put some money towards something that we can all use, and they have spent the past two weeks here actually. So it's for them to use while they are still well enough to drive and use, and they have just said that they would like to help me out because they know that they like coming down here, and use it while they are still around. I don't know if my brother will get the opportunity to use it, but it's just going to be a family place

### HOW OFTEN DO YOU COME DOWN?

Well this is our third time this year

Yeah. March, May and now here. The original plan before we purchased it ... well I had come down here for holidays quite a few times ... stayed at Sandaway ... and stayed here ... and I said to my parents just in the future when my mortgage is paid up, I'm really tempted to get one of those ... and they had been thinking about it and said to themselves ... I liked the idea ... with the health problems and that I do a lot of voluntary work, but it gets on top of me quite easily, and so I liked the idea ... where previously because we were on the low income bracket we used to go away the last two weeks of October ... the cheapest two weeks that they did ... and March ... and each time, by that time of year we were desperate for a holiday ... and so the idea, having found an area to which one could come one week in five ... in fact we have been doing it more than that ... rather than come when you are absolutely desperate ... you come away and you are in a nice and friendly environment ... so anyway that's where we are coming from. So I had planned it as something that I would like to do, and Mum and Dad very kindly gave me the opportunity

### BESIDES HOLIDAYING HERE, DID YOU HAVE ANY CONNECTIONS WITH THE AREA?

Not at all

We knew that we wanted to come to Devon. We are not in an income bracket of going abroad or anything like that, and also (name) has a dog ... so we can have the dog with us ... and I need the dog for company on walks ... cos we work by our separate interests and ... and when we decided that Devon would be the place ... well it was a shock to me to learn that I had the option now ... I thought that I would have to wait until I had paid off



the mortgage and then that was what I would do, by which time they would be in their eighties, nineties, and I would be in my sixties, you know ... so they said as well, as I have had problems with operations in the past ... and the driving and that ... while you are still driving, for goodness sake do it now while you have found something that works for you ...

**DO YOU SEE IT AS A SECOND HOME?**

Yes

Yes

Most certainly. We just decided that it would be Devon. When we discovered happily that we had the option of finding somewhere, we went down to Cornwall, and we thought that we would do some research to find out ... given that it would be a long-term thing ... and we would do our homework while we were here

We went to all the John Fowler sites that were selling caravans, and a couple more

I went to the Tourist Information Centre and the Council and we said give us a list please of all places in Devon that do these ...

**HAD YOU DECIDED THAT IT WOULD BE A CARAVAN?**

Yes, we had decided that it would be a caravan ...

**WHY EXACTLY?**

Because ... light ... I could never stay in apartments ... the light, I absolutely adore the light ... the lovely thing about caravans is that they feel spacious ... you have got daylight coming in, and I find daylight coming in makes an incredible difference to your mind ... if you are looking at a wall, ooh you feel hemmed in ... but if you are looking at daylight you're not somehow. I also think that caravans are independent units, whereas I get hacked off at home, I am in a terraced house and you are watching the telly if they are watching next door, I go in the garden and I have got their radio ... whereas here these are independent units ... you are aware of human beings somewhere else, but not right next door to you ...

You have got your own space ...

And nobody is going to come knocking at the door if you don't get up to God knows what time ... you can lead your own lifestyle

**HOW DOES THE ENVIRONMENT OF YOUR SECOND HOME COMPARE WITH THAT OF HOME?**

From my point of view I come here for peace and quiet. I am in a row of terraced houses, the walls are hideously thin, and the Post Office sorting is just around the corner so at half past four you have got their staff coming down with their radios on and windows open ... it's hassle ... but when we come here we are on the perimeter with a view



SO YOU ARE SEEKING PEACE AND QUIET IN CONTRAST TO THE ENVIRONMENT AT HOME

And a view.

As far as I can accommodate ... I do voluntary work, because I think I am very fortunate ... year-round ... you know when you have had ill health you count your blessings don't you ... so the phone seems to be ringing a lot, and I am always on a timetable to be somewhere at a certain time ... but here there's none of that, and a view ... we look out and instead of seeing more houses ... and our view swung it for us ... views were a major consideration

When we went looking about for caravans ... down to Cornwall and that ... I had already made my mind up where I wanted to come. I live in a warden controlled place where there's lots of dogs barking ...

HAD YOU BOTH DECIDED THAT YOUR SECOND HOME HAD TO BE A CARAVAN? WAS THIS PREDETERMINED?

Yeah

It had to be a caravan ... because it had to accommodate a dog ... and had to be within a certain price range, and once you start looking at cottages or anything you are in a totally different price bracket

AND ... IF MONEY WASN'T AN OBJECT?

We might buy a little cottage down in the town ...

SO CHOOSING A CARAVAN WAS A BUDGET CONSTRAINT?

Oh, yes totally. The other reason that we looked at other places was because they were open eleven months of the year ... and that's why given no financial constraints we would go for a cottage or something like that, because to have it all year round would be fantastic

BUT IF THIS PARK WERE TO OFFER ALL YEAR ROUND, WOULD YOU STILL WANT A COTTAGE?

If this was open all year round ... I don't know ... well you see I am so used to gearing myself financially, because I think cottage ... winter ... enormous bills and maintenance bills and things like that ... umm ... whereas at least it is more controlled in a caravan ... so I don't know, but then I have always been geared to being financially controlled, and having to live on sickness benefits for so long ...

WERE YOU SUGGESTING EARLIER THAT THIS HAS PROVIDED YOU WITH A NEW LEASE OF LIFE?

Absolutely. It's unbelievable. I have said to my parents so many times this year ... I had no idea ... if somebody had told me ten years ago ... when I was very poorly and not driving

... that I would be driving ... I would be walking ... and that I would have even a holiday home ... who do I think I am ... it's all down to my folks ... it's unbelievable ... it's fantastic

Last time when we came down here, we came down for three and a half weeks. Then we were here for two weeks two days. Then we are going home for two weeks. Then we are coming for five weeks

I would come for the whole summer, but my wrestling is my voluntary work. I had an old lady nearly in tears last week, she's ninety-five. The trouble when you do voluntary work obviously ... if it is a paid job someone else fills in ... nobody else will do it, so she will not have a visitor for these two weeks that we are away. I feel guilty. She looks at her calendar and sees when I am coming next, and thinks oh my God that is a long space. If it wasn't for that ...

**HOW DOES THE LIFE THAT YOU LEAD AT YOUR CARAVAN COMPARE WITH THAT AT HOME?**

I feel totally un-overlooked ... very private ... there's no phone going to ring ... nobody is going to knock on the door ... that's the luxury ... I get up in the morning and I feel really content ... and I say to you 'oh another day in paradise' ...

Even when the weather is not that good, it's still great. We have had everything haven't we love ...

Oh that May ... we had three and a half weeks of solid rain ... in fact you said ... 'well I'd rather be here when it's raining than back home ...' We are both avid readers ... and I'll walk in the rain, I don't care as long as I am outside walking with the dog ... it's gorgeous ...

**SO WHAT OTHER THINGS DO YOU TYPICALLY DO?**

I love walking with his dog. He's got heart problems so he doesn't walk so much. But that works fine for us, because we go out and we do something ... like today we will go to ... we want to go to that market, don't we sweetheart ...

Yeah. I like looking in the shops, and looking around markets

He's really co-operative because we will then drop the dog and I off somewhere, and say what time will you want to be picked up ... and we just roam ... and you will go on to where you want to go, and you might have a couple of pints somewhere and relax a bit, and we will do our thing ... and you are brilliant, you will pick us up ... so we can both do our own thing as it suits. The reason that North Devon is so good is the coastal paths. That's the big big draw to me, because anywhere you can be dropped off and picked up. You don't have to go to a certain part or anything. That does it for me

**DOES THAT COMPARE TO THE SORT OF THINGS WHICH YOU DO AT HOME?**



No, I just have more voluntary work commitments. It's like every day is a holiday, well it is a holiday down here, because every day you can please yourself, whereas I must admit at home, four days a week I have commitments ...

#### DO YOU DISCUSS YOUR SECOND HOME WITH YOUR FRIENDS?

Oh yeah

You do more than I do, don't you, because I feel guilty about it being an indulgence. I do say how lucky we are, yeah. I tell close friends. They wouldn't be close friends if we did not share things.

#### DON'T THEY ASK IF THEY CAN HAVE USE OF IT?

Because they are close friends they know also it's mum and dad's, which helps fend off anybody that asks ...

We don't let it out ...

Part of the hassle again of having a holiday is ... you don't have to pack up and clear out by ten o'clock ... and we can leave loads of our things here ... it's fantastic ... so there is no massive planning, because obviously we have to plan for all weathers and things like that ... it makes all the difference in the world ... it should be a home for home

It's a case like we could say on Thursday, let's go back to Devon on Saturday ... and all that is needed is to put the stuff what you want, and bits and pieces into a suitcase and off you go ...

And it's lovely to be able to say to my mum that there is a loaf of bread in the freezer ... there's coffee in the cupboard

#### DOES YOUR SECOND HOME MAKE YOU FEEL PROUD?

Yeah. When my parents use it makes me feel good. It's nice to be able to have ... because they do so much ... to be able to say that we have got a little home ... and you have given us this home ... and don't bother to pack toothpaste because it's all there ... and we have made it into a complete home from home ... because last time we had to pack all these things, didn't you, and do a big Tesco shop the next day ... now you walk in and it's absolutely gorgeous

#### DO YOU FIND THAT THERE ARE A LOT OF JOBS WHICH NEED ATTENDING TO WHILST YOU ARE AT YOUR SECOND HOME?

Oh yes, but as it is our caravan, we like to look after it. I like to give it a good wash ... get rid of all the green ... and the windows need doing

#### DOES THIS FEEL LIKE WORK?

No. It's a joy to do it ...

Whilst it's not a financial investment, obviously because it depreciates, it is an investment time wise. We know that we have got ten years here. It's not work because it's our house ... and it's enjoyable.

**YOU MENTIONED INVESTMENT IN TIME. WHAT DID YOU MEAN?**

Well they are an investment in time, not financial ... but there are other returns. The quality of life is a fantastic investment. It's unbelievable. I knew that I would do this because I knew that it would be great, and can remember saying to my mum that when my mortgage is paid this is what I want to do ... they just facilitated it earlier than I would have been able to ... so it was something that I would have wanted, not as a financial investment, but as a quality of life investment. It's fantastic as a quality of life investment

We are talking about that if we do get some money, we are thinking about, in say six or seven years, is to upgrade it

**WHEN YOU DECIDED TO BUY A SECOND HOME, HAD YOU MADE UP YOUR MIND THAT IT WOULD BE IN THIS PARTICULAR REGION?**

We did look in Cornwall ...

Where we live to where we looked in Cornwall, the way that I looked at it was that you would lose two days really of your holiday. One day to get there, and one day to get back

The one plus was that one of them was open eleven months of the year, and that is really the reason we went to have a look ... just to see if that was a trade off

**HOW LONG DOES IT TAKE YOU TO TRAVEL DOWN TO HERE?**

Well, we stop and have a break, so it takes us anywhere between four hours and five hours

Yeah, we don't do it all in one go

It's not as though we have got to be here by four o'clock, so we can take our time to get here

**SO YOU WERE SET ON HAVING A CARAVAN, AND IT WAS MOST LIKELY THAT IT WOULD BE IN NORTH DEVON?**

Yeah ... South Devon is more manicured ... we stayed in South Devon and we found it's more manicured, and probably, we may be totally wrong, but the impression we got was that was more sort of family trippery, and we don't have kids. This is quieter and more rugged ... we love it

**WHICH WAS IMPORTANT TO CHOOSE FIRST, THE CARAVAN OR A PARTICULAR PITCH?**

The site or pitch for the caravan was most important



Yeah

**HAD YOU LOOKED AT ANY CARAVANS BEFORE YOU CHOSE YOUR PITCH?**

We had at other parks, but not here. The pitch was important for the view ... and the fact that it was on the perimeter, so that when we are sitting in the living room we are not aware of any other van ... so had there only been ones available which were mid-row, or in a series of rows, we wouldn't have wanted to know

**IF THAT HAD BEEN THE CASE, WOULD YOU HAVE GONE ELSEWHERE?**

Yes, definitely. The pitch was crucial ... number one ...

The thing about the van was, we were really fortunate because it was only eighteen months old ...

We had a price ceiling ... and we kept well within that. My mum and dad helped us out with the principal, but obviously I had to find the ground rent, and running costs and all that ... as we are not letting it out ... we want to have that privacy, and leave stuff here. We are into minimum hassle, aren't we really? We had allowed about two thousand more probably, hadn't we, than we actually needed, which I was relieved about. We were shown numbers 41, 42 and 35 I think it was ... and I remember that before we had even gone into 42 I said no ... because of its situation ...

But when we saw number 41 inside and outside we just said straight away that that was the one we want ...

**HOW IMPORTANT ARE THE NEIGHBOURS TO YOU?**

Oh it matters because we want a community where everyone is sort of considerate of the other, and where they could feel they could leave their windows open and we keep an eye on it if we were having a day around the park ... it's nice that isn't it?

**HOW DO YOU FEEL WHILST YOU ARE AT YOUR SECOND HOME ... AT HOME?  
... OR ON HOLIDAY?**

I feel that it's like a holiday ...

I keep thinking we can't just act as if we are on holiday, and say we will go and do this, and spend this. We can't be on holiday mentally for twenty weeks of the year or so ... but it does ... it's fantastic! I do worry financially ... but it's just a gorgeous feeling

**DO YOU FEEL LIKE A LOCAL OR A TOURIST?**

Oh, a local I think ...

We are known now aren't we ... and we are spending so much time here ... the next time we come we definitely will ...

## WHY ARE YOU NOW BEGINNING TO FEEL LIKE LOCALS?

Because you go into places and they say 'hello (name)' ... and I go to church every Sunday evening, and it's the same faces ... so I'm integrating with the local community ... it really feels so ...

And when I go to into the paper shop every morning they say, 'you're back again ... how long are you away for this time?'

And also a lot of the Combe Martin people used to live away, and have moved here ... and it's very nice as you do not feel that because you are not born and bred in Combe Martin or whatever ... a lot of the people who live here have previously lived up in London or somewhere like that ... so you don't feel excluded ... you really feel part of the community, yeah ... but had we gone to somewhere where they were all three generations born and bred ...

## FINALLY CAN YOU TELL ME WHAT YOU SEE AS BEING SO NICE ABOUT LIVING IN A CARAVAN SECOND HOME?

Mentally it feels less burdensome. I think that if you take on a second home which is a building or something structural, personally I would be scared stiff of things going wrong, and maintenance and goodness knows what, that I don't know anything about. Whereas here I don't feel any burdensome responsibility ... it's lovely

## I THINK YOU SAID EARLIER THAT YOUR CARAVAN WAS SPACIOUS ... YET IT IS PROBABLY NOT AS BIG AS YOUR HOME?

Oh no ... but it is spacious ... yes it does feel that way ... it's the illusion of light ... and we try to keep it less cluttered don't we? ... because I like the illusion of less cluttered, that's part of its niceness ... whereas at home it's a just a general dumping ground. In a caravan the illusion of space is more important ... we work hard to keep it looking uncluttered ... it makes us feel better

## DO YOU MEAN THAT THE SPACE WITHIN YOUR CARAVAN HAS A GREATER VALUE?

You become very disciplined ... and very good at keeping it uncluttered ... so we work harder here because we want these psychological benefits of an uncluttered appearance, and we work harder to keep it that way, and it pays off. I've identified that at home one of the reasons that life feels like it is getting on top of me, is that my house is cluttered ... I come home exhausted from something, and I dump ... you know just chuck things on the nearest thing ... and I only do what has to be done ... but here you are disciplined to keep it uncluttered and put away ... and the second bedroom is crucial to store rucksacks away and so on ... it all makes a difference to my frame of mind totally ... and is easier because it is in a caravan. You only have what you need. If you found a pile of stuff you would have to turn around and clear it up ... you would have to ...

## WHY WOULD YOU HAVE TO?



Because part of a holiday is to have a mentally clear mind ... it's not just the physical ... part of a holiday is to have a mentally clear mind ... and so what you look at affects the way you feel mentally ... you have a completely different life here ... for me it's like weekends all the time

**DO YOU THINK THAT THIS FEELING WILL EVER WEAR OFF?**

No ... but I hope that the guilt does ... I mean I know people who have much harder lives

**WHEN YOU ARRIVE DOES IT SEEM LIKE HOME?**

Oh yeah ... except it's better because you are not timetabled. I mean here I actually quite like going shopping, whereas at home it will be I'll do that after so and so. It's like a jigsaw at home ... slotting in timetables ... how to get everything done before running out of energy ... whereas here it doesn't matter ... we will go shopping ... we've got all of the time in the world

**DO YOU FEEL A DIFFERENT PERSON IN THIS ENVIRONMENT?**

Definitely. I am my own person today, because I am down here. You are not being judged ... I mean at home because you have to fit into different roles for different people, in some way you are being judged ... you are trying to fulfil different roles ... and you daren't actually say what you really think at any time because you are filling these roles here you are lovely and honest. You have more defined roles at home ... it's a different life

**HAVE YOU CONSIDERED RETIRING DOWN HERE ONE DAY?**

I would

Yes

That's why I thought this would be a great ... I thought a couple of years ago that I would like a change and to live down here, but I get put off by the paraphernalia of organising things and that kind of stuff. I have told people that I didn't want to end up in Epsom, and finish my days there, but that I would love to be part of a village ... it's not just a holiday place, but it's a lovely villagey atmosphere

**THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR VALUABLE TIME AND AGREEING TO BE INTERVIEWED FOR THIS RESEARCH. IT IS GREATLY APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME. THANK YOU VERY MUCH FOR YOUR HELP**

## Interview: SG6

### TELL ME A LITTLE ABOUT YOURSELF AND YOUR OWNERSHIP OF A CARAVAN SECOND HOME

Well I am from Bristol, and I work as an Area Highways Officer, dealing mainly with the public. I've been a caravan owner now down here for ... I think it must be fourteen or fifteen years on this site. We previously had one along the road ... we had that one about five years ... then I couldn't get away so much ... my job entailed being on call-out at night and over weekends and that, so it drifted

### SO YOU SOLD IT?

Yeah. We then got a tent for a while and went camping ... I loved it ... the kids loved it ... but the missus didn't ... and we then bought a tourer but didn't like the towing of it ... and the daughter was getting a bit older then ... so we looked around and came here. We were made very welcome and were asked if we would like to stay over and see the entertainment on the night, and that sort of thing, and it just went from there

### WHY THIS PARTICULAR AREA?

Because we are just an hour from Bristol and I'm down here having a cup of tea ...

### DID YOU LIKE THE AREA?

Yeah, always have. Came when I was a kid because my dad used to run a boys club, and in them days you didn't go that far, and he used to bring all the children down the road camping in old bell tents, so I just grewed with the area and just know it. We love it. There's everything that we need. I play a little golf, I like fishing and there's loads of fishing around here. Everything is here, and like I say it's quick, we're down the back, and if the kids have got a problem I'm only a phone call away. We were going to go to Cornwall, but you are talking what a three hour drive ...

### WHAT APPEALED TO YOU ABOUT CORNWALL?

I just love the place, I reckon it's brilliant ... but I mean I could leave here by say ten o'clock on a Sunday night and be home by eleven ... if I was down Cornwall I would be leaving in mid-afternoon

### DOES IT BRING BACK CHILDHOOD MEMORIES?

Yeah, and with sites like this you also tend to make a lot of friends. It's very friendly around here. I go for walks in the morning for a bit of exercise, and everybody is saying 'good morning', it's a lovely place around here

### HOW OFTEN DO YOU COME DOWN?

We are down here every weekend. We are on holiday down here now, for a fortnight, but what we do is come here and stop, and we go down to Cornwall tomorrow, for about three



days, stay a couple of nights away, come back and the last week is just a rest. Unless there's something home we have got to do, we come every weekend. I mean we used to have a dog ... and the dog used to sit by the car waiting to come on a Friday night ... he loved it ... yeah ... it's just friendly down here ... we love it

SO YOU TREAT THIS AS YOUR SECOND HOME?

Yeah. You get down here, make yourself a cup of tea, sit down and think that's it ... I'm away from everything here ... yeah it is a second home. We did actually look around the area to buy one to live in. The only one we liked was opposite the hospital on the outskirts of Weston ...

IN ORDER TO RETIRE?

Yeah, I'm sixty-one

SO ARE YOU LOOKING TO RETIRE TO THIS AREA?

I was ... but the cost of it was a bit much. You are looking at what ... a hundred and sixty thousand for the van itself ... and you pay the rent ... it's just as cheap to keep your house in the long run ...

AND DO YOU LET YOUR CARAVAN OUT?

Oh no. The reason I don't let it out is because I had a friend ... he had bought one in Weymouth ... and he went down to have his weeks holiday, and they said 'well your van's let, you should have rang us' ... which is fair enough ... but he just couldn't get into his own van, and when he did get down there at the end of the season it was absolutely wrecked ... they had pinched the television, cutlery was gone, cigarette burns ... no ... it's our home down here ... it's a reflection ...

DOES IT FEEL LIKE A NORMAL PROPERTY TO YOU?

Yes. I maintain it the same. We have got a chap in there now, servicing the boiler. We have it serviced every year just like we do at home. It's kept like our home is. It's got central heating, double glazing, en suite bathroom ... yeah it is tremendous

WHAT DO YOU THINK MADE YOU WANT A SECOND HOME?

Just to get away ... it was a holiday for the children every weekend for them

TO GET AWAY FROM ...?

Well, it's like being in the country out here ... and mainly the hustle and bustle of it all. And the work, I was on a call-out when I first started ...

BUT WHEN YOU WEREN'T ON CALL YOU WERE AWAY FROM IT THEN WEREN'T YOU?

Yeah ... in a way, but I think that all week you build up the pressure in work, and I think that this is kind of the release for it ... because I can do what I want down here ... I can go off ... I please myself ... not only that but when you are home you tend to look 'well what can I do?' and find something to do, and inevitably you end up doing a bit of work around the house

**WHEN YOU ARE DOWN HERE DO YOU FIND JOBS TO DO?**

No not really. Just water the plants, and that's about it

**ISN'T THAT WORK?**

No, that's all right. The worst thing of work down here would be painting the chassis down underneath ... but you only do that about once every three years. I do like half a day one weekend, and half a day the next weekend ... it's work but I can please myself ... if I don't want to do it I just say well leave it another week ... so that's about the worst thing I have to do down here

**SO HOW DOES THIS ENVIRONMENT COMPARE WITH THAT AT HOME?**

Well obviously home is in an urban area, and it's getting worst to be honest as everything goes on there now ... crime and that. We are not far from police sirens all the time ... and we are not far from a club, and they tend to use our street as a cut-through on a night. At two o'clock in the morning anything could be going on. You get people coming down the streets shouting and swearing ... whereas this ... I mean this morning I woke up and there were birds singing ... no sirens going off ... it's just totally different

**DO ANY OF YOUR FRIENDS HAVE SECOND HOMES?**

Yeah, I have got a brother-in-law right next to me. We get on great together

**HOW DID THAT COME ABOUT?**

Well we both decided to do it at the same time. We were both at a touring site up at Edith Mead ... he's got his own business and he finds the pressure ... he and the missus went to school together ... and as I said the daughter was getting bigger, and fed up with coming down there anyway because there was nothing much to do on the touring site ... and like I said you had the club here and the swimming pool and that, and they make friends, and we used to come down here and they would say 'we are off now dad' and you wouldn't see them ... and he come and looked around and said 'yeah I'm going to do that as well' ... we both bought vans at the same time. We've always been in the little circle there ... it's lovely because it's quiet, and there's only about fifteen vans in that little place ... but he's dotted about a bit ... cause one site wasn't big enough ... he wanted a bigger van ... then his first wife died so he moved spot ... then he wanted a longer one ... and the spot came up right next to us, and he moved into that

**DOES HE COME DOWN AT THE SAME TIMES?**

Yeah, he's down here now ... we're off down to Cornwall together, yeah



## AND HOW ABOUT OTHER FRIENDS?

Yeah, there's other people ... they've gone down to another site right at the end there ... and another on Trigg Point ... I don't really want to see work people down here to be honest

## DO THEY KNOW AT WORK THAT YOU HAVE A SECOND HOME?

Oh yeah, yeah ... and some of them takes the mick like

## WHY DO THEY DO THAT?

Well 'Brean' they say 'that's only down the road, what's the point' ... that was the attraction for me like I said. I don't want a three hour drive, or have to leave early ... I mean if I left at nine or ten o'clock on a Friday night, because the missus used to evenings, I would be facing then three hours to go down to Cornwall and get there one o'clock ... half past one in the morning ... nahh ... I could be here at eleven o'clock sat down having my coffee or go to be like ... the bed's made up and I'm in there

## THE ONES WHO LIKE THE IDEA, DO THEY ASK TO USE YOUR CARAVAN TOO?

Some of them do. I have been asked if I would rent them my van, but I said 'no'

## WHEN YOU DECIDED TO BUY YOUR FIRST STATIC CARAVAN, DID YOU CHOOSE THE PARK, THE VAN OR THE PLOT FIRST ... CAN YOU REMEMBER?

Well obviously we liked the location down there, near Burnham ... we looked for the plot first because it determined what size van you could get in there ... I mean the only one they had available at the time would only take a nineteen foot caravan ... and the Texeco garage had the site at the time and they only had about five different vans ... and they were mainly BK. We were happy with the plot. There was only about six vans where we were, and it was like a community on its own ... and the kids were small so they really didn't need a club or anything ... they just played ... and that's all you done ... you sit outside talking to the people around you ... which was nice

## THEN YOU CHOOSE THE VAN?

Yeah, but we were limited, because a nineteen foot BK was like a single bedroom. It was all gas. That's going well back

## AT THE TIME WAS IT AS GOOD AS YOU HAD EXPECTED?

Oh yeah, it was the bees knees ... it was the thing at the time ... you could put a fridge in it ... it was a small van ... bedroom at the back ... kids slept outside on the side where you sit for your meals ... it was basic at the time compared to what we got now ... but at the time it was the bees-knees for us because it was the first van we had ever bought

## IN WHAT WAY WAS IT THE 'BEES-KNEES'?

Well it was our van ... it was another home wasn't it ... I could leave the missus down there for six weeks in the summer with the kids in school holidays ... I stayed home at work ... if I wanted an hour I was down here

GOOD VALUE?

At the time, yeah, it was

AND AFTER THE FIVE YEARS OR SO USE, DID YOU SELL IT ON?

Yeah ... well you don't get a lot for it

AND LOOKING BACK ON WHAT YOU HAD SPENT, DID IT LOOK LIKE GOOD VALUE?

Yeah, for the enjoyment that we got out of it ... I think that was the thing, you got enjoyment out of it ... yeah and I value that enjoyment

THEN DID YOU GO STRAIGHT OUT AND BUY ANOTHER ONE?

No. I think that we spent about a year home, and decided to go off to different places on holiday. And then we thought the kids want to go away weekends so we thought well we will get a tent. So we got this tent, and had a couple of holidays, and one weekend they wanted to go away ... it just poured and poured for the whole weekend ... oh it was terrible ... and I said I can't stand much more of this. They had a club on this site, and you had to walk up a lane to get to it. And when you got there ... you were drowning ... and they said 'it's happy hour' ... and you had a few drinks and when you came back to it ... think, oh well perhaps it wasn't so bad ... and there was the rain still coming down ... the kids loved it ... but you know, you just sat there with coats on ... freezing ... my brother-in-law bought one as well! We had some laughs with it, but it wasn't very good ... so I decided to get a caravan and go touring around, but got fed up with towing the thing

HOW LONG DID YOU HAVE A TOURING VAN?

Oh, three or four years I suppose. Bought different ones ... bigger ones ... and then like I said the daughter was getting a bit older ... so we came looking down here, because the chap that had one down the end said that he bought this van ... and it's a nice place isn't it? ... but I didn't want to go down with him ... and we came along looking and this was the first site we stopped at and saw a few vans, and you had a choice! Not just a BK but you had a choice!

DID YOU LOOK AT THE PITCHES WHICH WERE AVAILABLE FIRST OR THE CARAVANS?

The plots. He showed us several, and a couple of vans ... and said 'this is what you can have' ... there was a Brentmere ... Willerby ... oh about eight in total. He said 'we have got these plots, and these will be coming available at the end of the year, and if you are not



happy with those caravans we have got brochures here you can look at'. We both picked the same vans ... The Leven ... which was slightly up from what he had on the site

#### WHAT DID YOU LOOK FOR WHEN YOU WERE CHOOSING YOUR VAN?

I just left that to the missus, and said 'what do you want?' ... I think she said three bedrooms because we have got a boy and a girl, and they can have their own space ... a nice kitchen ... and a nice lounge area which we had at the time ... and we had that one for a few years ... the twelve foot ones came out then, and we went to a twelve foot as that offered you extra space ... it makes a heck of a difference ... and then we ... well we have had about four, five vans now ... and then we saw the one we have got now down at Unity, which is down the road ... the missus went and had a look ... it's was a Pemberton Mystique ... thirty-nine footer ... and they weren't sure that they could get one that size on, but measured up and we had it! ... we love it ... it's a superb van. Our other one was getting five to six years again, so it worries you because you are getting near to your tenure, and if you want to stay on here ... if you don't change your van, you are going to loose the money on it anyway once it starts getting over five years ... so it was like do it then, or not. So we went for it

#### WHAT DID YOU PARTICULARLY LIKE ABOUT YOUR CARAVAN?

I think it sort of mirrors our home a little bit ... with the dark wood furniture, and its armchairs and free-standing furniture. My wife liked the furniture ... the bedrooms ... patio doors at the front and on the side as well. And we put it in and thought what we want on there is a veranda on the front ... it's a home from home ... and she hangs baskets on it because she likes her plants ... it's brilliant ... and nice neighbours down there

#### WHAT IS IT EXACTLY THAT YOU LIKE ABOUT 'THE CARAVAN LIFE'?

It's like being in my own home. I have got nice friends around me. I have got more friends down here than I have got home to be honest, because when I am at work I don't see them ... I come home, have my tea, potter about, I don't see anybody home ... down here I meet people, and like I say I like my fishing, carp fishing, and I got about five different places around here for carp fishing within six or seven miles, you have got the golf course down the road, you've got a golf course up here if you want it, a driving range, plenty of entertainment ... what else do you want? ... I'm relaxed ... I enjoy myself

#### WHAT DOES THE CARAVAN PROVIDE IN ALL THIS?

It gives me the freedom to do what I want, and enjoy it

#### HOW IMPORTANT IS YOUR CARAVAN TO YOU THEREFORE?

It's important for my relaxation side of it ... I get more relaxed here than I do at home. When I arrive and open the door, I just feel totally relaxed ... it's like having a steamer and turning the knob and the steam comes out ... and its all settled down, and you think ... 'I'm here ... I'm settled' ... and I'm not going to work tomorrow

#### DO YOU FEEL THAT YOU ARE ON HOLIDAY ... OR THAT YOU ARE AT HOME?



That's a good question because ... I feel at home ... but I'm on holiday at the same time!

**BUT YOU CAN'T ALWAYS BE ON HOLIDAY EVERY TIME THAT YOU COME DOWN CAN YOU?**

No ... that's interesting that ... because I feel at home and on holiday at the same time ... but I don't have the worry or pressure of anything at home ... that's a good one that is ... I suppose I must be on holiday because I am relaxed ... although it's my home down here

**NOW THAT YOU HAVE BEEN VISITING A SECOND HOME HERE FOR TWENTY YEARS OR SO ... DO YOU FEEL THAT YOU ARE A LOCAL, OR A TOURIST?**

No I wouldn't say that I was a local ... although they make you quite welcome ... but they do think that you are on holiday. I feel quite relaxed in the area ... I'm part-local I would say ... I think I am anyway

**DO YOU CONSIDER THE RETURN YOU ARE GETTING FOR YOUR INVESTMENT WORTHWHILE?**

Twenty-nine thousand I paid, and to get the same model now it would be near-on forty thousand, but it has been worth it to me, yeah. The children don't come down so much because they have got their own partners and that now, but they do like coming down now and again. Me and the wife would like to keep it as long as we could ... we do regard this as another home ... a place to relax ... and we really do enjoy it

**WITHOUT IT, WHAT WOULD YOU MISS THE MOST?**

You have got a lot more freedom here, and you don't feel afraid to go out ... the friendship that you have got down here ... I have got a lot more friends here than I've got at home ... obviously my wife knows everybody in the street, but I don't. I go off to work at half past six and come home five o'clock, have tea and potter about

**IS YOUR SECOND HOME LIFE A CONTRAST TO THAT?**

Yeah. I can go into the club if I want. Go for a walk. Last night it was eight o'clock and I was walking along the beach ... talking to people on the beach ... it was lovely ... you wouldn't do that at home. I have always felt safe down here ... and never had any problem with the children when they have been down here

**WHY DO YOU THINK YOU BOUGHT A CARAVAN, RATHER THAN ANYTHING ELSE?**

Well I couldn't afford a bungalow or anything down here ... like other people ... and it's given the children a great childhood

**IF THERE WERE NO BUDGET CONSTRAINTS WOULD YOU HAVE BOUGHT SOMETHING ELSE?**



I think I would still be looking to a caravan, but like one of the big park homes ... more expensive ... but a caravan ... I love caravans they are so nice, but the only thing is they bring one out better every year ... what are they going to have like next, you know ... I have always loved caravans

ARE YOU RELIVING YOUR CHILDHOOD WOULD YOU SAY?

Yeah. It is for me a lot, yes.

WELL THANK YOU FOR GIVING ME SO MUCH OF YOUR TIME AND AGREEING TO BE INTERVIEWED. IT'S REALLY APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR ALL THE YEARS TO COME. THANK YOU SO MUCH FOR YOUR HELP

**Interview: SG7**

**COULD YOU TELL ME A LITTLE BIT ABOUT YOURSELVES?**

We have had a caravan here for fifteen years, but we have only used it for a second home for seven years ... we used to use it as a holiday home. We bought a small caravan first, and then we bought the big one. And when we bought the big one we realised it was big enough to live in. We had a house each, and I sold my house and came down here. (Name)'s still got a property in Birmingham, and I've also got a flat of my mum's, she's in a nursing home, and I haven't sold her flat so at the moment we have got a flat and a house in Birmingham

**SO YOU SPEND VIRTUALLY ALL OF YOUR TIME HERE?**

Yes

Yeah. Last year was the first time we didn't stay quite so long, because (name) had a hip operation and we went back to Birmingham at the end of January and came back at the end of March, and that's the first time in seven years that we have been away that long. Because we both have got jobs here ... well I haven't because I am retired now

**SO WHEN YOU BOUGHT YOUR SECOND, AND LARGER STATIC CARAVAN, WAS IT AT THAT POINT THAT YOU DECIDED THAT YOU WOULD SPEND MORE TIME DOWN HERE?**

Yeah

Yeah ... because the first one was only a thirty foot by ten and there was no way that we could live in that really, so we used to come down for weekends and holidays

**SO WHY DID YOU CHOOSE TO BUY A CARAVAN SECOND HOME RATHER THAN SOMETHING ELSE?**

I don't know really

It might have been the price, at the time

We probably couldn't afford to buy anything abroad, and it's only two hours if we were going to Birmingham. We've still got elderly parents, so if we are needed we can be there within two hours maximum

**SO FOR YOU THE TRAVEL TIME BACK TO YOUR FIRST HOME IS AN IMPORTANT FACTOR?**

Yeah

**PREVIOUS TO PURCHASING, WHAT EXPERIENCE OF CARAVANS HAVE YOU HAD?**



Only touring ... for about ten years

**DID YOU GIVE UP TOURING IN ORDER TO BUY A STATIC CARAVAN?**

No

No. We came on holiday for a week in a chalet here ... and by the end of the week we had bought a caravan. We were just on holiday, and started looking at caravans ... I supposed they had improved that much over the years ... this one came up for sale, didn't it? ...

**WAS IT THE PLOT OR THE CARAVAN THAT YOU FOUND FIRST?**

Caravan

**WAS IT ON A PLOT ALREADY?**

No

No

**SO YOU FELL UPON A PARTICULAR CARAVAN THAT SUDDENLY GAINED YOUR INTEREST?**

Yes. We went right from Brean Down to every site all along, and then we decided that this was the nicest site

**LOOKING AT THE CARAVANS?**

Yes ... we found the van that we liked here. It was twelve months old the one that we actually bought ... there was another one that was new and they were trying to persuade us to have that one ... and it was more expensive ... but we really liked this one, and it looked like new anyway ... people only sold it apparently because they had a boy and a girl, and they realised when they bought it they had made a mistake by only having two bedrooms, so they had exchanged it for a three bedroom one ... and it had hardly ever been used

**AND HOW IMPORTANT WAS THE PLOT WHERE THEY PUT YOU?**

We only had a choice of a couple of plots ... that's all there was at the time ... and neither of them was a particularly good plot. The one we had was right on the road ... you know where it did not have much of a garden at the front ... and then after six months the one next door to that plot became vacant, and that caravan was around the opposite way, so their garden wasn't on the road, and it had a bigger garden

**SO THE GARDEN AND SPACE AROUND YOU WAS QUITE IMPORTANT?**

Yeah

It was, yes

**WHY DO YOU VALUE THAT SO MUCH?**

Well ... we've got a grandson ... and if he just jumped out of the caravan, he'd be in the road

**DO YOU STILL RESIDE AT THIS 'PLOT NEXT DOOR'?**

No

Oh no ... we have moved five times. We have had four caravans, and five plots!

**SO WHAT MADE YOU CONSIDER UPGRADING?**

We saw a second hand one, didn't we first?

Yeah

It was old-ish ... but he's quite handy, and we thought we could put new kitchen cupboards and everything in it ... that was about a thirty-seven foot one wasn't it?

**SO WHAT APPEALED MORE ABOUT THAT ONE COMPARED TO THE ONE THAT YOU HAD?**

It was bigger. It was five foot longer and two foot wider

**JUST THE SIZE?**

Yes, but we didn't have that one ... because they hadn't got a big pitch for it ... and they said wait till the end of the season, because people sell up and whatever. Then one day he came to us and he had got caravan keys in his hand, and said 'go and have a look at that one' ... and that was it we bought it

**SO THAT WAS YOUR FIRST TWELVE FOOT?**

Yeah

**BUT YOU UPGRADED AGAIN AFTER THAT?**

Yes. That one didn't have central heating and double glazing

**AND HAVE YOU UPGRADED AGAIN SINCE THAT ONE?**

Yeah

Yes

**FOR WHAT REASON?**



Because I didn't like the other one. It was all dark wood. You don't realise really until you are actually living in it ... and ooh it used to get so dusty ... it was dark as well in there ... it was a nice caravan, and he liked it of course ... so after two years we upgraded again. We bought a new one then, which we have still got

PRESUMABLY EACH TIME YOU UPGRADED IT COST YOU CONSIDERABLY MORE MONEY?

Oh yes

DID YOU CONSIDER IT TO BE A GOOD INVESTMENT ... GOOD VALUE FOR MONEY?

Not really ... we lost a lot of money. We won't do it again

SO YOU SAY IT WAS NOT A GOOD INVESTMENT. YET YOU KEPT DOING IT?

Yeah

WHY?

Just to get what we wanted I suppose ... I mean even now when new caravans come in we always look ... it's just to see what's different really ... and then you see something and you think oh that's really nice ...

HOW DID YOUR LIFE CHANGE WHEN YOU MOVED INTO YOUR STATIC CARAVAN?

Well it's entirely different living in a big city to living here ... it just makes you feel better. I suffer from asthma and when I go back to Birmingham my asthma is always worst than when what it is when I am here because it's cleaner air ... living by the beach and the sea it's better for it ...

And travelling ... the time it used to take ... six miles ... three quarters of an hour ... a lot of difference ... and now it would be worse!

SO NOW THAT YOU WORK HERE, AND LIVE IN WHAT WAS INTENDED TO BE YOUR SECOND HOME, DO YOU CONSIDER THIS TO BE YOUR MAIN RESIDENCE?

Well ... main home

Yes I suppose it is, because we spend most of our time here

SO WHAT IS IT IN PARTICULAR ABOUT CARAVANS THAT YOU LIKE?

It's all on one level for one thing. It's compact and easier to keep clean and tidy

WHEN YOU SAY COMPACT, WHAT DO YOU MEAN PRECISELY?

Well it is smaller isn't it than a house ... the space that is

ARE YOU SUGGESTING THAT THAT IS A NICE THING?

Well yes I think so

WHY IS THAT?

I don't know. You haven't got the upkeep I suppose. I don't know if it just the caravan or where we are ... I mean when I go to Birmingham I just can't wait to get back here. I can't stand it! The traffic and everything

WHICH FEATURES OF A CARAVAN ARE IMPORTANT TO YOU?

Comfort. Comfortable seating. The bedroom ... I mean some caravans you go into you can't get down the one side ...

SO DESPITE THE FACT THAT YOU LIKE ITS COMPACTNESS, YOU ALSO LIKE THE SPACE?

Yeah ... the space where you need. I mean some of them as well have got small bathrooms ... and the toilet is up against the wall ... whereas ours is a separate toilet

GOING BACK TO THE COMPACTNESS YOU REFERRED TO EARLIER, DO YOU FIND THAT IT IS EASIER TO LEAD YOUR LIFE IN A CARAVAN THAN OTHER TYPES OF PROPERTY?

Yeah

Yeah ... I suppose that it is ...

I don't know what that it really ...

HOW DO YOU CONSIDER YOURSELF WHEN YOU ARE DOWN HERE, A TOURIST OR A LOCAL?

Local

A local now

ALWAYS HAVE?

Well since we have been living here I suppose. You get to know people in the shops like you would if you were at home ... you get to know everybody

SO WHEN YOU GO HOME TO BIRMINGHAM DO YOU CONSIDER YOURSELF TO BE A VISITOR OR STILL A LOCAL?



A visitor don't we?

Oh yeah ... I feel like a visitor. Yeah ... oh yeah ... when we go back we are only visiting ... we are not there to stay

**DO ANY OF YOUR FRIENDS FROM HOME HAVE SIMILAR PROPERTIES?**

No. Well there's only (name) and (name) isn't there?

Yeah

They are from Birmingham as well, and we go and see them when we are in Birmingham in the winter ... and they have got a caravan here as well ... but they don't use theirs like we do. Well they are here for two weeks which is a miracle at the moment, because they are usually here for only a few days at a time

**WHEN YOU WERE BUYING YOUR CARAVANS DID YOU EVER CONSIDER OTHER TYPES OF PROPERTY?**

We would have if we could have afforded it. That was the whole idea in the beginning, but when we bought our caravan it was before the property suddenly rocketed, didn't it several years ago?

Yeah

So what you could buy down here for forty thousand, which we wanted to do eventually, was sort of doubled or trebled, now ... and now was sort of out of our reach, so a caravan at the moment is all we can afford down here, but we are hoping that we will be able to afford something eventually ... but I would still keep the caravan until the end of its life

**HAVING A CARAVAN AS A SECOND HOME RATHER THAN A VILLA OR SOMETHING ELSE, DO YOU THINK THAT THIS GIVES YOU THE SAME SENSE OF 'PRIDE OF OWNERSHIP'**

Yeah

Yeah

**DO YOU CONSIDER IT TO BE A PROPERTY?**

No it's not a property is it... it's mobile isn't it ...

It's a home ... but it's not a property

It's not a proper property because it can be moved ... if it couldn't be moved it would be a property

**WOULD YOU PURCHASE A STATIC CARAVAN SECOND HOME IF YOU HAD YOUR TIME OVER AGAIN?**

I think I would

Yes ... I don't regret having done it

**AND WHAT WERE YOUR MAIN REASONS FOR PURCHASING ONE?**

For holidays

Long weekends ...

Yeah, weekends away, relaxing

Relaxation ...

Just getting away from the big city ... it's entirely different living here ... it's hard to explain ... but it's so different ... especially in the winter as well it is so quiet here ... when everything shuts down and there are only a few of us left

**YOU ARE OBVIOUSLY VERY PLEASED WITH YOUR SECOND HOME, HAS ITS LOCATION BECOME IMPORTANT?**

Oh we have got a lovely plot now ... with a wall at the back of us ... it took us eleven years to get a decent pitch

**SO IT'S NOT JUST WHAT HAPPENS INSIDE THAT'S IMPORTANT?**

No

Because if you are in all the time you want a bit of space outside ... it's important

**THANK YOU SO MUCH FOR AGREEING TO BE INTERVIEWED. YOU HAVE BEEN A GREAT HELP. I HOPE THAT YOU WILL HAVE MANY YEARS OF ENJOYMENT FROM YOUR SECOND HOME. MANY THANKS.**



## **Interview: KG8**

**TO START US OFF WOULD YOU MIND TELLING ME A LITTLE BIT ABOUT YOURSELF?**

Well I am a thirty-eight year old mother. I have four children. I am a grandmother. I have a young baby (name), and have been married for twenty years. My three teenage sons still live with me. My husband runs his own business doing scrap cars, in Plymouth. We have our home in Plymouth, but I'm often up at the caravan, and my boys come up and stay with me. Basically my husband comes over for weekends and that, and if he gets a call on a car he will go out and do it. My boys ... they love it here

**HAVE YOU ALWAYS LIVED IN PLYMOUTH?**

I have lived in Plymouth for about eleven years now

**SO WHAT LED YOU TOWARDS BUYING A SECOND HOME?**

It's something my husband and I ... we sort of like ... well we would have liked to buy a holiday home ... we have often considered it ... but never actually got it into action ... and we thought well let's do it ... and we did. So we got the money together and we bought our second home

**AND WHAT MADE YOU THINK THAT YOU WOULD LIKE A SECOND HOME?**

The holidays. The staying in it. Just to get away from the mundane life really ... moving out of the town ... sort of like, because in the town it is a totally different lifestyle ... everybody's rushing around ... it's like you have got to keep an eye on your shoulder all the time, and you hear so much about people getting attacked ... and I mean where we actually live in Plymouth which is down on the Barbican, well there's a lot of clubs and everything around there and you can hear some awful things come Friday and Saturday nights ... girls screaming and ... really I don't like to bring my children up in that sort of environment. And when you come out here it's totally different

**IN WHAT WAY IS IT DIFFERENT?**

It's so relaxed. It's so quiet. It's ... just remarkable ... and I don't want to go back. I am here most of the time because my husband is the wage earner, so I am here the majority of the time ... and very rare I will go back. I sort of pop back now and again and my neighbours are like oh where have you been?

**SO DO YOU FEEL THAT THIS IS BECOMING MORE YOUR HOME?**

Yeah, as opposed to my home in Plymouth, yeah ... I look at that as my second home. I would sooner be here than back in Plymouth

**HOW OFTEN DO YOU GO BACK TO PLYMOUTH?**

Umm ... I like go once or twice a month ... for maybe a day or so but then I am straight back here ... and my husband comes and joins me weekends

SO IS THIS THE FIRST TIME THAT YOU HAVE HAD A CARAVAN SECOND HOME?

Yeah. I have stayed in caravans ... and I specifically like this area. We've stayed at the Weststar holiday camp site, over the other side of Looe, and we liked Looe, and we liked this area because you have got all of the amenities you could possibly need ... baring a hospital ... but that's not an everyday need ... so, everything is so localised ... anything you need is just like ten minutes down the road in a car, and you have got so many beautiful places you can go to visit

WAS IT THE CARAVAN OR THE PLOT THAT WAS IMPORTANT TO YOU?

Umm, the caravan ... it was the caravan. When we first arrived here, you have got the sales manager, who was very very helpful. The first thing he did as opposed to showing us the caravan, was to show us around the site. So we saw the amenities first. And then he said that he would show us the caravan afterward. There were two or three to go and have a look at, and I was sort of thinking on the terms of well we are going to need at least two bedrooms. And I looked at the first caravan, and it was very nice ... very open-plan. It was a proper holiday caravan. And when I looked at the second one ... well that was it ... as soon as I looked at it I knew it was mine

WHY?

It was so homely ... it was ... it wasn't so much open-plan ... you've got like your little front room ... you've got your kitchen ... umm ... little dining area ... I had more in that caravan than I've got back at my flat

YOU SAID YOU KNEW IT WAS THE ONE FOR YOU?

I knew ... the minute I walked in there! I was with my children at the time, and I walked in and I don't know, it was like a feeling come over me ... and I thought this is mine ... this is where I've meant to be ... and my boys were like nodding their heads ... yeah mum ... go for it!

WHY DO YOU THINK THAT YOU FELT LIKE THAT?

I don't know. I just felt so overwhelmed with it ... it was like love at first sight!

WHAT FEATURES APPEALED TO YOU?

The kitchen, I love the kitchen. I love the shape of the kitchen, and the way it separated itself from the actual living room. You didn't have the bench seating in the living room ... I've got a settee ... I've got two swivel chairs, and it just seems so homely, and you can shut the door ... in the caravan ... you can shut the door, and you've got a little hallway which leads to the two bedrooms, and the bathroom ... and you can shut the door and that's



excluded, you know. It's not all open-plan where you can walk up and down, and you can see all the doors and everything

**WAS IT BETTER THAN YOU EVER IMAGINED IT WOULD BE?**

It was. Beyond my expectations. Every room I went in I had a surprise at every corner. It's like ... the bedroom ... the master bedroom you've got the walk-in wardrobe ... you've got the en-suite bathroom ... and I was so impressed by it, I just had to say yes

**DID YOU THEN LOOK FOR A SUITABLE PLOT?**

It was already sited. The caravan itself was already sited, and I loved the site where it was. (Name) as he was showing me around ... we didn't quite realise but we went to the front bay windows, and he said oh you have got a sea view! ... and I've got a beautiful sea view ... and I wouldn't give that up for anything. It was meant for me!

**CAN YOU REMEMBER HOW MUCH YOU PAID?**

I paid twenty-eight and a half thousand

**WAS IT NEW?**

It was two year old ... it's a really nice van

**DO YOU CONSIDER IT TO BE GOOD VALUE?**

Oh definitely. I think its good value knowing the price of caravans these days ... you could easily pay thirty-five thousand for that van. Umm ... I have seen some of the newer ones and they are thirty-five upwards, and when I consider what I paid for mine ... I've got double glazing ... central heating ... I've got everything I need, and for half the cost really ... well it's not half but ...

**SO FOR YOU IT'S GOOD VALUE COMPARED TO OTHER VANS?**

Yeah, that's right, yeah

**DO YOU SEE IT TO BE GOOD VALUE IN ANY OTHER WAYS?**

I think because the price actually includes all your amenities, so like when you got to stay in it, you've got no bills as such. You've only got annual bills. So when you make that first initial payment that includes your site fees, it includes your insurance, all your rates, and it's carefree. So it's just that payment and that's it

**YOU MENTIONED A MOMENT AGO THAT YOU THOUGHT IT BETTER EQUIPPED THAN YOUR HOME?**

It is. I haven't got the space for a dining table. My place at home ... I've got a two bedroom flat at home ... and I don't know it seems so pokey and drab ... you can hear the neighbours downstairs ... you can hear them upstairs ... but can't in the caravan

**YOU SAY IT'S POKEY AT HOME. IS IT COMPARED TO A CARAVAN?**

It is. But I don't class that (*caravan*) as pokey, although it's smaller! It's like an optical illusion. I think more at home it's cluttered ... very cluttered ... I've got a lot of ornaments, and pictures, and they sort of close in on you ... whereas in the caravan I haven't ... it's bare essentials ... because it's just what we need ... that's it. I mean to make it a bit more homely I've got my pictures ... I've got a few ornaments, and a collection of like DVDs and stuff ... but it's just not as cluttered ... I mean it's like I've got these cupboards and I put everything in the cupboards ... everything has got a place

**SO IS THE LIFE WHICH YOU LEAD IN THE CARAVAN DIFFERENT TO THAT WHICH YOU LEAD AT HOME?**

It is. At home I'm more stressed. I'm a lot more stressed ... and here it's like ... you've got no telephones, for starters ... whereas I've got a home line at home, which is constantly ringing. OK I've got a mobile here ... people don't bother me. At home it always seems a task in tidying up and umm ... I just don't want to be there

**WHEN YOU SAY TASK DO YOU MEAN WORK?**

Well yeah, it's more of a task ... at home you've got to do dishes, get the hover out. But here I don't mind

**BUT YOU'VE STILL GOT THE SAME TASKS?**

Yeah. But I don't mind doing it here

**WHY'S THAT?**

I don't know. That's hard to answer because I really don't know ... the feeling of ... oh well it needs hovering, get out the hover, hover it up

**WHY DO YOU FEEL DIFFERENTLY?**

I think the colour scheme also helps. At home ... umm ... it's like darker colours. My front room is like a red ... a deep red ... so everything seems more closed in. There are more windows ... it's lighter ... and I've got lighter colours. It makes you feel freer

**AND WHEN TASKS ARISE YOU DON'T MIND DOING THEM?**

Well I just happily put some music on, do the dishes ... but I feel totally closed in at the flat ... but here I could get the hover out ... singing along while doing the hovering ... a lot happier

**SO YOU'RE HAPPIER DOING THE TASKS, BUT ARE YOU HAPPIER GENERALLY IN YOUR LIFE AT YOUR SECOND HOME?**



Even my children have noticed the change. I don't really want to go home. My youngest is thirteen, and at home I need to know where they are, what they are doing, don't leave my side. Here I say as long as you behave yourself ... if I hear any reports you haven't ... I know they are perfectly fine

#### SO THE SAFER ENVIRONMENT MAKES YOU LESS STRESSED?

It does, yeah. It's like ... back in Plymouth I've got this little cloud ... rain cloud ... over my head. It seems that there's more to worry about. I mean I pay my bills. I've got no worries like that, but it just seems that I have got this little storm cloud over my head. But here ... everybody's so nice ... so friendly ... the staff are lovely ... and everybody's got the time to say hello. Umm ... it's just so much more nicer

#### GOING BACK TO WHAT YOUR CARAVAN OFFERS YOU, ARE ITS FACILITIES ON THE SAME SCALE AS AT HOME?

Umm ... well yeah ... other than say the kitchen. I mean my kitchen at home, I've got all sorts of bits and pieces on the sides ... like a little Moulinex chef mixer and everything ... I haven't got that here ... I don't clutter the sides up in the van. Because of the confined space, and I've got limited amount to work on to dish dinner up on, I keep it quite sort of open, and because it's smaller it's easier to keep clean ... I've got my kettle ... I've got my little stove, and my hob like, and ... I've got my little work bench ... and that suits me fine. At home I've got fridge-freezer ... great big cupboards ... whereas I haven't got that here. I've got my fridge-freezer here but it's all like tucked away ... it just looks like a cupboard

#### HOW DO YOUR FRIENDS FEEL ABOUT YOU HAVING A SECOND HOME, DO THEY HAVE CARAVANS TOO?

Umm ... I've mentioned it to loads of people ... and I've said to them you've got to buy a caravan

#### DO YOU FEEL PROUD?

Oh definitely, I'm very proud ... and I've said to them it's a must. I mean I was lucky enough to have the money, to go out and buy it, because I saved so hard ... I got out a little load to help me ... but I've said you know you can buy a holiday home if you've got that little bit of extra money you can put to one side, and I've always encouraged people, always. I've even encouraged my sons to buy one. My son he's nineteen this year. My daughter, she's twenty. She's living in Plymouth. And my two young boys they are living with me. They are thirteen and fourteen ... sorry fourteen and fifteen ... and my elder boy he was living with us ... but he's got a good job in Plymouth ... and I said to him well you're nineteen, what nineteen year olds can actually turn around and say they've got a nice car ... because he has got a nice car, which we helped him to get ... umm and now he is a homeowner ... well I had to help get the finance on it, due to the fact that he's underage. He's staying in there, and he pays me, ... well comes out of direct debits ... and I said well you know how many nineteen year olds have got that. I said why blow it in the bar ...

#### WHEN YOU STAY AT YOUR SECOND HOME NOW, DO YOU FEEL THAT YOU ARE A LOCAL OR A TOURIST?

I don't think I class myself as anything. No ... I don't class myself as a local

**WHAT ABOUT WHEN YOU ARE BACK IN PLYMOUTH?**

Yes I am then ... I don't know ... it's more permanent ... I think it's because it's an actual building and there's more permanence about it, and you know that you have not got to change it in fifteen years or anything

**DO YOU LOOK UPON YOUR CARAVAN AS BEING A PROPERTY?**

Not as a property, no. A home to a degree, but not a property. I see it as an investment in my eyes. It's an investment to me because the amount I am saving on holidays themselves, I don't go on holiday, I stay here. I've got everything I need here. So I'm saving on holidays. I don't plan on selling it, well not in the next few years, but feelings wise can override money, and it's what I get personally out of that investment. It's stress free and that in itself money can't buy. I know it's going to come to a stop, but I've got future plans ... maybe I'll part-ex it sometime down the line and go in for a lodge

**SO WHAT DO YOU SEE AS THE DIFFERENCE BETWEEN A LODGE AND A CARAVAN?**

Really, not a lot of difference. I mean there's a washing machine and sorts in those, but having not actually been in it I wouldn't know how I would feel about it. If it feels right ...

**WHAT SORT OF THINGS DO YOU ENJOY DOING WHEN YOU ARE AT YOUR SECOND HOME?**

Well ... the children are out of my hair ... so I love ... my hobbies are watching movies, knitting, just generally doing craft things with my hands ... and I can do that here ... just sit back and do my knitting. I've got no phones ringing ... no neighbours knocking at the door

**HAVE YOU A BALCONY?**

No I haven't got a balcony. I've got grass

**HAVE YOU AT HOME?**

No ... but I have a balcony at home, and that's about it

**DOES THIS ENVIRONMENT PARTICULARLY MATTER?**

I think it does play a crucial role, as in you can sit out ... put your deck chair out ... or your lounge ... put a little table out ... have a nice drink and sit in the sun ... well you can't beat it, you can't

**AND THAT'S COMPARED TO WHAT AT HOME?**



Umm ... listen to the neighbours yelling while you're on the balcony ... you know ... well I've got no garden at home ... it's just not very nice

**I THINK YOU SAID THAT YOUR HUSBAND WORKS?**

Yes he does. Now and again he will show up during the week. He craves it over her. He feels the same as I do ... and he is sort of like oh no I have got to go and do another car. But again he doesn't bring his cars back here ... he just comes over ... and it is like ... ugh ... get us a beer ...

**HOW LONG DO YOU THINK YOU WILL KEEP YOUR CARAVAN SECOND HOME?**

Ugh ... I'm hoping that I can have it for its life expectancy of fifteen years. God forbid, touch wood, if nothing happens to it ... but there is insurance on it

**SO AFTER SAY FIFTEEN YEARS, DO YOU THINK IT WILL BE WORTH ANYTHING?**

Oh no. It will be like a car. It will deteriorate, and the price will come down. I don't know, I may be able to get like a couple of grand for it, because it would have to be moved, and wouldn't be able to be sited anywhere else. I still see it as good value ... it's a totally different life. I've got two lives. I've got one here which I love ... and I've got the stressful one at home ... which I don't like

**BUT YOU STILL HAVE THAT OTHER LIFE AT HOME. WHAT ARE YOU GOING TO DO IN THE FUTURE?**

Well I've always got my flat to fall back on anyway, so I will never be without a home. The fact that I'm never there doesn't really bother anyone because I try to ... since being out here ... I sort of single myself out from my neighbours, and I don't really have much to do with them anyway. There's too much illegal substance shall I say ... going on where I am, and I don't want my children involved with it. Out here there's nothing like that ... you just don't get it out here. Oh there's some strange characters we've met. We've met all sorts of people. I've got to know some of the other owners ... umm ... and sometimes ... they don't like go knocking on the door and say oh we are going down the club tonight, do you want to come? ... or anything like that ... they leave you to do what you want to do, as I do with them

**DO YOU ENJOY THE FACILITIES?**

I do. I do enjoy the facilities yeah

**WHEN YOU SET OUT TO BUY A SECOND HOME HAD YOU FIRMLY DECIDED IT WOULD BE A CARAVAN?**

Yeah

**WHY?**

Because that's what we dreamed of ... my husband and I ... that's what we initially dreamed of. Nothing else even crossed our mind ... even lodges and that ... yeah we had looked in the paper and had seen log cabins and stuff like that, and I thought no I don't fancy living in the woods, I would feel like a hermit. Because we had previously stayed in caravans, and there were times when we had been on holiday for the week and thought well I really don't want to go home, I know I've got to ... and I said I could live here ...

**SO YOU HAD GOOD MEMORIES OF CARAVAN HOLIDAYS?**

Yeah ... the carefree memories ... the stress free memories ... the kids being safe ... and the caravans that we stayed in you could like lounge around ... and you had your privacy. You'd got all the facilities that you needed ... your kitchen ... you'd got the telly ... I've had sky put on mine! I have ... I have ...

**SAY FOR A MOMENT THAT MONEY WAS NO OBJECT ... YOU COULD BUY ANY TYPE OF SECOND HOME ... WHAT WOULD YOU BUY?**

Umm ... that's a tricky one. Knowing what I'm like, personally, and I'm a budget earner no matter how much money I've got, I'd still budget ... and I think I'd like to spend less on more. So rather than buying like a hundred thousand pound lodge, I would buy a couple of vans ... because I'd see them as money coming back in. I'd let the site rent them out. So I would see it as an income

**BUT IT WOULD STILL BE CARAVANS?**

Oh I would stick to the caravans definitely

**NOT A COTTAGE FOR EXAMPLE?**

No. That's not me ... it's not me. Although ... you know ... I love the sight of cottages ... I just couldn't imagine myself in one. I don't know ... they are like for grannies ... I'm not a granny yet, although theoretically I am ... I am a grandmother

**OR A BUNGALOW FOR EXAMPLE?**

No not even a bungalow ... or an apartment ... I would still go for the caravan

**WHY?**

It's just something I'm attracted to. I think it's because it's like it's not real ... it's like a disposable home. If for instance I took a fancy to go up North, and I find somewhere up there that I could take my van to, I know that I could say right, OK, I want a plot on your park, here's the money, and I move my van

**BUT WHAT DO YOU MEAN BY 'IT'S NOT REAL'?**

Because it's not there for ever, and it's going to end up as a little square metal box one day. Because it's so ... chilled out, and it just seems ... it's too good to be true. I know it's



reality ... I know it's there, and everything's solid ... but it's like one day I am going to wake up and it's gone ... and it just seems unreal

**DOES THE LIFE YOU LEAD IN YOUR CARAVAN SEEM REAL?**

It feels very real ... but it's like I know my solid ground is back in Plymouth, and this is like a little floating block really

**IS IT BECAUSE IT'S A CARAVAN THAT IT PROVIDES YOU WITH THIS DIFFERENT EXPERIENCE, A DIFFERENT LIFE?**

Yeah ... a cottage or bungalow ... it's too permanent. In a caravan in a few years down the line I can always change it ... and I can update it ... say right I don't want that one no more, I want a different one. I don't think in all honesty I would go for a lodge, because again it's going to feel too permanent ... although it's not ... it will to me ... and this is like my better, but fake life ... my real one's back in Plymouth, but I have left that one behind, I don't want to be there

**YOU SEEM TO BE SUGGESTING THAT A CARAVAN ISN'T REALLY REAL, AND NOR IS THE LIFE YOU LIVE IN IT?**

Well yeah. It's something my husband and I have talked about wanting to do ... and now we've done it it's like a dream come true. We're still pinching ourselves ... is this real?

**DON'T YOU GET BORED SOMETIMES OF BEING AT THIS SAME LOCATION?**

No. Not at all

**DO YOU MISS GOING ON HOLIDAYS ... ELSEWHERE?**

No. I'm a homely girl anyway. My husband likes to travel ... but I am a homely person

**IS IT THE PLACE THAT YOU LIKE, OR JUST HAVING FAMILIARITY?**

Familiarity. Every time we have come on holiday it's always been to Weststar ... and every year it's Looe ... Looe ... Looe ... and I love Polperro, and I love Looe. You are so centralised here you can go here, there and everywhere. Another thing is, one of my stranger hobbies ... is I'm in to the paranormal ... so I go ghost hunting, and this is an ideal spot to go with the team from Cornwall

**HOW DO YOU PERCEIVE YOUR CARAVAN ... TO BE A SECOND HOME OR A HOLIDAY HOME?**

On paper it's a second home. To me it's a first home

**AND IF YOU HAD YOUR CHANCE ALL OVER AGAIN WOULD YOU DO ANYTHING DIFFERENT?**

I would do exactly as I have just done, and I wouldn't change a thing ... I wouldn't change a thing

THANKS FOR GIVING ME THE OPPORTUNITY TO INTERVIEW YOU. IT'S MUCH APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME. THANK YOU VERY MUCH



## Interview: SG9

### TELL ME A LITTLE BIT ABOUT YOURSELVES

We have been married for forty-eight years, and we have three children ...

Two girls and a boy

And we have both worked through our married life. I have been in engineering, and my wife has been in a number of jobs ...

Telephonist ... receptionist ... market research ... you name it, and I have done it

Our son did twelve years in the Navy, and one of our daughters is working in a solicitor's office, and our other daughter is a housewife looking after two children ... she has MS ... and up to about three years ago we spent most of our holidays abroad, but we got to the stage where we didn't particularly like long haul flights because of the time and the delays and things like that ... and when the problems started with terrorists ... we became very cautious about flying again, so we decided that we would like to buy a holiday home. So we put our resources together and spent about six months looking for what we wanted, but we didn't want anything too far away because of the travelling. About the time we wanted to be no more than an hour and a half away from our home. Currently we live on the outskirts of Bristol ... more towards Gloucester ... at a place called Yate ... and we found this to be the sort of ideal length of travel ... it takes us about an hour and a quarter

When our daughter got diagnosed with MS there was no chance really that she could get away on holiday ... and I wouldn't want her to go with anyone else ... and we were thinking that we had enough of going abroad. It's alright going abroad when it's the sun, sand and sea that you want, but you get fed up with it ... and I'm not one for going around looking at museums and that. So I said to my husband if we could collect the money together for what it would have cost us we might as well think of getting a caravan ... and the main reason why we did that was that my brother was one for touring, and it took him about two years to find a site. They were in to golfing too. It took them about two years to find a site that they were happy with, right on the golf course ... and they let us have it for a week, didn't they? I had always thought of caravans as mingy little things, you know ... and I got the shock of my life when I saw how they had improved! There was such an improvement, that it was ... you know ... like a hotel room ... and then that set us off thinking that if we could get a caravan that was acceptable, I wouldn't mind it rather than going abroad ... and with my daughter having MS she can't go to too hot a place ... and travelling would be a problem ... and I said at least we have got a place for the grandkids that we can take ... and her

Until we started looking around we didn't really know what we wanted, but we liked the quality of her brother's one. When we came down looking we looked at several caravans, and had a good look around. The problem was that one or two people told us ... "look you can't buy a caravan until you have got a site" ... so this put us on a different path altogether



We were looking for caravans that we liked, and of course we spent two or three days doing that didn't we? ... but not many people told us that you need a site first! ... and for example if you got a site here, then you must have one of their caravans

People were more or less saying well if you come on our site, you have got to buy our caravan ... whereas we did look at different caravans and some of the sites that we saw we didn't like the caravans on them. So we were looking around, and got to the stage that we started getting fed-up to be honest, so we decided to go home

#### HOW LONG DID YOUR SEARCH TAKE?

We had been coming down on odd days, because it didn't take us long to get down here ... I think we did Minehead and Watchet ...

I think that we did every one in this area ... and we didn't like them ... but we hadn't done this site

No ... we had put it up on the internet where sites were, and some of them were quite good, and some of them had what we wanted but we then got into the throws of traffic congestion and things like that ... Highbridge is apparently quite well known for traffic problems ...

#### HAD YOU BROADLY DECIDED ON THIS AREA?

In the beginning, no ... we were going to different areas ... but then I said I am sorry but I don't want this area, or this area, or this area ... because I might be coming down quite a lot on my own ... so the journey had quite a lot to do with it ... it was going on for two and a half to three hours ... and I didn't fancy that... and then one day on the way back from Watchet you said to me didn't you? ... let's try Burnham ... so we just turned off the motorway and came to Burnham ... and what we did first was to go into the sites ... luckily it was a windy day ... on a summers day I bet it would have been beautiful, because you were on the other side of the road and you could see the sea and sand and everything ... but when it was windy the caravans were just rocking. We did them all on that side didn't we? ... and then we started on this ... and there was a beautiful one next to Pontin's ... the caravan was out of this world, because we had decided in the end that we wanted a brand new one ...

At the Paddocks ... it was right next door to Pontin's ... and the bloke that took us around was quite honest with us and said that you do get free entrance to Pontin's because your caravan is right next door to the entertainment side ... and it does go on to twelve o'clock at night ... and they open the door when it gets hot ... and immediately we thought of a football crowd ...

So that put us off didn't it? ...

By this time we were just about to come home, and start again ... I have got a computer and I can look at things on the internet ... but on the way out we saw this site ...

Well we didn't see the site, we saw the caravan outside, and I said well we have been told that we have to have a site first, so lets pop in here ... and they let us have a look at it ...



and it was a lovely caravan. Two bedroom, brand new and what not, and we had it on Yew Tree. It was a beautiful caravan

HOW LONG AGO WAS THAT, CAN YOU REMEMBER?

We bought it September two thousand and four

... so then we spent some time in that ...

About a year in it, didn't we ...

DID YOU GO IN THE CARAVAN, OR LOOK AT THE PITCH FIRST?

We looked at the caravan first

We thought it was beautiful

Twenty-nine by ten

And then she took us to the site, and showed us all around the swimming pool, and having grandchildren it was ideal for what we wanted. It was not just a holiday home for us, it was for the children as well. I just said to my husband "this is what I want"

The pitch was nice. We had a little bit of like an orchard around us, and a couple of apple trees, and things like that, you know, and she said we could take them home if we wanted, and that sort of thing ... and it was quite pleasant ... we had a reasonable view ... and it was quiet ...

HOW LONG FROM WHEN YOU DROVE IN HAD YOU MADE YOUR MINDS UP?

Well we didn't make it up straight away, we sort of had a look around the whole area

We asked them to give us leeway until the next day, as we wanted to have a word with our daughter ... but I was set on it ...

Twenty-four hours we said ...

Let's tell the story right ... when we had looked all-round, I said I wanted it. He was still dubious. I said "you're not happy ... is it the caravan you don't like or is it the site?" Well he is a golfer, and he just said to me "you won't want me to play golf" and I said "(name) I couldn't give tuppence how much you play golf ... you go golfing, and I'll come down here! ... and you're happy, and I'm happy ... and I can bring the kids down here" ... and so on ... but he still weren't happy ... and that's when I said can we leave it until tomorrow, and that we promised that we would come back down ... and we texted our other daughter, who has got her head screwed on ... like her mum ... and I say can you find time to bring us down tomorrow to have a look. So she said yeah of course I can ... and we got half way to the motorway, to the roundabout, and he said "you really like it don't you" ... I said "yes I do" "let's go back then" ... so we turned around, came back, saw them, and then that's when I said would you mind holding it until tomorrow, we promise that you will have an



answer tomorrow, one way or another. She says OK. So we came back the next day with my daughter, and they gave us the freedom of going around the site, and then my husband still wasn't happy, and my daughter got it out of him ... and he thought that mum here wouldn't want him to play golf, and come down, and I said it's not a problem ... you can go on golfing holidays ... and if you go on golfing holidays I can come down here, because I didn't mind the travelling for a hour and a half ... but I can do it in just over an hour now. She said well you would be stupid dad because mum really wants it, and you like it

## DO YOU RECALL HOW MUCH IT WAS?

Yeah, it was sixteen eight ... new ... which I thought from what we had been looking at, and from what people had wanted for second hand, and the state of some of the mattresses and so on ... we knew what we wanted ... and then we spent quite a lot of time ... and then it was towards the latter end of the year that I came down on my own ... and I was freezing! ... about September October wasn't it? ... and I went home and I said "that caravan is beautiful in the summer (name) but we are not going to get the use out of it because it's no use going down, even with the fire on it is freezing" ... and I had to sleep in the living room, not in the bedroom ... and you got heaters and that didn't you? ... but it still wasn't ... and I think any type of heater is dangerous ... so then he said "all right then let's pool some resources" ... and we began looking ...

We had been looking around, and we saw one at the caravan sales place on the Western Road ... and we went in there and had a look, and they had three Granadas down there, and all three of them were different sizes, and we were getting a bit confused which one we had been in because they were in different places around the site ... any rate we didn't particularly like the smaller one because it more or less was very similar to the one we had got ourselves, and we wanted one a bit bigger. We then went in the bigger one ... it looked quite nice and everything ... and then we went into the middle of the range one and that was the one that we liked ... the aspects of it were that we had plenty of room in the sitting area; it had a nice kitchen; it had a nice double bedroom; we liked the en-suite toilet to it which you could get access to it from the bedroom; and then it had a twin bed as well; and it had a king-size bed in it ...

And a walk-in wardrobe, and cupboards all over ...

But the bigger one because they had put the third bedroom in ... they had sort of condensed the bedroom sizes ... in fact one of the twin bedrooms was larger than the double bedroom ... you didn't have a walk-in wardrobe again ... and they had cut down the size. We came back and told him the one that we liked ...

He was very good ... he gave us some leaflets on it ...

He gave us a brochure ...

Which does help, because when you are looking at them you forget, and you think that that wasn't there when I went in it ... and when you get the leaflets out ... and one thing that we liked about this Granada was that with having two daughters with children, the bed you put out for the double bed was great, and you could also move the table and four chairs into the kitchen ... now in the other one with three bedrooms it was so claustrophobic for the third



bedroom ... as much as it was for the double bedroom, and I didn't like that ... and there was only a cupboard like you see on the wall there ... one cupboard to put the kid's clothes ... which was useless, as my daughter brings casefulls of clothes ...

Where the dining room area was in the other van, half of it was furniture ... and it was fixed ...

And it came down into the living area

**DID YOU PUT IT ON YOUR EXISTING PLOT?**

He told us that if we bought a bigger one it would not go onto that plot ... but he said that he had quite a few plots coming free, and if we had a look around the site, just let him know which one ...

He showed us a couple that we didn't like ...

And I came down on my own, because he left it to me and said you go and see where you want, and I saw a couple, but we hadn't even said that we would have the caravan then, and I thought I would look for the plot first ... and when I came down and saw it on a really hot day, people were in the caravan, and what had looked very spacious, with everybody parking outside their caravan which we thought was a benefit, but it's not, I said I don't want to go on Hermlands even though you can have that for eleven months of the year rather than ten ...

**THE PLOT WAS OF GREAT IMPORTANCE TO YOU?**

Oh the plot was, yeah

I think so yes

**SO WHICH DID YOU CONSIDER TO BE MOST IMPORTANT, THE PLOT OR THE CARAVAN?**

Well in my mind the caravan

The caravan comes first ... but the plot is a good second

**AND WHAT ABOUT THE PARK, AND ITS LOCATION?**

Well I think if it was just me and my husband wanting a caravan, we would have been quite happy to have been with no amusement arcade and all that, and make do with what is in the area, because we don't always take one hundred percent advantage of it ... but with grandchildren we couldn't go on a site that me and him would like, that was all quiet and peaceful, you have got to balance it off ... so we felt that we needed a site that when we come down on our own we want some peace and quiet

**CAN YOU REMEMBER HOW MUCH THE NEW CARAVAN COST?**

Well when we decided on this middle of the range Willerby one the price was twenty-two thousand five hundred, but it didn't have central heating or double glazing, the bigger one did, but the chap told us that when you order a van you can have that put in, and he said it would cost you about another four and a half thousand ... so we thought that that would be worth it, so at the end of the day he said that that van that we were looking at would cost us twenty-six thousand pounds, and that would be with Georgian bars on the windows, the double glazing and the central heating. What happened was then was that when we came back we still hadn't got an answer off the site for what they would give us for ours, and we said look we are interested in the Willerby van, this is the one we want, and the price down the road is twenty-six thousand pounds, so what are you going to offer us for ours, and eventually he made us an offer and we shook hands on it straight away

**CAN YOU REMEMBER HOW MUCH THAT WAS?**

We got fifteen didn't we?

Yes, we got fifteen for ours, and we had to pay eleven extra

It was made for us and had to be brought down from Hull ... and we got exactly what we wanted ... and we said that now that we have bought it, what extras can we have ... so we bartered with him for some extras ...

**A MOMENT AGO YOU SAID THAT CARAVANS WERE "WONDERFUL". WHAT DO YOU THINK IT IS ABOUT CARAVANS THAT YOU LIKE SO MUCH?**

Well when we first moved to Yate, which was in nineteen sixty-nine, a colleague of mine at work had a small caravan on a site with no facilities ... all the facilities were the toilets and things like that ... and he offered it to us for a week and we thoroughly enjoyed it ...

I didn't want to go though, did I?

She didn't want to go ... I'm not going on holiday camping, cooking, cleaning and everything like that ... I want it done for me! ... so any rate we went and we thoroughly enjoyed the week that we had ... and from then on, my parents live in Cornwall at Rock, because my mother was born in Padstow and they retired to Rock, and we used to go down to see them every year, and when we went down there we stayed in caravans, and some of the caravans that we stayed in were absolutely disgusting ... and then we found a site just outside Wadebridge called Little Bowdeave, and it was run by a French family, and this French family had all the up to date caravans ... they were absolutely beautiful caravans ... going back to nineteen-seventy onwards ... and so we went there on most occasions, and it gave us the opportunity to drive to mothers and things like that ... that's what started us off really, and then ...

I think that we thought that the price of vans when we were younger were out of our price range, because to have bought one like it was on Little Bowdeave ...

**BUT YOU WOULDN'T BE HERE NOW IF YOU HADN'T HAD THOSE GOOD EXPERIENCES WHEN YOU WERE YOUNGER?**



No

No, that's true yeah ...

SO THOSE WERE YOUR POSITIVE EXPERIENCES ... BUT YOU DID SAY THAT CARAVANS WERE WONDERFUL ... WHAT IS IT ABOUT CARAVANS NOW THAT STILL APPEAL TO YOU?

I think that what it has got today is most of the home comforts, good furnishings, the bedrooms are more comfortable, they're a lot more spacious than they used to be, the kitchens are modern, and you have got the countryside around you, the facilities of some parks which you can enjoy ... and I think that that is better for us, than say going to a little flat in a town or in a seaside resort ... because in a flat you haven't got the amenities, and you are tied to a flat and you just haven't got that spaciousness either ...

SO HOW DOES THE ENVIRONMENT HERE COMPARE TO THAT AT HOME?

Umm ... from my point of view I think that when I come down on my own, as soon as I walk into the caravan ... the solitude I love it ... there's no noise except the birds, and usually the children are back at school, so you don't have any children ... although they are not a big problem on this site ... well only one or two ... and the fact that the area is a holiday place, I just feel that I am on holiday all of the time ... very stress free ... it gives me a ... well when I'm at home I am always thinking what can I do, in the house ... washing, cooking, cleaning, ironing ...

It's routine ... it's routine work at home ...

But when I come down here I can just go in the car and I can go wherever I want ...

BUT DON'T YOU GET THOSE SAME JOBS TO DO DOWN HERE?

No ... I don't get bills coming through the letter box ... I don't have to cut the grass ... I don't have to do maintenance on the house ... it's a different environment ... it's more relaxed environment ...

Stress free isn't it ...

... than what it is at home. I know at home I am into a routine ... other than when I play golf ... and it's a definite break from the normal routine and run of the mill

AND IS THAT WHAT DROVE YOU TO WANTING A CARAVAN SECOND HOME?

Yeah

Well no ... I think in the beginning wanting one, after we realised that probably it was within our scope of finances, I just said to my husband I am fed up with going abroad ... I find it very stressful ... the build up to it ... the wait in the airport ... I hate flying you see ... and hearing all about the terrorists, it may be a bit childish but it used to play on my mind

## YOU WERE WANTING TO REPLACE YOUR HOLIDAYS ABROAD, WERE YOU?

Yeah ... because when I thought what we spent in a year, and I said to (name) times that by ten ... years left to live ... you've nothing at the end of it ... whereas we can have a holiday whenever we want, we can go away and do what we want, in this country ... because when I went abroad OK all you did was sunbathe all day, or go on the beach, dress up to the nines to go out at a night ... and I don't drink that much ... I don't drink really ... have a couple of beers, go to bed, get up, go to the beach, go to the pool, get dressed up at night and go out ... and after doing all that when you filled your suit case it were full of washing! ... and it took me two or three days ... and it were all stressful ...

## AND HOW DOES YOUR TIME AT YOUR SECOND HOME COMPARE?

This ... I don't bother tarding myself up all of the time ... I don't need the amount of clothes when I come down here ... I just dress casually ... but have just the one or two smart things if we go in restaurants and that ... and down here when I bring the children I haven't time to titivate and what-not because I have got to see to them ... I always bring enough clothes for them but it goes in one wash ... you know ... there isn't any stress

## AREN'T THERE JOBS TO DO AT YOUR SECOND HOME?

Not specifically ... no

My husband loves his DIY. We did think that the steps were dangerous because they came straight down onto the lawn, so we bought another one which had bars across which we put on the end, and he's put decking so we have got a nice veranda now that we can put a table and chairs on ... so we do things like that ...

## DON'T YOU CONSIDER THAT TO BE WORK?

No, not really ... I like it

## WHAT IS THE ENVIRONMENT LIKE AT HOME?

We live in a small town ... and we live in a cul-de-sac, and all the houses in the cul-de-sac are detached houses, and we probably have a few feet between each one ... but you have got traffic coming in and out

## AND HOW DOES THIS ENVIRONMENT COMPARE?

This is totally different ... we haven't got the volume of traffic going by ... the next door neighbours we don't see them very often ... and it's more friendlier here than it is at home

## WAS THE CONTRASTING ENVIRONMENT ONE OF THE REASONS FOR PURCHASING A SECOND HOME HERE?

Yeah, for me it did ...



Yeah ... some of the other plots that we looked at further down the road there we wouldn't have gone on them

I GUESS THAT BEING REGULAR VISITORS TO THE AREA NOW YOU KNOW IT WELL?

Oh yes ... we went to the donkey derby last night

SO DO YOU SEE YOURSELF NOW AS TOURISTS OR AS LOCALS?

Personally I feel like a local, because I have been down a lot more than he has, you know ... and I go into Burnham quite a bit, and I go onto the pier ... and they all know me there now, and make me a cup of tea ... I don't feel like a tourist ... I don't know about you?

I have moved around quite a lot, and I don't consider myself like a tourist anywhere really

HOW REGULARLY DO YOU COME AND STAY?

I come down probably once a month ... she comes down probably twice a month ...

Or three times ... and I stay for longer periods than you don't I ... we are down for ten days at the moment with the grandkids, but I take them back next Sunday and probably I will come down again for four or five days, then go home ... and if he fancies it he might come down the following weekend, then we have a long weekend together

SO DO YOU SPEND MORE TIME HERE THAN YOU DO AT HOME?

In summer I think it's fifty-fifty for me

In the summer yes, in the winter no ...

Well the thing with him you see is he's a golfer, but he has curtailed golfing because he has had trouble with his knee first, before Christmas, he had to have an operation on it ... that curtailed him ... and as that got better and he went back to golf he had this trouble with his hand ... and it is just about right now ...

You might turnaround and say that there are golf courses down here ... and there are golf courses down here, and I have played them, but the problem is when you belong to a local golf course you have got all of your friends there and you don't want to leave that ... I certainly don't want to leave that anyway

WHEN YOU WERE CONSIDERING A SECOND HOME, HAD YOU THOUGHT ABOUT OTHER POSSIBLE TYPES OF PROPERTY?

No. Never entered my mind

No

WAS THIS BECAUSE OF YOUR BUDGET?

Well from my point of view it was ...

No ... not knowing whether we were going to like it or not going to like it we went for this first of all ... there is nothing to say that in the future if this particular site were to go down hill we might consider a move to go somewhere else, and then we might be looking at something different at that time ... but while this remains as it is and as friendly as it is with the on-site amenities, then yes we are quite happy here ... but I wouldn't have been happy further down in Brean where some of them are all on top of one another and as soon as you open your caravan door at night all you can smell is fish and chips or hot dogs you know ...

We're not snobs ... but here you have got strict rules ... you can't put up fences and that ... but on the other side of the road it was probably lovely when they put it up but they don't keep it like that ... whereas here the maintenance staff ... you can't fault them ... they do anything for you ... oh even if it's raining ... you have got the feeling that they care about the site and if a job needs doing ...

It's like going to restaurants ... its presentation ... and if you have got a good standard of upkeep, the caravans are nice, and you haven't got people who've got garden sheds and bits of fences up ... I mean one site I went to further down when we went around it I thought we were on an allotment! You had a caravan ... a shed ... a fence around it ... it was terrible!

#### SO WHAT IN YOUR CARAVAN APPEALED THE MOST?

As soon as we walked in it had a nice hallway, didn't it?

Yes it has a hallway which some caravans don't, they look like the old fashioned train where you had a corridor with rooms going off it, but this one had a particular hallway ...

And a door ...

The décor was bright ... it was cream looking ... and when you open the door and go into the lounge the first thing that hit you was the furnishings, and the modern kitchen which is very similar to kitchens you have in your own house

And the fridge-freezer was beautiful ...

From a woman's point of view they are spacious ... and also compact ...

#### BUT YOU SAID THEY ARE ALSO SPACIOUS?

Yes, they are spacious, but the kitchen is compact. I have got everything in that kitchen that does everything that I want it to do. I go home and I have a kitchen that is twenty by ten foot wide ... six times as big ... but it's not necessary to have ... and I find the compact kitchen here is just as easy to locate everything. For working in I find that the caravan kitchen is better! It's compact but it has got my fridge-freezer handy ... its got my cooker handy ... its got a long table, like a breakfast bar. It's better because I am not chasing from one side of the kitchen to the other ... in my kitchen at home, I have got my cooker say



there, and my microwave is on the tabletop in that corner ... so if I'm cooking anything and I need anything in the microwave I have to walk from here to over there to go into the microwave

**SO WHEN YOU SAY IT IS COMPACT AND SPACIOUS DO YOU MEAN IT IS SPACIOUS BECAUSE IT IS SO COMPACT?**

Well when I am stood in the kitchen over there it is compact, and I have got all of my utensils and everything that I need to cook meals and everything there ... but when I look out on this part ... I find it is spacious ... with not having a wall in between or anything I find the area itself spacious ...

I think it suits the needs ... the caravan's spaciousness suits the needs for the occasions when you visit it ... but personally I don't think that I could live in a caravan twelve months of the year because I would feel claustrophobic against what I have got at home ...

Whereas I could live in a caravan ...

I think that if you were a single person, yes it might suit you but for a family ...

The caravan is special because we consider that we have got a second home, whereby we can come down in the colder weather and feel nice and warm. We have got the comforts here that we have got at home

It feels spacious because there is no wall between the kitchen and the dining area, where at home I have got a wall from the kitchen to the dining room, and from the dining room to the living room

**WOULD YOU SAY IN SOME SENSES IT IS THEREFORE EASIER TO LIVE YOUR LIFE IN THE CARAVAN THAN IT IS AT HOME?**

Yes ... because the house that we are living in at the moment, is a three bedroom detached, and they are quite big rooms. It used to have a kitchen come utility room, and that is why it is so big, because my husband had the wall knocked down, so it is a massive kitchen. I could do without a kitchen that size because there are only two of us. We could do without the three bedrooms. To me living in a caravan is like living in a bungalow. A two bedroom bungalow would suffice, wouldn't it, for the rest of our lives?

**WHAT DO YOU CONSIDER TO BE THE BEST FEATURE OF THE CARAVAN?**

My fridge-freezer. In the other caravan we just had a fridge, and it was a case of getting on your hands and your knees to take everything out to find what you wanted at the back, and then put everything back in. My fridge-freezer is from floor to ceiling. I just stand there and open the fridge door, and it's massive inside

My feature is this living room area ... because of its layout ... the furnishings that they have got in it ... they are warm looking ... and then we have got the Georgian windows around us ... it's quite nice

IS THE IS THE FEELING YOU GET FROM THE LIVING ROOM NICER THAN THAT AT HOME?

Umm ... it's equally as good I think ... yeah

IF YOU HAD YOUR TIME ALL OVER AGAIN, WOULD YOU DO THE SAME THING AGAIN ... AND BUY A STATIC CARAVAN AS A SECOND HOME?

Yes ... I would

I think in the initial stages yes. It's the same as houses and areas where you live. You go into places that you can afford at the time, and then you progress from there

We would have done the same thing again ... but we would have done it sooner ... because I had about six years of retirement when my husband used to go off with his golfing and that, and I could have been doing this a lot sooner ... and when I think back I never used to moan when he used to go golfing, but I used to be left on my own. Those that were in the street had young kids and that, so weren't my age group ... my daughter lived quite a few miles away and had her own life to lead ... but if I went out on my own it was just shops ... and shops ... or watch telly, and I wasn't one for watching telly

DOES IT GIVE YOU SOME SATISFACTION HAVING A SECOND HOME TO ENJOY WITH YOUR GRANDCHILDREN?

Yes, that is a lot to do with it!

And when we are not here they get enjoyment from it

HAS IT BEEN GOOD VALUE?

Yes, ultimately at the end of the day when you consider how much it costs to spend a week in a caravan ...

AND DO YOU SEE IT AS A PROPERTY?

Yes

I see it as a second home

Yes, as a property ... providing we keep the upkeep of it ... it will be in the same condition in ten years time as it is now ... and it's an investment for my children and grandchildren

But if Gordon Brown says it is a second home ... then I will say it's a caravan! ... I don't look at the depreciation ... because I look at the fact that if we were going away ... I mean we used to go abroad at least twice a year, and we would spend probably five thousand pounds a year on holidays abroad ... so once you have had your fortnight away that five thousand has gone in any case ... so what the caravan depreciates ... and anyway it's how you look after it ... some caravans can keep their prices like a car ... if you look after them you get a better price than you do if you let them go to rack and ruin ... so we see it that we



can come away any time of the year we want now, and we can spend as much time as we want down here, and it is not going to cost me five thousand pounds a year ... put it that way!

Well not a lot less to be honest ... but I think that the other fact is that you can do it when you want ... and not have to ask have you got week one two or three free ... or can you accommodate a family of eight ...

I wouldn't let it out seeing how some of the people are ...

We wouldn't even entertain letting it out

**WHICH LIFE DO YOU PREFER ... HERE OR THAT AT HOME?**

The life here for me!

Both ...

Yeah ... well he's got his golf hasn't he!

But I do like to get away from time to time ... and I do like to go home

I could live down here all the time ... but that's impossible with my daughter being disabled, but if she wasn't disabled and driving a car, I'll be honest with you, I'd be down here as much as possible, and if they wanted to come down they could drive themselves down. Its given me a different environment and peace and quiet on my own ... I can get up when I want ... go to bed when I want ... go out ... its given me at my time of life a heck of a lot of freedom, when I think what my mum had at my time of life. So no regrets whatsoever. I would do it all over again.

**WELL THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR VALUABLE TIME AND AGREEING TO THIS INTERVIEW. I AM SURE THAT IT WILL PROVE TO BE OF GREAT HELP. I WISH YOU MANY YEARS OF ENJOYMENT IN YOUR SECOND HOME AT SANDY GLADE. THANK YOU VERY MUCH**

## Interview: SG10

### TELL ME A LITTLE BIT ABOUT YOURSELVES AND HOW YOU CAME TO PURCHASE A SECOND HOME

Originally we came from Kingston in Surrey, but the year after we got married we bought a house in Reading, which we still now own, and we have been there forty-eight years in the same house. We have got one daughter, and one grand-daughter. Even while we were courting we always made sure we went on a holiday of some sort. We tended to go to holiday camps, Butlins, Pontins, Warners, and that sort of thing ...

Or caravans down in the Westcountry ...

And we went abroad a couple of times, didn't we? ... but it didn't seem the holiday for us ... it didn't feel right somehow ... and then we decided that we would buy a tent. So we bought a large tent with three bedrooms, so (name) and I had a bedroom, our daughter had a bedroom, and we used the third one for storage. It had a kitchen area and it was really nice. We used that for a few years, but unfortunately (name) has had heart problems for all of his life, and he found it a bit stressful worrying when we planned to go away whether it was going to rain, were we going to get wet? It does put you off. You get to the Friday night when you are going and (name) would say "the weather forecast is terrible", and we wouldn't go because of that. However we did carry on with a tent for a while ...

For about four or five years ... and I had my first heart attach in nineteen seventy-two, when I was thirty-two, and we decided then that we would buy a tourer, and we liked that. We joined two clubs, and used to go on rallies. We were forever away every week on rallies and holidays ... we liked it so much we kept that one for about five years ... bought a new one and kept that for five or six years ... and bought another new one, and then I had heart surgery in nineteen eighty-three, and it was getting a bit too much ... so we kept the van but didn't use it for about two years ... and we started going abroad again. The problem was that going abroad was a question of two hours travel time to the airport, four hours sitting around, four or five hours on a plane, three hours at the other end to get to a hotel ... and a day's gone. So we decided ... we had been going down to Burnham now close on thirty years ... and to other places as well ...

So what happened was, that when we used to go to Lakeside regular we got to know people who had got static caravans. One couple in particular said they let theirs out ... they had two on the site ... and if you ever want to come down have one of our vans, and we thought very good idea, and less stress just driving the car without the van on the back, so we took them up on the offer, and we started hiring their static van. And of course we thought 'this is the life' really.

That was twenty years ago

The thing was that it was all there. It was so easy, you didn't have to set the caravan up. (Name) always found it difficult towards the end, you know because of his heart problems, even just unhooking and winding the wheels down



**DID YOU FIND THE STATIC CARAVAN DIFFERENT TO YOUR TOURER IN ANY OTHER WAYS?**

Oh yeah, it was much bigger. It's the space, you know. That appealed to us

Yeah

And we did say one day we will have one of these. It's all the holidays we want. I don't want to be gallivanting abroad any more, we have done it. We thought this was good, home from home. If we had one of our own we could leave all the sugar, coffee, tea, and all the bits of bedding and all that here, and all we have got to do is to bring a few clothes, some fresh food, you know, and we are here. So it was going through in our minds ...

It was a long time, we used to go all along this whole stretch, looking at new vans ...

And looking at sites ...

We always thought at the time, with our daughter growing up ...

She didn't want to come away with us. So we came looking at sites, and came on here and started to hire a chalet for a time ... we always had chalet eighty-eight didn't we? We came for a few years, twice a year, and every time we came down we had a look at the new vans that were for sale. They seemed to us a lot of money. They seemed expensive. We had a little bit behind us but we didn't want to spend it all you know. Then what happened was that we were booked to go to America, because my brother lives in America, in July. I had had problems with an ankle with ulcers, and I had booked to go in and have a skin graft done. They did it, and I was in there for a week. On the Friday morning they said you can go home today, and that was the first time that I had got out of bed. I got out of bed to go and ring (name) to say that I could come home, and walked down to where the call-box was ... and I felt funny ... and sat in a chair and I must have fainted. I didn't come round until (name) arrived. I didn't have any energy, and thought this can't be right ... and the next thing that I can remember is that I'm in intensive care. Anyway they said I couldn't fly for six months, so we had to cancel the American holiday. After a week or two at home I said to (name) well we are not going to sit here for the fortnight that we were to be on holiday ... let's go away ... let's go to Sandyglade ... and we came down, and it was then on about the second day we were here, that I said to (name) let's go and look at the vans ... and he said oh (name) you wind me up every time, you have got no intention of buying a static, you keep putting it off ... and I said, no let's go and have a look

She was really in the mood ... for the first time ...

Anyway we bought one ...

**DID YOU BUY BECAUSE YOU FOUND A CERTAIN STATIC WHICH ATTRACTED YOU, OR HAD YOU MADE UP YOUR MIND THAT YOU WERE GOING TO BUY ANYWAY?**

Looking back it was because I thought to myself, basically we have got that money in the Building Society, it is something that we would both like to do anyway, why wait any

longer? ... after what's happened to you, you never know what's going to happen again, and why not enjoy what you want to do

#### SO YOU SAW IT AS AN INVESTMENT?

Well I knew that we would use it a lot. If we had one of our own I knew that we would come down more than a couple of times in a year, and yes I thought that it would be good value ... basically we have done most of the things we have wanted to do ... we had a new garage put up, and an extension on the house ... and we said well we will have a look ... they gave us the keys to have a look at all of them, and that's what we did ... and we really liked the one which was on the corner. We looked at about seven here, and then we looked at a couple down there which were second-hand, didn't we? So we looked in nine.

#### DID YOU LIKE ONE IN PARTICULAR?

I liked that one up there, out of all what we looked at here, and when I looked in the second-hand ones and was thinking about the price which was very similar ... because we paid twelve ...

Twelve and a half thousand ...

Twelve and a half thousand for that one in the end ... I was thinking it would be better to have a brand new one than a second-hand one...

They were about eight, eight and a half to nine thousand ...

So we bought new ...

A Willerby two-thousand ... twenty-eight by ten ... Salisbury

Two bedrooms ...

Six berth ... it had the fold-out bed ... so we said yeah all right ... and we had that ...

#### IT SEEMS THAT YOU HAD DECIDED TO BUY, BUT JUST HAD TO CHOOSE A STATIC VAN YOU LIKED?

Yeah ...

Yeah ... well what we did was ... we had had a look around on other parks, but we didn't want to go on other parks ... we had made up our mind that we would buy a van on this park ...

We didn't look at other caravans on other parks, we only looked at the parks themselves

#### WERE YOU LOOKING FOR ANY PARTICULAR FEATURES IN A CARAVAN?

Well obviously there was a budget there, and we were thinking something about twelve thousand, or something like that, because we wanted to pay for it outright ... we didn't



want any HP ... and we wanted two bedrooms ... and we wanted something that was light ... because some vans when you go into them are a bit dark ...

Because I think it makes a van more spacious ...

More spacious ...

If you have a dark wood it would not appeal to me ... and we did make up our mind that we only wanted one door ... our ideal layout at the time was one with a door at the back, so you had a whole lounge space which was all open to you ... a nice dining area ... a nice wrap-round which was continuous, being as we had got more cupboard space as well ... and we wanted it to be practical but spacious ...

And cupboards are very important ...

The furnishings had to be nice ... the colours ... the colour schemes or what have you had to be right ... the upholstery to be nice and that

**SO CAN YOU REMEMBER YOUR FIRST IMPRESSIONS OF THE ONE WHICH YOU EVENTUALLY PURCHASED?**

We actually looked at two other twenty-eight by tens. The first one we went in was very very white ... and I said to (name) this is too anaemic ... we looked at another one and it was very very dark, and the layout wasn't what we wanted ... and when we walked into the other one as soon as we walked into it I said "I like this!"

Yeah, we both did ...

As soon as we walked in ...

We looked around ... and I said its got just what we wanted. Two bedrooms. Plenty of cupboard space. The upholstery was nice ...

And it was nicely finished

**WERE YOU AWARE OF WHICH PITCHES WERE AVAILABLE?**

No

No, not at that stage, but what we did say when we said that we would have that van, if the pitches that you have available are what we want ... so the pitch is important, as well ...

**IF THE PITCH DID NOT MATCH YOUR NEEDS WOULD YOU STILL HAVE CONSIDERED PURCHASING?**

No

No, we would have waited. The pitch is very important

**BUT WHICH IS MORE IMPORTANT. DOES THE PITCH COME BEFORE THE VAN,  
OR DOES THE VAN COME BEFORE THE PITCH?**

Both together

Yes they come as a joint think

**WHAT WERE YOU LOOKING FOR IN YOUR PITCH?**

We didn't want anything around the green because we were thinking of the balls coming and hitting the van, and the traffic. We wanted something that may lay back away from it all. I said to (name) yeah we will have it ... we have got the money ... we will buy it if the pitch is right. So we went into the office and said we like the one over there ... what pitches have you got, and were told that there were only two, and to go and take a look. One of them was at the end of the row as you go down, but it was right by that big car park, and I said I don't want this one, that's out, we will go and have a look at the other one. The other one was in Whitegates, and it was number 279, and it backed onto Hurn Lane, and it was tucked in nicely ...

With a nice stone wall ... and trees. Because we had been in an area was built up, having a field behind you is a premium ...

You feel that you are in the countryside ...

So we went for it. I said to (name) well I like this, you've got the trees behind you, and you will get all the birds and everything you know. But we are in Hermlands now ... we have bought another van since. We were there for six years.

We moved off this year. We are in Hermlands now ...

We bought another van the end of April this year ... and we have gone into Hermlands

**WHAT MADE YOU DO THAT?**

Well we thought that we might start coming down more often, and we felt that we needed double glazing and central heating ... and it's twelve foot wide

**WERE YOU JUST AS CAREFUL IN CHOOSING THAT PLOT?**

Well what happened ...

It was the spot that came up before we decided about changing the van ...

I actually went round to see some friends in Hermlands ... I mean in Hermlands a base never comes up ... they are at a premium in there ... I know that there is one in there for a ten foot by thirty-five, but for a thirty-five by twelve they are at a premium ...

(Name) went round to see someone we know in there, and he come back and he said you will never believe this, there's a space in Hermlands. I said is there? He said yeah, do you



want to come around and have a look. So we went round. We had kind of thought about upgrading ... so we drove round ... and the only thing that I was a bit concerned about is we have got a fence at the back, and then you have got the chalets behind it ... and I was wondering where we were used to just a lane ...

We have got no hedgerow or anything behind ...

I said I wonder if you get a lot of noise here from the chalets. Well in next door the couple were in ... and I said hello to them ... we know of them because their brother-in-law has got a place up where we were ... in Whitegates ... and we said we are thinking of upgrading and maybe coming here, but what can you tell us about behind. She said well we've been here about ten years and we have only ever once had to shout at the people about keeping it down a bit ... and she said you're not talking about night clubs, it's a holiday park, you can't do anything about it in the daytime ... I said no that's fair enough, I wouldn't take any notice of any noise in the day, but in the evenings, you know I wouldn't want a lot of noise ... so I said what are the people like in here ... she said well you've got a couple next door that come down now and again and they've got an Alsatian dog that you never hear ... they've never heard the dog bark ... you've got another couple the other side that have got to be brought down because he doesn't drive anymore ... so they don't come very often ... and she said people are lovely in here, and most people in here are actually retired, she said, except me, I still work, and we come and go ... and I said well I still work three days a week, so we will be coming and going, but we would make the effort to come down more if we had double glazing and everything ... we hadn't looked at any vans or anything, it was just the space we was after. So anyway, we went back to our van 279, and we sat there talking between ourselves, and I said well we will think about it (name) ... and he said well don't think too long (name) because we will lose that space ... but we were going home the next day weren't we? ... so we come home ...

That was the Saturday ... and then on the Monday ... we had talked about it over the weekend ...

We had talked about it over the weekend, and I said if really you want that space ... because I don't think you will get another one any better ... I said ring the park and ask if they will reserve the space for us until we come down which was going to be ten days time ... that's when our next visit down here was going to be ... and we would look at the new vans ... so (name) said all right I will ring them up, so he rang the park and they said yes they would do that for us, and we told them we would be down Saturday morning. So we arrived at ten, or half past, and they gave us the keys to what they had on the front ...

Well there were only two thirty-five by twelves ...

**AS YOU ALREADY HAD A WILLERBY, DID YOU THINK WELL IT HAS TO BE A WILLERBY?**

No

**SO THERE WAS NO PARTICULAR BRAND LOYALTY?**

No

No. Obviously over the six years although it was predominantly Willerby that were sold here, it did gradually go to other firms. If there had been a Willerby and it was a thirty-five by twelve then obviously I would have looked at it, but because there wasn't one I didn't think that oh it must be a Willerby. On that pitch we could only have a thirty-five, but that was fine, and we were told they had got two, and if we didn't like them they would get something else in. The funny thing was, before I had even said anything to (name) about that space down there, I had come out of the club one dinner time with (name), who's on Hernlands ... he's got a thirty-seven or thirty-eight foot ... Vogue I think he's got ... and we had a look, because both the doors were open. So the first one I looked in I said oh I don't like that. It was pale white woodwork and it looked terrible ... to me ... you know ... and I looked in the other one and I said oh yeah ... lovely unit on this side ... and I said coor blimey I like this ... and (name) said coor what a layout this is! I never said anything to (name), but when we were coming down to have a look, I deliberately took her to the first one that I didn't like ...

I got to the door and I said I don't like this (name) at all

And we walked in to the one we bought now ...

Oh I like this!

We sat in it for half an hour

Because we liked it ...

And we wanted to get the feel. We did it with the first van ...

And we went and sat in it again

We sat in it to see whether we loved it or not basically. What we were looking at was every two weeks to be down for about ten days, then we go back, and then we come down for another ten days. So we were looking at it from probably out of a year you're going to be using it for five or six months, at the moment, and that's with (name) working

We come down for about ten days, and go home for about ten days. We have been doing it with this new van ...

We didn't do it so much with the other one, but we have with this one

EACH TIME YOU RETURN, DOES IT STILL FEEL AS NICE AS IT DID THE FIRST TIME?

Oh it's a different world ...

We look forward to it ...

A different world ...



AND AFTER TEN DAYS OR SO YOU ARE READY TO RETURN HOME?

Well no, I don't want to go home ...

He says oh no we have got to go home tomorrow. (Name) doesn't, but I've still got a job I do three days a week, so I'm a little bit committed

WHEN YOU RETURN HOME, HOW DOES THAT FEEL?

I can't wait to get back ...

He's waiting to come back again. He says oh we are back in Reading again

SO HOW DOES THAT ENVIRONMENT DIFFER FROM WHAT YOU HAVE GOT HERE EXACTLY?

Well we have had a lot of problems in Reading with the jobs. Where we live, when we bought that house forty odd years ago, we lived in a cul-de-sac, and the cul-de-sac consisted of a big brick wall which was listed, and beyond that were all the nurseries of the local Council where they grew all their plants, did all the hanging baskets and the all the gardens and everything all in around Reading. That was like that ever since we moved to Reading. All of a sudden the Council are selling it to a housing association, in nineteen ninety-two. They knocked that wall down and built forty houses in there. So now we have got forty houses worth of people coming past our front all the time. It's busy ...

It's a drug den ...

You've got drugs ... crime ... you've got people coming out of there letting their children walk on your wall ... you know it's all very frustrating. So when you come down here you've got no stress. No stress. The stress goes out of it ...

DOES SOME OF THIS STRESS EMANATE FROM YOUR WORK?

Oh no, I love what I'm doing. It's the environment ... it's what it has become now. After a while you get stressed ... (name) gets stressed very quickly

Health wise this is fabulous ... I feel good when I am down here

HAVING KNOWN THE AREA FOR THIRTY ODD YEARS, WHEN YOU COME DOWN DO YOU FEEL THAT YOU ARE A LOCAL, OR A TOURIST?

Well we get treated as locals. We know so many people in the shops, and everything else ...

You get to know the assistants in the high street ... you know ... oh you are down again

I feel we are treated more like locals

We feel welcome

The people themselves down here are more sociable ... more pleasing when you go into a shop ... it's silly little things like when you are at a check-out point at Tesco's, and she starts talking, and it's like you know her ... you've lived next door to her for years. They are like this, the people down here ... I think you get more respect from the people down here ...

I think so

**DO YOU HAVE JOBS TO DO AT YOUR SECOND HOME?**

Oh only a little bit of gardening

We put a border in and a bit of a garden ...

**DO YOU CONSIDER THAT AS WORK OR A CHORE?**

Oh no no no no it's not ... it's nice to have people walk by and they look down at your little bit of garden. It's nice. It's ... well it's a second home isn't it? We take pride in our garden at home, don't we? Here we have a little border, about fifteen foot wide by two foot deep, planted out with a mass of flowers and colours, and people walk by and say 'coor your flowers are lovely!'

**DO YOU FEEL THE SAME SENSE OF PRIDE ABOUT YOUR SECOND HOME?**

Oh yeah! The whole thing, and the garden. Our van although it was six years old was like brand new. When they went down to give us a price for it, to trade in, they came back and said we didn't even need to look inside that, if it is as good outside as it is in. I said well you've see inside? They said, we've known you too long, we know what your touring vans were like, you were always out there giving it a polish ...

(Name) has never had a job with good money coming in. He has had a job but it's only been small pay, not like some people earn, and we have always taught ourselves to look after the little bit of spare, and save it ... and because of that everything that we have bought ... we look after it, because we have earned it

**DO YOU LOOK UPON YOUR STATIC CARAVAN AS BEING A PROPERTY?**

Oh yeah. To me it's a second home ...

Oh yeah it's our second home ... and we have got all our personal things in there and everything

**IF MONEY WAS NO OBJECT, WOULD YOU BUY SOMETHING ELSE ... OR DO YOU THINK THAT YOU WOULD STILL HAVE A CARAVAN?**

Yes. Absolutely

Absolutely we would



**WHY'S THAT?**

Well because it's just what we like

It's what I like ...

We have made a lot of friends on here ...

When I come down here ... I will have people ring me up because they know that we will be down ... and I can walk in the bar a four or five o'clock and I know that they will have a pint on the table for me ... that's how it is. There's nine of us going out for lunch today ... it's not the caravan, it's because everybody is the same, not trying to be upbeat on everybody else ... we are all the same ... well it's a community

**SO IF THERE WAS NO BUDGET YOU ARE CONVINCED THAT YOU WOULD STILL WANT A CARAVAN?**

Yes

Yes we definitely would. It's a community ...

The majority of people that we have met on this park are down to earth people. We come down here and we like to have a laugh when we are in the club ... you know all the staff ...

**DO YOU CONSIDER THE MONEY YOU HAVE SPENT TO BE AN INVESTMENT?**

As a capital investment you don't get a return on your money as such, which you know that you don't on a van as it depreciates ... but the investment over twelve years is in what you make out of what you've got when you are down here ...

The times that you have had down here ... the value ...

Yeah ... the value is not in the van really ... its in the whole environment it provides ... when I come down here I feel a lot better. From that point of view it is a good investment

If you bought bricks and mortar, you know at the end of the day that you are going to get more for it than what you bought ...

**IF YOU HAD YOUR TIME OVER AGAIN, WITH THE EXPERIENCE YOU HAVE, WOULD YOU DO THE SAME THING?**

Yes

Oh definitely yeah

**BUY THE SAME VAN?**

Yeah

Yeah we love our van. We loved the other one ... it was right for us at the time ... we couldn't have afforded a twelve foot van

**DO YOU LET YOUR CARAVAN OUT?**

No

**WHY NOT?**

Because it's ours ...

Because it's ours ... and it's personal ... no way ... we would never dream of letting it out. We have always said that if the time comes that we could not afford the fees we still wouldn't let it out, we would have to let the van go

**IF YOU WERE NO LONGER AN OWNER FOR WHATEVER REASON, WHAT WOULD YOU MISS THE MOST?**

Coming down here ... so regular ...

All of our friends ... when you come down here you make long-term friends ... over the years ... I mean we still write to people we met forty years ago

And the tranquillity ... we would miss it all ... you can't separate it ... we would miss the van wouldn't we?

Yeah

**THANKS VERY MUSH FOR AGREEING TO THIS INTERVIEW AND GIVING ME SO MUCH OF YOUR TIME, IT'S GREATLY APPRECIATED. I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR MANY YEARS TO COME.**



## Interview: SG11

TELL ME A LITTLE BIT ABOUT YOURSELVES AND HOW YOU CAME TO PURCHASE A SECOND HOME

Well we had one before we came here. We used to have one at Didchurch in Kent. My mother used to live at Eastbourne, and for school holidays and bank holidays we always used to shoot down there, and then she died ... and for the first year after that was the first time we had to book two holidays up ... and when we came back my wife said out of the blue do you think we can afford a caravan? She said to her dad about it, because her mother had recently died as well, and he said "I have often thought of that but it wasn't any good when your mother was alive". We all had a holiday in one at Didchurch and all fell in love with it, and we bought one there

HOW LONG AGO WAS THAT?

About eighty-four when we bought our first one at St Mary's Bay

AND HOW LONG DOES IT TAKE YOU TO TRAVEL DOWN?

Well we have moved since then. We are Londoners as you can probably tell. We now live in Wiltshire, so just about an hour and a half on a good run. When we came down a fortnight ago when the M4 was shut because of a smash, it took me ten hours. I can normally do it two hours comfortably, one and a half if we push it

AND HOW OFTEN DO YOU COME DOWN?

Quite a lot since my wife's disability. We normally come down ten days to a fortnight in June, and the same again in July ... miss August completely because of all the little darlings who are on holiday, and then another ten days in September, and we come back in October and close up. Then there's always weekends in between ... we are free agents now

Unfortunately we have a cat

HOW LONG DID YOU OWN YOUR FIRST CARAVAN?

We were there for five years I think, when he sold the site we sold up

PREVIOUS TO THAT YOU HAD SOME EXPERIENCE OF STAYING IN STATIC CARAVANS?

Yeah we always tended to go self-catering, either a caravan or a chalet or somewhere

SO THEN YOU PURCHASED HERE?

Well we were looking around ... as soon as we got to go we were looking around ... we were thoroughly spoilt, it was a family run place and there were only ninety caravans on it. It had the swimming pool and all the club facilities the same. We just couldn't find another one that compared

We wanted a swimming pool for the kids ... they were a lot younger then, you know

We came on holiday down here. You said didn't you one year, let's go to the Bristol Channel area

We had a guide book, and I said to (name) lets go to Sandyglade

We didn't come here specifically to buy one. My father-in-law came down for a couple of days while we were here ...

Well obviously they had some on the front, and we looked at some in our price range, or my dad's price range ...

Every site we drove past had got one on the front for sale, and we would go in and have a look. I mean it was the site that grabbed us as well, it was all family owned then, and they had got the pool and they had got the club

What we liked ... well the one we had in Kent, it didn't have a divan you had to pull out ... it had a table you fit over ... and we saw one here that had exactly the same thing and we just thought that was so much easier. As I say my father-in-law who had the finance at the time, he came for the middle week, we were here for a fortnight and he came like for three days one week and three days in the next week, and he brought his cheque book with him and we did the deal there and then

**WAS IT THE CARAVAN WHICH WAS MOST IMPORTANT, OR THE PITCH?**

We chose the pitch because there were a couple of pitches free. The one we are on was the best one he showed us. We are right on the end. It's totally an open aspect where we are

**HAVE YOU UPGRADED SINCE?**

We are on the third one now ...

We upgraded from the two bedroom to the three bedroom as we have got the two daughters and the father-in-law, and decided it would be a lot easier if they had a bedroom each, rather than make the bed up in the lounge. That one was getting a bit tired, and actually it's a second hand one that we've got now, but it's far more luxurious ... apparently two families had bought it together, and they said they would have a schedule of who comes when and then they started fall-outs because they were coming at the same times ... so they traded that in and bought two cheaper ones. So we were in the right place at the right time, and I had just been made redundant so I put some of my money in it, so that's the one that we've got at the moment

**WHAT DO YOU DO WITH YOUR TIME WHILE YOU ARE DOWN HERE?**

Well as I say a lot of the time is spent messing around ... we usually have a day out somewhere but we sort of don't tear off to Devon or Cornwall or anywhere. We don't make it a touring base or anything



**SO WHILE YOU ARE DOWN HERE DO YOU FEEL THAT YOU ARE ON HOLIDAY OR AT YOUR SECOND HOME?**

Well it's much more relaxing, I suppose that it's just moving from one base to another base

**SO DO YOU FEEL A LOCAL OR A TOURIST?**

More of a visitor I suppose. We are part of the community of the people that we know. You are not a tourist in as much as it's not your first time down here. You don't look in a guide book and say we will go here or we will go there. I don't think that you fit in and can say that you are a local though

**WHILST YOU ARE AT YOUR SECOND HOME DO YOU DO DIFFERENT THINGS TO THAT AT HOME?**

We don't make plans ... if that makes sense ... we can say lets go to Minehead for the day, try it out, and then say lets go to Bristol

**HOW DOES THE ENVIRONMENT DIFFER FROM YOUR MAIN RESIDENCE?**

Apart from being on the coast it probably doesn't a lot now. We are on Salisbury plain right in the countryside anyway. Before we moved four years ago we couldn't wait to get down here ... in London all the time. That's one of the reasons why we had one in the first place ... somewhere you can bolt to and unwind ... from work ... I worked full-time then. As I say you worked full time ... be in the car Friday night ... you would be away and needn't go back until Sunday night

**SO WHAT WAS IT ABOUT A CARAVAN IN PARTICULAR THAT APPEALED TO YOU?**

Well it's just the chance of a second home. There was no way that we could afford a proper second home anywhere, and caravans were, well they are not now so much, but were totally affordable then when we first went into it. I mean the first one was four thousand pounds fully equipped. I just like the freedom of it. It's mine. I can go there whenever I want. Do what I want when I am down here ...

**IF YOU WERE TO BUY A SECOND HOME NOW, AND YOU HAD NO BUDGET, WOULD YOU STILL BE CONSIDERING A STATIC CARAVAN?**

Don't quote me to the sales people, but we are in fact considering spending some of the kid's inheritance and going in for one of the wheelchair friendly ones. We would have to take all that into account, and I don't know if you can get any other type of holiday home that is wheelchair friendly. I wouldn't want to buy another house type of property anywhere. A caravan was novel when we first had it ... after a house and the hustle and bustle ... before we moved the caravan was better appointed than our house was

**WHICH FEATURE OF YOUR STATIC CARAVAN SECOND HOME DO YOU CONSIDER TO BE MOST IMPORTANT?**

Its comfort. The one that we have got now is much more luxurious than basic holiday caravans. Our two girls were ten and three I think when we bought the first one, and as they have grown up we have sort of progressed ... and thought they won't come in all covered in muck and sand anymore, so we've upgraded ... and now it's the grandchildren who are coming in all covered in sand and muck ... but we won't go back again

**DO THEY COME AND STAY WITH YOU?**

One lot come when we're here, and the other lot ... is it all right if we go to the caravan dad? The elder daughter, she makes a lot of use of it. That was not the reason why we bought it ... but because it is here, and they are both married now with their families ... the little ones love it down here

**DO YOU EVER LET IT OUT?**

No. Friends and family have it occasionally but we don't do it commercially

**DO YOU GET ANY SENSE OF PRIDE OUT OF OWNING A CARAVAN SECOND HOME?**

Well I suppose it's a bit of a status symbol

**IF YOU HAD YOUR TIME OVER AGAIN WOULD YOU DO THE SAME THING?**

We would probably end up in one, wouldn't we? Yes we probably would. Maybe we should have spent more money at the off and had a bit more luxury. We haven't got central heating or anything in the one we've got now ... if we went again we would go for that I suppose

**ARE ANY RELATIVES OR FRIENDS ALSO OWNERS OF CARAVAN SECOND HOMES?**

No. We are the only ones that have got a static. My nephew's got a tourer, but tourers are something that have never ever appealed. All the ones that we have ever had have been statics

**DID YOU STAY IN STATIC CARAVANS DURING YOUR CHILDHOOD?**

Oh yeah, when I was growing up we tended to mainly have caravan self-catering

**WHAT DO YOU DO WHILST YOU ARE DOWN STAYING AT YOUR SECOND HOME?**

Play golf. I am a bit of a thrasher but I do it. Well I like walking, which (name) can't do anymore. I usually go for an hour, an hour and a half walk every day. Go out locally, like the day before yesterday we had a day out and went down to Watchet and the Minehead area. So we just please ... I must say we are creatures of habit, and we like pleasing ourselves what we do



## DO YOU LOOK UPON YOUR CARAVAN SECOND HOME AS A PROPERTY?

Well yeah. It's ours, and it's our holiday home, so we see it as a property ... but it's not an asset

## DO YOU SEE THE MONEY YOU HAVE SPENT ON IT AS BEING AN INVESTMENT?

Well it is, because I equate it back, when the bills come in, as it's a lot of money to spend ... but then I equate it back ... well we have had it for x number of weeks ... the daughters have been down ... maybe my brother and sister in law have been down ... well if you are talking that then you are talking four hundred pounds a week for a holiday ... it's not expensive. It's a bit of an investment and an asset. You have got it there yeah. We look at the value that you get back from it. It loses value, there are no two ways about that. Sitting on there it's losing money every week, but you are saving money because you are not paying out to go off on holiday three times a year. And I mean if there is anything on down here we can go to it, spend the night, and go home

## NOW THAT YOU ARE NOT WORKING IT'S NOT ESCAPE FOR YOU IS IT?

It is still stress relief really still because I'm twenty-four hours a day, seven days a week carer, and although I do the same things down here, it's more relaxed down here than it is on a schedule at home sort of thing ... it's a break in the routine

## COMING TO THE SAME PLACE EVERY TIME, DOES THAT NOT BECOME BORING AFTER A WHILE?

I am a died in the wall creature of habit ... they always used to call be Reggie Perrin in BT ... I always think that it's better the devil you know. We could go to another site somewhere and jump out of the frying pan into a fire ...

I keep thinking lets try somewhere else but what do you do ... do what we did with this one and just stick a pin into a map

We don't get bored. We like it down here. As I said up to two years ago we would clear off for the day, we would go over the bridge into Wales. My family come from Herefordshire ... we used to go up there a couple of times. We don't get bored

## EACH TIME YOU RETURN TO YOUR CARAVAN HOW DOES IT FEEL?

It's just home from home

## AND WHEN YOU RETURN HOME, HOW DOES THAT FEEL?

Well I feel all right now, where we are. I always felt extremely ... the further I got towards London the more depressed I got when we were going home before. I don't know how much you know about London, but we came from Southall ... and we just couldn't get out

quick enough ... so yes coming down here, it's all blimey we have got to go back there again. But now we are in totally a different environment

WELL THANK YOU BOTH EVER SO MUCH FOR AGREEING TO BE INTERVIEWED. IT HAS BEEN OF GREAT VALUE, AND I HOPE THAT YOU ENJOY MANY YEARS TO COME AT YOUR CARAVAN SECOND HOME



## Interview: SG12

TELL ME A LITTLE ABOUT WHERE YOU COME FROM AND HOW LONG IT TAKES TO TRAVEL HERE?

We live in Swindon ... it's about eighty-five miles ... it takes on a good day about an hour and twenty-five minutes

That's from door to door ...

And that's doing about sixty miles an hour, not keeping up to the seventy, we do sixty because that's quite fast enough as far as I'm concerned ... about an hour and twenty minutes ... you hit a bit of traffic and it could be an hour and three-quarters

HOW LONG HAVE YOU OWNED YOUR SECOND HOME?

We have only owned this one since April

April, that's right, April of this year

DID YOU HAVE ONE PREVIOUSLY?

My mum and dad did, many years ago

Twenty-five years ago on Hermlands

FOND MEMORIES?

Oh absolutely ...

Oh fabulous ...

I mean I've got four children and three of them at least spent loads of time down here. My mum and dad were retired ...

SO IS THAT WHY YOU BOUGHT HERE DO YOU THINK?

Yes, yeah. I tell you what it was ... my mum and dad had the van for quite a long time, and then they got really ill both of them and had to sell. And ten years ago my dad passed away, and last year my mum passed away unfortunately ... but the week before she was dying she was saying "oh it would have been nice to have got another van down on Sandyglade" ... and I said oh I know mum but it's just not ... because ... she said "take me down to Brean for the day please" ... you know "I want to go down and have one last look" ... and it was awful wasn't it?

It was

And that was just like a matter of weeks before we showed her around everywhere ... and then what was it, last June my mum passed away, and I said that when it was all settled and

everything was done we would be in the position perhaps then to get one. It was all left to me so I halved it up with my sister. Everything right down the middle. I didn't have to, but I did, that's the way that I am. So it left us really kind of short on what we wanted to actually buy, so we had to go for a second home. It's all right. It's lovely. We love it don't we?

Yeah ... and how we came to buy this van in April was that we were going to Dawlish for the day, but the weather was a bit bad. So (name) said oh we will go to Brean and look round the caravan site, and as we drove in we met the man we remembered from years ago, and he said yeah there's two ... in fact number sixty-three's available, here's the key go and have a look ...

First of all we did come and look at one up here, and I said it's lovely but it's a little bit too much. So he said have a look at the other one, the second hand one ... so we went in ... and I just said oh yeah it's lovely ... we will have this one ... there and then!

We bought it there and then

**SO WAS IT THE VAN THAT WON YOU OVER OR WHERE IT WAS?**

It's the van ... and it's the site

I love Brean anyway ... that's the way it is ... because it's just memories of everything, and the van was a good price for what it was. So I said look I'm not going to let it go, we're going to do this today, you know ...

**BUT WAS IT THE VAN WHICH WON YOU OVER, OR WAS IT THE PITCH?**

I looked at where it was and thought nice, it was not on the road, it was not on the corner ... I said nice for the children ... it's safe ... as we walked around ...

We had not made up our minds to buy it until we actually got into the van ...

I didn't know what to expect when I walked in, because I knew it was second hand and I thought ... but when over I thought oh it's lovely, this has been looked after ...

**SO WHEN YOU OPENED THE DOOR WHAT DID YOU THINK?**

That oh yes ...

Oh fabulous ...

It was everything that I had hoped that it was. It was nice, bright, tidy ... as soon as we walked in I said oh yeah we will have this one. It just all looked as nice as new

I know it was two years old, but it was absolutely immaculate ... it was beautiful

**WHAT WAS IT PRECISELY THAT YOU LIKED SO MUCH?**



Because it looked so welcoming ... because it looks so homely ... it was like oh this is ours!

And the situation is when you've got your grandchildren around ... five and ten ... not close to the road ... plenty of play area ... everything there ... beautiful...

It was seven thousand cheaper than what we just looked at, and I thought yes that was lovely but this is as good as

WERE YOU SEEKING A 'CARAVAN LIFE' AGAIN, OR JUST RETURNING TO BREAN?

Coming to Brean in a caravan ...

In a caravan

It had to be both

SO IF MONEY WAS NO OBJECT, DO YOU THINK THAT YOU WOULD STILL HAVE WANTED A SECOND HOME IN BREAN, AND THAT IT WOULD STILL HAVE BEEN A CARAVAN?

Yes

Yes, yes, and it still would have been a caravan, oh yes

EVEN IF YOU HAD A CHOICE OF ANYTHING?

No

No, no, it had to be a caravan, and it had to be on Sandy Glades. We had had marvellous times here, you've got a good club here, and marvellous people ... they have always got time to speak

SO IF YOU COULD HAVE HAD A COTTAGE?

No, no thank you

SO YOUR CARAVAN HAD A 'WHAW' FACTOR WHEN YOU PURCHASED IT. DOES IT HAVE A SIMILAR EFFECT ON YOU WHEN EACH TIME YOU RETURN TO IT, NOW SOME MONTHS LATER?

Yes, it's like home

Just like home

Honestly, we do it every time ... "ah yeah!" ... you know

First thing that goes on is the kettle

We get the same feeling each time we come down ...

We look forward to coming down

**AFTER A BREAK HERE, HOW DOES IT FEEL WHEN YOU RETURN HOME?**

I just wish I could stay ... well we did have a look around last week when we were here, at Whitgates, because I know it's an extra month that we can stay

**HOW DOES IT VARY FROM HOME, WHAT'S DIFFERENT?**

When you come down here you have left all of your problems all behind, and you feel absolutely relaxed ...

And the doors, and the phone ringing ... it's all that ... and we come down here and we are away from it all

The traffic going along the main roads

It's just the hassle ... that's how I explain it

And when you come down here, you're absolutely relaxed ... it's beautiful

It's almost all the opposites to what we have got at home

**NO PHONE ...**

Yeah, only when we want to put it on ...

**SO YOU'VE GOT CONTROL?**

Yes ...

Yes definitely!

Absolutely spot on!

**WHAT HAVE YOU GOT HERE THAT YOU HAVE NOT GOT AT HOME?**

We are near to the coast ...

**AND EACH TIME YOU VISIT YOUR SECOND HOME NOW, DO YOU CONSIDER YOURSELVES TO BE LOCALS OR TOURISTS?**

I actually feel ... I did say this to you didn't I ... do you know it makes you feel like you are part of the local community. We never used to notice things like people coming and going in their caravans and mobile homes, or tourers, and yet we always pick up on it



straight away now ... if we are driving along ... oh look there's some caravans coming down ... there's some holidaymakers ... or they're going off back home ...

**SO YOU DON'T FEEL LIKE A HOLIDAYMAKER ANYMORE, OR A TOURIST?**

No I don't, no

**IS THAT AT ALL DUE TO YOUR FAMILY'S LONG HISTORY WITH THE AREA?**

Yeah I suppose so. Mum was on Hermlands ... she got friendly with people there ... and the children were there with my mum and dad ... they hated it at home ... they used to love it on Friday because mum and dad used to pick them up in the car ...

That was about twenty-eight years ago ...

On Friday after school or whatever ...

**WHY WERE THEY COMING DOWN?**

Well they were both retired and they loved it, because down here it was relaxed ...

To get away for the same reasons as were are coming down for

**WHAT MAKES YOU SO SURE?**

My mum used to say "were off to the caravan" and sometimes she would say "oh we are going on our own" and I know exactly what she meant now because even I say it now ... you know, oh we will be back up next week ...

So we can relate to it

And I've even said as we've sat in our caravan haven't I, we know what mum and dad meant now

Only last weekend we sat there, and oh it was so peaceful. We never even bothered to put the television on. We just sat there. Beautiful. You can sit and relax and know that someone isn't going to be knocking on your door ... and oh can you just come and do so and so for us ...

**ISN'T THAT LIKE BEING ON HOLIDAY?**

No ... no it's doing what we want to do

**DO YOU MEAN THAT IT'S NOT THAT YOU ARE DOING NOTHING, BUT IT'S THE FACT THAT YOU HAVE THE CHOICE TO DO WHAT YOU WANT?**

Yes. It's doing what we want ... yes ... and if I had my choice I would be doing it twelve months a year ...

**BUT THERE MUST BE JOBS TO DO WHEN YOU ARE DOWN HERE?**

Oh yeah there are little jobs to be done

Yeah ... like cleaning the windows and ...

**AREN'T THEY A CHORE?**

No

No ... I clean the windows down on that caravan more times more than I clean the windows at home

**BUT THAT'S WORK ISN'T IT?**

No it isn't ... because I just want it to ...

Look nice

**DOES IT FEEL DIFFERENT TO WHEN YOU ARE DOING IT AT HOME?**

No ... no ... I feel different. The works the same, but I feel different about it ... because I would rather be here than there ... and I enjoy it more ... it's just nice isn't it?

**ARE THE MAINTENANCE JOBS TO BE DONE?**

I do a few. I'd done forty-seven years for the firm I used to work for. I decided to take early retirement. I live in a company's house. It's actually a brewery in Swindon.

We live on the premises

Live on the premises ... and when I retired they said well you will still go and unlock the gates at five o'clock in the morning and lock them up at night? ... and I said yeah ... the firms kept me employed for forty-seven years I will do it for nothing! ... oh no you won't, if you do that you will get a wage, and if we ever need you for bottling or for any of the jobs that you have got experience for, can we call on you? ... and I said yeah, no problem ...

This is like every day ...

So I'm only partly retired ... but it keeps me going, because I'm not one of those for sitting down ... I hate sitting down and watching television, I've got to be doing something ...

Something all the time. So it's fifty years that he's worked for the firm

It's not ... it's fifty-two darling ... fifty-two years ... sixth of December

**SO HOW DO YOU MANAGE TO GET AWAY?**



They've got to get somebody else to unlock the gates and lock the gates, but they haven't got the same incentive as I've got, because once five o'clock comes those gates have got to be open as far as I am concerned, in the morning, and at night one gets locked at half past six and the other ones ten o'clock. It's a brewery, (name) brewery. They've been established a hundred odd years ... and it's still private ... it's fabulous ...

And the best thing is I suppose ... is that we live on the premises ...

Yeah on the premises ... as we open our back gate we are on the premises ... it's beautiful

And I just said to them ... I said look we've got a caravan and we can't use it as much as we want because you know ...

On my part I do feel that there is a bit of an obligation, for the simple reason that my grandfather did fifty years ... in the same firm ... my uncle did I think it was thirty-five years ... and my father only did a couple of weeks, he had to go in to the Swindon factory and the railway works, he didn't like brewery life ... but as I said I went in there at fifteen and a half, and absolutely love it

And I worked there ten years ... my sister worked there ten years ... she met her husband there ... I met my husband there ... it's almost like ...

Its family life isn't it?

SO IT IS EASIER NOW TO GET AWAY BECAUSE IT'S THE WEEKEND?

No ... no

DID YOU OPEN UP THIS MORNING?

Yes I did ... and I did the paper rounds too ... this morning ... I go down the shop and get the papers round

SO HOW DO YOU ACHIEVE THE FLEXIBILITY TO GET AWAY?

Quite easy ... if (name) wants to come down to stay for the week I can just drive her down ... I spend all the day here ... beautiful ... enjoy myself ... and I drive back up the motorway and we start off. If I want to pop down I do ...

Shall I tell you something ... we have got, which has been booked well before we bought the caravan ... we do go to Tenerife quite a lot ... go backwards and forwards ... have always done, for years and years. Then we were three weeks in Tenerife in March, just before we bought the caravan ... so when I came back from there I said oh we will book the next one, we will go to Spain for a couple of weeks, and I am not doing anything this time it will be an all inclusive. So that's a week Sunday we are meant to go ... to Spain for two weeks ... but we're not going ...

We're coming down here for a fortnight ...

I said I don't need to go to Spain. I know we had booked it ...

We love going away, but now we've got our own caravan ...

I said I feel more relaxed here than what I would be if we were going to Spain. Yes it's a nice holiday. Yes it's a bit sunny ... whatever ... but I just said no

DO YOU MEAN THAT COMING DOWN HERE TO YOUR CARAVAN SECOND HOME IS NICER THAN GOING ON HOLIDAY TO SPAIN?

Absolutely. There's no good reason to go off to Spain ...

To Spain you have got to go through the hassle, the stress, and everything to get there ...

BUT ARE THERE NOT ANY ADVANTAGES?

The weather ... maybe ... I love the sun ... I had been a nurse and had injured my back ... it is very good for my back

WHAT ABOUT THE LANGUAGE?

No, I'm not interested in that ...

THE FOOD?

No I don't like that

To be honest when we go to Tenerife ... we've been going since nineteen-ninety haven't we? ... the same private apartment ... a friend of ours has got this apartment there ... and we always use the same little café or restaurant, and I can tell you exactly what we would have every day ...

Oh yeah, cheese omelettes ...

Yeah cheese omelettes, chips and ...

YOU SEEM TO LIKE ROUTINE?

Yeah. Oh yeah

And I won't go anywhere really that I don't know

It's nicer here anyway

I will be honest with you, after we discussed and had come down and bought this caravan, we were driving back home and I said cor why was you in a hurry? She said why? And I said well that extra money we spent on there, we could have probably bought a little bit of a dearer caravan. Oh yeah we could of done. But with my good lady when she makes her mind up it's done. It's not put off for a month's time. It's done. And that's how she is



I make my mind up and that's it, nothing will budge it

All I do is when she says do so in so, I just fall into line, most of the time, don't I, let's be honest about it. The day we bought this caravan we were going to Dawlish for the day weren't we?

We had booked actually ... in Dawlish, because I had been there a few years ago, for holidays, and thought oh yeah this is nice. We booked it ... we cancelled it ...

Although we had paid for it ...

For a week ...

We didn't bother ...

That was just a few months ago ... and we bought this ... and I said no we will go to Brean ...

**DO YOUR FRIENDS KNOW YOU HAVE A CARAVAN SECOND HOME?**

Yeah

Yeah, yeah

**AND DO YOU LET IT OUT?**

No. There was someone who lived around the corner from us who asked if she could spend time down here with her little boy? I said yep, you can if you like, it's lovely down there. I told her how everything was working, where to go, the buses, if you want to go out for the day to go to Western, you know ... and they had a fantastic time

**HOW DID THAT MAKE YOU FEEL, KNOWING THAT THEY HAD SUCH A GOOD TIME?**

Great satisfaction

Proud

I straight away think, well there's someone else like me, that likes the same things that I like

Although she said she had enjoyed herself, we only had her word, but we also knew that the lady who comes from Birmingham who is dead opposite our caravan said how they had really enjoyed themselves ... it feels great

**WHAT IS IT EXACTLY THAT MAKES YOU FEEL SO PROUD, THE CARAVAN, ITS LOCATION?**

I feel proud for the simple reason it is here which I love ...

You can go to Spain ... you can go to Marbella ... you can go to where ever ... no ... this is Britain

**HAD YOU CONSIDERED OTHER TYPES OF PROPERTY IN OTHER AREAS?**

No

No ... I am not sort of interested

**SO IF YOU COULD CHANGE ANY PART OF YOUR CURRENT LIFESTYLE, WHAT WOULD IT BE?**

If we could have done, what we would have done was to have bought the lovely van dead opposite. It's absolutely fabulous

I keep looking at it

I know we do! It's there for sale, and it's absolutely fabulous. I wouldn't change the area, the area's lovely, and what I am going to say to you ... when I come down from Swindon to here ... I have been here that many times, that I know all the little roads, where to go, where not to go ... it's absolutely great. But when you go abroad, like we have been, we spent money just to do certain things ...

This time last year, we were in a position ... we could have got an apartment in Tenerife, we could have got somewhere in Spain, we could have done this ... we could have done that ... and I said no, no, no we're not doing that. I could have quite easily have done that. But no, I said we can do this, this, and this ... and still have that! So we could have all them, and this. Whereas if we had just put it altogether and said well let's go to Spain and have an apartment ...

**WOULD YOU HAVE USED IT AS MUCH DO YOU THINK?**

No

No

**SO DO YOU THINK WHAT YOU HAVE DONE IS AN INVESTMENT?**

Absolutely!

Absolutely great, yeah

Absolutely, no qualms about it whatsoever

**IN WHAT WAYS IS IT A GOOD INVESTMENT?**



For us, especially. For our children to use. And it's like ... you know when you say oh I would just love to get away, just for a day or whatever ... well we can do it. But it's got now that I don't want to just come away for a day ... I just want to stay down here

**AND HAVE YOU PERSONALISED IT LIKE HOME?**

Yeah

Yeah, all the photographs of all the children are up. Late mother and father-in-law ... their photographs are there ... it's just like home from home. It's absolutely great

It is. It's just so nice

**IF YOU HAD YOU TIME OVER AGAIN WOULD YOU DO THE SAME THING?**

Yes I would

In fact I am a little bit of a stick in the mud, if it comes to that ... the way we feel now we would have bought a caravan earlier

Yes

We would have bought one earlier ... and it would have been on this site, because this site to me is the prime site. I know you've got the next one up, and the next one up, and all those, but this site is lovely

There are sites all over the place, you know ... there's down on the South Coast, Bournemouth, Weymouth, everywhere, but we have never actually said let's go up over to Kent, or let's go up to ... or wherever

**SO WHAT WAS IT THAT WAS MOST MEMORABLE ABOUT YOUR FIRST EXPERIENCES WITH THIS AREA?**

It was the early days. The children were small. We've got photographs, and the children just loved it ... now they are showing them to my grandchildren ... oh look here's mummy down on the swings ... here's mummy at the beach at Brean ... and here's me in the shop ... and here's me riding this ... and ...

And the donkey rides ...

**DO YOU FEEL THAT YOU ARE RELIVING OLD TIMES AGAIN WITH YOUR GRANDCHILDREN?**

Yes

Yes ... you've sort of been round in a circle. We do the same sort of things ... it's absolutely fabulous. When they are down here we might also take them for one day, one day mind, up to the amusement park. They have one day there. Then they are back on this site, swimming pool, the club. We go up to Western now and again, but we prefer it here...

Western's got no more than around here ...

No it doesn't ... only it's a bit bigger that's all it is

**DO YOU FEEL THAT YOU ARE CARAVAN TYPE OF PEOPLE?**

Yes

Yes I agree

**WHAT IS IT ABOUT CARAVANS THAT IS SO APPEALING?**

You have got everything at hand. You have not got to go looking for anything

Its compact isn't it? You know what I mean. It's compact, it don't take you long to tidy round and clean ... whereas at home ...

It's tidy ... there's no clutter ... I mean at home you've got stuff that really if you had a clue you would not need half of it. In a caravan you don't need it ... it's not there ... and I go home every time and think ...

**YOU SAID A MOMENT AGO THAT THIS WAS HOME FROM HOME, SO WHY HAVEN'T YOU GOT THE SAME THINGS HERE?**

Because you haven't got the space ... the bigger the space the more you put in it

**SO ARE YOU SAYING THAT BECAUSE THE CARAVAN IS COMPACT YOU TREAT IT IN A DIFFERENT WAY?**

Yes because you have to

**AND DOES THAT MAKE FOR A BETTER LIFE**

Yes

Yes!

It makes life easier ...

Easier. If you can imagine when the wife does the cleaning, you have got three rooms downstairs to Hoover all the way around. Then it's the hallway, up the stairs, and then there's three bedrooms ... and when we're down here it takes ...

It takes me ten minutes ...

Ten minutes, say half an hour and it's all lovely and clean, the toilet, the bedroom, everything, the beds are changed, it's just great



SO IT'S EVERYTHING YOU NEED AND COMAPCT?

Yes

And less cluttered ... less unnecessary things ... and I think it actually makes you when you do go back home, you want to de-clutter your house

AND BECAUSE IT'S LESS CLUTTERED HOW DOES THAT MAKE YOU FEEL?

Oh it's just like a sense ... to breathe! I always feel that as soon as I get down to the caravan and I'm in there then I'm ... oh! ... yeah! ... you know. You've only got the things that you actually use and need. At home I always say to myself we have got a lot of stuff here we don't really ... it's just gadgets or whatever ... it's almost like why have I got it all? I said to you why have we got all this stuff at home, we don't need it

AND THAT MAKES YOU FEEL DIFFERENT?

Well I think so yeah

WHY IN WHAT WAY?

Because you have begun to rely on it. Down in the caravan you don't use it. As a matter of fact I think that what we do at home is, over the years, I think without even realising it I think you just make work for yourself, and make a rod to beat your own back really

It's a easier life anyhow, a much easier life ...

And when you have been in a caravan and you are living that way, you really are looking and weighing up ... I like that better ... I can relate to that better, than that back there

IS THAT A DIFFERENCE BETWEEN A CARAVAN AND OTHER TYPES OF PROPERTY?

Yes. A cottage wouldn't have been like that. No

ARE THERE ANY OTHER REASONS WHY YOU LIKE CARAVANS?

It's just cosier

It's easier

It's nice

As soon as I walk in I say ah lovely, and walk straight ... because now we have had the caravan for a few ... I've got my favourite seat ... and I sit down in it, and oh that's absolutely beautiful. And you just sit there. In fact at home we have always got a lot of newspapers about, but when we come down here there's only ever one newspaper. As soon as it's read it's in the bin!

**WHY DO YOU DO THAT HERE YET NOT AT HOME?**

Because there's always someone who wants a read ... there's always somebody coming in, wanting to see the paper

You multiply that by fifty, during a day's routine at home, and it just becomes mundane ... and you are doing things without even realising it. Whereas here you haven't got to do that

**IS EVERYTHING YOU HAVE GOT THE SAME AS YOU HAVE AT HOME, OR IS IT DIFFERENT IN SOME WAYS?**

It has got everything that we need, but it's like ... in every caravan it's simplified ... at home I've got like three sets of saucepans ... what on earth do I need three sets of saucepans for! Then you've got the cupboards to put this stuff in. Why on earth have I got three sets of ...

Knives and forks ...

Plates and all this stuff ... and in a caravan ... you haven't got it

**YOU USED THE WORD 'COMPACT' A LITTLE EARLIER. IS EVERYTHING THE SAME SCALE?**

Yes everything is the same. Yeah it's no different. The cupboards are no different. It's well worked out ... yes ... I've got more room

We've got our stove in there ...

We've got everything. I suppose really if you really needed something, you could have central heating put in it. It would be no different

**DO YOU FEEL AT HOME IN THE CARAVAN?**

Yes

Yes

**BUT IS IT A DIFFERENT TYPE OF LIFE FROM THAT WHICH YOU LEAD AT HOME?**

Yes. The better life is the caravan. It's not as stressful

I am looking more now at spending more time at the caravan than I am at home. I don't really need to be there so much now, you know the two that are there can fend for themselves

**DO YOU FEEL INDEPENDENT AT YOUR SECOND HOME, OR MORE PART OF A COMMUNITY?**



Well my opinion now, down here it feels better with like the people you have got here, you get to know ... as back home when I was a lad the street we live in used to be one street, and another street went the other way, and I knew everybody in both streets, and I can relate to everyone ... but now it has got bigger, and houses have expanded on, and I suppose that I don't even know five people out of two streets, which is what ... because people today they are too busy

As well as the caravan, people are more friendly ... they are doing exactly the same as you ... they are here for the same reason as you are ... there's no upper class lower class ... you know you are exactly as you are

People at home haven't got the time of day. I'm up in the morning ... it's quarter to five when I drive my car out ... somebody's walking by and it's good morning ... and you would be surprised the people that can't even say good morning to you. The older generation of my age you know sixties to sixty-seven, oh yeah they do, good morning. But the modern generation the thirties to forties ... they can't be bothered

You feel great getting down here, you really do

**YOUR LIFE WAS MORE LIKE VILLAGE LIFE WASN'T IT?**

Yes

Yes it was. It has become more city life now. It has become built up, and all the different fields have disappeared

We live in a cottage. It's in Swindon, it's in a brewery, and ...

It's been gradually swallowed up

They're making the roads bigger, and what was once nice and quiet and just ticking along is now a ... aghh

Coming here is more like going back to what it was like ... up to a point

We turn up here and I say oh look (name) and (name)'s here or (name) or (name) or whoever and they say oh yeah you know and chat. They know you're there. You know they're there ...

**DO YOU USE THE PARK'S FACILITIES?**

Yeah, the club yeah

The children use the swimming pool, and I always like to go for a pint, it's lovely

**DOES IT MAKE MUCH DIFFERENCE HAVING SOMEONE HERE KEEPING AN EYE ON YOUR SECOND HOME WHEN YOU ARE NOT HERE, MAKE A DIFFERENCE?**

Yes it makes a great difference. I think that (name) has been here many a few years now if my memory serves me right ...

It's just the fact that knowing that somebody's looking around for you when you are not here

DO YOU FEEL THE BURDEN OF OWNING A SECOND HOME, AND ALL THE RESPONSIBILITIES IT BRINGS

No

No absolutely not

No as I said earlier on I wish now ... I was a bit of a stick in the mud ... I wished we had done it years ago now. We've got no regrets at all. If we had bought an apartment abroad, I should be always worrying

WHAT ABOUT IF YOU HAD A HOUSE NEAR HERE SOMEWHERE?

No we wouldn't have bought a house, no. If we did I would have been worried. We would have been in Swindon and we would have been doing just the same thing, just travelling down and back

You have got a certain amount of responsibilities here

DO YOU EVER LOOK AT THE PLOT WHERE YOUR MUM HAD HER VAN WHEN YOU WERE YOUNG?

Yes, yeah I still do

It's only just around the corner

AND IF THAT PLOT CAME UP WOULD YOU WANT IT?

Yeah

That would be absolutely great. Actually some of the people who were on that plot when mum was down here and dad all those years ago, they actually come from another little town six miles from Swindon, so we knew them, and all the kids knew one other, and all had the same area language if you want to put it that way. It was fabulous

They would all come out when it was a birthday, and we would have a party, you know all set up on the grass. I don't think people do that any more

No they don't, we've lost that

WELL THANK YOU FOR GIVING ME ALL OF YOUR TIME ...



I tell you something else, it's like ... when we come here and the shop's shut ... it's like ... oh well never mind. If I did that at home it would be ... oh the blimmin shop ... oh for goodness sake why is the shop shut

**WHY WOULD YOU DO THAT AT HOME AND NOT HERE?**

Because it's no big deal, and there's no rush ... I can pop out later or whatever

**SO TIME'S DIFFERENT?**

Totally different, yeah

Yeah

You're not clock watching. Nothing really matters. We brought the car down and a lot of the times park the car up, keys go in the pocket or left in the van, and as long as we can have a nice little walk ... walk up to the club or walk across to the sand dunes and back again ... it's lovely

Yeah it's nice

And we're not clock watching

**WELL THANK YOU BOTH FOR GIVING ME SO MUCH OF YOUR TIME AND AGREEING TO BE INTERVIEWED. IT'S GREATLY APPRECIATED, AND I HOPE THAT YOU WILL ENJOY YOUR SECOND HOME FOR YEARS TO COME. THANK YOU VERY MUCH**

**Interview: TM13**

**DO YOU MIND FIRST OF ALL TELLING ME A LITTLE BIT ABOUT YOURSELF?**

I originally come from Bristol. We came down to Cornwall in nineteen ninety-nine. So I was actually looking around for a holiday home then ... and I think that it was two thousand I bought my first one ... which was on this park here. Then I bought another one which was over in Brixham ... so I brought that one there ... it was to let out for holidays and that

**DID YOU OWN BOTH AT THE SAME TIME?**

Yeah. One here ... and one at Brixham. It was not so bad, it's a nice site Brixham

**DO YOU STILL OWN THEM?**

No ... because I spend more and more time ... I mean I think that you tend to catch life at one part of the country better than the other, so rather than travelling all the way over there ... it got to be a bit of a bind ... so it was like keeping everything in one place here

**SO YOU CAME DOWN HERE AND LIKED IT, AND BOUGHT ONE OVER THERE TO LET OUT FOR HOLIDAYS?**

Yeah

**AND YOU ARE FROM BRISTOL?**

Yeah ... a Bristol family ... yeah ... from a small place called Horefield ... Lockleys. Most of my family still live there to be honest ... the kids and everything else ... and all that. Yeah we had lived in Bristol all of our lives ... but we were coming down on holiday, and started to spend more time down here ... we enjoyed the countryside rather than the sea life, so in the end we tended to spend more time down here ... so that was it

**WHAT MADE YOU DO THAT?**

More of a peaceful life-style. More countryside ... less pollution. The crime rate is lower. More scenery. More places to go. Beaches ... you know, things that you enjoy doing ... when you are in the City you tend to have to ... I mean the nearest place for us was Weston-super-Mare, where the water's not exactly the cleanest in the country ... it's all right ... but ...

**HOW LONG DOES IT TAKE TO TRAVEL HERE?**

About three hours ... when I was travelling it. For three years I had a job ... I used to work ... for Safeway, which is now Morrisons ... Safeway PLC distribution centre at Cribbs Causeway ... and I worked there for sixteen years. It's shut down now ... they made everybody redundant. I actually finished a year before it shut down, because what I was doing was I was on a three day week. I was doing thirty-six hours in three days, so I was doing three days work up there, and then I was travelling back down here ... and I got a job



down here. When I went back I would stay at my daughter's house, which was just around the corner from where I used to work

SO HAVE YOU STILL GOT A PROPERTY IN BRISTOL?

No. I did have not that long ago ... what was it now ... three years ago

DO YOU MIND EXPLAINING TO ME WHAT THAT PROPERTY WAS LIKE?

That was a three bedroom semi-detached. I owned it ... I had a mortgage on it and everything else. It was your standard sort of city dwelling, you know on the outskirts of the city.

QUIET?

Umm ... I wouldn't say quiet ... I would say mediocre ... sometimes you get the helicopters going over ... which is one thing that we don't get down here ... the police helicopters chasing joy riders ... yeah

WAS THAT QUITE NORMAL?

On a regular basis ... yeah

WHAT OTHER DIFFERENCES WERE THERE?

A higher crime rate ... noisy ... lots of kids ... parents don't discipline the kids you know ...

HOW DID YOUR SECOND HOME COMPARE?

A complete change. It did take a bit of getting used to mind ... the quietness

IS THAT WHAT YOU WANTED?

Yeah

WHY?

Better life style. A better quality of life. In a city you would ... I mean I go for walks on a night time now ... but in the city I think that you would always be looking behind you, with one eye you know, on the streets and that ... down here there is a certain amount of crime but you sort of take it for granted that you are safer down here. People are a lot more friendly down here ... more chatty

SO WHAT WERE YOU SEEKING EXACTLY WHEN YOU MADE THE CONSCIOUS DECISION TO PURCHASE A SECOND HOME?

I wanted to ... how can I explain ... I wanted to have a more of a ... as I got older in life I wanted to have more of a ... things that I wanted to do ... have a relaxing time ... walk by the beach ... do a bit of fishing ... ugh ... go out on a boat and do a bit of fishing ... go to

the local places, you know like Polperro and Looe and others like that. It don't take a lot to keep me happy, but I do like quiet life

WHEREAS AT HOME... ?

It was alright, but if there was a noise outside you would always be peeking out the window, you know what I mean. Not only than that, we've had cars stolen, and windows broken down the road, and things like that ... and then you'll hear a police car, and like I was on about the helicopters going around all the time and ...

WAS THAT ON A REGULAR BASIS?

Yeah ... pretty much ... you do get used to it ... as it took a time to get used to the quietness down here, I was used to the way that was up there ... you know

AND HOW DID YOU FIND WORK?

It was OK ... not too bad ... quite stressful. That was a second by second job ... bonus working ... you had to do so much a day ... and ... if you was like two or three minutes down at the end of a twelve hour shift you would get stopped so much money ... it was all clock-in ... clock-out ... productivity ... time and motion ... yeah, it was all that ...

DO YOU MISS IT?

No

SO WHY CHOOSE THIS LOCATION FOR A SECOND HOME?

To cut a long story short, going back to ninety-nine, my daughter come down to Looe Bay holiday park. She stayed there for a week. When she stayed there she won a free holiday. She couldn't make it because of work commitment, so she let us have it, and that was the first time that we had come down to Cornwall

THE FIRST TIME IN A CARAVAN?

Umm ... no. From years and years ago caravans have changed from what they used to be. Nineteen ninety-nine was the first ... to be honest we never used to come down to Cornwall ... ugh ... we explored places ... and we said oh this is nice ... you know ... nice and relaxing ... done a bit of fishing ... went out for a few picnics and all that ... and all the local beaches, in the middle of summer ... we really really chilled out you know. We fell in love with the area. Everything that I had seen down here made me feel good

HOW LONG HAD IT BEEN SINCE YOU HAD PREVIOUSLY STAYED IN A CARAVAN?

Oh that would have been years before ... when I was a kid

DID YOU TAKE CARAVAN HOLIDAYS?



Yeah ... where was it my parents used to take me ... umm ... Porthcawl ... in an old static  
TO THE SAME PLACE EVERY YEAR?

Yeah ... I mean parents of my generation once they had been on holiday tended to go to the  
same place every year. So yeah ... we used to go to there ... yeah

AND WHAT WAS THE CARAVAN LIKE?

Well I can vividly remember running out to the stop tap to fill the bucket full of water. No  
electric. The gas was the old burners ... the gas lantern burners ... no inside toilet. I can  
remember that caravan as if it were yesterday. It had a bed that just drops out ...

WHEN WOULD THAT HAVE BEEN ROUGHLY?

Oh ... that would be nineteen seventies ... seventy-four ... for four or five years ...  
continuously going to the same place

HAPPY MEMORIES?

Yeah ... happy memories, yeah. I think that was all part and parcel of caravanning ... you  
didn't know any different, you know

SO HOW DID THE LOOE BAY VISIT COMPARE?

Oh it was totally different. It was like moving into a house, wasn't it ... your brain goes  
back to when you actually had the old caravans, so when we actually come down here to  
stay for a week ... we were pleasantly surprised ... it was a nice caravan

CAN YOU REMEMBER WHAT IT WAS THAT MADE YOU DECIDE TO BUY A  
SECOND HOME?

It was because we had spent a week down here ... and by the end of that week ... we had  
made up our mind by the end of that first week to actually spend more time down here ...  
we had enjoyed ourselves so much, and it was totally different from the life that we had up  
in Bristol, that we decided there and then that we would like to spend more time down this  
part of the country

HAD YOU DECIDED THAT THIS WOULD BE IN A STATIC CARAVAN?

Well what we actually done was ... we had a look around some of the sites and all that ...  
and a lot of caravans were on view. The higher the price of the van the better it was, and  
there were some cracking caravans ... and we thought well if this is what they are like then  
you know, we would like one. It's hard to call them caravans now ... they're not

SO AFTER YOU HAD COME DOWN AND DECIDED TO SPEND MORE OF YOUR  
TIME IN THIS AREA, HAD YOU DECIDED IT WOULD BE IN A CARAVAN?

Yeah. Yeah ... because for that week we had just been visiting different places or another ... and a lot of the sites had a lot of caravans ... and you could wander around ... and we said ... you know, I wouldn't mind one of those myself ...

**ONCE YOU HAD GOT HOME, HOW LONG WAS IT BEFORE YOU PROCEEDED FURTHER WITH YOUR IDEA?**

Oh ... maybe it was three or four months ... yeah. We came back down ... where did we actually go? I think we just come down ... before we actually bought the van that was on this site we came down on day trips. I had a bit of time owed to me for holidays and that. We had a good look for a specific caravan that I would like

**WERE YOU LOOKING FOR A CARAVAN OR A PARK TO PUT IT ON?**

Both. Both to be honest ... a good holiday park ... well to be honest this one at the time when I first come down here it was Haven, which was in nineteen ninety-nine ... so we were looking ... there weren't many places at the time that we were down here ... that were selling caravans ... so I think that it was the information place in Looe ... I think it is closed now ... I went in and asked do you know any places that actually sell caravans ... and it was this park that was mentioned. That was when we first come down ...

**WAS THIS THE ONLY PARK YOU LOOKED AT?**

We looked at ... umm ... we went over Ten creek ... at the time ... but they weren't selling vans at the time ... there weren't many places that were actually selling vans. There were a couple of places on the outskirts of Polperro ... this was the main park ... Oaklands has changed over the years. When we come down that used to be a different park as well

**SO WHEN YOU CAME ONTO THIS PARK, WERE YOU INTERESTED IN THE PARK, OR WAS IT JUST THE CARAVANS WHICH YOU WANTED TO SEE?**

To look at the park first ... to look at the park to see what was going on ... because as you come through the gate you don't know what the rest of the park is going to be like, so you have a good browse around. What we actually done was we came down and spent a day ... or a couple of days. Just had a look around the park ... ugh ... I think at the time we had a list of what was available and what was not, and what pitches was available

**DID YOU LOOK AT THE PITCHES OR THE CARAVANS FIRST?**

We went to look at the pitches first ... to see where they were to ... at the time we didn't know if they were in the middle of a field or a good location. We looked around for quite a bit of the day. Then after that there was a few vans parked outside of reception. Then we had a look through there. I think we made up our minds to go for one. We were very sure that we would actually go for a van right from the beginning ... it was just the formality of looking around to get a good park. At the time this was the only park that was available ... but I love the park anyway. We found a pitch that we liked

**CAN YOU REMEMBER WHY YOU PICKED IT?**



Yes ... because it had a path leading down by the side of it ... which meant that we didn't have to walk over the grass ... and it had a parking space right outside the bedroom window ... so that's basically why we picked it

**DID IT HAVE ANY VIEWS?**

Yeah, a nice view, yeah. A nice view of the countryside going over. And to cut a long story short, I sold that one ... obviously somebody else bought it ... but they sold it ... and when it was on the market my daughter from Bristol just bought it back!

**HOW MANY DID YOU HAVE TO CHOOSE FROM?**

I think at the time it was about four or five, varying in different price ranges and sizes

**DID YOU MAKE YOUR CHOICE BASED UPON THE PRICE WHICH YOU COULD AFFORD, OR THE VAN THAT YOU LIKED?**

At the time I would say because of the price ... there was a budget that we could actually go to

**CAN YOU REMEMBER HOW MUCH THAT WAS?**

I think it was about ... then in nineteen ninety-nine ... I think it was about fifteen thousand ... maybe a little bit over

**WERE THERE MORE EXPENSIVE VANS WHICH YOU LOOKED AT AND HAD TO IGNORE BECAUSE OF PRICE?**

Yes. Yes ... there were a few yeah

**WOULD YOU HAVE PREFERRED ONE OF THOSE VANS?**

Off the top of my head there were some vans that were dearer but not as good inside as what the cheaper one was

**CAN YOU REMEMBER THE VAN THAT YOU CHOSE TO BUY?**

Yeah ... Atlas Moonstone it was ... three bedroom

**OTHER THAN PRICE, WHAT MADE YOU CHOOSE THAT MODEL?**

I think at the time ... a lot of the vans ... you've got a certain distance around, maybe ten foot wide by I think he's thirty five foot long, and the different companies do so many different makes that they cram everything into one place. And some vans even though it's the same space, are better than others. And the Atlas at the time, even though he wasn't the top of the range, he had quite a big living room, but the living room wasn't cut off from the kitchen ... you didn't have to go through a door or anything ... it is basically open plan. So I think that's why we picked it as well. It looks bigger inside even though it wasn't a top of the range van

### SO SPACE WAS IMPORTANT?

Yeah ... more spacious. We are just going back a while now, but some of the vans we went into didn't look as big inside. The layout was obviously different ... different makes ... but the Atlas at the time was nice and roomy ... yeah ... laid out well

### DID ANYTHING ELSE HAVE AN EFFECT ON YOUR DECISION?

Well as I said ... basically we had a budget to go to ... a nice looking van ... outside as well ... inside nice ... finished well, detailed, not plasticity ... different makers of vans use different materials, but it was finished that little bit ... it just looked a little bit more finished better than some of the other vans

### SO WHEN YOU OPENED THE DOOR AND WALKED IN CAN YOU REMEMBER YOUR FIRST IMPRESSIONS?

Ugh ... this is nice ... whaw this is nice ... because we had looked at other vans and all that, and I think your brain tells you what is good and what is bad, and as soon as you go in it sort of clicks in your head that you like it. Plenty of windows in the living room as well. Very lighty. Some of the other vans were smallish windows. These were windows that just seemed to let in more light

### WHY WAS THAT IMPORTANT?

Ugh ... view wise, if you've got a good pitch. It's nice to ... umm ... don't know ... it's just nice to have a bit of light in your room ... you know

### AND HOW DID THAT COMPARE TO YOUR HOUSE?

We could never grow plants in our living room in our old house because it was so dark. If it was like this weather today, which is quite gloomy, we would have the light on at like nine o'clock in the morning. We could never grow plants in the living room, and the wife always liked plants in the living room ...

### AND DO YOU THINK THAT WAS WHY YOU LIKED THE MOONSTONE?

Yeah ... basically because it had more light ... you know. We were so used to a very dark living room when we used to be in Bristol

### YOU TOUCHED UPON ITS SPACIOUSNESS A LITTLE EARLIER, BUT IT'S NOT MORE SPACIOUS THAN IT IS AT HOME IS IT?

Umm ... I like the way that every ... on caravans ... I like the way that every space is ... ugh ... the size is adapted to that space ... rather than wasted space. If you are living in a three bedroom house you tend to have one bedroom that you never use ... and just chuck rubbish in there ... but a caravan is always made ... you know you have got a little cubby-hole that's not wasted ... so you've got a shelf there or something else ... and it's surprising how much you can actually get in. I always say to the wife if caravan builders



built you a house you would probably have the best house in the world, you know, because they make room with every little detail ... there's no wasted space. You get an ordinary living room and you usually find the first thing that happens is the door opens the wrong way! Caravans are well thought out. I like the fact that there's not a lot of wasted space. A caravan's not a huge place to have to stay in ... but it accommodates you basically with enough space

IT'S NOT MORE SPACIOUS THOUGH IS IT?

No it's not more spacious but it feels more spacious because of the use of the space that is actually in the caravan

DO YOU LEAD YOUR LIFE IN YOUR CARAVAN SECOND HOME IN THE SAME WAY AS YOU DO AT HOME?

I prefer our place here to the house we had

WHY?

Umm ... cosier ... windows and more light coming in ... plenty of sunshine. You can have the door open all day. If you had it open all day in Bristol you would probably get robbed or something. Umm ... I've never lived in a bungalow but I like the fact that I haven't got to go upstairs to go to bed ... cos to me it's like a wasted journey

WOULD YOU SAY THAT THE LIFE WHICH YOU LEAD AT YOUR SECOND HOME IS DIFFERENT TO THAT AT HOME?

Yeah I would say I would, yeah. A more enjoyable life ... yeah. I would never go back to getting a house again. Like I said these vans today are so well thought out

AS THE AMOUNT OF SPACE IN A CARAVAN IS SO RESTRICTED, HOW DO YOU MANAGE?

Once again when you are in a house you tend to have a lot of clutter. I think because you have got the room to actually put the clutter in. But now ... me and the my wife tend to say right if we don't want it then chuck it out ... you know we work on the basis of never cluttering anything ... if we don't like something or we have bought something ... or it's getting a bit old ... you know ... chuck it out and get something else back in ... we've got no clutter at all

IS THAT DIFFERENT THAN AT HOME?

Yeah. It took us so long to pack stuff and everything else to bring down to here ... I think we chucked out like a third of all we had ... Now we've got no clutter at all

WHY?

I don't know ... it's funny ... if you've got a certain space to live in you want to keep that space neat and tidy ... but if you've got too much space then you just find things to keep, and you just store things you know

**DO YOU THINK THAT YOU BENEFIT FROM HAVING IT NEAT AND TIDY?**

Yes

**IN WHAT WAYS?**

Agh ... things don't get too old before you replace them ... I mean I've just bought myself a new TV ... but if I was in Bristol I don't know why but I would have a TV for ever in a day ... but if I decide I want something new now I won't quibble about it ... I say right get rid of that one and have something new ... I don't know ... it's very hard to explain ... but that's it I felt. Being neat and tidy gives you more free time ... we are a busy couple anyway, and it's nice to come home and besides doing your hovering and everything else, everything is on a level as ... once again there's no clutter. Everything is made ... that's your place where you're staying ... so you don't want to clutter it up ... you think too much of it ... you spend too much money and you enjoy it so much you don't want to clutter it up ... it's enjoyable when it's not cluttered. At home you've got those rooms that you never go into ... you shut the door and say I must clean that out one day

**DO YOU MEAN BECAUSE OF CLUTTER LIFE IS NOT SO ENJOYABLE?**

Yeah ... because you always think to yourself I must do that ... I must clean that out one day ... I must do that ... and it's one of those jobs you never get around to because you know that once you shut the door it's out of the way ... out of mind you know ... so you relax more without the clutter ... more free time to yourself because it's surprising how much time is spent tidying up things if you let it get in to a mess

**ARE THERE JOBS TO BE DONE IN YOUR CARAVAN HOME?**

Yeah ... yeah ...

**AREN'T THEY A CHORE?**

I don't know. Two separate things. It's like that's your place ... and this ... sometimes something has got to be done you know ... but this is like getting away because you haven't got that down here

**WHEN YOU SAY YOU HAVEN'T GOT THAT WHAT DO YOU MEAN?**

You keep it tidy all the time, and keep it simple ... and nice and tidy ... and I am a ... and the wife is as well ... I'm one of these people that I like things neat and tidy anyway ...

**DO YOU CONSIDER YOURSELF TO BE A LOCAL OR A TOURIST?**

I would like to think that I was a local, that was actually putting something back into the community that I live in ... rather than taking something out



ARE YOU SAYING THAT YOU DO FEEL LIKE A LOCAL?

Yeah ... yeah that I was actually giving something to the community area rather than ... when I first come down I was a tourist

WHEN YOU BOUGHT YOUR FIRST CARAVAN HOW DID YOU FEEL THEN?

Ugh ... I would say still a tourist

WHEN DO YOU THINK THAT YOU BECAME A LOCAL?

When did I become a local ... it's a funny thing that ... umm ... when you get to know more people ... when you get to chat to people and the people that you actually see become friends ... then you tend to feel like you blend in a little bit rather than being an outsider

SO FRIENDS ARE IMPORTANT TO YOU DOWN HERE?

Yeah ... yeah

WHAT IS THE DIFFERENCE IN HAVING FRIENDS HERE TO HAVING FRIENDS WHERE YOU CAME FROM ... ANY DIFFERENCE?

Yeah a lot of difference actually ... I mean I never used to really go out at all when I used to be in Bristol. We kept ourselves to ourselves ... I wouldn't say there were many people ... when you are living in a city and you are living in that kind of area mot people tend to keep their selves to their selves ... I mean I couldn't tell you the name of the person who lived next door to us ... for the last five or six years

DO YOU FEEL THAT THERE IS A COMMUNITY OF SECOND HOME OWNERS WHICH HAS BUILT UP ON THE PARK?

Not just on the park ... people who I work with ... people who I can go out for a drink with ... and go fishing with ... you know

WHEN YOU WERE BUYING YOUR LATEST CARAVAN SECOND HOME DID YOU EVER CONSIDER PUTTING YOUR MONEY INTO SOME OTHER FORM OF PROPERTY?

No ... no ... because we liked that plot. When we decided that we wanted that caravan there, that was actually a camping site ... because I've actually got pictures on my computer still, where it was a camping site with tents and everything else, and the reason we picked that plot there was because it had the tree, and we thought to ourselves well ... we looked on the map ... and we thought that's nice because it gives us a little more extra room to the tree, because you couldn't put another van there ... and that appealed to us that did. When that project opened up there I think that we was near enough one of the first couple to actually pick a plot up there ...

SO YOU WOULDN'T HAVE PUT YOUR MONEY ELSEWHERE?

No ... no

**WAS THAT BECAUSE YOU HAD TRIED A CARAVAN AND DECIDED THAT WAS WHAT YOU WANTED, OR DID YOU THINK THAT YOU WOULD NOT BE ABLE TO AFFORD ANYTHING ELSE?**

Umm ... it was a combination of things ... we liked the caravan ... I mean when we picked out the plot we liked that ... the caravan we liked ... Trelawne Manor the site we liked ... so we didn't really want to go anywhere else. We had a van here anyway so it was just an extension of the first van we actually bought here you know

**WHAT IS THE MOST IMPORTANT FEATURE OF THE CARAVAN?**

It is very hard to establish that because that van that we've got has got a cracking living room ... it has got a brilliant kitchen ... its got an en-suite toilet ... so you know we loved the van ... it was absolutely everything ... but like I said you spend most of your time in the living room ... ugh ... the living room was well set out as well ... and the fact that you get a lot of the vans with the furniture which actually goes round and could seat maybe six to seven people ... but the furniture we've got in there is freestanding, so that makes it more homely as well if you know what I mean. I wouldn't pick a van that had the seating going all around, because that seems to me to be a waste, because it seats such a lot of people ... to me it would be better to have freestanding and make more use of the space that's actually left in the van

**DO YOU SEE IT AS A PROPERTY?**

Yeah, yeah

**AND DO YOU SEE IT AS AN INVESTMENT OR NOT?**

Once again that's hard because I see it as an investment, but we are using it personally for ourselves and enjoying it ... so it's an investment for us because we have saved up for it ... we've paid for it so it's an investment for us for the future to be able to say yeah we can carry on using it and enjoy it. It's an investment to us because we have paid for it and it is going to be enjoyable for us for many years to come. I know that the depreciation on it is quite high ... you know over the years ... but so would buying a brand new car ... but you would still enjoy that ... you know ... it's what you get out of it

**BUT YOU SEE IT AS A PROPERTY, RATHER THAN A POSSESSION?**

Yes. I mean in years to come when the lease would ever be up on that, I would have no hesitation in buying another one

**DO YOU CONSIDER OWNERS TO BE SIMILAR IN ANY WAYS, OR COMPLETELY DIFFERENT?**

Similar in a sense. Most of the owners I know who have actually bought up by us, always take a pride in what they have bought ... I think in the general way that they think ... they



have paid a lot of money for their van so I think we're all the same ... it's like buying a new car ... you buy that van, but you want to see it looking nice ... but you want other people to see it looking nice as well. If somebody drives by you would like to think that they were looking at your van ... because it was nice ... and I think that all owners tend to be like that

**EACH TIME YOU RETURN TO YOUR CARAVAN IS IT THE VAN, PARK OR LOCALITY THAT YOU LOOK FORWARD TO THE MOST?**

I think ... we always class this as when we get over the Tamar bridge ... the fact that you've got your second home down here ... you know it's in Cornwall ... so it's the combination of two ... coming down into Cornwall ... and now you know you are in Cornwall let's get down to our place ...

**BUT WHICH DO YOU LOOK FORWARD TO THE MOST?**

Coming down to the van ... yeah ... actually where it's situated and what it's like inside ... yeah

**CAN YOU REMEMBER WHETHER THE FIRST TIME YOU WENT INTO YOUR CARAVAN THERE WAS WHAT SOME PEOPLE HAVE CALLED A WHAW FACTOR?**

Yes ... yes

**STILL NOW?**

Yes ... yeah we do ... every day ... yeah ... this is nice ... cosy ... yeah we've done the right thing ... a sense of pride ... of achievement and fact that you actually own it ... you know

**DO YOU GET A FEELING OF PRIDE WHEN OTHERS SEE YOUR CARAVAN?**

Yeah we do ... I mean when we are sitting on the veranda sometimes on a summer night we always get people actually come down in fleet vans and they always come over for a chat ... oh this nice ... and is it for hire ... you know, and how long have you had it ... can we have a look around

**DO YOU FEEL THAT YOU ARE AT HOME ...**

Yes at home yeah

**OR ON HOLIDAY?**

No at home

**ARE YOU EXPECTING TO RETIRE DOWN HERE?**

Yes. I knew that as soon as I moved down here. As soon as we started the ball rolling by getting our caravan and all that ... I don't want to live in the city no more ... this suits me down to the ground ... yeah

**YOU DIDN'T BUY TO INVESTIGATE WHAT IT WAS LIKE HERE WITH A MIND TO RETIREMENT?**

No. I actually bought the van and I thought to myself this is what I am going to do from now on ... I'm not going to go back to Bristol and live in a city ... I am quite happy to spend the rest of my days down in Cornwall and down in this part of the country ... yeah

**DO YOU MISS ANYTHING?**

No

**NOTHING AT ALL?**

No ... only the kids ... but I've got one of those down here now. Mainly the family ... but nothing ... work ... the friends that I had were mainly work colleagues ... I did know some friends but even that I wouldn't say was a problem

**AND YOU FEEL YOU HAVE A WONDERFUL CARAVAN HOME?**

Yeah

**AND YOU HAVE GIVEN IT THE NAME 'RABBIT'S CORNER'?**

Yes ... cos there was always rabbits up there ... and it was personalising it ... again ... not over the top but rather than just a number. I've put a path down ... ugh ... going back years ago there was a stump ... two trees ... that tree now is thirty foot high ... and I've got pictures of it in ninety-nine and it was only ten foot high ... but what we actually done as it got bigger, we chopped one of the stumps out, and I spent two days chopping the remainder of this stump, and grassing it all over ... because I used to get fed up ... I like to cut my own grass ... that space ... it personalises it again

**AND AS YOU ARE SO PROUD THE WORK BECOMES GOOD FUN?**

Yeah ... and I enjoy personalising it ... keeping it just that little bit ... more special

**IS IT COMPETITIVE WITH OTHER OWNERS?**

No ... I mean that's the way that I have always been anyway

**WELL THANK YOU VERY MUCH FOR YOUR VALUABLE TIME AND AGREEING TO BE INTERVIEWED. IT HAS BEEN OF GREAT HELP AND IS APPRECIATED. I AM SURE THAT YOU WILL ENJOY YOUR CARAVAN FOR MANY YEARS TO COME, AND THANK YOU FOR YOUR HELP**



**Interview: WB14**

FIRST COULD YOU TELL ME A LITTLE ABOUT YOURSELVES ... WHERE YOU COME FROM ... AND WHY YOU CAME TO BUY A SECOND HOME

We come from Bristol ... it takes us about two hours to get here ... two and a quarter hours to get here which is quite nice. We first came to North Cornwall in about nineteen ninety-nine. A friend of mine ... her sister has got a cottage in Tresparrett ... and we came down there ... they invited us down for the weekend ... and we fell in love with North Cornwall. We just loved the area and it was so nice and it was just lovely ... and we kept coming down and coming down using the cottage in Tresparrett ... which is a lovely little village ...

Just a few wheel turns and you are through it ...

It was so nice to go and see places like Boscastle and places like that ... we had never been to this side of the country because my wife's parents lived in Kent, so every opportunity we went home to see her mum and dad ... you know

For holidays ...

Then unfortunately her mum died and left her the bungalow and everything. So we sold up everything there and we looked for something ... and we loved it so much down here we said let's look for some place to go so that we can come and go when we like. And we just drove in ... in two thousand and five I suppose it was ...

Two thousand and five ... yeah

And we just drove in and the chap ... the salesman showed us around ... I think it was with Chris ...

Yes ... Chris ... we don't know his surname

Yes Chris somebody ... I'm darned if I can remember ... and we looked up and down ... we went to a little camp farther along and they didn't do ownership

Or static ... they didn't do static ones ...

That's right just the touring bit

There was a gardener in there, and I just happened to ask him if he knew of anywhere that was ... so he said the only one I know of is this one ... so we popped down ... had a look ... and we are here

Yeah ... and that's how it all came about. We used to come to Widemouth Bay because of the beach, you know, and the things like that, it's not far from Tresparrett ... it's the closest ... and it's so central here to get anywhere. This coast is absolutely delightful ...

SO WHAT'S IT LIKE WHERE YOU LIVE?

Long Ashton ... just outside Bristol ... we're just on the outskirts there ... a nice little village which is growing fast unfortunately, but there that's progress

HOW DOES THIS ENVIRONMENT HERE ... VARY FROM THAT OF YOUR MAIN HOME?

Well the environment here is so relaxed ... you know. We're on the outskirts ... so it's not built up that much ... it was a village but it's gradually gone you know ...

SO IT WAS A VILLAGE ENVIRONMENT?

Oh yeah

Yeah

Oh yeah

NOT ON THE COAST?

No ... no ... no way near the coast. About sixteen ... seventeen miles from Weston ... which is not that far away from where my daughter lives

But it's horrible sea water ...

Yeah ... it's a nice area but ... it's a nice area ... and lovely to go to but this is just beautiful really ...

SO IN WHAT WAYS IS IT DIFFERENT HERE TO AROUND WHERE YOU LIVE?

Cleaner air ...

Cleaner air ... yeah ... healthier without a doubt ... yeah ... and the people are nice

Everybody is so friendly

DOESN'T IT GET BORING FOR YOU TO KEEP COMING BACK TO THE SAME PLACE?

It can do ... it doesn't for (name) ... but it can for me a little bit. I think well I've been there ... I've done that ... but once you are here

DID TRESPARRET FEEL LIKE A SECOND HOME?

Yeah

Oh yeah it was yeah



But that was just looking out on fields ... cows ... and tractors going up and down ... but this is reasonably quiet, and peaceful

It's lovely

**DID YOU HAVE EXPERIENCE OF CARAVANS?**

No ...

Oh yeah ... we've stayed in little ones

We've stayed in one at Lyme Regis years and years ago with the children didn't we. A friend of mine had one, and we stayed in one ... but it's not a thing that we've done a lot of

Not a lot ...

**WHEN YOU DECIDED THAT YOU WOULD LIKE SOMETHING IN THIS AREA, AT WHAT STAGE DID YOU DECIDE THAT IT COULD BE A CARAVAN?**

Not at any time ... I think we were looking for a property ... but looking at the price of that and then thinking well there was no way that we could do that ... you know ... so well let's look at something else

**HAD YOU DECIDED SPECIFICALLY TO LOOK AT CARAVANS BEFORE YOU CAME DOWN?**

We decided before we came down. We had made up our minds ... and we said well let's go and have a look at some ... you know ... and let's see what they are like. Way back in the sixties when we went with all the children I mean they weren't so ... I mean they're like second homes now ... they're beautiful aren't they ... so lovely ... so nice, and well it's a bolt hole isn't it ... somewhere to go

**DO YOU TAKE HOLIDAYS ELSEWHERE?**

No

No we don't do we? We used to down to her mother's you see ... there was seaside down there ... and every opportunity we got we would go and see her mum and her dad, which was lovely

**WHY DO YOU THINK YOU NEEDED A SECOND HOME?**

Agh ... I don't really know

Going back a long way ... I was brought up by the sea ... we had our own beach huts ... our own rowing boat. I learnt to row a proper wooden rowing boat. So I rather liked to get back to it ...

Yeah I think that's right ... I think you are happiest when you're by the sea aren't you. And as I say ... just two hours away it's just nice drive for us

WERE YOU WORKING AT THE TIME WHEN YOU BOUGHT YOUR STATIC CARAVAN?

I'd retired ... yes I'd retired ... I had finished hadn't I ... two thousand and four I'd finished

Yes I think you had

HOW OFTEN DO YOU COME AND STAY HERE?

Well ... we use it quite often don't we ... because I phone up the booking office and see if they have anybody in there ... and if we're not doing anything we just pack up and go off ... it's every couple of months isn't it. We've got one booked in a fortnight's time, haven't we?

Yeah

Then I shall leave it then because it's crowded then isn't it, and we don't want ...

IS THIS LETTING THROUGH THE PARK LETTING SERVICE?

Oh yeah ... yeah

DID YOU LET IT RIGHT FROM THE START?

Yeah

DID YOU BUY IT BECAUSE OF THAT?

No

Oh no not really

SO WHEN DID YOU CONSIDER LETTING YOUR CARAVAN OUT?

We thought about it afterwards ... we thought well ...

The other reason we wanted it is because we've got three children ... and six grandchildren ... and it's for all of us to use at some point of the year

Yeah ... that was our main reason

But when we come and had a look at it and (name) told us what we would have to pay the site fees and everything, we talked it over with the children ... yes fine ... and then think about what to do with the site fees. I know they've gone up this year but last year it was a



thousand and something or other wasn't it. At that particular time when we sold the bungalow ... we had a set amount of money ... didn't we

Yeah

And we were advised to put it into different pockets so that the children wouldn't have to pay inheritance tax. So the bulk of it is in one set place and we can't touch that for another year or ...

Another three years ... and then let's spend some now and have some enjoyment while we are still young enough to do it

And we want to cover the running costs ... out of the rentals

**WAS THIS SUGGESTED AS AN OPTION FOR YOU?**

Yes I think (name) did say that you could let it out ... you know through the park. We said well let us think about that ... which we did ... and we thought well it would be nicer for it to be used rather than for it to be there empty, because we won't be able to come down ... we just wouldn't be able to pack up and come down like that would we

No

**DID YOU LET IT OUT STRAIGHT AWAY?**

Yeah almost from the start

**HOW MUCH DO YOU MAKE FROM LETTINGS ... WOULD IT COVER YOUR COSTS?**

Just. I think that we ended up by paying out about eleven quid, didn't we ... or something like that. We had about two eight ... yeah two eight

**TWO THOUSAND EIGHT HUNDRED?**

Yeah, and that covered all your pitch fees and fixtures and fittings and your insurance and anything like that

**SO RUNNING YOUR SECOND HOME COSTS YOU NOTHING?**

In this particular time yeah ... but we had a good letting. It won't always be like that. It does fluctuate doesn't it

**BUT YOU DIDN'T BUY IT FOR THAT REASON?**

No ... we would have bought it anyway

Yeah

SO YOU'RE PLEASED THAT IT'S COVERING YOUR COSTS ... BUT YOU WOULD HAVE BOUGHT IT ANYWAY?

Absolutely ... yeah

DID YOU SEE IT AS AN INVESTMENT IN ANY WAY?

In a way I suppose yeah ... it could have been ... although they do depreciate, but it's something that you can upgrade can't you ... you know ... but it wasn't acquired as a business ... really we bought it for the family

Yeah

SO ANY INCOME WAS SEEN AS A BONUS ... COVERING THE RUNNING?

Yeah ... or part of. It did last year anyway

DO YOU DO ANY JOBS OR WORK ON YOUR CARAVAN?

I've insulated all the underneath

DID YOU MIND DOING THAT?

No

DO YOU ACTUALLY LIKE WORKING ON YOUR CARAVAN?

Oh yeah. It's easy work isn't it. I don't mind that. If it's something that's got to be done

DO YOU SEE IT AS WORK?

No I see it as an investment in keeping the van nice ... and keeping it up to date. A few swear words ... but I enjoy doing it

DO YOUR FRIENDS KNOW THAT YOU HAVE GOT A SECOND HOME HERE?

Yeah ... very rare ... we don't let it to them as yet ... we probably will

DO YOU FEEL PROUD TO HAVE YOUR OWN STATIC CARAVAN?

Absolutely

Oh yeah ...

Yeah absolutely

DO YOU LET YOUR FAMILY USE IT AS MUCH AS THEY LIKE?

Oh yeah ... I ring up and tell the booking office ... it works quite well



HOW OFTEN DO THEY COME DOWN?

Well in the school holidays ... because of the children ... for about four weeks, three weeks at least, but they go on other holidays as well

DO YOU FEEL PROUD ABOUT YOUR DECISION TO BUY A CARAVAN WHEN THEY ENJOYING IT LIKE THAT?

It's nice ... yeah

And they all enjoy it. There's not one of them that doesn't like it. It's lovely

SO HOW MANY WEEKS IS IT LET OUT TO HOLIDAYMAKERS?

Roughly ... through the season ... I would think it's a good ten weeks isn't it ... which covers you really doesn't it

HAVE YOU GOT TO KNOW OTHER OWNERS?

Yeah

Oh yeah

AND HOW DO YOU GET ON?

We all look after each other. We know most of them, but not all

GOING BACK TO THE MOMENT WHEN YOU CHOSE YOUR CARAVAN ... CAN YOU RECALL WHAT APPEALED TO YOU ABOUT YOUR PARTICULAR CARAVAN?

The site that the van was on ... the view for us, and the valley right down through

It had to have a sea view ... for me

WAS YOUR CARAVAN ON THAT PITCH?

It was already there yeah

SO YOU HAD THE CARAVAN AS IT WAS ON THE RIGHT PITCH?

Yeah

SO THE CARAVAN ITSELF WAS NOT THAT IMPORTANT?

Ah ... yes ... we knew that we would come down here more out of season, and that the weather would be more inclement, so the first thing I wanted to know was if we had central heating in it ... and two bedrooms ... wasn't it

CAN YOU REMEMBER HOW MUCH IT WAS?

Twenty seven

PREVIOUSLY USED OR NEW?

Brand new

TEN OR TWELVE FOOT?

Yes ... thirty five twelve ... yeah

CENTRAL HEATING?

Yeah

DOUBLE GLAZING?

Yeah ... it was a good one. It was more than what we wanted to pay for wasn't it

I think initially yeah

SO WHEN YOU LOOKED AT THE CARAVAN ...

It was the view ... the view that done it

SO YOU DIDN'T SAY OH THIS IS A NICE CARAVAN WHEN YOU WENT IN?

Oh yeah ... we really liked it. We've got a nice open plan ... it's nice

SO WHAT DID YOU LIKE IN PARTICULAR ABOUT IT?

The gas fire

The gas fire ... was nice ... and it was well laid out wasn't it

Yeah

GIVEN YOUR TIME AGAIN WOULD YOU MAKE THE SAME CHOICES, AND BOUGHT AT THE TIME THAT YOU DID, OR CHANGE ANYTHING?

I don't think that we could have done it earlier in life ... could we ... and we wouldn't have had the time to benefit it. I wouldn't change the park ... or the caravan ... I don't think ... no

No

WHAT ABOUT THE PITCH?



No definitely not the pitch

No

WHEN YOU MADE YOUR PURCHASE THE FIRST THING YOU DECIDED ON PRESUMABLY WAS THE AREA?

That's right

WHAT WAS NEXT ... THE CARAVAN?

Yes

THEN THE PARK?

No we didn't really did we?

No ... purely that it was caravans ... and that it had a view

It was purely by chance. The pitch is important ... I reckon so, but I might be in a minority there ... but I think that the pitch is most important because it's the environment you are in isn't it

WHAT DO YOU ENJOY ABOUT THE STATIC CARAVAN WAY OF LIFE?

It's just nice to see everybody enjoying themselves ... and being on such a nice park. We sit out don't we ... obviously

DO YOU EVER GO AWAY FROM THE PARK?

Oh yeah ... we go to Bude quite a bit and walk along that lovely canal. We go to Polzeath ... you like Polzeath and go up over the top

Yeah

We go to Rock, Padstow ...

Boscastle is quite important ... since it had the flood and it's being rebuilt ... we always visit

DO YOU CONSIDER THAT THE VALUE YOU ARE GETTING OUT OF IT IS A WORTHWHILE INVESTMENT ... OR BECAUSE OF THE MONEY YOU HAVE SPENT AND WHAT YOU GET IN RETURN IT IS A POOR INVESTMENT?

It's good ... it still feels the same ... good investment

WHAT DO YOUR OTHER FAMILY MEMBERS LIKE ABOUT THE CARAVAN AND PARK?

They like the caravan, and they like to go in the club and things ...

**DO YOU USE THE PARK FACILITIES?**

Yeah ... oh yeah ... I go in and have a drink now and again. It's a bit noisy ... and I've been swimming. The children do everything ... as if they were on holiday ... and they love the beach

**THANK YOU VERY MUCH FOR AGREEING TO BE INTERVIEWED, AND GIVING ME YOUR VIEWS. IT'S BEEN MOST HELPFUL, AND GREATLY APPRECIATED. I HOPE THAT YOU BOTH CONTINUE TO ENJOY YOUR CARAVAN SECOND HOME HERE FOR MANY YEARS TO COME. THANK YOU**



**Interview: SE15**

**TELL ME A LITTLE ABOUT YOUR EXPERIENCE OF SELLING STATIC CARAVANS**

I started off in the caravan park business at Camber Sands in East Sussex ... a massive park with six hundred owners ... for a year. We had two hundred sales that year ... it was owned by Great British Holiday Parks, and then they got taken over by Park Resorts. I was there for a year, and then went to Europe for a while ... then when I came back I went to work in South Wales for Park Resorts ... doing the same thing, selling caravans. I was there for around four months. That was a different type of park. Everywhere you go really the owners can be slightly different

**HOW DO YOU MEAN DIFFERENT?**

Different personalities ... meaning different ways in dealing with people ... South Wales ... they were earthy sorts of people. And it was the same when we went to work up North ... in Lincolnshire ... sometimes you think that they are being a bit funny ... and then once you get to know them they are really more down to earth than say the Southerners ... you know. Then I went back to Camber Sands for another year ... and that's before I come to this park

**HOW MANY CARAVANS DO YOU THINK THAT YOU HAVE SOLD THROUGHOUT YOUR CAREER?**

Phew ... hundred and seventy ... two hundred

**AND HOW LONG HAVE YOU BEEN HERE?**

Since last May

**WHAT SORT OF CARAVANS HAVE YOU BEEN SELLING?**

All ranges. I think on a park you have got to have a low, middle and bottom (sic)

**WHAT DOES THAT MEAN EXACTLY?**

Well low is ten to fifteen grand. Medium is say eighteen to twenty say three, or twenty-five grand. And then you've got your top which is say thirty grand onwards.

**WOULD THEY ALL BE NEW?**

New or pre-owner, it doesn't matter ... the main thing to people is the park

**IS IT?**

Well people coming here to buy a caravan ... really they want to know if the park is right for them ... as they wouldn't really just buy a tin box in the middle of a desert!

## WHAT DO YOU CLASSIFY AS THE PARK?

Everything ... location ... staff ... how they feel emotionally when they come on the park ... and the facilities ... and if all that fits in then they will usually buy a caravan anyway

## DO YOU MEAN THAT PURCHASERS AT THIS STAGE HAVE NEVER LOOKED AT A STATIC CARAVAN?

No, some of them have looked at caravans, but they are usually confused and they don't really know what they are doing. You know ... if you go to a caravan show you will come out of it confused ... because you will have looked at so many caravans ... and they will all have similarities and you will end up confusing yourself. If a customer comes in here usually I will only show them say three caravans, on purpose as it could get confusing. If I was to walk around and show a customer five caravans and ask how they felt ... nine times out of ten they would say they are confused

## SO ARE YOU SAYING THAT IF YOU RESTRICT THE CHOICE THAT YOU ARE GIVING THEM YOU HAVE A BETTER CHANCE OF A SALE?

You still have to tie it to their needs, so I would ask them some questions ... two or three bedrooms ... one or two toilets ... you know you don't really go into depth with them. As a sales person you look at them and build a picture of what they would like. Once I have established their basic needs I match it to them ... but general rule don't go over about three ... never have done

## WERE YOU TAUGHT TO DO THIS, OR HAVE YOU FOUND OUT THAT IT'S THE BEST WAY?

I've been taught and found out it's the best way ... on the parks through experience ... and in four years I've been on training courses

## WHERE DO YOU THINK MOST OF YOUR CUSTOMERS COME FROM?

Here ... when I got here I looked and thought maybe Bristol ... but what I found with this place is that an hour ... an hour and a halves drive ... people like to come away to Widemouth Bay ... so a lot of our customers are from Plymouth, Torquay, Newton Abbott ... and even Holsworthy which is twenty minutes away, and Launceston that's half an hour away

## AN HOUR AND A HALF?

Usually an hour and a halves drive ... they are comfortable with that

## HAVE YOU GOT ANY OWNERS WHO LIVE FURTHER AWAY?

We have ... Bristol ... but it is a lot harder to get people here from Bristol than it is from Torquay or Plymouth ... and they are not as prepared to come here as they are to say Looe or Polperro. We have got a few from Bath who make it down every weekend ... that's



about two and half to three hours ... it depends upon the person and how much they like it here ... although owners who live further away are more likely to let it out

#### EXPLAIN WHAT A TYPICAL CUSTOMER WOULD BE LIKE

Here it is not a pretentious sort of park ... it's more people who have got some spare money but are not too flashy with it ... they just want a quality holiday home somewhere by the sea ... it's not a flashy park. It's people with money but they are just comfortable ... pushing retirement, or retired, and they've got young families too with grandchildren. You've got those with young families ... retired couples ... and retired people that have got grandchildren, because they like that it's nice and quiet and relaxing here, but there is facilities if you want them ...

#### WHY DO YOU THINK PEOPLE WANT A SECOND HOME?

Well ... you know, especially the way things are going these days in inner cities ... and the way family relations are ... they want somewhere to have some quality time away ... and when people go on holiday they are escaping from their everyday life, and they like to have a holiday home if they can afford it to have that more at weekends. When they are here you see the best of them ... you know they are happy with their neighbours and these kinds of things

#### WHAT DO YOU THINK THAT THEY ARE TRYING TO GET AWAY FROM?

Well they are getting away from their everyday lives really ... with which they are probably not as happy as they would like to be ... that's why they have got a holiday home, to relieve them of their stresses at home ... because they are not thinking of work. You know I could go down to Falmouth for like one night and I would feel refreshed from that ... and that's how they feel, at weekends to just come away and leave their stresses at home

#### AND HOW DOES THIS PROVIDE THAT RELEASE?

Well ... they are seeing people at their best ... they are in their holiday home ... and if the phone may not be ringing ... it's just that they can go for walks ...

#### AND WHY ARE STATIC CARAVANS SO POPULAR?

I don't know. There is something about the static caravans ... you know kids prefer caravans to somewhere like a chalet because it's ... don't know ... it's like a big dolls house isn't it? Everything's there for them ...

#### WHAT DO YOU MEAN IT'S LIKE A DOLLS HOUSE?

Well ... a novelty ... you know for some reason kids love caravans ... there's something about them. Even as a kid you know if I went to a caravan it would be exciting ... the fact that you can ... I spoke to one owner once and he said it's nice in the morning because you can just fling your doors open and it's open space ... I think that's what they like

WHEN YOU SAY OPEN SPACE, DO YOU MEAN CONNECTING WITH THE OUTSIDE?

I think so, yeah ...

BUT ALTHOUGH CARAVANS MIGHT APPEAL TO CHILDREN, IT'S NOT CHILDREN WHO BUY THEM IS IT?

No, but sometimes they can encourage ... I mean if you've got a family where you've got kids they are a massive influence ... the kids are like doing the selling for you ... picking their bedrooms and stuff like this ... kids aren't stupid are they ... I've seen them influence their parents

IN YOUR EXPERIENCE OF MANY PARKS ... COULD THOSE BUYING CARAVANS HAVE BOUGHT OTHER TYPES OF PROPERTY?

I think some of them could have bought something else, but they like ... I mean you often hear people say oh I like caravans ...

DO THEY SAY WHY?

Sometimes they don't know why, and it's usually to do with ... you know it's sometimes to do with childhood memories ... but they can't really pinpoint really why ... it's an emotional thing. Sometimes they say things like when we were kids we used to go into one, and when they grow up and have kids themselves they like to give that to their kids because they know how they liked it ... you've got a knock-on effect

AND DO THEY LIKE IT AGAIN AS ADULTS?

They do yeah ... they love it. Some owners absolutely love coming to their holiday homes ...

SO IN YOUR EXPERIENCE SOME COULD HAVE BOUGHT SOMETHING ELSE, BUT THEY DON'T?

No they like to be on the park ... they like the community feel ...

SO HOW DOES THE BUYING PROCESS WORK EXACTLY. FROM WHEN THE CONTACT YOU ABOUT A CARAVAN ... WHAT HAPPENS?

You just put an ad out there ... and they ring up ... and they have a few major questions ... financial and things like that ... and I basically just invite them to the park

WHAT'S THE MOST IMPORTANT THING TO THEM DO YOU THINK?

The most important thing ... umm, if they can afford it initially ... that's what they are thinking of. If I get a phone call say now, nine times out of ten it will be how much are your site fees ... and do we have to get off after a certain amount of years



HAVE THEY ALREADY THOUGHT ABOUT WHERE YOU ARE?

Sort of ... yeah. They know it's in Cornwall

SO WITHIN THE DECISION PROCESS THAT'S IMPORTANT BECAUSE FROM WHAT YOU SAID IT WOULD ILLIMINATE IT FOR SOME AS THEY WOULD BE TOO FAR AWAY ... WOULD THEY?

Yeah definitely

WOULD THEY THEREFORE BE LOOKING AT CERTAIN REGIONS AS THE FIRST STEP?

Yeah. Then I would invite them down

AND THEN WHAT WOULD BE IMPORTANT?

Well basically ... sometimes people come in and they said oh we want to look at this caravan or that caravan, and sometimes you have to say to them really we need to have a look and see whether you like the park, because this is where it's going to be ... you know you can't put these behind the back of your car and just tow it off. Sometimes they do want to look at the caravans and you sort of have to go with that

SO THE CARAVAN ITSELF IS QUITE A LONG WAY DOWN THE LIST?

It is but for some reason the customers don't think like that ... if you say to them ... sometimes they say oh yes it is important ... sometimes they are on their guard and know that if they do it the way you are proposing it to be done they are going to end up getting stitched up or buying something that they don't want to buy

HOW LONG WOULD THAT BUYING PROCESS TYPICALLY TAKE?

Well basically it's weather or not they have enough information to make that decision. I've always said that with buyers, they want to buy one say on a scale of one to ten ... this is sometimes how I've looked at it ... so if they come in here and are say about two on the buying scale, these people need a lot of information ... they need to know why people come here and what they actually do. You know, I had a family the other week and they hadn't been on holiday for twenty-two years ... so I had to say that people come here on holiday, they have barbecues, spend time with their families ... and you know you have to tell them what people do really ... and just give them all the information

AND HOW LONG WOULD THE PROCESS TAKE?

I would say ... usually I've worked on busy parks where there's so many customers ... I've usually said you need about three ... four hours ... me ... to feel as if I've done my job right ... with people

DO THEY USUALLY COME BACK THE SAME DAY ... OR MIGHT IT THEN TAKE A FURTHER WEEK?

If you give somebody all their information and they're happy with everything, there's no where else to go but buy on that day ... yes or no

DO YOU MEAN THAT THIS PART OF THE DECISION TAKES LESS THAN TWENTY-FOUR HOURS?

Yeah ... because if they have got their information there's no reason for them to go and think about it. Usually within a day ... or the next day

AND HOW IS THE PURCHASE USUALLY FINANCED?

It's different on different parks. At Camber Sands the people there were a lot sillier. They would strap themselves up with finance ... anything to get it!

WHY DO YOU THINK IT WAS DIFFERENT THERE?

I don't know ... I think it's just the umm ... that's the area of people ... Kent ... London ... the house prices shot up ... they may have a lot of equity and are prepared to risk finance more. They get a lot of repossessions there and it's not nice really

AND HERE?

Here is a good quality of customer ... people who can afford it, and sometimes I make sure of that too. If somebody can't afford it, I'm the sort of salesperson where I would probably discourage them to go ahead ... but not all salespeople are like that

SO THEY DON'T USE FINANCE?

Mainly here cash ... their own savings

AND DO OWNERS LOOK UPON THEIR PURCHASE AS AN INVESTMENT?

Not financially ... no. I think they may look it as an investment in their leisure time ... yeah

DO THEY ASK WHAT THEIR CARAVAN IS WORTH ... FROM TIME TO TIME?

They don't. I think it's common knowledge that they depreciate ... you know

AND THOSE THAT DO ... ARE THEY SURPRISED AT THE LEVEL OR SPEED OF DEPRECIATION?

Umm ... sometimes they can be shocked ... but it's one of those things, and I say to people that they do depreciate. Sometimes I get asked ... yeah ... but not very often. The ones that usually ask don't tend to buy ... because if they are analysing things like that they don't buy ... they are looking at more property ... because you get sort of chalet people ... and you get caravan people

DO YOU THINK THAT THEY ARE DISTINCTLY DIFFERENT TYPES OF PEOPLE?



They are yeah. I think they just look at things more analytically ... and look at things as umm ... obviously you can't take the money with you ... but sometimes they look at it as though they need to always have something in life where they can get a return from it ... other than enjoyment

**WHAT DO THEY TEND TO DO WHEN THEY VISIT THEIR CARAVAN HOME?**

They come down to spend quality time with their families ... and go out on walks ... go down to the beach ... go out for some meals ... and visit local areas ...

**WHAT ABOUT THOSE WITHOUT CHILDREN ... RETIRED COUPLES FOR EXAMPLE?**

They sit outside, read a book ... put windbreaks up ... and just relax really, and go for walks and that sort of stuff

**HOW OFTEN DO OWNERS TEND TO STAY AT THEIR CARAVANS?**

Quite a lot really. Some owners come most weekends ... at least a couple of times a month. Sometimes they finish work on the Friday and come down ... and go back on the Sunday night to get ready for work again

**DO THEY EVER TRADE-IN FOR A BETTER CARAVAN?**

They do yeah. I would say that the National average is once every four years. Mainly it is people who are happy with the park ... you know their confidence is high, and they know that they love it here, so they upgrade

**AND AFTER FOUR YEARS ARE YOU SAYING THAT THEY MIGHT UPGRADE AGAIN?**

Maybe yeah. People have like itch cycles

**DO THEY?**

They do yeah ... it's like cars

**WHAT IS THE ITCH CYCLE?**

It's different for different people. You have the people ... sometimes you can tell by the way that they buy at first. You know if they rush into it and don't really care ... sometimes these people really upgrade quick. If they take their time over it and really get all the information ... sometimes they take longer

**AND ARE THEY PROUD OF THEIR CARAVANS?**

They are yes. If their family come down they really show it off ... and show the park off as well. They like to reinforce their purchase too ... they don't like to feel stupid about it. It's

like if they have bought it they like ... you see people on their phones ... you know ... I've just bought a holiday home ... it's a status thing sometimes

**TO WHOM?**

Their family ... their friends ... you know ... I've bought a holiday home ... and they are happy with people knowing that ... yeah

**GIVEN THAT SOME CAN AFFORD OTHER TYPES OF PROPERTY WHY DO YOU THINK THEY CHOOSE TO BUY CARAVANS?**

I think because it's affordable ... you know they may have money, but don't want to spend it. It's also because it's ready made ... you know they can pick which one they want ... and it's all about doing away with the stress. They don't have to buy a house and think oh we want to rip the kitchen out ... or the roof may want doing ... or they've got to pay council tax. You know they think that if they can come down here ... it's by the sea ... in an area they want ... and we can have it ready for them in two weeks and they can be in there having a holiday. They can pick their holiday home ... pick their pitch ... and outlook. It's a ready made package. You can get that for around twenty to twenty-five thousand, and a property would be say two hundred thousand! They may be able to afford a property but they pick a holiday home

**DO OWNERS EVER PURCHASE MORE THAN ONE CARAVAN AT ANY ONE TIME?**

Not usually ... and I discourage it. When the previous sales manager was here Mr and Mrs (name) purchased a second one for rental ... but it doesn't really work out ... not through me and I discourage them from doing it

**HOW MANY OWNERS CURRENTLY SUB-LET THEIR CARAVANS?**

I would say it's a good fifty percent

**DO YOU THINK THAT THOSE OWNERS ARE DIFFERENT IN ANY WAYS?**

I wouldn't say they were too different ... maybe they can't get down as much ... and some of them might do it to offset the outlay

**WHAT ABOUT THEIR LIFE STAGE?**

Oh ... I don't know ... but I think that the older the people get the less they want to sublet

**SO YOUNGER PEOPLE WHO LIVE FURTHER THAN THE TWO HOURS AWAY ARE MORE LIKELY TO SUB-LET?**

Yeah

**DO OWNERS CONSIDER THEY ARE STAKEHOLDERS IN THE PARK?**



Yeah they do, yeah. They are proud of the park, as they are an owner at the park ...

**AND CAN YOU RECOGNISE CARAVAN OWNERS AS HAVING SIMILARITIES ... OR A TYPE OF PERSON?**

Yes ... as people walk along there you can definitely tell ... I can say whether they are caravan buyers ... or caravan sorts of people

**WHAT ARE THEIR CHARACTERISTICS ... HOW DO YOU KNOW?**

Oh I don't know ... that's a hard one ... because sometimes it's just one of those things where you can just point them out. They are their own sort of people ... I would say ... they are a certain kind of people but I wouldn't like to categorise them what that was called. You can tell a caravan owner ... but it's hard to say ...

**WELL THANK YOU FOR AGREEING TO BE INTERVIEWED AND HELPING WITH THIS RESEARCH. I AM SURE THAT YOUR THOUGHTS AND INSIGHTS WILL BE OF GREAT HELP. MANY THANKS**

**Interview: SE16**

**TELL ME ABOUT YOUR EXPERIENCE OF SELLING STATIC CARAVANS ...  
WHAT YOU'VE SOLD ... WHERE ... FOR HOW LONG ETCETERA ...**

I have been selling holiday homes for about ten years now ... and I've worked almost all of my time on holiday parks ... since I was sixteen. Actually I started off on holiday parks cutting the grass ... and then became an under foreman ... then a maintenance manager ... and then I was asked by an area sales manager to go into caravan sales ... and I spent about four months thinking about that. I then worked five days a week on maintenance, and weekends I worked in sales

**AND WHERE WAS THAT?**

That was at Towel Holiday Park at Clacton-on-Sea ... with about three hundred and fifty owners. That was nineteen ninety seven to two thousand. The park where I actually started was The Orchards Holiday Village, and that's got twelve hundred caravans on it

**AND WHERE ELSE HAVE YOU MOVED TO BEFORE COMING HERE?**

Umm ... there have been quite a few ... Towel Holiday Park, Orchard Holiday Village, umm ... Sunnydale Holiday Park, Golden Sands Holiday Park, Carmarthen Bay Holiday Park, Kessingland Beach Holiday Park, and California Cliffs

**GEOGRAPHICALLY HAVE YOU COVERED MOST OF THE UK?**

South Wales, of course Cornwall now, Lincolnshire, Essex, Suffolk and Norfolk

**AND HOW MANY CARAVANS DO YOU THINK THAT YOU HAVE SOLD IN YOUR CAREER?**

Oh ... at a guess ... I would think about four hundred

**DO YOU THINK THAT THERE ARE VARIATIONS IN WHAT THE OWNERS WANT A CARAVAN TO PROVIDE THEM WITH, BETWEEN REGIONS OF THE COUNTRY?**

No ... it's an affordable lifestyle ... no

**WHAT SORT OF CARAVANS HAVE YOU BEEN SELLING?**

A bit of everything. On some parks you would sell a lot of pre-owned caravans, so then you would upgrade them into new caravans. I've sold top end caravans and the lower end

**TEN FOOT AND TWELVE FOOT VERSIONS?**

Yes. Mostly twelve footers ... only because the people in the ten foots come out and then go into the twelve foots. But now I don't sell any ten footers ... not now ... no



## AND A RANGE OF PRICE?

In my experience the cheapest caravan I've sold was five nine nine five ... that was when I first started. Here the price range now is from twenty-eight thousand to forty-six thousand ... for new

## ON YOUR SALES HERE, WHERE DO MOST OF YOUR CUSTOMERS COME FROM?

Within a two hour radius ... so that's Plymouth ... Bristol ... urm although we do get quite a few from the Midlands way as well ... that's more than two hours

## DO YOU THINK THAT THERE IS A TYPICAL TYPE OF CUSTOMER?

They're all different ... every single customer you have to be different with them because they have different personalities. At this particular park they are more the business type I would say ... there's more business people coming to this park now ... when you compare it to last year. They can see its being improved.

## AND THE TYPE OF AREA THEY COME FROM?

Most of them come from built up areas ... because this is totally different from living in the city isn't it ... or a large town. They desire a second home for the peace and quiet and the tranquillity ... to get away from their everyday life

## WHICH IS WHAT?

More hectic ... more stressful ...

## SO YOU THINK THAT'S WHY MOST OF YOUR CUSTOMERS BUY A SECOND HOME HERE?

Well I would say that the majority of them it's for relaxation ... they are coming away ... they're getting away from it all ... they're not in the thick of everything, are they ... especially this area ... it's quite a laid back area

## SO WHAT ARE THEY ACTUALLY TRYING TO GET AWAY FROM?

Their everyday working life ... the things that you normally do if ... you know ... the typical family in my opinion, they both work and they've got children ... they go home and they turn the telly on, and that's it, that's all they do

## DON'T THEY DO THAT HERE?

No they go out and about don't they. They are out in the sunshine. It's a safe environment for the children

## HAVE MOST GOT CHILDREN?

No, no ... not all of them ... but they've got grandchildren

SO THEY ARE GETTING AWAY ...

From their mundane life

DO ALL HAVE THAT BAD A LIFE ... OR HOME?

No

SO WHY DO YOU THINK THAT THEY WANT TO GET AWAY?

I don't know ... I haven't really thought about it ... I don't think I know

WHAT IS THE APPEAL OF THE CARAVAN IN YOUR OPINION?

Because it's an affordable luxury. You couldn't buy a cottage in Cornwall could you for forty-five thousand ... that's brand spanking new

DO YOU THINK THAT'S THE REASON WHY YOUR CUSTOMERS BUY CARAVANS?

They usually have a good idea of what they can afford, yes ... but a caravan ... some ... it really appeals to a lot of people, a caravan. Some people like caravans better than these lodges

WHY DO YOU THINK THAT IS?

They are as nice ... not as big obviously ... and they come with all the mod cons don't they. Because we have go such a long season they can use them in the winter and at Christmas ... they are all double glazed ... centrally heated. It's not just the caravan is it, it's the location. You can buy a caravan anywhere, but if you don't like the park or don't like the location you wont buy a caravan here ... so it's got to be that as well

BY LOCATION DO YOU MEAN THE PARK OR THE CARAVAN?

I am talking about where the park is. If somebody doesn't like the park they are not going to buy a caravan on there

COULD ANY OF THESE PEOPLE TO WHOM YOU HAVE SOLD TO, AFFORD TO BUY OTHER TYPES OF SECOND HOME?

Yeah we have got some owners who have owned in Florida and stuff, yeah ... and there's quite a few owners who are on here who have got places abroad

AND THEY ARE HAPPY WITH OWNING A CARAVAN?

Yeah, some people like to be part of a community ... and with a second home everyone's come away to relax



## **CAN YOU EXPLAIN HOW THE SALES PROCESS WORKS ... WHAT HAPPENS FIRST?**

You put in an advert and they will call and ask for the free information pack, which gets posted out ... they phone back ... 'I'd like to come down' ... not everybody makes an appointment, and I pull my hair out sometimes ... everyone turns up at once. Umm ... the first thing I go through with them is the running cost and everything. I would say to a customer ... when they come in and say that they would like to have a look at the caravans or the lodges, or I've come here to see you ... and I say right OK you know you are probably wondering what the running costs are ... and we go through quite a few questions ... how long are we open and that sort of stuff ... and I'll run through that with you now. Then I would say ... and now I will take you around the park and the facilities so you can see what it's like, and if you like both of those we will have a look at some holiday homes, is that OK with you ... and they say yes

## **WHICH MEMBERS OF THEIR FAMILY DO CUSTOMERS USUALLY CONSULT?**

Both the husband and the wife. There is a breathing space I give them. When I go and make them a cup of tea or coffee they've got an opportunity to have a little chat amongst themselves without me being there. If you don't do that they will say that they have got to think about it, because you haven't given them any time to talk, and that's why they say that and go away. Some have got children. They are an influence. If they don't like the swimming pool, or there's not enough room to move they will tell them

## **WHAT'S THE ORDER OF THE VIEWING ... WHAT DO THEY SEE FIRST, THE CARAVAN, THE PARK OR THE PLOT?**

You would do running costs and everything, then I would show them around the park and the facilities ... and that's how I get to know them ... we actually get to know the customer and build a rapport with them ... and there's got to be trust at the end of that as well

## **HAVE THEY SEEN INSIDE A CARAVAN AT THIS STAGE?**

No

## **HAVE THEY ASKED ABOUT A PLOT?**

They will ask when we are going around. Sometimes you know the whole process will be turned upside down. You will get people that really want to look at a caravan first, and they will be quite determined about that ... and that's fine. Usually after we have looked around, at that point I sort of know enough to ask them about money and everything ... so they've got a price list and what caravans there are for them. Then I will show them the caravans

## **HOW MANY DO THEY USUALLY SEE?**

As a rule three

## **HOW DO YOU KNOW WHICH ONE THEY LIKE?**

Because they will start saying whaw ... and go touching everything

#### WHAT IS IT THAT APPEALS TO THEM?

It's just the way it looks and the design ... because each caravan is different ... all the layouts are different

#### IS ANY ROOM PARTICULARLY MORE IMPORTANT TO THEIR CHOICE THAN ANOTHER?

Normally the living space ... however on this particular park we do sell a lot of two bedroom caravans. They all have their own personality and character and design don't they ... it's personal taste

#### HOW DO THEY FINANCE THEIR PURCHASES?

Mostly cash buyers ... here

#### WHAT DO YOU CALL CASH?

Well I mean there's cash ... and then there's cash cash. Cash could be a loan from a bank couldn't it ... some people get loans yes ... I think that I only financed only about four last year, which is pretty low ... out of about forty. I would say about twenty-five percent borrow money elsewhere ... but they still call themselves cash buyers

#### HOW MANY SUB-LET FOR AN INCOME?

More the caravan owners than lodge owners ... about twenty percent

#### WHY DO YOU THINK LODGE OWNERS DON'T WISH TO SUB-LET AS MUCH?

They like to keep it to themselves and their family ... possibly because they are too nice to let out ... something like that ... but when you say to them that they can earn up to a thousand pound a week they get interested

#### DO BUYERS SEE THEIR PURCHASE TO BE AN INVESTMENT?

Umm ... no ... but it's an investment in their lifestyle

#### DO THEY ASK YOU WHEN THEY ARE BUYING ABOUT DEPRECIATION?

Some people do, but it's already I will already tell them that. You know caravans are just like cars ... they do depreciate ... the first year is the first ... the second year depending upon the state of the economy and so on. I will say remember this is an investment in a lifestyle ... it's not something you're going to make money on

#### HOW DO THEY REACT?



How do they react? They still buy the caravan.

**DO THEY SOUND SURPRISED?**

No

**HAVE YOU EVER EXPERIENCED A CUSTOMER DECIDING NOT TO BUY ONCE YOU HAVE TOLD THEM ABOUT DEPRECIATION?**

No not ever. No

**IF THEY DO BUY, HOW OFTEN DO THEY VISIT THEIR CARAVAN OR LODGE?**

Weekends ... bank holidays. Most weekends from the Friday and go home on the Sunday, or later if they live within the two hour radius

**DO THEY EVER SEEK TO CHANGE THEIR MODEL OF CARAVAN?**

Yes they keep doing. But there's a lot of owners on here who have bought a top of the range caravan straight away. However last year Mr and Mrs (name) bought a BK Senator ... it was two bedrooms ... top of the range ... they paid thirty-four thousand I think it was ... found out they needed another bedroom because of the grandchildren and upgraded just two months afterwards ... it cost them about ten thousand pounds just to go into another model

**IS ANOTHER BEDROOM THE PRINCIPAL REASON FOR WANTING TO UPGRADE?**

Normally new models. It's a bit of a 'keep up with the Jones' thing going on sometimes. If you go onto a park where there older caravans and you upgrade somebody in an area of say seven ... and it goes right in the middle ... a brand new caravan ... it's like a domino effect, because the other people start upgrading as well, because they look cheap and they want to keep up with the Jones' ... it's a status thing as well

**DO OWNERS EVER ADMIT THAT TO YOU?**

I don't think that anyone ever admits that

**BUT WITH YOUR EXPERIENCE YOU ARE CERTAIN THAT THIS IS OFTEN THE CASE?**

Definitely

**DO YOU THINK THAT THIS IS IN THE BACK OF OWNERS' MINDS WHEN THEY ARE PURCHASING ... OR DOES IT EVOLVE AT SOME LATER STAGE?**

A bit of both definitely. I think that if the sales process is that enjoyable and comfortable, I think that people like going through it again

**DO YOU THINK THAT CARAVANS APPEAL TO A CERTAIN TYPE OF PERSON?**

Well there are all sorts of people ... but some of these people have been brought up with caravans. Most people haven't stayed in caravans for years and they will walk into these and they will go ... whaw this doesn't look like a caravan ...

**DO THOSE CARAVANS OR THE LODGES EVER GET USED IN A SIMILAR WAY TO THEIR MAIN RESIDENCE?**

With the lodges ... about twenty percent. They are here most of the time

**BECAUSE OF THE REGULARITY OF THEIR VISITS, DO YOU THINK THAT OWNERS ARE SEEN TO BE, OR SEE THEMSELVES AS LOCALS, OR ARE THEY TOURISTS?**

I don't see them as locals, no ... because they are just coming here at weekends aren't they. Some of them are more localish because they have been going to the same pubs and everything. When they come here they see it as another part of their world ... but I don't think that they see themselves as locals, no

**FINALLY, A LITTLE WHILE AGO YOU MENTIONED THAT PEOPLE LIKE TO BE PART OF A COMMUNITY. HOW IMPORTANT DO YOU THINK THAT IS TO THEM WHEN THEY ARE BUYING?**

That's very important. There's definitely a community spirit. Everybody gets on with everybody else

**HOW DO YOU SEE THE FUTURE OF CARAVANS AS SECOND HOMES?**

From my experience and from the different parks I've been working at, and with different companies, more and more holiday parks are having longer and longer seasons. Back in the early days when I first did this most park had only about eight months ... many now are ten and a half months. The trend is more holidays ... more get-away time throughout the year ... and because of the double glazing and central heating it's become more of an acceptable thing to use in the winter time ... where as when I first started selling double glazed centrally heated caravan wasn't needed as much because they were closed in the winter anyway. They will be used more of the year around ... especially in places of you know natural beauty like Cornwall and South Wales ... where it's still nice in the winter time

**HAS IT BEEN GETTING HARDER TO SELL CARAVANS THAN IT WAS YEARS AGO?**

No, no different ... and more parks have been selling caravans ... there's plenty of demand ... definitely

**WELL ... MANY THANKS FOR GIVING ME THE CHANCE TO INTERVIEW YOU. I AM SURE IT WILL BE OF GREAT HELP TO MY RESEARCH. THANK YOU VERY MUCH**



**Interview: SE17**

**TELL ME A LITTLE ABOUT YOUR KNOWLEDGE AND EXPERIENCE OF SELLING STATIC CARAVANS ... HOW LONG YOU HAVE BEEN SELLING THEM ... AT WHAT LOCATIONS?**

I started in nineteen ninety-eight working in a sports department, hiring out roller skates, which was a seasonal job as I was doing my degree in the winter period and then working in the summer. Then I progressed to sports co-ordinator, and was brought into the sales department ... where I really hated it. I was there for about seven months ... didn't really sell much ... about three or four caravans. I then moved to a park in Norfolk where I did the admin manager's job for a while ... a sold a couple of caravans while I was doing that job ... and then got offered a job at Carmarthen Bay in South Wales. Within a week I had sold one of the most expensive caravans on the park, and was really enjoying it. I got to Carmarthen in I think it was the July ... and we left at the end of September ... and we were on eighteen thousand when we got there and we left on fifty-six. We just went in and we kind of blitzed it ... and that's where my career really kicked off because I had the support of somebody who really knew how I worked. I don't like working under pressure because I can't ... I crack ... I'm terrible ...

**SO HOW MANY PARKS HAVE YOU WORKED AT?**

Sunnydale was the second park I was selling at, and we were there three years ... and the next was when I went down here ... so three parks

**HOW MANY CARAVANS DO YOU THINK YOU HAVE SOLD?**

Umm ... probably ninety to a hundred

**SO WHAT SORT OF CARAVANS HAVE YOU SOLD ... NEW ... OR SECOND HAND?**

Mainly ... I would say new

**SIZES ... PRICES?**

A good range to be honest with you ... each park that you work on it does vary ... because in Lincolnshire people are a bit more cautious with their money. Part-exchanges seem to have been the top end at Sunnydale, and the lower end was new business. The most expensive van I've sold would be a Westward that we've got at forty-five and a half thousand ... and the cheapest caravan I've sold was umm probably eight and a half thousand ... that was in Lincolnshire ... an old caravan ...

**WHERE WOULD YOU SAY MOST OF YOUR CUSTOMERS HERE COME FROM?**

We've got quite a lot from Plymouth and the local area. I would say quite local ... within an hour ... an hour and a half. Generally over two hours is quite a stretch, because if you finish work at five o'clock on a Friday you don't want to have to do more than three hours travelling



## WHY DO YOU THINK THESE PEOPLE WANT A SECOND HOME?

Have you ever been to Plymouth? ... lots of Council accommodation ... very built up ... quite a rough area ... I'm not saying that all of it is, parts of it are quite nice, but a lot of Plymouth is quite built up and you can't let your kids go and play out, and it's that sort of thing where people want to give their kids some independence ... so it's ideal for them to come down for the weekend. The kids can go off around the swimming pool on their own ... they can go to the shop on their own and it gives their parents a respite, and the kids independence, and they've got countryside, right on their doorstep ... they are not travelling five or six hours. Why travel five hours to get somewhere when you've got it forty-five minutes down the road

## DO YOU FIND PEOPLE WHO COME FROM NICE ENVIRONMENTS EVER BUYING SECOND HOME HERE?

They do. Yes they do

## WHY WOULD THEY BUY?

Change of scenery ... and if you are at home, what do you do when you are at home. You look at that wall and go that could do with a paint ... or I'll get the lawnmower out in a minute. You are constantly finding jobs to do ... we do ... we are guilty of it ... so when you are at your caravan we cut your grass, and we can wash the outside of the caravan for you ... they have no maintenance to do whatever, so while they're here they can get a beer out of the fridge, get a barbecue going and get chilled out. So that's another reason for doing it

## SO WHY DO THEY BUY A CARAVAN IN PARTICULAR?

Well I think it's cheaper than property ... a hell of a lot cheaper than property. But they're not just buying a tin box with wheels on it, they are buying into a lifestyle that it provides them ... you've got the countryside around you ... you've got the facilities on the park ... there's other people around, so there's like a sense of community, so they've got neighbours at home, neighbours here, the kids get friends at school, and friends at home, and friends at the caravan ... so it's a total change in lifestyle, and that's why companies can make the money they do on caravans ... because you have to have one of these metal boxes with the wheels on it to get the lifestyle that you want

## WOULD YOU GET THAT LIFESTYLE IN OTHER TYPES OF PROPERTY?

But what facilities would you have there. The park lifestyle ... the fact that you can drop everything on a Friday afternoon, turn up at your caravan, everything's there, you've got clothes that you've left from the week before or whatever, everything's as you left it, it's cost you a fraction of the cost of having a second brick built accommodation ... you do have your money costs of your site fees or what have you, but a lot of them rent out to cover that ... you know ... and it is a sense of community, you get chatting to the neighbours, you have barbecues together, you go down the club together ...



**DO CUSTOMERS RECOGNISE THIS BEFORE THEY BUY, OR DO THEY DISCOVER THIS AFTER THEY HAVE PURCHASED?**

Some they find it out ... yeah ... but because we spend so long with customers we plant a few seeds, so when they go looking at plots I will say to them oh that's so and so, they've got two kids, a dog whatever, and they get to know what's around them already. If you've got a couple who don't want to talk to anybody, wants to be in the shade, you need to put them in the right area, that's why you spend the time with them because you don't want them buying into something that's not going to be right for them

**ARE YOU AWARE THEY COULD BUY OTHER TYPES OF PROPERTY, OR DO THEY SAY I'M BUYING A CARAVAN BECAUSE IT'S ALL I CAN AFFORD?**

Well some people say that they can buy property ... but they don't want the hassle of it. It is a hell of a lot less money, and they've just got no maintenance ... it's very very easy for them, and yeah they could afford to buy something else but it's going to cost them a hell of a lot more money to get the second home that they would get with a caravan. Umm ... if I had the choice I would probably buy a little cottage ... but having kids I can totally understand why the people buy the caravans

**DO MOST OWNERS HAVE CHILDREN?**

The majority have got kids or grandkids, or they've got pets they want somewhere to walk, or they like a drink, or they both like to drink so they don't have to go to the local pub and need a car ... you know there are lots of different reasons. You can't pinpoint why somebody has got a caravan. Sometimes they don't even know themselves why they want to buy a caravan ... they just think it's a fantastic idea

**DO YOU KNOW IF THEY EVER HAD PREVIOUS EXPERIENCE OF CARAVANS?**

Some of them. Some of them will say ah I used to go on caravan holidays when I was a kid ... I remember all the gas mantles and stuff. I think some of them because their grandparents or their parents had them when they were younger they think it's a nice thing for them to have now, because they miss something that they had. It's like the people who came in this afternoon, they used to have a caravan six or seven years ago on the park and sold it, and she said I don't know what to do with myself anymore ...

**DOES A CARAVAN POSSESS CERTAIN APPEALING QUALITIES IN ITS OWN RIGHT DO YOU THINK?**

Obviously people buy caravans because they are all different ... but I think a lot of it is what it actually gives you. Generally they all do the same job ... it's like you could buy a mini metro or you could buy an XJS. I do think that sometimes people do just fall in love with the caravan ... I do think that ... but what's brought them onto the park into the first place. They wouldn't know anything about caravans if they did not want to pursue caravan ownership

**DO THEY ALWAYS KNOW WHAT CARAVAN OWNERSHIP IS LIKE?**



No. Not always until they've been in here, and they think it's a good idea they will buy a caravan so they've got somewhere to go for the weekends. You do get some people who come in and all they want to see is a caravan first

**CAN YOU RUN THROUGH THE TYPICAL PURCHASE PROCESS, FROM START TO FINISH FOR ME?**

They come in and they go can we have a look at a caravan ... a lot of them do ... and I say to people no you can not have a look at a caravan, you can buy a caravan anywhere. Sometimes I will say yeah you can go and have a look at one, but do you like the park ... I don't know I haven't had a look at it yet ... right do you know what the running costs are, because generally people want to know what the running costs are. That's what I say to them, and they go no ... and I say well let me tell you about the running costs, and then I will show you the park and the facilities, and then we can have a look at some caravans if you like the park and the running costs, because I can't see the point of falling in love with the caravan and hating the park ... you know everything has to fit ... it's a bit like a jig-saw puzzle

**SO FIRST THEY CHOOSE THE AREA, IN RESPONSE TO AN ADVERT?**

Yes exactly

**THEN THEY LOOK OVER THE PARK?**

Yeah ... and that's got to appeal to them ...yes

**THEN DO THEY LOOK AT THE PITCH, OR DO THEY LOOK AT THE CARAVAN?**

It depends, because if they've said to me I want to be over there, I want that pitch, well I have to cater to a caravan that will fit onto that pitch ... but generally people choose a caravan first ... generally it's they way that they want to do it ... they are itching to get into these caravans and I have stopped them for an hour, and they can't wait to get in. When I say to them they can't see any caravans yet they look horrified! But what is the point at looking at something when you don't want to be on the park, because you can literally buy any caravan on any park that sells them ... what is the difference in looking at a Caprice here or a Caprice at Killigarth

**HOW LONG ROUGHLY WOULD THE CHOICE PROCESS TAKE?**

Generally if they are really really keen ... people who are really serious ... will either make a decision on the day, or within the next couple of days. It's not normally past a week

**FOR THE ONES THAT GO AWAY, WHAT DO THEY GO AWAY TO DO EXACTLY?**

To think about thinking about it ... I think. Generally there are a lot of influences ... like with the couple I've seen this morning ... they're buying it, but it's going to be a sort of inheritance thing for their daughter, so they are going to bring their daughter back to have a look at it. So sometimes it is outside influences that aren't always with them ... and it's a lot of money to spend ... it doesn't matter whether they are going to spend ten grand or



forty grand, it's a big chunk of their money, and sometimes you do need to take a step back and say right I got all this information I am going to go away and sit and read it, I'm going to make a proper decision. I'm not one of these people who lock them in a room to sweat until they give you some money, because I wouldn't like it

#### ARE THE DECISION MAKERS USUALLY COUPLES?

Yeah ... but sometimes a whole family which can be quite difficult to cope with ... because you never know who to direct stuff to. But generally the main buyers turn up, so it could be mum and dad and the kids, or grandma and granddad and a daughter or whatever ... so you know it totally depends who's interested in buying. You have got to determine who is the influence ...

#### AND HOW ARE THEIR PURCHASES USUALLY FINANCED?

Umm ... last year we did quite well with caravan finance .. I would say about ten deals out of the thirty. The remainder were purchased with cash

#### WHAT DOES THAT MEAN?

Well some had the money in their accounts, because they had sold property or they had had some sort of windfall with insurance or something like that. Other people went and remortgaged their house

#### DO YOU KNOW HOW MANY REMORTGAGED

I would say it was a good handful ... say six out of thirty

#### IF THEY WANT FINANCE, HOW MUCH DO THEY USUALLY NEED TO RAISE?

The average is around the five thousand pound mark ... because they can borrow it unsecured with Tesco's lend or someone like that

#### DO MOST OWNERS SEE THEIR PURCHASE AS AN INVESTMENT?

That is what they say when they first come in ... I want to make an investment ... and I will always tell them it is not an investment in money. They might make some money by letting their caravan out ... which is OK you can cover your running costs ... quite a few might do that ... but I don't know why they say that they want to invest in a caravan. I've never got my head around that because it's made up the same as a car, its got wheels on it and it's made out of metal and it depreciates ... and I have to tell them ... it's an investment in a lifestyle

#### DO YOU THINK THAT THEY SEE IT AS A PROPERTY?

People see it as if it is going to appreciate ... which baffles me. Some people think it will appreciate, and I have to point out that it wont

## HOW MANY OF YOUR CUSTOMERS FIRST BELIEVE THAT CARAVANS WILL APPRECIATE IN VALUE?

I would say about three percent ... it's not a massive amount. Or they think that if they buy this caravan and rent it out for a year they are going to make twenty-five grand on sub-let ... and I'm like you will never make that amount of money, and a lot of them that's why they are buying ... and when I put them right some still go ahead ... they have made their mind up and that's it. No one's ever come back and said you were right I've not made pots of money ... they always go yeah my caravan doing absolutely fine

## WHAT DO OWNERS DO WHEN THEY ARE STAYING AT THEIR CARAVAN?

A lot of them come down and have their barbecues ... they lay out by the side of the swimming pool ... they go round the bar ... watch the football ... and there's quite a few who go down and watch the entertainment every week, so they must get fed up with seeing the same shows but they still go down though. They just literally just switch off. A lot of them don't even have their mobile phones on ... because nobody can get hold of them down here because that's what they like about it ... they are escaping from a rat race. I get quite jealous when I'm walking around with customers and they are all sitting there with the wine out and their barbecues going at four o'clock

## HOW OFTEN DO THEY COME AND STAY?

The Plymouth people ... nearly all of them ... every weekend

## FOR HOW LONG?

Friday to Sunday ... Sunday afternoon yeah

## HOW MANY STAY HERE THE WHOLE SEASON?

We have probably got ... three maybe

## AFTER THEIR PURCHASE DO OWNERS EVER WISH TO UPGRADE TO A DIFFERENT MODEL?

Yeah ... we have done four this year

## WHY DO THEY USUALLY WANT TO DO THIS?

You always want what you haven't got don't you ... it's human nature. Some of them have to ... because of the tenure, or because the Manager said to them we are not renting your caravan out any more because it's not in a very good condition or whatever ... but generally ... if the neighbours just part exchanged ... so it's ... I am not having them having a better caravan than me ... there's quite a bit of that ... it's the Jones' isn't it ... the keeping up with them ... and holiday home owners do do that. They don't want their neighbour having a better caravan than them. If you've got a stagnant area of the park, get the middle one ... really really gift it up ... hardly make any money on it ... do a fantastic deal and you will find that at least five or six around them will part exchange



## **DO YOU HAVE FIRST HAND EXPERIENCE OF THIS?**

Well if you drive up the road where there was quite a lot of old caravans ... there's quite a lot of new ones up there now. So yeah I believe that that's one of the reasons why that has happened

## **DO OWNERS TELL YOU THIS ... ARE THEY HONEST ABOUT IT?**

No ... oh no. And they are not always upgrading up into brand new caravans, some of them are upgrading into something that I have probably taken in as apart exchange, maybe one or two years old, but it still looks new

## **DO NEW FEATURES SOMETIMES APPEAL?**

Sometimes if they have been staying in a caravan right through to the end of the summer they do think oh we could do with central heating

## **DO YOU THINK THAT OWNERS ARE ALL A SIMILAR TYPE OF PERSON ... YOU KNOW A CARAVAN PERSON THEY SAY?**

Um ... no ... but they all like staying in caravans. I think that certain owners have a certain something about them ... they are a bit quirky ... especially the older caravan owners ... but I don't know that there is a caravan sort of person ... but nowadays caravans aren't caravans are they ... it's not like you are roughing it ... that's why it's become so popular because people that are used to having a fantastic standard of living ... they can get that in a caravan

## **IF THEY ARE NOT CARAVANS ANY MORE, WHAT ARE THEY NOW?**

Well that's what they are classed as ... but when you look at the Westwood it's thirteen foot wide, forty foot long, it's got full size bath, dishwasher, living room with French doors on the front ... and it is like a bungalow ... but it's not costing two hundred grand, it's costing forty-five

## **SO IS THERE ANY ONE FEATURE OF A CARAVAN THAT CUSTOMERS CONSIDER MOST IMPORTANT WHEN THEY ARE VIEWING?**

Everybody's different. Some people want fixed seating, some people want a three piece suite, some people want a bath, some want a shower room ... umm so there are a lot of different factors and that's why you need to when you are walking around with them find out who's going to use the caravan, because if it's only a couple what's the point in having a three bedroom caravan, because you can get a much bigger bedroom with a en-suite toilet generally ... so people will tell you what they want in their caravan. Another one is money ... budget

## **HOW DO YOU KNOW WHEN THEY HAVE SEEN ONE THAT THEY REALLY LIKE?**



They are like children ... they really are because they get excited. You can tell even when they are very straight ... I can tell when they are excited ... you can just tell ... they have that sort of aura about them where you can tell they are excited ... they've got like a little glimmer in their eye, and they go opening all the cupboards. If they didn't like it you would know instantly ... because they wouldn't say anything, and they wouldn't spend very long in there. If they sit down they like it. When I am in a caravan I will generally sit down out of the way ... and if them come and join me they car comfortable in that caravan. I have actually had people lay on the bed before, and people seeing if they can fit into the shower ... so they are obviously keen

**ALTHOUGH OF LIMITED SIZE, WHY DO YOU THINK THAT MANY PEOPLE REFER TO CARAVANS AS SPACIOUS?**

They would wouldn't they ... because it's a caravan and they don't expect so much space in a caravan. You know, if they had caravan holidays say ten or fifteen years ago, generally they would be in ten foot wide caravans, or in grandma's caravan like the old dome shape ... and they've now come so far forward and the designs have got so clever ... and a lot of it is an optical illusion ... you can go into that caravan over there and you will say that this one's bigger

**WHY IS THAT?**

Because the layout is ... it's just so massive ... but it's no bigger than the caravan next door ... but it feels just so much more spacious

**DO YOU THINK THAT PEOPLE LEAD A DIFFERENT TYPE OF LIFE IN A CARAVAN THAN THEY DO AT HOME?**

I would say so ... yeah ... I would say so. I would probably say that they are a lot more relaxed and chilled out ... umm and maybe they might have less worries. They always seem really really relaxed ... caravan owners ... like they haven't got a care in the world ... and I think that when I'm at home I'm always got some worry like I've got to go shopping or the dishwasher's broken or ... but when they're down here they don't seem to have that ... they all seem all very happy ... very relaxed ... and you know ... you see them walking down to the road through the woods and say hello, and they say you know we don't do this at home ...

**DO YOU THINK THAT THEY LIKE WALKING AND GETTING CLOSER TO NATURE?**

Yeah I think so ... they've got to come down to the caravan to experience that ... yeah ... I would say so

**YOU MENTIONED COMMUNITY EARLIER. DO YOU KNOW IF OWNERS KNOW ABOUT THIS COMMUNITY BEFORE THEY PURCHASE?**

That happens generally after ... it's not a main reason for them purchasing ... because they are assuming that they are buying a caravan for themselves and their family ... so that's the way they look at it ...



## WHAT ARE THE MAIN TYPES OF PURCHASER DO YOU THINK?

The retired ... you've got couples without children ... there's not many ... I had one couple come in to look and they've got a dog and don't want kids thanks, don't like them ... then there's families, they consist of all sorts ... you get girl friend and boyfriend who've got two sets of kids, and split marriages and that kind of thing ... but generally it's either retired people that also let their families use it, and the might rent out ... or families that might rent out as well as use it themselves. Some people don't rent out. I think there's about forty percent of our owners who rent out which is excellent ... absolutely phenomenal that

## WHO LET IT?

When I say let out, I mean we let it for them

## IF YOU DIDN'T DO THAT WOULD IT BE SUCH A HIGH FIGURE?

No ... probably not. Our sub-let scheme is very very good

## HOW IMPORTANT ARE THE PARK'S FACILITIES TO EACH OF THESE GROUPS?

Some people don't always want the facilities. It depends upon what they're like. Say for example I wanted to buy a caravan, I wouldn't go to so and so if it had no facilities, I would need something for the kids to do, because I would be darned if I would be going out spending money after buying a caravan

## SO YOU WOULD NEED FACILITIES ... BECAUSE OF YOUR LIFESTAGE?

Exactly

## WHAT ABOUT OLDER OWNER GROUPS?

They like facilities so that their grandchildren have got something to do when they come, and also the park is so pretty and beautiful they just come and sit outside their caravan because they love it ... they like the old house. They don't like music ... they might go down to the bar for the odd drink or sit outside but ... generally the older people they just like the peace and quiet of it

## AND WHAT'S THE MOST IMPORTANT FACILITY TO OWNERS GENERALLY?

They are all as important to each other depending upon what they want. If I could have one and nothing else ... I would say the clubhouse ... then the outdoor pool, well in the summer ... the fishing lake is very very important as well to this park ... we get a lot of people wanting it, because it's a fantastic fishing lake, it's brilliant it really is. It's just a stunning park. I can't fault it. When I'm walking around with customers I think is there anything I've got to avoid ... but I can't think of anything ... except a handrail is needed down that crooked path for anyone wearing silly shoes. Different facilities are important to different



owners. I remember at my last park there was one guy who bought a caravan to save his marriage

#### HOW COULD THAT BE?

Because at home all they did was argue about him going out to the pub, or her being around her mates house ... about work ... or the house ... and he said as soon as we moved into a caravan at weekends ... he said ... it was a totally different relationship ... cause he could go for a pint ... he was only down the bottom having a drink, and then he was back up again ... and she could sit outside

#### DO YOU CONSIDER THAT MOST OWNERS FEEL THAT THEY HAVE HAD GOOD VALUE FROM THEIR PURCHASE?

The majority of them do, yes ... the majority. Some will ring up and say oh (name) we wish that we had done this years ago ... we really really do. They're not daft, they look around at other parks first ... and they compare prices ... because we all do it ... and we are not overpriced. Our site fees are reasonable ... we're not the cheapest but they are getting a lot for their money. I had one owner come in, and he always used to be a whiner ... he always used to come in and winge about his site fees ... always ... he was just one of those ... and he says oh I went up to one of the (name) sites just to have a look at the caravans ... and umm ... he said the site fees were six grand, so I totally get where you are coming from ... and I go yeah! Probably ninety percent of owners here would say it's good value ... I would say

#### DESPITE THE DEPRECIATION DO THEY THINK IT'S GOOD VALUE?

Yeah ... because they are getting a lot out of it. Some of the depreciation is covered if they are renting ... I will say to them even if you cover only half of your running costs

#### BUT WHAT ABOUT THE SIXTY PERCENT WHO DON'T WANT TO SUB-LET?

Well if you took ... well look at (name) and (name) ... they go on one holiday a year for two weeks ... it costs them five grand. They've got this for ... ten months of the year ... three grand ... you know it adds up doesn't it ... so it's good value ... that's how they see it

#### DO YOU THINK THAT THEY BUY THESE CARAVANS BECAUSE THEY DON'T WANT TO GO ABROAD ANY MORE?

Possibly. We get a few people who can't go abroad ... the elderly ... that can't go on airplanes anymore ... and all this with the nine eleven and all that ... it does put people off going on holiday yeah

#### DO YOU THINK THAT THIS HAPPENS AT A CERTAIN STAGE IN THEIR LIVES ... WHERE THEY GET FED UP WITH GOING ABROAD?

Yeah I've thought that ... yeah. People get fed up with sitting ... queuing up and waiting for delayed flights. The older generation say it more ... but I have started hearing ... and it's only in the last two or three years ... people with the young or even twelve or thirteen



... they wouldn't mind going on holiday on their own abroad, but they don't want to risk their kids getting blown up. I'm responsible for me, and my husband is responsible for him ... but we are both responsible for the children ... and a lot of people think these days that they don't want to risk taking them

**MORE BECAUSE OF TERRORISM ... THAN QUEUES AND DELAYS AT AIRPORTS?**

Yeah ... people with kids ... definitely ... yeah. Unfortunately terrorism has helped us ... unfortunately

**WHAT DO YOU THINK THE FUTURE TRENDS WILL BE IN THIS BUSINESS?**

I just think it will keep increasing ... I think. As property prices go up, and people are getting the equity in their houses, and also want a second home, it's such an ideal for them to do because they don't want to buy bricks and mortar ... and the property is going to get scarcer and scarcer and more and more expensive ... so this is such a great alternative for them. Caravan owners always used to be of the older generation ... but in the last few years I have seen younger and younger families coming on ... which has shocked me as I didn't think that it was their thing. I must admit I have always liked staying in caravans ... and I don't know what it is ... and the kids go mad for it ... and they've always loved caravans ... it's really strange

**HAVE YOU EVER HAD AN OWNER COME BACK TO YOU AND SAY THAT THEY ARE UNHAPPY AS IT WAS JUST NOT WHAT THEY HAD EXPECTED?**

No ... I've had people who have obviously wanted to sell up because their circumstances have changed, or that their kids have grown up ... but no. I would rather sell just thirty-two a year and have happy owners than fifty a year. I can't lie. I will tell them all the good stuff, all the bad stuff, and if it means that I get you know thirty percent who walk away who would have bought, but I don't get cancellations and know I'm not going to get chased around the park with people saying that you said this and that you said that ... because I don't want it

**WELL THANK YOU SO MUCH FOR AGREEING TO THIS INTERVIEW, IT'S VERY MUCH APPRECIATED, AND I AM SURE WILL BE OF GREAT ASSISTANCE TO THE RESEARCH. MANY THANKS**

**Interview: SE18**

**TELL ME A LITTLE ABOUT YOUR EXPERIENCE OF SELLING STATIC CARAVANS**

I have been selling caravans for nearly forty years ... I sold my first one in something like seventy-five ...

**AT HOW MANY LOCATIONS?**

Ah ... Holimarine ... which is now called Burnham Holiday Village, but was Holimarine in my day ... Instow in North Devon ... which is not there any more ... and there I sold loads of caravans ... Lakeside Holiday Park ... and then also I was overall Manager of Corton in Yarmouth, and one in Oxfordshire where we developed it from a green field

**SO HOW MANY CARAVANS OVER THE YEARS DO YOU THINK YOU HAVE SOLD?**

About one thousand five hundred ... maybe more

**HOW WOULD YOU DESCRIBE YOUR TYPICAL OWNER?**

A typical owner ... is a holidaymaker who has got a few bob ...

**LOCAL?**

They are usually ... two ... to two and a half hours drive away ... but then I do know for a fact that like at Treco Bay they are all very local, and that's a very big park ... about half an hours drive away ... so it does vary ... Treco Bay in particular

**AND WHAT SORT OF BACKGROUND DO YOU THINK OWNERS COME FROM?**

A lot of them are normally self-employed ... mostly ... and they like to loose the cash. They used to always buy with cash ... only last week a man came in and bought a BK Sheraton ... thirty-four thousand pounds ... walked into the office the next day with it all in cash ... I took it straight to the bank and I was told off ... because of money laundering regulations. Years ago they all paid in cash ... and you always found that they paid their ground rent in cash. At Lakeside they travelled down to pay you in the winter ... always

**SO IN YOUR EXPERIENCE HOW OFTEN IS A FINANCE COMPANY USED?**

No more than ... one percent

**OR RE-MORTGAGED?**

I think that some of them might have gone and got an overdraft from their own bank ... but I don't think that many that I have dealt with have ever gone and re-mortgaged their house to buy a caravan. I think that they may do it a bit more today ... but not generally ... no



SO DO YOU THINK THAT BORROWING HAS BECOME A MORE RECENT TREND?

Yes ... but they are not after finance from a finance company. Nobody has ever asked me here ... ever

AND IS THERE A TYPICAL OWNER?

Well ... people who want to go on Hermlands are usually in their sixties ... the rest of them are families

WHY DO YOU THINK THAT IS?

Because they think that they can live there. They are retired and spend a lot more time here. I think that a lot of them want to live here because they find it a nice place to live ... I mean if you were brought up in the middle of Birmingham you would find it a nice place to live

DO MOST OWNERS COME FROM LARGE CITIES IN YOUR EXPERIENCE?

Most of them come from cities ... Bristol ... Birmingham and South Wales. They are the three main areas that you will find buy caravans

ARE SOME OF THEM FROM NICE AREAS?

Oh yeah ... occasionally

AND WHY WOULD THEY LIKE TO BUY A CARAVAN?

I have no idea ... I would like to work that one out ... even people who have come up from Cornwall have bought a caravan. I ask why and they just say well we like it up here ... it's just different. Not nicer, not better ... but just different. I've had people come from Falmouth ... that's a nice area

DO THESE OWNERS ... WHO COME FROM NICE AREAS BUY THE SAME TYPES OF CARAVANS ... OR ARE THEY DIFFERENT?

No they are no different. I have always found with owners that they will always buy the best van they can afford ... I've always found that ... it doesn't matter whether you are talking about ten thousand, if you have got one next door to it which is eleven thousand, and they can find that extra thousand, they will buy it!

BECAUSE THEY GET MORE FOR THE EXTRA MONEY?

No ... I think it's a little bit of 'better than the Jones' Certainly at Lakeside it was all ... I used to buy a brand new up-market top of the range van that had just come out ... I would put it on a pitch ... another owner would buy it ... after that I would sell seven ... to keep up with the Jones' ... that was all ... to make sure he's no better than them. I found that a lot

## HOW OFTEN DO OWNERS SEEK A CHANGE?

Average ... about five years ... every five years they change ... normally

## AND IF THEY DIDN'T UPGRADE HOW LONG WOULD YOU ALLOW THEIR CARAVAN TO STAY AT THE PARK?

About fourteen years ... if I go to fourteen I know I can't go wrong

## AND HOW LONG DO OWNERS USUALLY STAY AT A PARK?

Most of them always stop ... with the parks that I've been on ... I never even reached the ten percent ... and I haven't done it here ... because the trade average is ten per cent change-over. I never reached it at Lakeside ... and I've never reached ten per cent here

## SO HOW MANY DO MOVE ON EACH YEAR?

Five ... five per cent ... yeah ... retire from the park, change over, marriage difficulties, health wise ... yes

## A MOMENT AGO YOU SAID THAT MOST OWNERS COME HERE BECAUSE IT IS NICER THAN HOME. IN WHAT WAYS IS THIS NICER?

It's not a concrete jungle ... that's the main thing. They've got a bit of grass, trees, and of course across the road they've got the sea. If you lived in a multi-storey flat in Birmingham ... any part of Birmingham ... London ... or wherever ... you've got nothing but concrete to look out at ... and there's no graffiti to look at

## WHAT IS THE ORDER OF THEIR DECISION ... ON THE CARAVAN ... PARK ... PLOT ... AREA

They look at all the parks ...

## HAVE THEY DECIDED ON THE AREA?

Yeah they have decided on the area, then they go along the parks. The first thing they decide is the area

## DO YOU THINK THAT THEY HAVE MADE THEIR MIND UP AT THAT STAGE THAT THEY WANT A CARAVAN ... OR MIGHT THEY BUY A COTTAGE OR SOMETHING?

No ... I think they have always decided it would be a caravan. Then they decide which park ... and we usually come out top here ... even if I say so myself I think that we are the best park for families ... it's a family park

## SO MOST OWNERS ARE FAMILIES?



Mum and dad ... a couple of kids ... and grandma and grandfather occasionally. Years ago they used to pass caravan ownership on ... and as soon as the children got married they would buy a caravan ... but it doesn't happen any more

**WHY DO YOU THINK THAT IS?**

I think it's because the people now go abroad ... when they are younger ... and then they don't like the caravan holiday that their mum and dad liked

**DO THEY EVER COME BACK TO IT ... OR NOT?**

I think they do when they get a lot older

**SO WHAT'S THE AGE OF AN AVERAGE PURCHASER?**

Oh ... roundabout thirty-five with two kids

**WHAT DO THEY LOOK AT FIRST ... THE CARAVANS OR THE PLOTS?**

They look at the park first ... the facilities ... the swimming pool sells a lot ... the club ... then they will look at the caravan ... and the last thing that they look at is the plot

**IS THAT THE ORDER IN WHICH YOU DO IT ... OR IS THAT THE WAY THEY ASK IT TO BE DONE?**

No ... I always go with whatever the customer says ... I will go with them. If they decide that they would like to look at the plot first I will go and show them the plots ... but on average what people do is to come to me and say we've looked at your park and we like the swimming pool or whatever, and we like that van out there ... they look at the van ... then what plots have you got ...

**HOW MANY CARAVANS DO THEY USUALLY LOOK AT?**

No more than three

**AND FROM THAT THREE CAN THEY USUALLY MAKE A CHOICE?**

Oh some of them do say that they don't like any of them ... but most of them will buy the one they can afford the higher up they can

**A HIGHER PRICE BECAUSE OF WHAT THEY GET FOR THE ADDITIONAL MONEY?**

I think it reflects what they are getting. If they want three bedrooms because of the children they will go for a three bedroom. If they want the fridge freezer built-in, that's what they would go for ... but very few of them are interested in dish washers or washing machines

**SO WHAT TENDS TO MOSTLY APPEAL TO PURCHASERS?**

The bedrooms I think ...

**DO YOU VIEW THE CARAVANS WITH THEM?**

No, I always let them go on their own ... and then if they call me in I go and explain whatever they want

**IS IT THE NUMBER OF BEDROOMS OR THEIR APPEARANCE WHICH APPEALS?**

Both. They have already made their mind up that they want a three bed or a two bed ... so by the time they are looking at the van the number doesn't matter because that's what they are looking at. And a lot of people of today look at the lounge and kitchen ... because on caravans today they are so different to what they used to be. A lot of them are separate, or nearly separate if you notice with the latest vans ... and that's what they look for now ... and some people don't like built-in furniture, and some people don't like loose furniture

**SO CUSTOMERS CONSIDER FIRST HOW MANY BEDROOMS THEY NEED, THEN HOW THEY LOOK, AND THEN WHETHER THE FURNITURE AND KITCHENS ARE APPEALING**

Yeah

**DO THEY SEEM TO HAVE A FAIRLY GOOD IDEA OF WHAT THEY ARE LOOKING FOR BEFORE THEY VIEW?**

Yes

**AND DO THEY SHARE THAT WITH YOU?**

Oh yeah ... whether they want a large cooker or a small cooker ... but now most vans are all large ranges. Fixed or loose furniture. They always say the number of bedrooms first, and the size ... it's always twelve foot wide

**DO PURCHASERS ALREADY KNOW ABOUT THE TWO WIDTH OPTIONS?**

Oh yeah

**SO HAVE THEY USUALLY LOOKED AT VANS ELSEWHERE?**

Always. Especially here because you have got wholesalers and you've got a park next door which is also a showground

**HOW MANY DO YOU THINK THAT THEY HAVE SEEN BEFORE THEY COME TO YOU?**

Seven I would say

**AND HOW MANY PARKS WOULD THEY HAVE LOOKED AT?**



No more than four. We could sometimes be the first ... and then they come back

**ONCE THEY HAVE CHOSEN A VAN WHAT HAPPENS NEXT?**

I quite often have to put them on the waiting list for a suitable pitch

**DO THEY EVER REFUSE A SUITABLE PITCH IF ONE IS AVAILABLE?**

Yes

**SO THE PITCH IS QUITE IMPORTANT**

Oh yes ... I would say it's just as important as the van. They might want it near a play area, near the swings, or as far away from all of them as possible. If they want to come onto Sandy Glade, they sometimes will accept second best

**SO DO YOU THINK THAT IT IS THE PARK WHICH TAKES PRECEDENCE OVER ALL ELSE?**

Yes ... I'm absolutely positive

**WAS THAT THE CASE WITH ALL OF YOUR OTHER PARKS?**

Yes I think so ... but on some there was very little variety. Here there is a good deal of variety of pitches ... Lakeside was not as big as this, and they are all of the same size

**ONCE THEY MOVE ONTO THE PARK, DO THEY CONSIDER THEIR CARAVAN TO BE A PROPERTY?**

Most people class it as a holiday home ... their place by the sea

**AND DO THEY MENTION THE DEPRECIATION?**

Only when they come to sell it

**WHAT ABOUT WHEN THEY ARE BUYING THEIR CARAVAN?**

Very rarely do they say what would I get in a years time ... very very rarely ... not even worried

**HOW DO YOU VIEW OWNERS WHO HAVE BEEN HERE FOR A LONG TIME ... AS TOURISTS ... OR NOW AS LOCALS?**

They will always be tourists. Take last Sunday ... the traffic was queued from here to the motorway ... now if they were locals they would know the back way! And that's why they will always be tourists. They know so much ... but if you talk to them and say which part do you go to ... do you know they very rarely go to a part other than the one they always go to ...

**DO YOU MEAN THAT THEY ARE CREATURES OF HABIT?**

Yeah they are creatures of habit. If they go to the Red Cow at Brent Knowle ... they will go for the whole of ten years that they are here

**DON'T THEY EVER GO AWAY ON OTHER FORMS OF HOLIDAY?**

A lot don't go away on foreign holidays. I know people who are private owners who have never been to the Cotswolds which amazes me completely, but some of them do go away and come back to their caravan ... yes

**SO WHAT WOULD THE TYPICAL PATTERN OF VISITING THE PARK BE?**

I would say every other weekend after Easter ... for the weekends ... Friday night until Sunday night ... and that's a typical average owner

**AND IS THAT THE SAME FOR THE OTHER PARKS WHICH YOU HAVE HAD EXPERIENCE OF?**

Yes

**AND WHAT DO THEY DO WITH THEIR CARAVAN FOR THE REMAINDER OF THE WEEK?**

It's empty. And in the main six weeks we find that the lady and the children stop the whole six weeks, and the father or the partner comes down for the weekend

**AND IF THEY ARE RETIRED OR HAVE NO CHILDREN?**

Then they tend to be here for most of the time from Whitsun to the end of October, and very rarely go back home, and if they do they are back again within two days

**WHAT DO YOU THINK SPECIFICALLY APPEALS TO THEM ABOUT HAVING A STATIC CARAVAN?**

Because it's probably the only property that they can afford, and also it's nice where they live to tell people 'I've got a place down by the sea'

**WHY DO THEY LIKE TO SAY THAT?**

Because it makes them a little bit higher than the person that they are telling it to

**LIKE A STATUS ...**

Absolutely ... with out a shadow of a doubt ... and I play on that

**HOW CAN YOU BE SO SURE?**



Because I've played on it all of my life ... that's how I've sold so many caravans ... and they like, although not on this park because it's not permitted, where they can sub-let it they like putting their name and address in their local newsagents ... that we have a van and that ...

**HOW DO YOU KNOW?**

Because I studied them when I first started selling caravans ... and I still tell people today if they want to sub-let put it in your local newsagents

**SO OWNERS LIKE TO TELL PEOPLE THAT THEY HAVE A CARAVAN DO THEY?**

Oh yes and they boast about it ... it's a real status symbol

**WHAT ELSE DO YOU THINK APPEALS TO THEM?**

I think it's the fact that they can get up ... fill up the car ... with their kids ... and be away from it all for two days. The independence that it's theirs ... and the key's in their hand and they don't have to wait for it to be ready ... it's there

**ON PARKS WHERE IT'S PERMITTED DO YOU THINK THAT OWNERS GENERALL LIKE TO LET THEIR CARAVANS OUT?**

It has been dying ... sub-letting ... since the last twenty years. Before that they all sub-let ... everybody ... whichever park you was on ... because of the money coming in. Since then they don't like other people going in, because as the vans have got dearer ... more expensive to buy ... and they didn't want people messing them around. They don't like other people going into their domain ... because they don't want it interfered with by people that they don't know

**HOW DO YOU MEAN INTERFERRED?**

Damaged or used or anything. So it's a lot less now than it ever was ... years ago everybody sub-letted

**DO OWNERS LOOK AT THEIR CARAVAN AS AN INVESTMENT DO YOU THINK?**

I don't think that they look at it as an investment ... it's only an investment in their weekends off

**WHAT IS THE RANGE OF PRICES YOU COULD SELL AT?**

Nothing under twelve thousand pounds, mainly round about twenty ... that's about the average price, and the top end is forty

**AND WHAT IS YOUR USUAL MARK-UP WITHIN THAT ... OR THE MARGIN YOU EXPECT TO MAKE?**

I like to make twelve thousand pounds on a thirty thousand pound van ... but I wouldn't refuse the deal if it only made me eleven ... and at the lower end I expect to make about four thousand. The best I've ever done here is fifteen. I usually try to go for what I can ... whatever I think I can get away with

**AND HOW DO THEY DEPRECIATE?**

I just go on Glasses Guide ... less a little bit

**SO ON A NEW CARAVAN COSTING SAY THIRTY THOUSAND, HOW MUCH WOULD THAT LOOSE IN THE FIRST YEAR?**

Half of it

**WOULD ALL VANS HALF IN PRICE?**

Yes all of them

**AND WHAT ABOUT THE DEPRECIATION IN THE SECOND YEAR?**

No quite so much, but still a big bundle out of it. If it was thirty it would be fifteen ... and then the following year it would be eleven

**AND AFTER FIVE YEARS, WHAT WOULD THAT VAN BE WORTH?**

It would probably stop at five to seven years at the same ... probably seven thousand pounds for us to buy in ... and then we would resell it for what we could get for it

**AND AFTER TEN YEARS ... WHAT WOULD IT BE WORTH THEN?**

Most of them would be worthless. You wouldn't get anything from a dealer, and you wouldn't be able to sell it on the park

**DOES THE RATE OF DEPRECIATION VARY BETWEEN MANUFACTURERS?**

No really ... they used to, but not today they are all about the same

**OVER THE MANY YEARS YOU HAVE BEEN SELLING CARAVANS HAVE YOU SEEN ANY CHANGES OR TRENDS TAKING PLACE?**

The children of the private owners no longer buy caravans ... years ago they would always buy a van, usually on the park that his mum and dad were on ... but that doesn't happen anymore. Another trend is that purchasers like gimmicks in their vans ... but that puts the cost up ... like washing machines, microwaves, built-in dishwashers ...

**AND IN WHAT WAYS DID THE EARLY CARAVANS DIFFER?**

I first sold vans which had wood burners ... they all had wood burning stoves years ago. The average size was twenty-eight tens. They have got wider over the years ... and they



have got more sophisticated ... and the insulation doesn't fall to bits like it used to ... and in the olden days you used to get mice, but now I haven't seen a mouse in a caravan for donkeys years

**HOW DO YOU SEE THE FUTURE OF CARAVANS AND THEIR DEVELOPMENT?**

I don't think that the caravans will change so much, as they are pretty good now ... and I still think that you won't have the children buying them ... but you will always sell caravans. I also find here that a lot of people who had one twenty years ago are coming back ... they have had their going abroad ... and Easy-Jet ... and then they are coming back to a caravan ... they dislike the experience of air travel

**SO THEY HAVE HOLIDAYS WITH MUM AND DAD IN A CARAVAN, GO ABROAD FOR A WHILE, AND FINALLY RETURN TO BUY THEIR OWN CARAVAN?**

Yes ... and most people coming back to caravans will tell you that they are fed up with waiting for hours at airports ... and in their older years they can come down when they like, whenever they like ... I mean with an old age pensioner he can just go whenever it suits him

**SO THEREFORE DO YOU THINK THAT THE DEMAND WILL GROW?**

I think that there will eventually be more ... there are very few parks now that have a very big letting fleet. Remember when I started at Holimarine there was five hundred units and not a private owner in sight ... and now it's eighty percent private owners and a tiny little (letting) fleet ... and that will get smaller ... and a lot of the facilities are gone. They had a golf course, which is now all full of caravans. The flats that they built are gone, and are caravans ...

**DO OWNERS EVER COME BACK TO YOU AND SAY THAT THEIR PURCHASE HAS BEEN POOR VALUE?**

No. most of them on this park all full of praise ... and they think that they get their value out of it over the years

**SO NO MATTER WHAT THEY HAVE SPENT, THEY SEEM QUITE HAPPY?**

Quite happy

**ALL THOSE WHO WERE INVOLVED IN THE DECISION TO BUY?**

Well ... the man and the woman ... they don't involve their children, or any outside people either

**SO WHO TENDS TO MAKE THE DECISION TO BUY?**

The wife ... she tells you which van she would like ... and he tends to buy it

DOES HE EVER EXPRESS AN OPINION?

Oh yes ... yeah ... but generally the wife has the last say

AND FINALLY, DO YOU HAVE A 'WAITING LIST'?

Yes ... I just stick them up there and as soon as one comes up I will ring them

HOW MANY HAVE YOU GOT WAITING?

I suppose about twelve at any one time

AND WHAT ARE THEY WAITING FOR?

To see if somebody sells up ... normally for a particular plot, and then they worry about putting a van on it afterwards ... a plot or an area ... you know if they want the small orchard or the big one or that ...

THANK YOU SO MUCH FOR AGREEING TO BE INTERVIEWED AND ASSISTING WITH MY RESEARCH. I AM SURE THAT THIS INSIGHT OF YOUR EXPERIENCE OF STATIC CARAVAN PURCHASERS WILL BE MOST VALUABLE. MANY THANKS



**Interview: SE19**

**FIRST COULD YOU TELL ME A LITTLE BIT ABOUT YOUR EXPERIENCE WITH SALES ... WHERE YOU HAVE BEEN SELLING ... AND FOR HOW LONG**

I have been selling here for five years now, and sales be been on the steady rise ... I haven't sold on any other parks

**HOW MANY STATIC CARAVANS DURING THAT TIME DO YOU THINK YOU HAVE SOLD?**

Oh ... in the first year it was about thirty three ... then I did forty four ... and thirty eight ... and it was thirty three last year ... and thirty six so far this year ... so whatever that comes to

**WHAT TYPES OF CARAVAN HAVE YOU BEEN SELLING?**

Everything right across the board ... Willerby ... ABI ... Cosalt ... BK ... and we've just sold our first Swift, which is nice to have something different

**NEW OR SECOND HAND?**

I would say about sixty percent is new, and about forty percent is pre-owned

**DO THE SIZES VARY?**

Varying sizes ... yeah. They can be anything from about thirty by twelves, to thirty five by ten foots ... that seems to have dropped off a bit now ... hence that's why you have got to be a little bit careful with the bigger ones coming in. Most that sell through here at the moment are twelve foot wide, unless they are pre-owned. We've only got three in stock of the ten foot wides ... and they don't seem to be ... everyone seems to want that extra little bit of space ... which is fair enough

**AND HOW ABOUT THE PRICE RANGE?**

Price range for a pre-owned one start from eleven thousand nine hundred and ninety going all the way up to forty five thousand for a brand new one ... a Willerby Vogue ... obviously we don't sell so many Willerby Vogues ... that's the top end

**WHERE DO YOUR CUSTOMERS COME FROM?**

The main customer base is the South West ... Bristol area ... Bath and down ... and then we maybe have about ten percent from Birmingham. Obviously the City life ... people are trying to get away from that. We've got some from Brixham who buy to let ... Torquay ... there's quite a few from around the area but obviously the thing is Bristol ... Gloucestershire that's the main catchment area I find

**WHY DO YOU THINK THEY ARE CONCENTRATED FROM THAT AREA?**

Basically an hour and a half to two hours is what you should be looking at when you are purchasing a holiday home

**WHY IS THAT?**

Because I suppose that people want to be here on a Friday night and then go home on a Sunday night ... so it's within reason that they can go back within an hour and a half to two hours

**DO YOU EVER GET PEOPLE COME TO VIEW WHO ARE MUCH FURTHER AWAY THAT THAT?**

We've got some from Essex ... and some that's Blackburn ... that's the furthest

**AND WHAT WOULD THEIR TRAVEL TIME BE?**

Seven to eleven hours ... it would depend on the traffic

**IN ALL OTHER RESPECTS ARE THEY THE SAME AS ALL OF YOUR OTHER OWNERS ... OR DO THEY VARY IN ANY WAYS?**

Umm ... they vary in that they come from a big city ... but they are after the life of a fishing village ... and a nice area down in the South

**DO THEY USE THEIR CARAVAN AS MUCH?**

They don't use it as much ... but they use it obviously ... and maybe let it out a bit to make a little bit income

**DO THEY JUST VISIT FOR THE WEEKENDS AS THE TYPICAL OWNERS SEEM TO?**

They do it week by week if anything ... they stay for a week ... and then they go home for weeks and weeks and weeks ... and rent it out. They tend to stay for longer ... they will be the week bookings rather than a weekend booking ... that's my experience anyway

**HOW MANY OWNERS HAVE YOU LIKE THAT?**

Oh ... I think there's probably about seven or eight from London way as well ... Birmingham is probably about three and a half hours. People obviously try to get their travelling times right, and travel on a Friday night when the traffic dies down ... I think that's the key thing ... and I think that Blackburn's about seven hours ... so obviously the travelling time becomes a lot more

**DO YOU THINK THAT YOUR OWNERS ARE SIMILAR IN ANY WAYS?**

They're all different. I think that anyone that walks through the door ... everyone's an individual ... and the same with the owners. I could walk around every owner and say that they are individual in that way ... they just sub let ... they just come down for maybe the



school holidays ... some just use it for between three months of the year and they might come down a few weeks a year, a couple of months in the summer, and a couple of weeks at the end of the season to be honest

**SOME OWNERS SEEM TO THINK THAT THEY ARE A CARAVAN TYPE OF PERSON ... IS THERE SUCH A TYPE?**

I think that that has now gone out of the window ... there always was that type of owner ... and there still is those maybe twenty five percent of those customers that purchase on holiday parks ... so the twenty five percent is still there but I think there's seventy five percent that you're looking at young families who've got a good income and can obviously afford to come down and use it as a base ...

**WHY MAKES THE TWENTY FIVE PERCENT SIMILAR DO YOU THINK?**

Oh ... they have done the touring over the years ... they've been touring for so many years and then they've gone into the static holiday homes because they might be a little bit older. They are life orientated people really who have caravanned

**WHY DO YOU THINK THAT PEOPLE WANT SECOND HOMES?**

Ugh ... to buy a second home ... one is a base ... one is the area ... sorry one is the area and the second is a base ... and the third is the lifestyle ...

**WHY THIS LIFESTYLE AND NOT WHAT THEY'VE GOT AT HOME?**

It gives them something different to home life. I mean a lot of city people that I speak to mainly ... people like the Londoners that I speak to ... they can't let their kids go out in an evening, whereas here they can go down the club, it's a safe environment ... it's a different environment

**IS THAT WHAT THEY ARE LOOKING FOR WHEN THEY PURCHASE HERE?**

Yeah ... I would say so, it's obviously a different lifestyle ... they are looking for something different to their home life

**WHY PARTICULARLY A STATIC CARAVAN ... WHY DO THEY APPEAL TO THEM?**

Well the seaside is obviously a good ...

**BUT YOU COULD GET A COTTAGE OR A FLAT AT THE SEASIDE?**

Well I suppose it's price ... I mean in Devon and Cornwall now price wise it could be anything from a hundred and fifty to two hundred thousand for a nice cottage or an apartment so for thirty five thousand pounds they could get something that looks a lot better than an apartment or a cottage in the South West ... it's got all the mod cons of the double glazing and the central heating and they can use it nine months of the year and come and go

as they please, and have the holiday atmosphere and get away I suppose from a bit of normality

**WHEN YOU SAY NORMALITY ... YOU MEAN GETTING AWAY FROM WHAT EXACTLY?**

Umm ... I would say not the nine to five routine

**WHEN YOU SAY IT'S BETTER THAN AN APARTMENT ... WHY DO YOU SAY THAT?**

I think ... well I've spoke to people who have owned properties in Brixham and they've sold, I'm not saying just one of their properties to go and buy a caravan on here, they own properties down here and in Bristol ... basically they've sold a property to purchase a holiday home for about twenty three thousand pounds because they haven't got the nightlife in their cottage or their apartment ... so obviously when they come up to the holiday park they've got nightly entertainment, they've got bingo, they've got something for their little child ...

**AND THE CARAVAN ITSELF IS THAT BETTER?**

Yes I would say a lot of people are impressed ... they say to me ... their kitchen is better than their one at home ... and I hear that frequently ... that's one thing that I hear a lot

**DO THEY TELL YOU WHY IT'S BETTER?**

No they don't ... it's just something that they've not got at home I suppose. It just looks good on the eye sometimes. There's no different kind of fixtures and fittings to anything that you have fitted in your house ... a fitted kitchen nowadays can cost anything from ten to fifteen thousand pound, but for thirty thousand pound you could have a fitted kitchen in a brand new holiday home

**DO YOU THINK THEN THAT SOME OF YOUR STATIC CARAVAN OWNERS COULD AFFORD TO BUY A COTTAGE OR AN APARTMENT?**

Yeah I think some could. There's quite a group out there which has got quite a lot of money available I think ... but there's not that many of them

**SO WHY DO THEY BUY A CARAVAN?**

Those people buy it more for the entertainment ... for more of ... that they don't have to travel to go and get a drink ... I mean if you had an apartment in Brixham and you wanted to travel to a bar or something I suppose it would be five pounds in a taxi there, and back ... whereas this is convenient ... and then they've got a bit of entertainment there in an evening, and they can come and go as they please. They might just go and watch the entertainment to see something different ...

**WHAT ARE THE TYPICAL AGES OF OWNERS?**



I would say ... and I'm guessing the percentages here ... thirty to forty percent are at the stage of life where they have retired basically ... and have got their income from pensions and that ... so probably thirty to forty percent are probably retired ... then the rest are anything in between really ... from young owners from anything from late thirties I suppose ... yeah mid to late thirties

#### **DO MOST OWNERS HAVE CHILDREN?**

The majority do. Except for one family that I know which are probably in their mid thirties, and they come down just once a year and they rent it out. It's mainly young ... based around the children

#### **HOW DOES THE BUYING PROCESS GO EXACTLY ... CAN YOU RUN THROUGH ITS PROGRESSION?**

The process is ... well they enquire and we send out the information pack, either through the post or by e mail ... they respond back to me by asking questions ... then we fix a date and they will come down ... hopefully it's not too far, and they will come down ...

#### **WHAT DO THEY LOOK AT FIRST?**

We try to give them a sprinkling of what we are about ... obviously as a group ... then we take them around the park, and give them a sprinkling of a couple of caravans on pitches ... take them around the top end of the park and show them around, and show them the pitches as we talk obviously. Then we bring them down to the showground and show them around those ones ... and as we are talking I will gauge how much they've got to spend

#### **WHAT ELSE DO YOU NEED TO KNOW AT THAT STAGE?**

Obviously whether this is the lifestyle that they are looking for ... how much they have got to spend ... if this is suitable for them really. You don't try to pick people out but you don't want them to buy one for three weeks and then say oh really it's not for me

#### **SO THEY TEND TO VIEW THE CARAVANS ON OFFER AT THE END?**

We do it during the process as well

#### **HOW MANY DO YOU SHOW THEM?**

We can show them all of them ... or normally I show them a ten foot wide, a second hand twelve foot wide ... then when I get to the bottom at the showground I will show them a couple of new ones, or I'll say do you want me to open them all up. A lot of sales people like to go around with them and be in their ear ... but I give them the option to go with them or not ... some people don't like to be pestered. About five or ten percent of them I will just say if you need a hand ... and I will give them the map, or I'll show them around ... and that's how you do it

#### **TYPICALLY HOW MANY DO YOU SHOW THEM?**

Up to about seven I would say

AND HOW LONG DOES THE WHOLE PROCESS TAKE?

Normally if I show them the whole park it will take about two to two and half hours

AND THEN WHEN THEY MAKE THEIR DECISION WHO IS INVOLVED?

Again it can go on ... I have had owners where it takes years

TYPICALLY WHO WOULD BE DECIDING?

Normally the lady. The lady has the first and the last say ... I would say about ninety nine percent ...

AND HOW LONG WOULD A DECISION TO BUY NORMALLY TAKE?

Somewhere ... about fifty percent would give an instant answer ... and say yes or no ... and the other fifty percent could be anything from one day to two years ... three years. I mean have sold now to a gentleman that's took five years ... he's now bought two caravans on here at the same time, and hopefully his dad's going to buy one as well

HOW IS IT USUALLY FINANCED?

Mainly cash themselves ... through their business or themselves ... or money that they've been left ... Black Horse finance now is a bit of a dying breed

DO PURCHASERS EVER SAY THAT THEY HAVE REMORTGAGED THEIR HOUSE?

I've heard of it but don't encourage it

DO ANY LET OUT THEIR CARAVANS?

They do yeah

WHAT PROPORTION SUB LET?

I think about forty percent

THAT'S THROUGH THE PARK'S LETTING SERVICE?

Yeah

IF THAT WASN'T AVAILABLE DO YOU THINK OWNERS WOULD LET THEMSELVES?

No ... only a little minority. Some might not buy. The five or so percent wouldn't buy I don't think ... solely because they are looking at a little bit of income



**WHY IS THAT DO YOU THINK?**

I suppose to try and cover their costs ... and pay for the caravan

**IS IT BECAUSE THEY NEED A RATE OF RETURN TO COVER THE RUNNING COSTS ... OR WOULD YOU SAY IT'S BECAUSE THEY WANT A RETURN ON THEIR INVESTMENT?**

I suppose some people might be looking for a return ... some people think it's like a business to them ... isn't it ... and a couple of weeks themselves

**SO DO OWNERS OF STATIC CARAVANS LOOK UPON THEIR PURCHASES AS AN INVESTMENT?**

Urr ... I think some do ... obviously in how much revenue that they can get back sometimes ... more than what they pay out ... some do

**HOW MANY ARE THERE LIKE THAT?**

I would say there's about ten percent out there that do it ... that buy to rent and get revenue. Most look at it as quality time ... I think ... as an investment in their leisure time

**WHAT SORTS OF THINGS DO THEY DO WITH THEIR TIME WHEN THEY ARE STAYING HERE?**

It can be anything from fishing ... to golfing ... to going down to the harbour side ...

**HOW ABOUT THE RETIRED OWNER GROUP?**

They just potter around ... they might play golf. I do introduce maybe a few owners together who like playing golf ... introduce them ... and they might go and have a round of golf together. So it's a nice environment for them ... and they get friendships ...

**DO THE RETIRED OWNERS VISIT MORE OFTEN?**

Some ... it depends again upon their leisure time ... they've got their families. They do come down a little bit out of season when children are at school ... and then when the six weeks come up you won't see the retired couples so much ... you will see them on the odd occasion

**WHO COMES DOWN THEN?**

So obviously it's the young families ... their children and families come down

**DO THE RETIRED COUPLES WHEN THEY COME DOWN SPEND MORE OR LESS OR THE SAME AMOUNT OF TIME ON A VISIT?**

More time ... yeah they do yeah ... they've obviously got more time on their hands ... I mean every owner's different but you do see more retired couples in the week, which is good because you balance your business more with retired couples mid week and your young families at weekends ... and then they might go down back at weekends to see their young families

**PRESUMABLY SOME OWNERS TRADE-IN THEIR CARAVANS FOR NEWER MODELS?**

Yes they do frequently. We do have one or two who trade-in straight away

**WHY MIGHT THEY DO THAT?**

Down to obviously liking the park ... if they bought a pre-owned one and had a year on here basically ... they might say right we love the park, we like the environment and the quietness of it, and the nice area ... and they might say right this is for us and we want to upgrade now

**AND HOW ABOUT OTHER OWNERS WHO MIGHT HAVE BOUGHT A NEW CARAVAN ... WHY MIGHT THEY WISH TO UPGRADE?**

They might come into money I suppose ... or they might want that different lifestyle ... and sometimes it can be keeping up with the Jones' as well

**WHAT DOES THAT MEAN?**

It means ... ugh ... I suppose that if their next door neighbour's got a pitched roof and a pan tile roof and double glazing ... central heating ... sometime on little areas ... on little pockets of the park you will find that people will upgrade because sometimes their friend's got it ... or their next door neighbour's got it

**WHY DOES THAT MATTER?**

Ugh ... I think it's just the society that we live in today ... if someone's got a nice car it's the same with that ... it's a little bit of jealousy ... some people have got the money and they will say right we've lost a couple of thousand pound but we want to upgrade into that

**DO THEY EVER SEE A NEW CARAVAN ARRIVE AND BECAUSE IT'S SO NICE JUST HAVE TO HAVE IT?**

Yeah ... there's that as well. We've got a guy who uses his caravan maybe three times a year ... three weekends ... and he is a businessman in Bristol ... he came down one time about two years ago ... saw a caravan he desired ... he had seen it once ... and whatever it cost ... he wanted that caravan

**DO YOU THINK WHEN CUSTOMERS LOOK AROUND THE CARAVANS THEY CAN SOMETIMES INSTANTLY FALL IN LOVE WITH ONE ... CAN YOU RECOGNISE THIS IF IT HAPPENS?**



Yeah ... there is a whaw factor. They will walk into the Winchester ... basically it's the whaw factor of ... as much space as you can ... giving that impression of as much space ...

#### HOW DO PEOPLE REACT?

Ugh ... oh my goodness this is nicer than home ... or this is nicer than what we love in ... or I could really do with this down here ...

#### WHY DO THEY THINK IT IS SO NICE?

I think it's something different to what they have been into. A caravan a lot of people perceive as a little bit smaller, the toilet's a little bit cramped ... and now its coming to something ... the concept is completely different I think

#### DO OWNERS SHOW THEIR PRIDE OF OWNERSHIP IN ANY WAYS?

Yeah ... the owners like to keep pride in obviously their area ... some like to clean it off and wax their van ... some obviously have a few potted plants outside just to make it look more appealing ... I think a little bit of personalisation with some of them ... you know I mean there's a lot of different ... there's probably two hundred and forty owners on here and there's a lot of different things ... they can go as much as they want or as little as they want ... it depends what they want to do

#### DO YOU KNOW IF ANYONE WHO COMES IN TO LOOK AT CARAVANS ARE EVER PUT OFF BY THE DEPRECIATION AND GO OFF TO LOOK AT CONVENTIONAL PROPERTY?

Ugh ... we do speak to them as well. I don't think they understand sometimes ... you get about two percent who don't understand that they do depreciate ... sometimes you have to tell them

#### ARE THE CONVENTIONAL PROPERTY PEOPLE DIFFERENT IN ANY WAYS?

Ugh ... I spoke to one at the Manchester show back a few years ago ... he was on about selling his bungalow or property for a hundred and thirty thousand and buying a lodge for a hundred and twenty thousand ... and he was asking my advice ... it was a difficult one to explain really because bricks and mortar will go up in value ...

#### ARE PROPERTY PURCHASERS LESS LAID BACK THAN CARAVAN PURCHASERS?

Some are yeah ... they are different ... especially with their questions and their points. I think that they know what they want ... and they are sounding you out. You can't say it's going to go up in value

#### WHAT DO OWNERS SAY ABOUT THE RATE OF DEPRECIATION?

Some talk about it ... some don't. The two percent that talk about it probably ... I would say probably the majority of those two percent wouldn't buy anyway ... they should know that it's something that will not go up in value

ARE YOU SAYING SOME PEOPLE WHO COME HERE TO VIEW YOUR CARAVANS ARE NOT AWARE THAT STATIC CARAVANS DEPRECIATE?

Yeah ... that's correct ... it's crazy but it's true ... but you have to be honest and say that it won't go up in value

DO SOME POTENTIAL PURCHASERS DECIDE NOT TO BUY ONCE THEY KNOW THAT?

Oh yeah ... yeah definitely ... obviously they are going to lose money ... obviously once they have used it they will lose a large sum of money ... like a car ... but this is all about buying something in the leisure industry ... a holiday home ... and a lifestyle. You can buy abroad and you can't get there every week ... whereas this you can hopefully ... in this industry you can buy it for ten years ... and it's accessible every weekend ... that's the value you get

DO YOU GET OWNERS WHO BUY BECAUSE THEY HAVE GOT FED UP WITH TRAVELLING ABROAD ... THE AIRPORTS AND TIME THAT IT TAKES FOR EXAMPLE?

Yeah ... yeah we get that ... and ones with problems with their legs and obviously the travelling. People will say the flights are only fifty pounds now ... and that's a worry for holiday home sales generally ... but it's not actually fifty pounds ... it comes out more like two hundred and fifty pounds ... queuing for two and a half to three hours ... and it's paying fifty pounds for your car parking ... and by the time you are looking at it it can be five hundred pounds ... so this is a great alternative for people

WELL THANK YOU FOR AGREEING TO BE INTERVIEWED. DRAWING UPON YOUR EXPERIENCE LIKE THIS HAS BEEN MOST VALUABLE, AND I AM GRATEFUL TO YOU FOR SPARING ME SO MUCH OF YOUR TIME. MANY THANKS



**Interview: SE20**

**COULD YOU TELL ME A LITTLE BIT ABOUT YOUR EXPERIENCE OF SELLING CARAVANS ... THE VARIOUS LOCATIONS AT WHICH YOU HAVE WORKED ... AND HOW LONG YOU HAVE BEEN INVOLVED IN THE INDUSTRY**

My first experience of selling caravans was at Butlins ... round about nineteen eighty five. I wasn't directly involved but it was happening on the park. I was the bars manager. Then in nineteen ninety two I went to Haven ... oh Butlins was in Minehead, and Haven is at Devon Cliffs in Exmouth. There were twelve hundred owners and a hire fleet ... it was a very large holiday park ... as deputy general manager. Then in ninety four I went to Kent ... Whitstable ... where the client there was basically from Dartford ... completely different from Bristol ... of Devon Cliffs. Devon Cliffs were people with second homes who would come down for weekends and enjoy it and could afford it ... whereas the people in Kent and Whitstable were from Catford, Dartford, and the Old Kent Road, and their desire was to get out of London with their kids, and for their kids to be able to ride their bikes around Whitstable and play ... it was really different

**WERE THEY DIFFERENT IN CHARACTER?**

Oh yes. I mean the Londoners were very forceful. As a manager you had to put your foot down when there was bad news and say this is going to take three weeks ... they just wouldn't wait ... but you would have to tell them the truth ... have the row ... and then it was fine ... then it was OK (name) see you later, and that would be the end of it. So you know they were completely different. And then I did a couple of parks on the Isle of Sheppey where managers were being replaced etcetera, and I was dealing with owners there with similar characters to the ones at Whitstable ... from London ... of course they were very upset about things when another manager moved not for good reason so I had to soften them up a little bit with face to face meetings ... which were not easy ... quite painful ... but actually in the short and long term were the best thing to do ... give people ... listen to what they've got to say. And the caveat for me always was what I can't answer anyway I will answer in writing to you all within fourteen days ... which always appeased them anyway. I was in Kent for four ... four and a half years ... and then during the eclipse year nineteen ninety nine I came down to Brixham. Brixham again ... the ownership was different again, even from the fact that the people were purchasing caravans at South Bay and today ... they are still doing it ... don't have finance. The owners who come here tend to be able to afford to pay for these ... whether it's their pension fund or part of their business or anything else, very few of them have finance

**WHEREAS AROUND LONDON PURCHASES ARE COMMONLY FINANCED?**

Yes ... as much as seventy five percent of the deals were financed

**IS THAT STILL THE CASE NOW DO YOU THINK?**

Yes it is

**SO YOU ARE SAYING THAT THE VARIATIONS BETWEEN REGION ... PEOPLE'S BACKGROUNDS ... REFLECTS ON HOW THE PURCHASES ARE FINANCED?**



Yes

HOW MANY CARAVANS DO YOU THINK THAT YOU HAVE SOLD DURING YOUR CAREER?

Well over ... maybe ... well the ones for which I have been responsible ... two and a half thousand ... that would be a reasonable figure ... I've never really thought about it

WHAT SORT OF CARAVANS HAVE YOU BEEN SELLING THROUGH YOUR CAREER?

Oh ... in nineteen ninety two a twelve foot by thirty foot one was the thing to have. It was new on the market and we didn't have very many of them on the park. Since then twelve foot is almost the norm now ... so mostly twelve foots

WHAT SORT OF LENGTHS?

Thirty six ... thirty eight feet, and of course there is a maximum because you get pitch encroachment

SO ARE YOU SAYING THAT THE CARAVANS THAT YOU SELL ARE DEPENDANT ON THE TYPE OF PARK AND THE PITCHES WHICH ARE AVAILABLE?

Yes ... and the access to the park as well ... the road ... and the trees ... and also there is a problem with desirability because although we could possibly put four or five forty foot caravans on the park we will raise everybody else's desire for forty foot, so we have capped it at the moment ... it is only thirty eight foot ... and our excuse is that we can't get them up the road ... it's not strictly true but before we go to forty foot we need to find out exactly what the policy is going to be

WHAT ABOUT THEIR AGE ... ARE THEY ALL NEW?

The ones in Kent it was very good because the client ideally ... well we sold them second hand caravans ... because they were on finance it was easy to upgrade them the following year ... because people on finance don't often look at how much money they are paying back in full ... what they are looking at is how much they are paying monthly ... so we could increase the finance the following year ... put them into a new caravan if the desire was there, and as long as we could do the deal by extending the loan by two or three years we could keep the monthly payments the same ... and they would say yahoo lets have it!

SO YOUR EXPERIENCE HAS BEEN NOT ONLY NEW BUT A LOT OF SECOND HAND?

Yes second hand. Its was very clear that in Kent we were able to sell what was desirable for the company and easy to do the sale ... second hand ones and then move the people into the new ones. With the people who visit South Bay as owners more and more of them ... most of them ... want the new van. If you walk around the park there's lots of new vans, and



that's what they want to start with. In Kent sixty percent would start on a second hand caravan, whereas here we only sell ... well only twenty percent are second hand caravans, the rest are new

**AND THE PRICE RANGE FOR WHAT YOU HAVE SOLD?**

Ah ... from eleven up to the most expensive one would be forty six thousand pounds

**ON THIS CURRENT PARK, WHERE DO MOST OF YOUR OWNERS COME FROM?**

Um ... within an arc really of South Wales, Cardiff, Newport, Bristol, Gloucester, Cheltenham ... fairly strong in Swindon, and to Oxford, and then weakening off as you go back down to Portsmouth and Salisbury way, and then about three or four percent are the higher band Nottingham coming around to London and Kent

**WHAT ABOUT FURTHER SOUTH ... DO ANY OWNERS COME UP FROM CORNWALL?**

We have done, and I think we have made a conscious adjustment to it because we were selling some of the hire fleet off, and people come to visit here and ... you know ... it's a different client that wants a fourteen thousand pound caravan, and if we wanted to and we had enough fourteen thousand pound caravans we would fill up tomorrow ... but we are actually changing our own marketplace is my belief ... you don't really want these vans ... and also the salespeople change the way the park looks as well, because he's bought brand new vans, but when he's got second hand stuff he sell it first ... but we should look at the market we want to target

**DO YOU THINK CUSTOMERS ARE SIMILAR IN ANY RESPECT?**

I think that the majority of owners at South Bay are similar in as much they can afford to buy the caravans outright ... so they are ... I think there's a technical term for it ... they are C2's or something ... with their pensions and that, and they can afford to maintain it

**SOME OWNERS HAVE REFERRED TO THEMSELVES AS CARAVAN PEOPLE OR TYPES ... DO YOU THINK THAT THEY SHARE SOME SIMILARITIES?**

They do ... it's a phrase I've not really heard before ... I'm not sure ... I mean a lot of my owners ... I do see them ... but a lot I never see from the one year to the next, because they are semi-retired or they are in business ... have bought their caravan on the far side of the park ... they drive in, they come down, there's no telephones ... they will potter around with their potted plants and things and water them ... and say they have had a very relaxing weekend ... enjoy the weather ... enjoy the rain ... enjoy everything, and Sunday they go home ... and that's their thing, they don't let their caravans out ... so I wouldn't associate them with caravan people. I mean if you said to me describe a caravan person, I would describe someone who's got a car big enough to tow a caravan, and that's the difference

**WHY DO YOU THINK OWNERS COME FROM THE AREAS WHICH YOU HAVE JUST DESCRIBED ... IS IT BECAUSE YOU HAVE MARKETED WITHIN THOSE AREAS?**



Oh I think it's because people will have a desire for certain areas ... and it is the West Country ... but also I think I believe actually ... although I have been involved in caravan sales in Great Yarmouth as well ... people have this thing about being away from home ... and I think it's travelling time of an hour and a quarter to two hours. I just think it's an emotional thing that if you are going to have a second home or a place to go to, if it's five minutes away ...

DO YOU MEAN THERE'S A MINIMUM DISTANCE?

There's a minimum distance ... yes. It's important because they're going away. We are going away to our caravan in Bristol ...

SO THERE'S A MAXIMUM DISTANCE AND THERE'S A MINIMUM DISTANCE?

Yes I believe so

WHAT DO YOU THINK THAT IS?

I would say about an hour and a quarter, an hour and a quarter to two hours

SO ABOUT AN HOUR AND A QUARTER SO THAT PEOPLE FEEL THAT THEY HAVE 'BEEN AWAY' ... UP TO TWO HOURS SO THAT IT REMAINS ACCESSIBLE?

It is ... maybe three. We do discuss this with some new owners sometimes because we know that people have come from Scotland ... they love the place ... they come down for a holiday and they come in ... but they are not going to buy a caravan here, it's just completely impractical ... and I think that the rule of thumb to a certain extent is that people think well if I pick the kids up from school at half past three on a Friday what time can I be at my caravan ... and I think that any time after about seven o'clock from half past three is getting on to be too late for their travelling

HAVE OWNERS EVER SUGGESTED THAT THERE IS A MINIMUM DISTANCE ... I GUESS SOME PEOPLE COULD HAVE A NICE ENVIRONMENT NOT THAT FAR AWAY?

They have ... yes. I think that they just want to feel that they are *away* from their home ... and in conversations occasionally ... it's probably half joking ... but it's probably fact ... they will say that the family now are far enough away not to bother me for the weekend ... and I'm also close enough to get home quickly. And you will also speak to people who will say well I can get here in two and a half hours ... and they are in Birmingham ... and you can't get from Birmingham here on a Friday afternoon in two and a half hours ... you can at two o'clock in the morning

WHY DO YOU THINK THEY SAY THAT THEN?



In order to justify themselves ... because that makes more sense ... it's self justification. There's two things ... there's the huge investment getting a second home ... and if people try to justify it on cost and what they spend on it they can't

**WHY DO YOU THINK PEOPLE WANT TO HAVE A SECOND HOME?**

Well I think that for a lot of our owners it's a bit of a hobby, it's a bit of an interest for them, it forces them to ... lets go down to the caravan for the weekend ... and they are active and they go and do something. I think that's part of it. Then there's no doubt about it some of the grandparents enjoy having their grandchildren down here ... and it's also very clear and we have heard it time and time again, because I always say the wrong thing, you know I say well this is for you and the grandchildren ... and they say not at all ... this is just for us ... the kids have had everything, you wont see them here! So there's that reason to it. There is another reason for a minority of them I believe, that have a desire to own one, I'm not quite sure of the reason, but they can afford it and is reflected in some of the letters which we receive, and I feel that this significant minority, certainly five or six at South Bay, have actually bought into something for self importance. They've bought into having a social life and some status. (Name) is one for an example, her social skills are clearly not very good, but down here she is important to us, she is a customer, and our staff speak nicely to her and everything else ... and I think also when things are wrong, and she does come to see me quite frequently she feels that she is important

**DO YOU THINK THAT SHE FEELS IMPORTANT WHILST SHE IS ON THE PARK ... OR WHEN SHE RETURNS HOME KNOWING THAT SHE HAS A SECOND HOME?**

I think both. When she comes through the gates she feels important, and when she is at home she can speak to people and say oh when I was down I spoke to the manager. For example when she has come down with friends she makes a point of speaking to me and she will be a bit more demanding ... because she has got company with her

**ARE YOU SUGGESTING THAT SHE IS NOT THE ONLY ONE ... BUT THIS IS SOMETHING WHICH COMMONLY HAPPENS?**

Yes ... oh yes

**DO YOU THINK THAT SOME OWNERS MIGHT ADMIT THIS IF I RAISED IT WITH THEM?**

Oh no ... no

**WHY DO YOU THINK THAT?**

I am not sure why ... it's an emotional thing. It's probably in their psyche. If you tried to discuss it with them I think they would be horrified. It's my interpretation but I really do believe it



**WE CAN UNDERSTAND WHY OWNERS WHO COME FROM A POOR URBAN ENVIRONMENT WANT A SECOND HOME HERE ... BUT WHY WOULD THOSE WHO HAVE NICE HOUSES AND SURROUNDINGS WANT ONE?**

Yes ... eighty percent of our owners come from a comfortable background or live in nice parts of town ... again I just think it's desire and affordability ... and it's an extra thing ... a nice car ... a nice caravan ... nice home

**WHAT ... IT SORT OF COMPLETES THEIR LIFE?**

Yes ... because if you do the sums on how much it costs to own a caravan and their usage of it ... it's quite fantastic how much it costs them per day to use their caravan ... because most of our owners don't let to cover their costs ... and they may only use it for ... well they don't come down until after May or June, and after the August bank holiday we don't see them ... so it's for only three months ... three and a half months

**WHY THOUGH DO THEY SPECIFICALLY BUY A STATIC CARAVAN ... SOME SEEM TO BE ABLE TO AFFORD OTHER PROPERTY?**

Um ... I think there are reasons ... I think that they come on to the park and meet the manager and the salesman ... and I think they do understand ownership better ... whereas an apartment or holiday flat near the seaside where there is a management company dealing with things ... if you own an apartment and the roof goes you don't quite know how much a management company are going to charge you for it. So I think they feel a bit safer. It's a known package and they understand their purchase. Also I think their safety. When they walk around and they are given a tour of us they can see what's happened here ... and they have come from cities ... if it was a flat in Brixham they are not that confident that their street won't change in the next five years ... whereas they look around the park and it looks calm, it looks secure, it doesn't look like it is going to change very much from what they can visually see, and I think that that makes them feel a lot safer

**SO YOU ARE SAYING THAT THEY HAVE'NT GOT THE WORRY OF UPKEEP IS PART OF IT ... BUT ALSO AS THINGS MIGHT CHANGE AROUND THEM THEY HAVE'NT GOT THAT CONTROL WITH A CONVENTIONAL PROPERTY ... BUT HERE IT IS BEING CONTROLLED BY YOU**

Yes it is ... and to a certain extent although I am not sure if I would be able to pick out a caravan person as such, caravan owners are very like minded ... so they are joining a club of sorts although I don't think they are completely conscious of it ... but they are all like minded ... and I think what bears that out is that over the years how very few conflicts we get between neighbours ... and considering that they are more tightly packed here than they are in their lovely homes ...

**WHAT DO YOU MEAN BY THE TERM 'LIKE MINDED' EXACTLY?**

I think that economically they are similar types of people, and I think that they do have similar interests and although we have got all age groups across here ... you can put into groups ... we've got the retired and semi-retired at fifty five ... and then you've got another quite large group of families with mum and dad, thirty to forty two with children of five or



six ... but what we don't have are parents forty to fifty five years of age with teenage children ... that is a group that we don't get

**WHAT DO YOU THINK HAPPENS TO THAT GROUP THEN?**

Well they don't come here ... but they had been ... you know people come through the door, they will join us with kids who are five or six, and then five years later they will sell up because the kids then become twelve and thirteen

**WHERE DO THEY GO THEN?**

Well they sell up their caravans and just go back home ... their kids go out with their mates on the streets, and quite what the parents do I don't know

**THEY GO SOMEWHERE TO SPEND THEIR LEISURE TIME SURELY?**

They do ... yeah. I think that they change from having a quite expensive holiday home here where they are down every other weekend and most school holidays, to having a family holiday abroad in the sun once a year for a couple of years ... well until the kids are about sixteen

**YOU SUGGESTED EARLIER THAT OWNERS WERE IN SOME WAYS LIKE MINDED ... IS THIS SPECIFIC TO YOUR PARK ... OR IS THIS UNIVERSAL?**

Well the people in Whitstable were even more so ... alike. Yes ... different economic groups ... are like minded about a lot of things. The Londoners were very old fashioned, and on a Sunday afternoon there would be the piano in there, and all the kids would sing maybe it's because I'm a Londoner ... and the Old Kent ... and all the songs ... they love their heritage ... the British bulldog thing

**SO WHY ARE YOUR OWNERS BUYING CARAVANS AS SECOND HOMES ... WHY CARAVANS IN PARTICULAR?**

Well they do have a desire ... but I think that the cruncher is affordability. We raise their desire ... when we are doing the tour we will show them the swimming pool ... we will show them the club and all the bit and pieces ... the fact of the matter if there is a desire or an interest in the park ... but the truth of the matter is that they don't use the facilities ... although they don't hone in on it at the time because they spend their time picking their pitch, and they spend time picking their caravan, they don't hone in on it ... but that's exactly ... the bit that they don't hone in on is where they spend most of their time, and they are quite happy with it

**WHAT APPEALS ABOUT THE ACTUAL CARAVAN ITSELF DO YOU THINK?**

I think that half the people who buy a brand new caravan make a mistake in the one that they pick. I mean it's no different to buying a sofa. When people go into a shop and buy a sofa they sit on it ... but really what they should do is get a flask of tea and a newspaper, put their feet up on it or lie on it for an hour, because that's what sofas are for ... and with a



caravan they like it but it's not until they sit in it for a while and all of a sudden find out that the drawers don't ... oh that's not quite what I like ... or whatever

SO YOU ARE SUGGESTING THAT QUITE A NUMBER OF PEOPLE WILL BUY BECAUSE THEY ARE IMPULSIVE?

Yes

AND IF THEY REGRET IT ... WHAT HAPPENS THEN?

They do regret it ... but I don't think it's a bad regret ... they have a wish that it's OK ... with most of them it means they will upgrade and they will change

SO THAT COULD HAPPEN QUITE QUICKLY?

It could do yes. Most of them because they have been impulsive yes ... and then there is the rare person who comes onto the park and buys a second hand caravan knowing full well that if they don't like it after a year the ouch factor is going to be less than buying a brand new caravan ... and they also know ... and there are very few of them about ... but there are one or two of them ... that if they buy a second hand caravan and they like it they can actually then buy a brand new one and be financially better off ... because of the way the parks operate

BECAUSE AN UNREALISTIC TRADE-IN VALUE IS CARRIED OVER?

Yes the pricing of the part-ex ... the margins ... straight away. It's like someone going into Currys with an old vacuum cleaner, if you are doing a deal for goodness sake walk in with one ... get your forty quid off

IF THEIR CHOICE IS EMOTIVE, WHICH ARE THE FEATURES WHICH APPEAL SO MUCH?

It's just personal preference ... and it is the colour sometimes. I think that the designers or the draftsmen who draw them up ... it very similar to the cars, where any top of the range car sure as eggs are eggs within twelve months they will have added just a little bit more to the trim, just a little bit more to the name, and your top of the range brand new one looks dated. They are very good at doing it, and it does look dated, and it's the same with the caravans. Twelve months later just a touch here and a touch there ... they don't always get it right

HOW LONG DOES THIS CHOICE PROCESS USUALLY TAKE?

Um ... as far as I'm aware the people who actually end up buying ... I think that between sixty and seventy percent commit themselves on that day with a deposit ... and then another fifteen percent come back a year later ... it's all quite different ... and some go away ...

WHO IS INVOLVED IN THE DECISION?



I believe when there's partners ... whether they are retired or whatever age ... I do think it's the female ... and I think you will often hear throw away comments such as oh whatever she likes ... and if it keeps her happy ... maybe not as blunt as that, but they do say those things ... I don't think you ever hear well its' for him, and I want to make him happy or whatever

**DO ANY SUB-LET?**

They do ... yeah. I think that we've got about two hundred and twenty owners and probably sixty eight or seventy are on our letting scheme ... and sub let ... and on top of that we have got one owner who's got three vans and lets himself ... and he possibly helps one or two owners to do a bit of letting

**SO MOST OF THE OWNERS WHO ARE LETTING ARE DOING SO THROUGH THE IN-HOUSE SERVICE?**

Yes ... oh yes. Ninety seven percent I would think

**IF THAT SERVICE DID NOT EXIST DO YOU THINK THOSE OWNERS WOULD STILL BE SUB-LETTING?**

No. It's too hard a work for them. I think if it was as easy as perhaps people think it is a lot of them would be doing it anyway, because of the percentage that we take, it is a large chunk of their income

**SO HAS LETTING BY OWNERS THEMSELVES BECOME A RAREITY?**

It has ... because I think probably forty years ago people could be expected to turn up, find the caravan clean, use it for the week, and on your exit can you change the gas, fill the water bottle, clean it and leave the key under the door please ... that could have happened forty years ago ... but now people's expectations coming in I think are a lot more higher ... they want the contact ... and if the owners come from a long way away they couldn't dream of coming down or arranging a cleaner or getting a phone call

**WHY DO OWNER'S WISH TO LET THEIR CARAVANS?**

Affordability ... as in it's very necessary for them to justify and cover some of their annual costs. You've got to be quite careful because people talk about their money, and say they've got an investment

**SO OWNER'S USE THE WORD INVESTMENT DO THEY?**

Yeah

**WHAT DO THEY MEAN BY IT?**

We check ... we always question them ... if it's a financial investment then quite clearly their money would be better off in the bank ... there are no ifs or buts about it ... but some people think that and they look at the short ... if they are in it for the long haul then after



ten years having invested fifty thousand pounds, that fifty thousand pounds would have grown more had it been left in the bank, rather than with us letting ...

#### DO YOU EXPLAIN THAT IT IS AN INVESTMENT IN OTHER WAYS?

Yes ... in quality of their life ... coming down for weekends ... enjoying your grandchildren ... etcetera, etcetera. You know we've got about fifteen or twenty owners who are perfect for letting ... they don't want the park when it's busy

#### IS THAT A PARTICULAR AGE GROUP?

Ah ... fifty five ... fifty plus ... semi or retired. They are still some that go abroad, they can afford to ... and of course they come down when the park is quiet, and they leave their caravans to us when it's busy which absolutely maximises their income, because the eighty twenty rule comes in ... eighty percent of their income comes during twenty percent of our open period. So it's perfect for them, they really do get the best of both worlds ... the park's looking at it's best for May June and July, and September, and they're not here for the school holidays

#### WHAT ABOUT THE OWNER WITH THREE CARAVANS, IS THAT A BUSINESS?

Well (name) works very hard at it, and we've also got a Mrs (name) who has got three or four caravans which we let for her. I think in the short term it looks like she is getting income on her capital but ... over ten years probably not

#### DO OWNERS EVER MENTION DEPRECIATION WHEN THEY COME TO BUY?

They do yes ... I think more so now than they ever have done before

#### ARE ANY SURPRISED TO LEARN THAT CARAVANS DEPRECIATE?

Yes. The thing is that I think people often become concerned about the tenure of ten years ... and we don't sell a caravan to anybody on the basis that they are only going to own it for a few years. The best we can say to them is you know no one has a crystal ball but if you can't see more than three years that you want this caravan then it's not for you, because the touch factor with the depreciation will be pretty bad. We do explain that to them, and sometimes it's a stumbling block that they think that they can only have a caravan here for ten years ... but of course the other thing is this ... and we do know it ... and the whole industry knows it ... that second homes are only owned for between four and a half and six and a half years ... and we either upgrade them or they leave

#### WHY DO SOME UPGRADE?

Again it's affordability, and desirability. They've been on the park ... there might be an element where they've become friendly with somebody ... and you will see it sometimes ... where one will upgrade and bang, bang, bang within twelve months. If they are fairly close ... and they are down here ... and they function together ... and it's keep up with the Jones'



**WHAT DO YOU MEAN BANG, BANG, BANG?**

Oh sorry ... the four families will upgrade ... to keep up with each other

**WHY?**

Whether it's literally to keep up with each other ... they become friends and they've been here three or four years and Mrs Smith buys a lovely van and of course they've spent some time in there ... oh this is so nice

**DO THEY GET JEALOUS?**

There's got to be an element of jealousy ... envy ... keep up with the Jones'

**AND YOU HAVE SEEN THAT HAPPEN?**

I think so yes ... it's too obvious when we have our ...

**DO THEY ADMIT IT?**

No ... oh no. You see it when we have barbecues and things ... ones that we have sold to at our next barbecue or function it's their friends ...

**IS PRIDE INVOLVED?**

A little bit ... but I don't think it's a show off thing. I think they just wanted it ... they talked about it ... the desire has risen ... the affordability is OK ... so they've gone and had it

**DO YOU THINK THAT THERE'S STATUS ISSUE HERE ... THE ONE WHO'S GOT THE BEST VIEW OR WHATEVER ON THE PARK ... IS SLIGHTLY BETTER THAN OTHERS?**

I think a tiny bit. There was one here who used to work for (name) and he was very clear that he had the most expensive caravan on the park ... and he was very happy about it ... and it did give him a bit of kudos ... but the other aspect of it is that if someone upgrades, someone will come in and talk about upgrading to the same caravan ... you know in order to find out exactly how much they have paid! It's nothing more than nosiness really ... oh he's paid twenty thousand pounds. They do take an interest in each others vans ... yes they do ... and again it's desirability, and how practical double glazing and central heating is in a caravan

**I GUESS THERE ARE NEW INNOVATIONS OVER THOSE FOUR OR FIVE YEARS?**

Oh yes. To upgrade that's it. They are very good designers, and they are looking better all the time. Also with a caravan it's built into it ... after six years it will start to look its age ... the panels will start fading and the colours are not quite so sharp and crystal

**BUT YOU WERE SAYING SOME OF THEM AFTER THE FOUR TO SIX YEARS DON'T TRADE-IN?**

No they will come into see us and the children were ten when they bought it and they are sixteen now, and the kids don't want to come down here any more, and they've got to spend all this money

**AND THAT'S THE MOST COMMON REASON FOR LEAVING?**

Yes it is ... yes. I think that is the most common one we've come across

**SO GOING BACK TO WHAT YOU SAID EARLIER THE CHILDREN MIGHT BE A BIG PART OF THE REASON FOR OWNERSHIP, BUT DO NOT TAKE PART IN THE DECISION PROCESS ITSELF?**

Yes that's fair ... yes. The other aspect with the children is that it is quite clear that these parents are used to doing things with their children ... and spend a lot of time with them when they are growing up ... and the children are very happy to do that ... whereas the holidaymaker's children are often freer and more streetwise, and go off on their own a lot more. It's a life choice as well ... the parents who buy the caravans for the next five years wish to spend time with their children ... do things ... go crabbing ... do the shopping ... you know and they make the choice to stay home with the kids

**WHAT DOES THE OLDER GENERATION DO WHEN THEY VISIT?**

Well the older ones I believe either just come in on their own or have their grandchildren to visit, and to a certain extent ... I don't know whether this is true ... it is also the contact ... it gives their children the reason to visit them ... with their grandchildren ... it gives them an opportunity ... to take them on holiday ... and in this area you have got five top things. You've got Paignton Zoo, Blackpool Sands, you've got Dartmouth, you've got Torquay, the English Riviera, you've got Exeter and the museums, Plymouth with the aquarium, you've got the Eden Project which is just about within our step off distance ... and these are things that all these people do with their children or grandchildren

**SO THE CARAVAN PROVIDES GRANDPARENTS WITH THE OPPORTUNITY TO SHARE TIME WITH THEIR GRANDCHILDREN, WHICH THEY MIGHT NOT OTHERWISE GET?**

Yes ... and it becomes quality time with them and ... doing ... experiencing things ... which is growing up isn't it

**ARE GRANDPARENTS RELIVING THEIR CHILDHOOD EXPERIENCES?**

Yes partly ... that's one side of it ... but the other aspect I think is that grandfathers who are sixty five years of age still like swimming, and I think are still kids at heart, and I think when they have got their grandchildren with them they can go in the pool and they can splash and so on and enjoy being a silly so and so with the grandchildren, which he can't do if he's gone up for a swim on his own ... he can go crabbing ... it's all back to childhood ... we are all kids at heart



**DO YOU KNOW IF ANY OF YOUR OWNERS USED TO COME TO BRIXHAM WHEN THEY WERE YOUNGER?**

Yes I am aware of it ... yeah ... the thing is some can remember when the train came here ... or so they say ... in the sixties

**DO YOU KNOW IF OWNERS FEEL THAT THEIR PURCHASE HAS BEEN GOOD VALUE?**

I think that the majority think it's good value ... I would put it as high as eighty five percent. While they are using their caravan ... from when they buy it to when they leave ... I think they enjoy it and think it's good value ... because they have not done the sums yet until they decide to leave

**ARE YOU SUGGESTING THAT AFTERWARDS THEY MIGHT NOT SEE IT AS SUCH GOOD VALUE?**

I think that while they are here for four five or six years it's eighty five percent. After they've left I think it drops to about fifty five

**BECAUSE THEY THEN KNOW THE SUMS?**

Yes ... and I don't think it leaves too much of a sour taste because they sort of know that well if we had kept it for the ten years we would have got that much better value out of it

**ARE THEY AWARE THAT AFTER TEN YEARS THEIR CARAVAN IS VIRTUALLY WORTHLESS?**

I don't think so, no. Eighty percent of the people only own their caravans for four and a half to six years ... but a hundred percent of people don't buy it for four and a half years ... they buy it when they come through the door as how many years have I got on my caravan ... they are not investing that money for four years they really think that they are going to keep it for ten years. I don't think that anybody if they knew ... if they really knew that they were only going to keep it for four and a half or five years would buy one

**YOU REFERRED EARLIER TO THE ADVANCES IN CARAVANS ... WHAT THEY SHOULD BE CALLED AND SO ON. CAN YOU ELABORATE?**

When you think of a caravan my first thing is that people think of people on the motorway, driving around and everything else ... and of course these are supposed to be mobile homes and they are designated as such because they have a towing hitch and an axle which can be towed at five miles an hour maximum ... I mean they are so massive they are probably better thought of as prefabricated bungalows

**DO YOU THINK THAT THEY SHOULD STILL BE CALLED CARAVANS?**

Um ... I think probably yes. You know the industry tries to describe them as holiday homes for other reasons than what they actually are ... which makes them upmarket really ... like



Butlins don't want to be called a holiday camp any more ... perhaps we want to call them holiday homes because they are better than the term caravan ... but I think most of the owners talk about their caravans ... not their holiday homes

**DO YOU THINK THAT STATIC CARAVANS HAVE ADVANCED SO MUCH THAT THEY SHOULD BE CALLED SOMETHING ELSE?**

Um ... I don't think so ... I think they're fine as caravans ... but I think that the market and the people who build them should just be a little bit careful because you can go on selling twelve foot by thirty eight foot for ever ... they're quite big enough for what we want ... but even ourselves we've got a thirteen foot one on a park ... I just think that we can raise their desires in other ways and we can maintain it ... maintain the business. There's probably a bigger issue somewhere to do with caravans stroke holiday homes and housing, because we see people who come here that do want to live on the park, and see it as a cheaper form of housing ... and we have had one or two get past us and they've lived on the park for the nine months and then moved out ... and again the people who make the caravans and the people on the parks need to not cloud the issue for themselves ... and I think we should call them caravans and that they should stay as they are

**FINALLY WHAT DO YOU SEE AS THE CURRENT AND FUTURE TRENDS IN THE BUSINESS?**

No ... I can't identify any trends ... but I can identify how we are to target our market ... and although extreme sell if we want to all our hire fleet ... as we can get the customers just like that ... but they are different customers ... they are very easy to get hold of ... very easy to sell to ... are of an economic background who will probably be more problematic to us ... so there are trends that we can manage but I'm not sure that there are trends in general

**IF WE WERE SITTING HERE IN TWENTY YEARS TIME, WHAT DO YOU THINK WOULD HAVE CHANGED?**

Actually I've been in it for twelve years now ... no fifteen years ... and apart from the designs in the caravans and that they have got two foot wider ... the basic reasons for owners hasn't really changed very much ... it's desire and affordability ... and what more can we offer ... we can put jacuzzis in ... we can put a gym in ... we can put a cinema in ... it would do nothing more that justify us putting our rents up and it wont change the way that people are using their caravans a lot

**SO YOU FEEL STANDARDS HAVE CHANGED, BUT THE REASONS FOR OWNERSHIP HAVEN'T?**

No they haven't ... and in fact I don't think that the ownership in South Bay has changed very much in twelve years ... but I think that on some parks the ownership has been changed dramatically because companies have orchestrated how people spend their money

**ARE MORE PARKS SELLING THEIR LETTING FLEET OFF TO OWNERS THAN IN THE PAST?**



Yes I think so ... but it goes in waves ... even in the past nine years in Brixham alone, with the parks around us, on or two of them have attempted holiday home ownership and have come away from it very quickly

#### WHY HAVE THEY?

I think that to move into this market is a big step, and it is a different world. You know the benefits but it is a different industry, different disciplines, different management ... there's lots and lots to it, and we can see even ourselves how different our owner parks run. It's an industry where people can put their toe into the water and the rewards are immense but there is a lot of work to be done to get those rewards as well. I think that the one thing that will change, and will grow, is that we will see as you drive down from Bristol to Exeter and around Bovey Tracey and lots of others I think that we will see more ... I think that the holiday type will stay pretty much the same in the next twenty years ... but what we will see more of is residential holiday parks and mobile homes. That's what we will probably see more of

#### IF MORE AND MORE CARAVAN PARKS SELL OFF THEIR LETTING PITCHES TO OWNERS, DO YOU THINK THAT THE MARKET IS BIG ENOUGH TO FILL THAT SUPPLY?

I think that the holiday home ownership will continue to grow because there's plenty of room for someone to come into the market, or some of those already in the market if they wanted to, to actually start dropping the prices of holiday homes ... cutting our margins quite significantly

#### SO YOU THINK IT MIGHT BECOME MORE COMPETITIVE?

Yeah ... and the thing is whereas ... nineteen ninety two was a very bad year for the industry ... all around ... and the parks which had a similar ratio to what we've got, although it was an appalling year, the holidays didn't come in but all the owners on the first of January paid their rent ... and if they couldn't afford to pay their rent we could take the lean against their caravans ... so that's a good safety net ... there's a good mix ... I have always believed ... I'm quite clear in my mind that if you ... well it is a good mix ... in Kent the holiday park I was on was ninety nine percent breaking hire fleet which brought problems in because for certain weeks of the year we were absolutely empty ... nobody was on there ... so there was nobody there to keep the club going and everything else ... so the kind of two thirds to a third ratio that we have is a good one, and over a period of time it helps the business keep running through high and low and everything else ... and they compliment each other

WELL I WOULD LIKE TO THANK YOU FOR ANSWERING SO MANY OF MY QUESTIONS AND ASSISTING WITH MY RESEARCH. YOUR INSIGHT AND EXPERIENCE OF THE INDUSTRY HAS PROVEN EXTREMELY VALUABLE. THANK YOU VERY MUCH INDEED





# Appendix 4

## Framework Analysis Index

### **1 The Owner**

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| <b>1.3</b> | <b>Work</b>   | <b>1.6</b> | <b>Dogs/Pets</b>    | <b>1.9</b> | <b>Personal Needs</b> |

### **2 Experience**

- |            |                         |            |                                |            |                        |
|------------|-------------------------|------------|--------------------------------|------------|------------------------|
| <b>2.1</b> | <b>Touring</b>          | <b>2.4</b> | <b>Locality</b>                | <b>2.7</b> | <b>Owned Elsewhere</b> |
| <b>2.2</b> | <b>Caravans / Parks</b> | <b>2.5</b> | <b>Experience</b>              | <b>2.8</b> | <b>Upgrade</b>         |
| <b>2.3</b> | <b>Tenting</b>          | <b>2.6</b> | <b>B&amp;B / Hotel / Other</b> |            |                        |

### **3 Caravan Appeal / Reasons**

- |            |                         |             |                        |             |                            |
|------------|-------------------------|-------------|------------------------|-------------|----------------------------|
| <b>3.1</b> | <b>Compact</b>          | <b>3.6</b>  | <b>Tidy</b>            | <b>3.11</b> | <b>Dislike Foreign Hol</b> |
| <b>3.2</b> | <b>Spaciousness</b>     | <b>3.7</b>  | <b>Stairs</b>          | <b>3.12</b> | <b>Freedom</b>             |
| <b>3.3</b> | <b>Wow</b>              | <b>3.8</b>  | <b>Contrast</b>        | <b>3.13</b> | <b>Equipment</b>           |
| <b>3.4</b> | <b>Comfort / Layout</b> | <b>3.9</b>  | <b>All Needed</b>      | <b>3.14</b> | <b>Novelty</b>             |
| <b>3.5</b> | <b>Light</b>            | <b>3.10</b> | <b>Better Expected</b> | <b>3.15</b> | <b>Adventure</b>           |

### **4 Need / Reasons for Second Home**

- |            |                        |            |                |            |                |
|------------|------------------------|------------|----------------|------------|----------------|
| <b>4.1</b> | <b>Escape</b>          | <b>4.4</b> | <b>Speed</b>   | <b>4.7</b> | <b>Holiday</b> |
| <b>4.2</b> | <b>Change</b>          | <b>4.5</b> | <b>Break</b>   | <b>4.8</b> | <b>Nature</b>  |
| <b>4.3</b> | <b>Peace / Traffic</b> | <b>4.6</b> | <b>Environ</b> | <b>4.9</b> | <b>Routine</b> |

### **5 Uses & Activities**

- |            |                       |            |                    |            |                      |
|------------|-----------------------|------------|--------------------|------------|----------------------|
| <b>5.1</b> | <b>Daytrips</b>       | <b>5.4</b> | <b>Work / Jobs</b> | <b>5.7</b> | <b>Beach / Coast</b> |
| <b>5.2</b> | <b>Length of Stay</b> | <b>5.5</b> | <b>Family</b>      | <b>5.8</b> | <b>Let / Not</b>     |
| <b>5.3</b> | <b>Regularity</b>     | <b>5.6</b> | <b>Activities</b>  | <b>5.9</b> | <b>Privacy</b>       |

## **6 Influences & Decision Process**

- |            |                 |            |              |             |                  |
|------------|-----------------|------------|--------------|-------------|------------------|
| <b>6.1</b> | Travel Distance | <b>6.5</b> | Park         | <b>6.9</b>  | Decision         |
| <b>6.2</b> | Price / Budget  | <b>6.6</b> | Pitch / Plot | <b>6.10</b> | Ease of Use      |
| <b>6.3</b> | Must be Caravan | <b>6.7</b> | Lifestage    | <b>6.11</b> | Facilities       |
| <b>6.4</b> | Locality        | <b>6.8</b> | Family Local | <b>6.12</b> | Plot Restriction |

## **7 Relationships**

- |            |                      |            |       |
|------------|----------------------|------------|-------|
| <b>7.1</b> | Friends / Neighbours | <b>7.3</b> | Area  |
| <b>7.2</b> | Holidaymakers        | <b>7.4</b> | Staff |

## **8 Value**

- |            |                       |            |                 |            |                  |
|------------|-----------------------|------------|-----------------|------------|------------------|
| <b>8.1</b> | Price Paid            | <b>8.3</b> | Perceived Value | <b>8.5</b> | Hol Value / Time |
| <b>8.2</b> | Depreciation / Invest | <b>8.4</b> | Do Same Again   | <b>8.6</b> | Run Cost / Ease  |

## **9 Perceptions & Comparisons**

- |            |                   |            |                  |            |                  |
|------------|-------------------|------------|------------------|------------|------------------|
| <b>9.1</b> | Local or Tourist  | <b>9.4</b> | Lifespan         | <b>9.7</b> | Better than Home |
| <b>9.2</b> | Pride             | <b>9.5</b> | Home from Home   | <b>9.8</b> | Easier Life      |
| <b>9.3</b> | Property or Other | <b>9.6</b> | Contrast to Home | <b>9.9</b> | Control          |

## **10 Home**

- |             |              |             |            |
|-------------|--------------|-------------|------------|
| <b>10.1</b> | Appreciation | <b>10.3</b> | Reluctance |
| <b>10.2</b> | Returning    | <b>10.4</b> | Comparison |

## **11 Caravan & Other Issues**

- |             |                   |             |        |             |              |
|-------------|-------------------|-------------|--------|-------------|--------------|
| <b>11.1</b> | Size              | <b>11.3</b> | Models | <b>11.5</b> | Shortcomings |
| <b>11.2</b> | New / Second Hand | <b>11.4</b> | Cost   | <b>11.6</b> | Tenure       |



# Appendix 5

## CARAVAN SECOND HOMES



### YOUR EXPERIENCE

How many static caravans have you owned? (including current)

In what year did you buy your first static caravan?

Have you ever owned or rented a touring caravan? No  Yes

**Before your first caravan purchase had you or your partner ever stayed in a . . .**

Static Caravan	<input type="checkbox"/>	as adult	<input type="checkbox"/>	as child	<input type="checkbox"/>
Touring Caravan	<input type="checkbox"/>	as adult	<input type="checkbox"/>	as child	<input type="checkbox"/>

(tick any which apply) Tent  as adult  as child

**Before your purchase had you or you partner ever visited or stayed in the same area as your static caravan**

No	<input type="checkbox"/>
Yes	<input type="checkbox"/> as adult <input type="checkbox"/> as child <input type="checkbox"/>

### YOUR STATIC CARAVAN

Approximately how far do you live from your static caravan?  (number of miles)

What is the average time taken to travel to your static caravan?  (number of miles)

How many years have you owned your current static caravan?  (number of miles)

How much did you pay (excluding any trade-in) £

How was it financed? Cash  Loan  Caravan Finance  Re-Mortgage

Was it new or a used model? New  Used

What is its width 10 foot  12 foot

The number of bedrooms?

**THE USE OF YOUR STATIC CARAVAN**

How **often** do you usually visit? every  (number of weeks)

How **many** nights do you usually stay per visit?  (number of nights)

How **many** usually occupy your static caravan?  (number of people)

Do you ever let it out for income? No  Average annual income  
 Yes  £

During school holidays do you stay at your static caravan . . .  
 (select one) More   
 Less   
 About the same

Do you take regular holidays elsewhere? No  Yes

Were you accustomed to taking regular holidays before you purchased your static caravan? No  Yes

Did the holiday location usually vary? No  Yes

Which of these activities do you partake in on a **regular** basis when visiting your static caravan?  
 (tick any which apply)

Playing golf	<input type="checkbox"/>
Cycling	<input type="checkbox"/>
Reading	<input type="checkbox"/>
Fishing	<input type="checkbox"/>
Walking	<input type="checkbox"/>
Sit out and relax	<input type="checkbox"/>
Touring/visit other resorts	<input type="checkbox"/>
Swimming	<input type="checkbox"/>
Play cards or board games	<input type="checkbox"/>
Watching television	<input type="checkbox"/>
Entertaining people	<input type="checkbox"/>
Barbecuing	<input type="checkbox"/>
Shop for major purchases	<input type="checkbox"/>
Eating out	<input type="checkbox"/>
Stay in for peace and quiet	<input type="checkbox"/>

To what extent do you consider that you have **personalised** your caravan  
 (select one) To no extent   
 To a small extent   
 To a great extent

Compared to your life at home how would you rate your life at your static caravan?  
 (select one) Far better  Better  Same  Worse



**THE DECISION TO BUY YOUR FIRST STATIC CARAVAN**

Did you consider buying in other regions? No  Yes

Was your mind set on a caravan? No  Yes

Could you have bought any other type of second home? No  Yes

If you were able to buy another form of second home would you have still bought a caravan? No  Yes

Did you consider your purchase to be a form of financial investment? No  Yes

Did you consider your purchase to be an investment in the quality of life it provides? No  Yes

How long had you been considering whether to buy some form of second home?  (number of months)

Once decided, how long did the search & choice take for your first static caravan?  (number of days)

Who took part in the decision to buy a second home?  
(tick any which apply)

- Myself
- My partner
- Our children
- Our parents


Who played the greatest role in your household selecting what you purchased?  
(select one)

- The Female
- The Male
- The Children


Who was likely to benefit from the use of your purchase?  
(tick any which apply)

- Myself
- My partner
- Our children
- Our parents
- Our grandchildren


Please place your decision in the order in which it took place

Mark each in the order they each took place 1st, 2nd, 3rd etc

- Choice of pitch
- Choice of caravan
- Choice of park
- Choice of location

**Please rank the importance of each of the following to your overall decision**

*Mark 1st against most important  
2nd against next most, etc*

- The pitch
- The park
- The caravan
- Park owner/manager
- The location

**How important to your decision to buy were these park facilities**

- Indoor heated swimming pool
- Licensed club
- Entertainment
- Shop
- Catering outlet
- Near sea/beach
- Park layout/landscaping

Very	A little	Not at all
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**When buying your static caravan how many years did you expect to be keeping it for**  (number of years)

**At the end of this time do you expect to:** Leave the park  Upgrade/re-purchase   
(select one)

**THE REASONS FOR YOUR PURCHASE**

**To what extent do you agree or disagree with these as reasons for you having a second home?**

**To provide an alternative to foreign holidays**

**To escape an urban life and environment**

**To provide healthier living**

**To provide a break from everyday routine**

**To be closer to the sea and countryside**

**To offer change and contrast to home**

**To provide a break from work and domestic chores**

**To provide a better quality of life**

**To be able to spend time with the family**

**For relaxation**

**An alternative to towing caravans**

Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



**To what extent are these reasons for buying a static caravan?**

**Its affordability**

**The freedom it provides**

**It connects easily with outdoor life**

**It provides a ready made home to my own specification**

**The facilities which are available at the holiday park**

**The community of owners it provides**

**A caravan allowed me my preferred location**

**Its ease of upkeep**

Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**YOU AS A CONSUMER**

**Here are a number of characteristics which may or may not apply to you. Please indicate next to each statement the extent to which you agree or disagree with that statement**

**I SEE MYSELF AS . . .**

**Extroverted, enthusiastic**

**Critical, quarrelsome**

**Dependable, self-disciplined**

**Anxious, easily upset**

**Open to new experiences, exploring, curious**

**Reserved, quiet**

**Sympathetic, warm**

**Disorganised, careless**

**Calm, emotionally stable**

**Conventional, like routine**

Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## HOW DO YOU FEEL ABOUT YOUR PURCHASE

Do you regret having purchased a static caravan as a second home? No  Yes

With experience, given your time again, would your purchase be. . .  
(tick any which apply)

Unlikely   
Exactly the same   
Taken earlier in life   
For a better specification   
For a wider caravan   
For a brick & mortar property

Do you consider that your static caravan has provided good value? No  Yes

To what extent do you agree or disagree that your static caravan has provided these forms of value?

**Cheap holidays**

**Novelty in its design and way of life it provides**

**Healthy lifestyle compared to home**

**Provider of income**

**Prestige and a degree of status**

**Contrast to life at home**

**A lifestyle investment**

**Providing family togetherness**

	Agree strongly	Agree moderately	Agree a little	Neith agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
Cheap holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Novelty in its design and way of life it provides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthy lifestyle compared to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provider of income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prestige and a degree of status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contrast to life at home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A lifestyle investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing family togetherness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To what extent do you agree or disagree that these are major shortcomings of your static caravan . . .

**The fact it depreciates rather that appreciates in value**

**The speed of its depreciation**

**Its 10 year or so limited tenure**

**The seasonal occupancy restriction**

**Its size**

**The Purchase Price**

**The running cost and upkeep**

	Agree strongly	Agree moderately	Agree a little	Neith agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
The fact it depreciates rather that appreciates in value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The speed of its depreciation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its 10 year or so limited tenure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The seasonal occupancy restriction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Purchase Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The running cost and upkeep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



To what extent do you agree or disagree that these are major attributes of your static caravan . . .

- Nearness to home, convenience, and ease of use
- No stairs to climb, being all on one level
- The fun it provides and satisfaction from use
- The quality of the caravan accommodation
- Its beauty, aesthetics, functionality, design and layout
- The status owning a second home provides
- Its ethical value of not taking up local housing
- The impression it makes on others

	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**YOUR OPINIONS**

To what extent do you agree or disagree with these statements? . . .

- The enjoyment of repeatedly returning to the same second home location is likely to wear off
- Static caravans have become so advanced that they should now be called something else
- The static caravan lifestyle is not as good as other types of second home
- The time I spend within my static caravan is more valuable to me than the time spent at home
- Caravan owners tend to be creatures of habit and don't seek change or adventure
- It seems to be easier living in a static caravan compared to home
- Because of limited space people lead a tidier life in a static caravan compared to home

	Agree strongly	Agree moderately	Agree a little	Neither agree or disagree	Disagree a little	Disagree moderately	Disagree strongly
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If occupancy restrictions were lifted for caravan parks would you (select one)

- Spend more time at your static caravan
- Wish to make it your principal home
- Find that it makes very little difference

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

**YOU AND YOUR HOUSEHOLD**

Please indicate your gender Male  Female

Your age  (in years)

The approximate ages of all others living in your household

(in years)  (in years)  (in years)

(in years)  (in years)  (in years)

Have you/your partner retired? Yes  No

Which best describes the occupation of the principal wage earner in your household (before retirement) (select one)

- Traditional occupation (for example labourer, packer, cleaner, storeman, farm worker)
- Process, plant and machine operative (for example factory operative, manufacture, assembly)
- Sales and customer service (for example retail assistant, cashier, call centre, check-out operator)
- Personal and service occupation (for example hairdresser, travel agent, lorry driver, care assistant)
- Skilled trade (for example printer, mechanic, carpenter, roofer, welder, electrical, plumbing)
- Administrative or secretarial (for example office worker, civil service, finance)
- Semi-professional and technical (for example engineering, design, nursing)
- Professional (for example teacher, lawyer, accountant, chemist, bank manager, doctor)
- Manager or senior official (for example director, company manager, production manager, sales manager)

What was your annual household income at the time of your current static caravan purchase?

(select one)

Less than £15,000	<input type="checkbox"/>	£15,000 - £25,000	<input type="checkbox"/>
£25,000 - £35,000	<input type="checkbox"/>	£35,000 - £45,000	<input type="checkbox"/>
£45,000 - 55,000	<input type="checkbox"/>	More than £55,000	<input type="checkbox"/>

What is the Post Code of your main residence?

Name of the nearest Town/City to where you live

Which best describes your home environment (select one)

- Predominantly built-up urban environment (city/large town)
- Partially built-up urban environment (small town)
- Village environment
- Open countryside

**THANK YOU FOR YOUR TIME AND EFFORT IN COMPLETING THIS QUESTIONNAIRE AND ASSISTING WITH THE RESEARCH**



# Appendix 6

Frame of question	Theory & Concepts	Sources
<p><b><u>Pre-Interview</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Purpose &amp; objectives</li> <li>• Authority to record</li> <li>• Explanation of ethics &amp; confidentiality</li> </ul>		
<p><b>Tell me a little bit about yourself, what you do and where you live?</b></p> <p><b>How long have you been an owner?</b></p>	<p><i>Life stage</i></p>	<p><i>(Williams, King &amp; Warnes, 2004: 110; Godby &amp; Bevans, 1987: 18)</i></p>
<p><b>How long does it usually take you to travel here?</b></p>	<p><i>Minimum distance</i>      <i>psychological</i></p>	<p><i>(Jaakson, 1986: 387; Cohen, 2004: 28)</i></p>
<p><b>In what ways does this environment differ from that at home?</b></p> <p><b>Are there any differences in the ways you spend your time here and home?</b></p> <p><b>Has ownership changed your life in any ways?</b></p>	<p><i>Inversion</i></p> <p><i>Reaction to urban life, and quality of living</i></p> <p><i>Escape</i></p> <p><i>Centre of life</i></p> <p><i>Control over life</i></p> <p><i>Quality of life</i></p>	<p><i>(Chaplin, 1999: 51; Jaakson, 1986: 376)</i></p> <p><i>(Williams, King &amp; Warnes, 2004: 97; Eldred, 2002: 29; Muller, 2002: 430)</i></p> <p><i>(Quinn, 2004: 113; Haldrup, 2004: 435; Chaplin, 1999: 43; Bielckus, 1972: 11)</i></p> <p><i>(Hall &amp; Muller, 2004: 12; Muller, 2002: 427; Chaplin, 1999: 51; Kaltenborn, 1998: 123; Jaakson, 1986: 379)</i></p> <p><i>(Chaplin, 1999: 44; Rejnls, 1998: 85)</i></p> <p><i>(Williams, King &amp; Warnes, 2004: 97; Eldred, 2002: 29; Muller, 2002: 430)</i></p>

Frame of question	Theory & Concepts	Sources
<p><b>Why this particular location?</b></p> <p><b>Don't you get bored coming back to the same property and location?</b></p> <p><b>How well do you know the area?</b></p> <p><b>Do you ever crave a change of surroundings, or to explore fresh destinations?</b></p> <p><b>Had you any previous experience of caravans or holiday parks?</b></p> <p><b>Do you have holidays or breaks elsewhere?</b></p>	<p><i>Place attachment and identity</i></p> <p><i>Marginal and minimal tourist</i></p> <p><i>Dependable or venturer typologies</i></p>	<p>(Haldrup, 2004: 444; Aronsson, 2004: 86; Jansson &amp; Muller, 2004: 269; Quinn, 2004: 125; Kaltenborn &amp; Bjerke, 2002: 393; Williams &amp; Kaltenborn, 1999: 227; Hogg &amp; Vaughan, 1995: 136; Jaakson, 1986: 380, 378)</p> <p>(Cohen, 2004: 28; Jaakson, 1986: 387)</p> <p>(Plogg, 2001: 15; Haldrup, 2004: 436; Lofgren, 1999: 9)</p>
<p><b>Why did you decide to buy a second home?</b></p> <p><b>What purpose did you think that it would serve?</b></p> <p><b>What do you enjoy doing whilst you are here?</b></p> <p><b>Do you ever let it out?</b></p> <p><b>Does anyone else use the property?</b></p>	<p><i>Purchase objectives (leisure, holidays, retirement, rental income, escape)</i></p> <p><i>Return to nature</i></p> <p><i>Retirement and future</i></p> <p><i>Leisure interests</i></p> <p><i>Rental income</i></p>	<p>(Godbey &amp; Bevans, 1987: 18; Suiter, 1999: 1; Clout, 1977: 57; Robertson, 1977: 134; Coppock, 1977: 9; Henshall, 1977: 76)</p> <p>(Quinn, 2004: 124; Jaakson, 1986: 377; Wolfe, 1977: 22, 29)</p> <p>(Ward, 2005: 1; Dijst, Lanzendorf, Barendregt &amp; Smit, 2005: 145; Williams, King &amp; Warnes, 2004: 103; Muller, 2002: 426; Henshall, 1977: 75; Robertson, 1977: 133)</p> <p>(Suiter, 1999: 1; Coppock, 1977: 9; Henshall, 1977: 76)</p> <p>(Robertson, 1977: 134)</p>
<p><b>How regularly do you get to use it?</b></p>	<p><i>Regularity of visit</i></p>	<p>(Jaakson, 1986: 387; Cohen, 2004: 28)</p>
<p><b>Do you have to maintain the property?</b></p> <p><b>What sort of things do you have to do?</b></p> <p><b>Isn't this hard work?</b></p> <p><b>Aren't the responsibilities of ownership a burden?</b></p>	<p><i>Property responsibilities</i></p> <p><i>Work as recreation</i></p>	<p>(Muller, 2002: 428)</p> <p>(Chaplin, 1999: 47; Cohen &amp; Taylor, 1992; Jaakson, 1986: 382; Robertson, 1977: 134)</p>



Frame of question	Theory & Concepts	Sources
<p><b>Do your closest friends know that you own a second home?</b></p> <p><b>What do they feel about it?</b></p> <p><b>Does ownership provide you with a sense of pride?</b></p> <p><b>Is there rivalry between owners?</b></p> <p><b>Have you made friends here?</b></p> <p><b>Tell me about them?</b></p> <p><b>Do you consider that you are an individual owner, or part of a community?</b></p> <p><b>How do you compare to other owners?</b></p>	<p><i>Status</i></p> <p><i>Theory of reasoned action</i></p> <p><i>Symbolic Self</i></p> <p><i>Symbolic Project of Self</i></p> <p><i>Theory of Intergroup behaviour</i></p> <p><i>Status consumption</i></p> <p><i>Social and economic relationships</i></p> <p><i>Minimum Group Theory</i></p> <p><i>Identity by attributes</i></p>	<p>(Hall &amp; Muller, 2004: 14; Muller, 2002: 429; Jaakson, 1986: 383; Wolfe, 1977: 30)</p> <p>(Ajzen &amp; Fishbein, 1980: 8)</p> <p>(Belk, 1988: 140; Mead, 1962: 135)</p> <p>(Elliott &amp; Wattanasuwan, 1998: 132)</p> <p>(Billig &amp; Tajfel, 1973: 49)</p> <p>(Flynn, 1999: 41; Belk, 1988: 144; Bourdieu, 1984: 260)</p> <p>(Muller, Hall &amp; Keen, 2004: 15; Jaakson, 1986: 378)</p> <p>(Turner, 1981: 100)</p> <p>(Csikszentmihalyi &amp; Rochberg-Halton, 1981: 144)</p>
<p><b>Do you now consider yourself to be a local or a tourist?</b></p>	<p><i>Perception of ownership</i></p>	<p>(Haldrup, 2004: 436; Aronsson, 2004; Muller, 2002: 429; Plogg, 2001: 15; Lofgren, 1999: 9; Jaakson, 1986: 368, 385, 388; Gradburn, 1986: 20)</p>
<p><b>Why did you particularly choose a caravan second home?</b></p> <p><b>What were your requirements, and what appealed to you the most?</b></p> <p><b>Was it always going to be a caravan?</b></p> <p><b>Had you considered other types of property?</b></p> <p><b>What is it that you like about caravans?</b></p> <p><b>Describe the events and your thoughts leading up to your purchase</b></p>	<p><i>Theory of buyer behaviour</i></p> <p><i>Rational choice theory</i></p> <p><i>Expectancy value theory</i></p> <p><i>Means end chain theory</i></p> <p><i>Hierarchy of needs</i></p> <p><i>Stimulus response model</i></p> <p><i>Lancastrian consumer theory</i></p> <p><i>Norm activation theory</i></p> <p><i>Theory of cognitive dissonance</i></p>	<p>(Howard &amp; Sheth, 1969: 30)</p> <p>(Blackwell, Miniard &amp; Engel, 2001: 71; Simon, 1957: 256)</p> <p>(Milton Rokeach, 1979)</p> <p>(Maslow, 1970: 42)</p> <p>(Chisnall, 1985: 163)</p> <p>(Lancaster, 1971: 21)</p> <p>(Schwartz, 1977: 221)</p> <p>(Festinger, 1957: 31)</p>

Frame of question	Theory & Concepts	Sources
<p>What particular features of the caravan life-style appeal to you?</p> <p>What would you change?</p> <p>Once you became an owner what surprised you the most?</p> <p>What are the drawbacks?</p>	<p><i>Values and life styles</i></p> <p><i>Cultural theory and psychological types</i></p> <p><i>Circular continuum value scale</i></p>	<p><i>(Mitchell, 1983: 4)</i></p> <p><i>(Dake &amp; Thompson, 1999: 428; Douglas, 1977: 20)</i></p> <p><i>(Schwartz, 1992: 1)</i></p>
<p>Are any of your friends or family owners?</p> <p>What is the length of your typical visit?</p>	<p><i>Theory of normative conduct</i></p>	<p><i>(Cialdini, Kallgren &amp; Reno, 1991: 201)</i></p>
<p>Do you consider ownership of a caravan to be an investment, or a (worthy) expense?</p> <p>What do you estimate its current value to be?</p> <p>What sort of value do you think it has provided?</p> <p>What do you consider its cost to have been?</p>	<p><i>Consumer preference theory</i></p> <p><i>Typology of consumer value</i></p> <p><i>List of values</i></p> <p><i>Instrumental values</i></p>	<p><i>(Begg, Fischer &amp; Dornbusch, 2003: 55)</i></p> <p><i>(Holbrook, 1999: 12)</i></p> <p><i>(Gutman, 1982: 60)</i></p> <p><i>(Sheth, Newman &amp; Gross, 1991)</i></p>
<p>What would you miss if you were no longer an owner?</p> <p>Given your chance again, would you now buy a caravan holiday home?</p>	<p><i>Theory of planned behaviour</i></p>	<p><i>(Ajzen &amp; Madden, 1986: 458)</i></p>