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Seasonal Residents Respond to Survey

The Wisconsin Out-of-State Land Owners Association today released its 1999 survey findings to its members. The survey covers demographics, spending patterns, visiting habits, recreational activities, likes-dislikes, and general psychographics associated with second-home ownership. The 33 question survey was sent to over 5000 of the Association's members and has a response rate of over 20%. The results of the survey are soon to be posted to the Association's web site: www.oslo-wi.org, meanwhile a profile of answers will be available in the group's summer edition of Wisconsin *LandOwner*. The survey compares trends with its last survey in 1995, compiled by Chamberlain Research Consultants of Madison.

Highlights: *(comparisons to '95 data shown in italics)*

- **50% own property 10-30 years** *(down from 63%)*
- **74% own waterfront property** *(down from 86%)*
- **35% travel in excess of 200 miles per trip** *(down from 53%)*
- **Annual spending on cottage improvements \$3,035** *(down from \$4,640)*
- **Discretionary (local) spending \$5,800 per year** *(down from \$6,100)*
- **49% of second homes are used primarily for access to hunting, fishing and boating.** *(down from 71%)*
- **Two family members visit an average of 19 times per year and bring 2-4 guests per visit.** *(no change from '95)*
- **54% enjoy their interaction with local residents** *(down from 61%)*
- **After boating/fishing, dining-out is one of the major activities of most members.** *(no change from '95)*
- **56% would consider supporting an extended boycott of local retailers to protest local problem.** *(no data from '95)*