2026

United States Owners Report

Shared Vacation Ownership

2026 EDITION
PREPARED BY

SPORTS& LEISURE RESEARCH GROUP

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For the past eighteen years, **Sports and Leisure Research Group** has been acutely focused on helping its clients gain an intimate understanding of the consumer mindset and how to leverage it for competitive advantage. SLRG has worked with a vast array of leading and well known brands across the sports, travel, media and leisure categories.

As a boutique agency, the principals of the firm are directly immersed in all aspects of its research, from designing the data collection instruments, to personally conducting in-depth interviews and intercepts, to analysis and dissemination of insights. The company picks its spots and let its work and thought leadership speak for itself. SLRG's principals have served at the highest levels of multiple marketing research and related associations. Company leadership has worked directly in the property, agency and the media sides of the business, prior to starting the firm.

SLRG regularly publishes in a broad array of trade and specialized publications, blogs and podcasts and delivers compelling presentations at conferences around the world. When the COVID pandemic crippled the core verticals that the company serves, SLRG quickly pivoted to create the award-winning Back to Normal Barometer, which continues to pulse consumer behavior and sentiment, informing a wide array of leisure interests, garnering attention from international media leaders and earning the prestigious Bulldog Public Relations Award for Best Use of Custom Research in 2023.

Methodology

The data in this report (collected from January 7 – 26, 2026 and February 9 – March 31, 2026) was executed in two phases:

1. To measure the size and broad characteristics of the timeshare market, 3,641 interviews were conducted among a representative sample of U.S. households, including 400 by telephone and 3,241 online.
2. Building on the representative market sizing survey, an additional 1,653 interviews were conducted online exclusively among timeshare owners to better understand ownership characteristics, behaviors and preferences.
   - This owner sample was augmented by an additional 290 to achieve a total of 417 Gen Z owners.
   - Additionally, insights into Gen Z ownership are highlighted throughout this report.

To qualify, respondents had to be a minimum age of 18, self-identify as the primary household decision-maker for vacation planning, and own timeshare week(s) or points within North America. To ensure data quality, study participants were required to provide the company name of the timeshare property they currently own, without any prompting or aided lists, to confirm the respondent's household owns a timeshare. These responses were manually vetted for accuracy. Further, a rigorous series of data quality and attentiveness protocols were deployed throughout both survey phases.

A glossary with relevant terms and definitions can be found at the end of the report.

Key Insights

- **Vacation ownership continues to be an attractive option among avid travelers.**
  Approximately one in eleven Americans (9.0%) now own a timeshare product.

- **Ownership has broad demographic appeal.**
  While ownership skews toward higher income households, the market remains accessible; 13% of households earning between $75K and $149K and 18% of those earning $150K+ are timeshare owners.

- **New owners are dynamic and diverse.**
  Nearly 17% of owners are new to the market since 2023. These new entrants are typically younger and more ethnically diverse than the existing owner base, continuing the shift in the ownership footprint moving forward.

- **Owners' commitment to vacations continues to grow well beyond the post-pandemic rebound.**
  Owners are highly engaged, with 94% taking a timeshare vacation in 2025, up from 80% in 2023 and 78% in 2021.

- **Timeshare destinations earn repeat visits.**
  The industry benefits from high "repeat-visitor" rates, as 89% of owners returned to the same destination for their most recent trip (up from 83% in 2023). On average, owners have visited their favorite destinations 8.5 times (up from 7.3 in 2023), demonstrating the long-term value of home resorts.

- **Owners are not only satisfied, they are loyal.**
  The ownership experience remains overwhelmingly positive, with 92% of owners reporting favorable to high satisfaction. This translates into strong loyalty: 79% of owners state they would purchase a timeshare again, knowing what they know now.

- **Most Gen Z and Millennials are ownership advocates.**
  Generation plays a key role in advocacy; 85% of Millennials and 80% of Gen Z would recommend timeshare ownership to others, a significantly higher rate than among older generations.

Timeshare Market Size: At a Glance

- Approximately 9.0%[1] of Americans report owning a timeshare. Using the latest Census household estimate of 134.8 million, the total number of timeshare ownership households is estimated to be 12.1 million.
- Timeshare ownership skews toward higher income households as 13% of those earning between $75K and $149K and 18% of those earning above $150K report owning a timeshare.

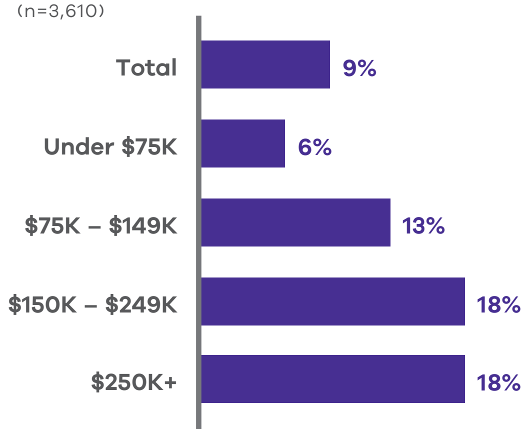
1 in 11

Timeshare products are owned by approximately 9.0% of Americans.

FIGURE 1

TIMESHARE OWNERSHIP BY INCOME

(n=3,610)



- A growing majority of owners either own by themselves (60% up from 57% in 2024) or with another person in their household (41%). Fewer (14% down from 18% in 2024) co-own a timeshare with another household.
- More than three quarters of owners (78%) own only timeshares located in North America while 22% own timeshares both within and outside of North America.

1 Source: Market Sizing Phase of the Study

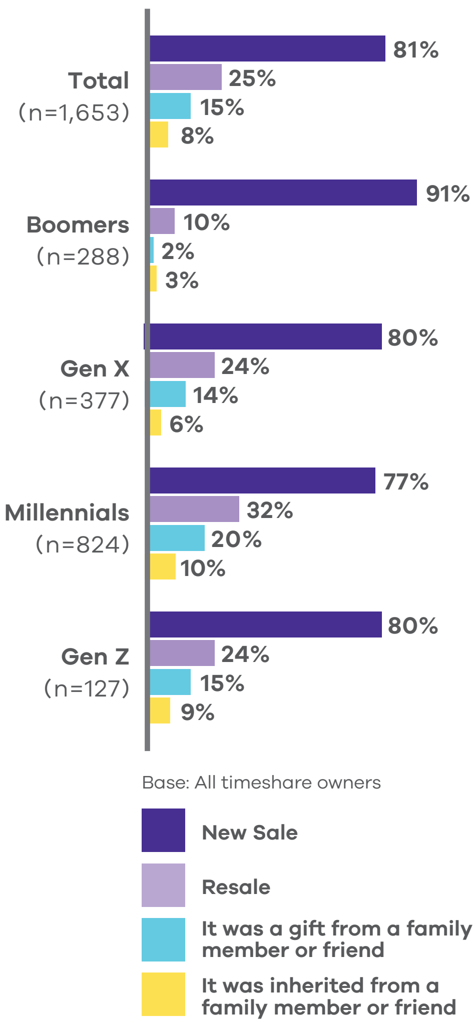
Timeshare Ownership in General

- The majority of owners purchase their timeshares through new sales (81%), though secondary methods like resale (25%), gifting (15%) and inheritance (8%) also play a role.
- Boomers are the age group most likely to have acquired their timeshare via new sales (91%). While new sales are still the primary source for Millennials, they are also more likely to use all other channels.

FIGURE 2

ACQUISITION SOURCE FOR TIMESHARE CONTRACTS BY GENERATION

(Multiple responses allowed)

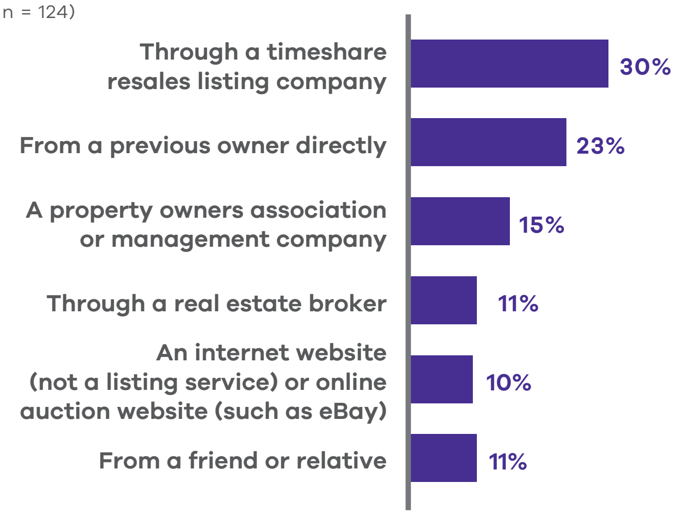


Z FOCUS: *Gen Z owners are more likely to purchase their timeshare through a new sale (80%) in 2026 compared to 2024 (64%).*

FIGURE 3

MOST RECENT RESALE ACQUISITION CHANNELS

(n = 124)



- When asked about specific resale channels for their most recent purchase, among those who have purchased via resale, about three in ten mention a timeshare resale listing company (30%). Somewhat fewer have purchased through a previous owner directly (23%), a property owners association or management company (15%).

- Owners often hold multiple vacation ownership products; among owners, 73% own a week at a timeshare resort, 59% own vacation points, 19% own a share at a Private Residence Club and 14% own a share at a fractional resort.
- Over one-third (35%) of timeshare owners are recent purchasers[2]. Recent purchasers, owners who have acquired a timeshare since 2023, are more likely to be younger and have a higher income than non-recent purchasers (see demographic page at the end of the report). They are also more likely to own their timeshare by themselves and take their vacations in November (13% versus 7% among non-recent) and December (13% versus 10% among non-recent).
- One in six (17%) timeshare owners are new owners[3]—a subset of recent purchasers. New owners, those who first entered the timeshare space since 2023, are more likely to be younger and more diverse than existing owners.

Z

Z FOCUS: *Younger owners, especially Gen Z, are leading the market, with 54% of Gen Z owners qualifying as recent purchasers and 34% qualifying as new owners.*

FIGURE 4

TYPE OF TIMESHARE OWNED

(Multiple responses allowed, n = 1,653)

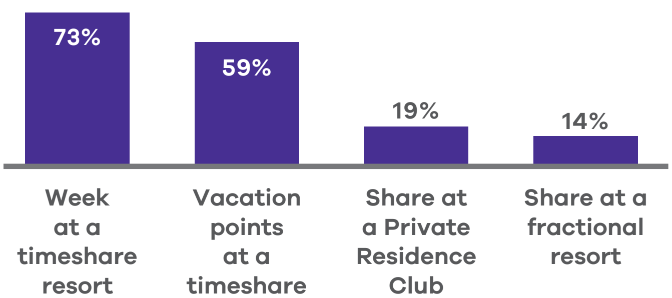


FIGURE 5

SHARE OF RECENT PURCHASE ACTIVITY

(n = 1,653)

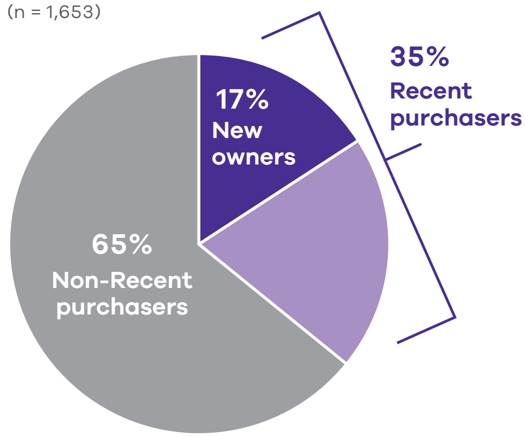
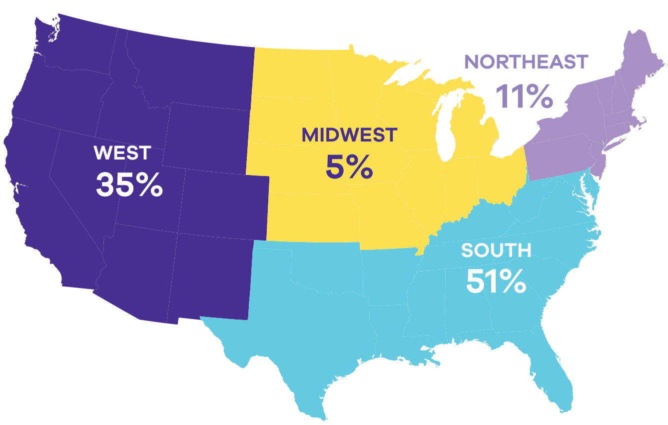


FIGURE 6

LOCATION OF MOST RECENT TIMESHARE PURCHASE BY REGION



- Nearly all (95%) owners' timeshares are located within the U.S.[4] When looking at the most recent timeshare purchase, the vast majority are in either the South (51%) or West (35%) regions.
- The average length of timeshare ownership is 13 years, unchanged from 2024. Predictably, Boomers have been owners for the longest amount of time (22 years), while Gen Z have the shortest ownership tenure (8 years).
- On average, 2.2 names were on the contract at acquisition, slightly down from 2024 (2.4). The number of names that are currently on the contract is down slightly (2.1 versus 2.3 in 2024).

2 Recent purchasers/acquirers are defined as timeshare owners who have acquired their timeshare (for multiple products owners, their most recent timeshare) between 2023–2026.

3 New owners are defined as timeshare owners who have acquired their first or only timeshare between 2023–2026.

4 Only respondents who own a timeshare in North America are qualified for this study.

2025 Vacations

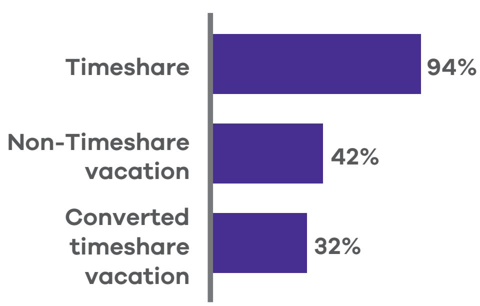
Owners Are Committed to Their Timeshare Vacation Time

- A higher share of timeshare owners went on vacation in 2025 compared to 2023, while other types of vacations were essentially unchanged versus 2023. In 2025, 94% of owners went on a timeshare vacation, up significantly from 80% in 2023. Just under one third (32%) of owners converted their timeshare in 2025, down slightly from 35% in 2023. More than two in five owners (42%) took a non-timeshare vacation, unchanged from 2023.

FIGURE 7

TYPE OF TIMESHARE VACATION TAKEN IN 2025

(Multiple responses allowed, n = 1,653)



- On average, owners took 3.9 vacations in 2025, down slightly from 4.3 in 2023. Millennials (4.0) took more vacations in 2025 than any other demographic group.
- In 2025, the average party size of a timeshare vacation is 3.7 people, with on average, 2.1 units occupied. Younger generations tend to occupy more units than their older counterparts.

Owners took an average of	Average travel party size	Average units occupied
3.9 vacations in 2025	**3.7** people	**2.1** units

Z

Z FOCUS: *Compared to owners overall, Gen Z owners take slightly fewer vacations (3.5) and travel with slightly fewer people (3.3) on average. However, they occupy more units (2.6) on their trips than any other generation, suggesting their relative preference not to share rooms.*

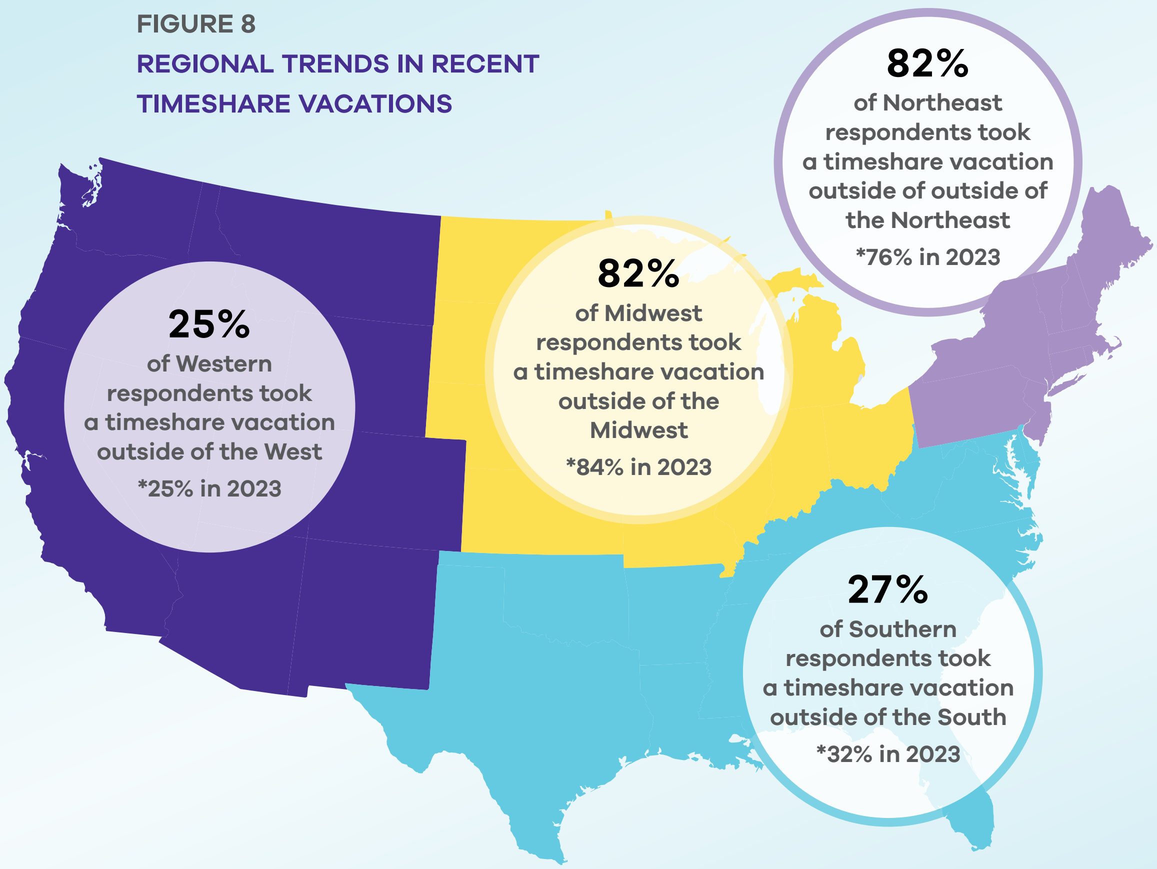
- Owners who live in the West region are least likely to take a timeshare vacation outside their region with only 25% leaving their region for their most recent vacation — unchanged from 2023. Closely behind is the South, where 27% left their region, down from 2023 (32%).
- Owners who live in the Midwest (82% down slightly from 84% in 2023) and the Northeast (82% up from 76% in 2023) were much more likely to travel outside of their region for their timeshare vacation.

Z

Z FOCUS: *Gen Z owners are more likely than other generations to vacation outside of their home region with this trend particularly pronounced among residents of the West and South, (70% of Northeast residents; 73% of Midwest residents; 47% South residents vacation outside their respective regions, compared with only 35% of West residents vacation outside of the West).*

FIGURE 8

REGIONAL TRENDS IN RECENT TIMESHARE VACATIONS



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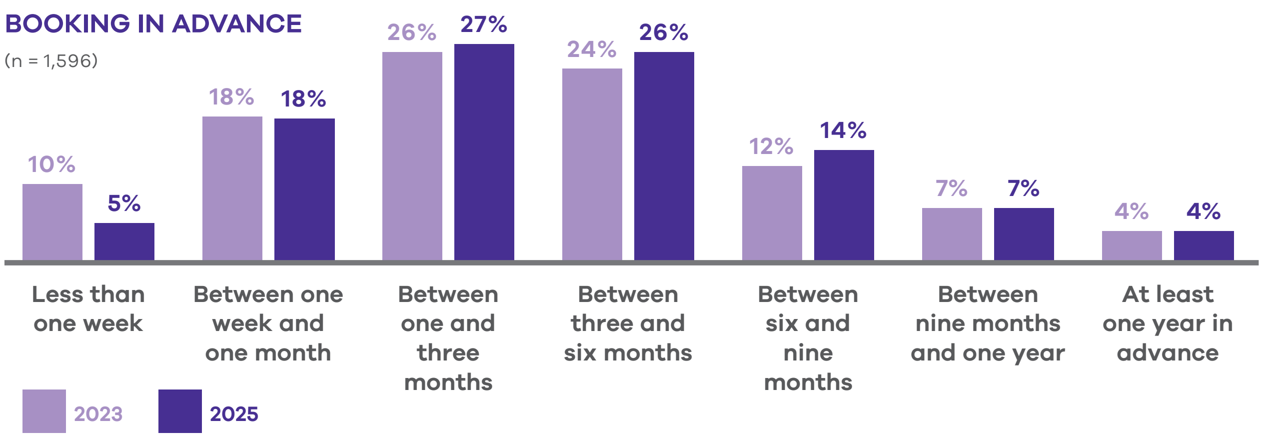
Timeshare Vacations

- Nearly all owners took a vacation at a timeshare resort in 2025 (94%) up significantly from 2023 (80%). Eighty-four percent of these vacations were taken in the U.S., up from 76% in 2023. On average, owners spent a total of 11 days on vacation at a timeshare resort in 2025 (unchanged from 2023), with Boomers taking the longest timeshare vacations (13 days).
- Almost half (47%) booked their 2025 timeshare vacation through the website of the development or management company. One quarter (27%) booked through the website of a timeshare exchange company.
- The booking window for owners' most recent timeshare vacation has widened slightly compared to 2023. About 23% of owners reported booking their most recent timeshare vacation less than one month before their vacation began compared to 28% in 2023 and 47% in 2021, while two-thirds (67%) reported booking between one and nine months, up slightly from 2023 (62%). Younger owners are more likely to book within a one-month window.

FIGURE 9A

BOOKING IN ADVANCE

(n = 1,596)

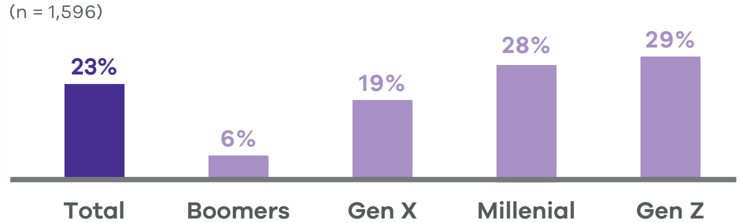


Z FOCUS: *Gen Z is most likely to book within one month (29% down from 35% in 2023) versus older generations.*

FIGURE 9B

ADVANCE BOOKING WITHIN ONE MONTH BY GENERATION

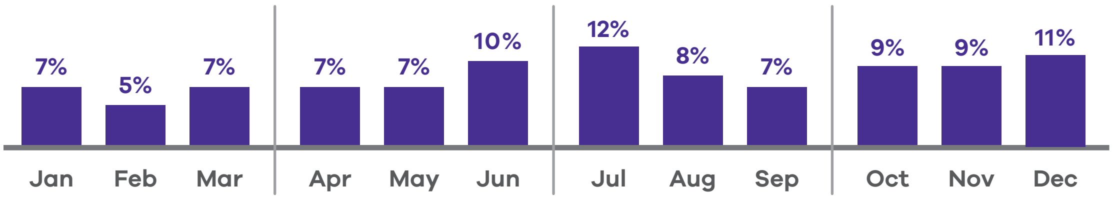
(n = 1,596)



- In 2025, timeshare vacations were evenly distributed over the course of the year with the most popular months being July (12%), December (11%) and June (10%). Gen X vacations spike in June, with 16% starting their vacations at the end of Spring/beginning of Summer.

FIGURE 10

WHEN DID YOUR 2025 VACATION START? (n = 1,653)



Z

Z FOCUS: *Gen Z most frequently take their vacations in June (16%) and least likely to take them in October (4%).*

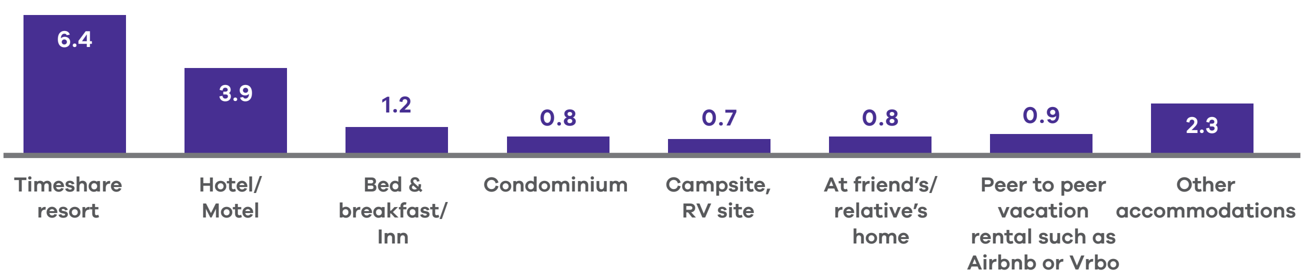
- Owners are asked to specify the number of nights they spent in a specific type of accommodations in the resort area before, during and after their timeshare stay in their most recent timeshare vacation. On average, owners spent 6.4 nights at a timeshare resort during their timeshare vacation, followed by 3.9 nights in a hotel/motel, essentially unchanged from two years ago.
- Timeshare continues to offer the types of destinations that bring owners back for multiple trips. Timeshare owners overwhelmingly return to their previous trips' destinations, with nearly nine in ten (89%) of owners being repeat visitors to their most recent destination.

On average, owners have been to their most recent destination

8.5 times!

FIGURE 11

AVERAGE NUMBER OF NIGHTS SPENT IN PARTICULAR ACCOMMODATIONS (n = 1,596)

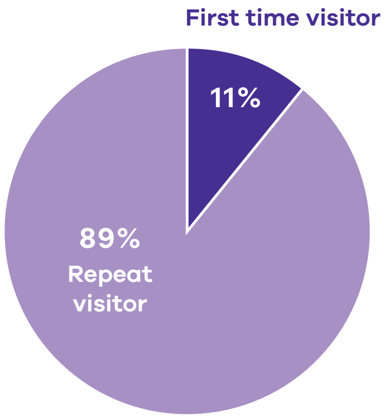


Z

Z FOCUS: *Gen Z owners spend more nights at their timeshare resort (6.9) and in hotels/motels (4.4) compared to average owners. Nearly nine in ten Gen Z owners are repeat visitors to their most recent destination (87%).*

FIGURE 12

SHARE OF REPEAT VISITORS AT TIMESHARE DESTINATIONS (n=1,653)



Converted Timeshare Vacations

- One-third (32%) of owners converted their weeks/points to either a cruise/guided tour, a hotel stay or other products and services (airfare, car rentals or non-travel goods and services).
- Among those who have converted their timeshare, 71% converted to hotel stays.
- In 2025, those who converted timeshare vacations spent an average of 7 days in total on vacation.

Non-Timeshare Vacations

- In 2025, 42% of owners took a non-timeshare vacation where cash, credit cards or loyalty rewards points were used to pay for all aspects of the vacation (essentially unchanged from 2023).
- Owners reported that their non-timeshare vacations were identical in length to timeshare vacations (11 days).

80%

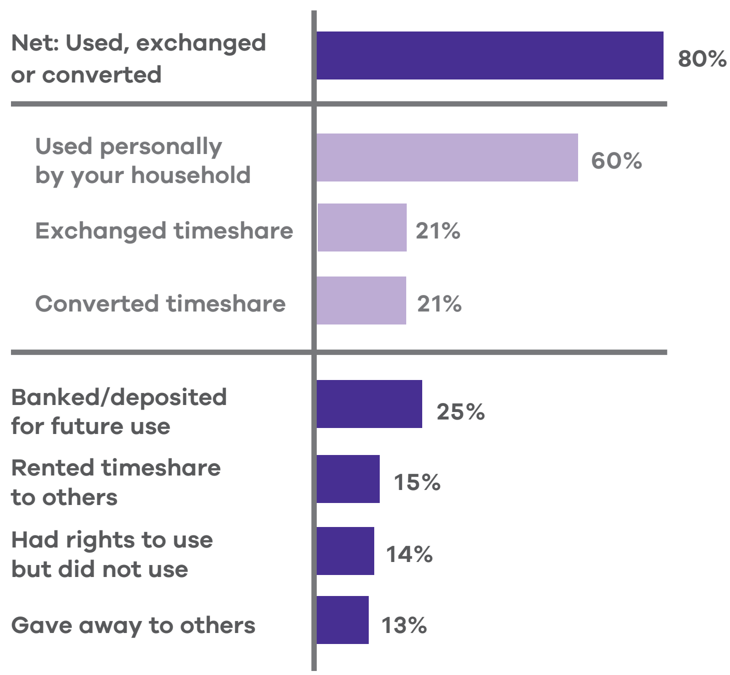
In 2025, four in five owners either used, exchanged, or converted their timeshare.

Up from 75% in 2023

FIGURE 13

2025 TIMESHARE USAGE

(Multiple responses allowed, n = 1,653)



60%

More than half of owners personally used their timeshare in 2025.

Up from 53% in 2023

Z

Z FOCUS: *As a generation, Gen Z owners are the most likely to convert their timeshare (25% versus Boomers 6% and Gen X 18%).*

Interests

- Timeshare owners most frequently select beachfront/coastal locations (45%) and city/urban areas (38%) as the most attractive geographic characteristics of the resort area where their timeshare is located. Mountains (23%), lake (22%) and tropical island (18%) are selected by approximately one in five owners, while desert (11%) and rural areas (11%) are the least frequently selected.
- When it comes to the activities of the resort areas that are selected as most attractive, shopping (51%), dining options (49%) and swimming/watersports/ sunbathing (48%) are each selected by around one-half of owners.

Z

Z FOCUS: *Compared to older owners, Gen Z owners more frequently prefer city/urban areas (36% vs. 29% among Boomers), tropical island (27% vs. 16% among Boomers) and rural locations (13% vs. 7% among Boomers).*

FIGURE 14

MOST ATTRACTIVE CHARACTERISTICS OF RESORT AREAS — GEOGRAPHIC LOCATION

(Multiple responses allowed, n = 1,653)

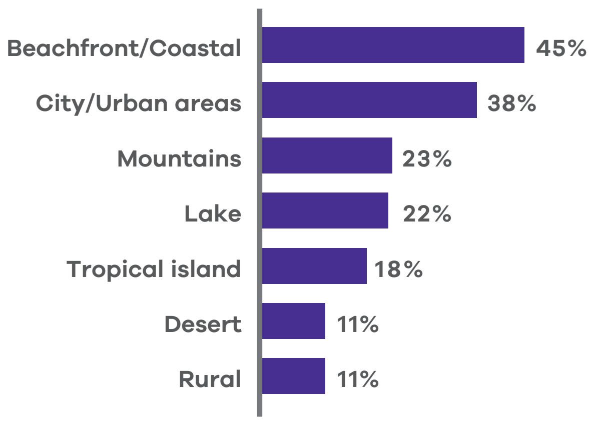
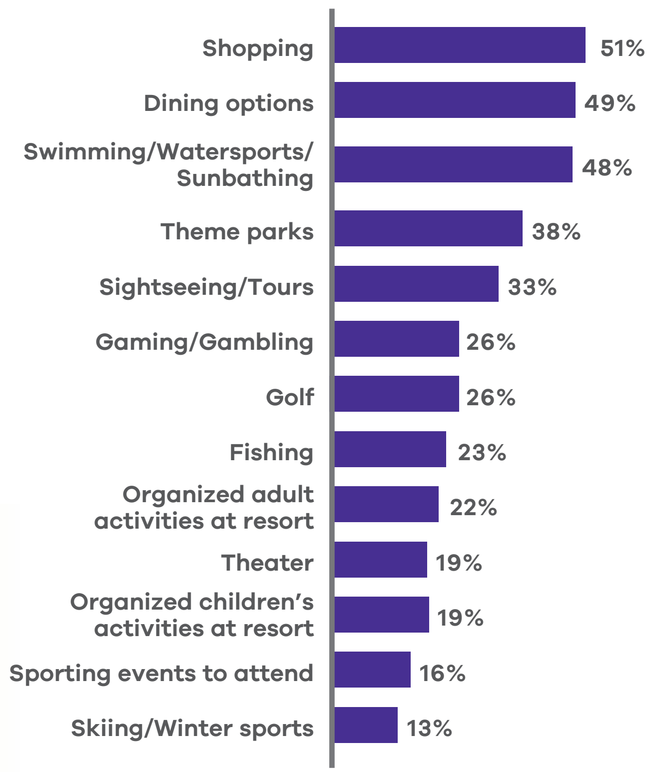


FIGURE 15

MOST ATTRACTIVE CHARACTERISTICS OF RESORT AREAS — ACTIVITIES

(Multiple responses allowed, n = 1,653)



Z

Z FOCUS: *Compared to older owners, Gen Z owners more frequently prefer gaming and gambling (35% vs. 12% among Boomers), organized adult activities (31% vs. 16% among Boomers), fishing (22% vs. 6% among Boomers), attending sporting events (23% vs. 7% among Boomers), and skiing and winter sports (15% vs. 9% among Boomers).*

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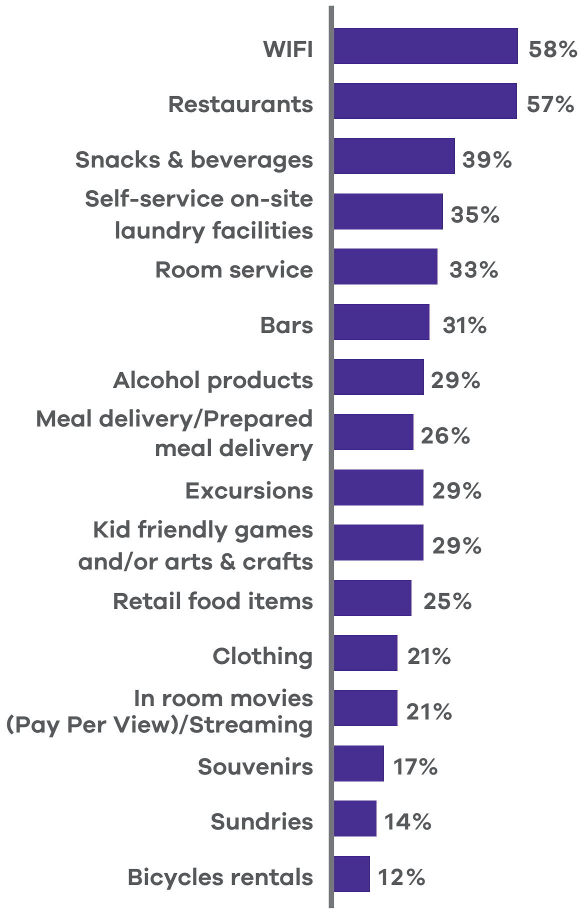
- Wi-Fi and Restaurants are most often cited by owners as important convenience purchase options at their timeshare property (58% and 57% respectively) and the only options that are selected by a majority of owners. They are followed by other options such as snacks and beverages (39%), laundry facilities (35%) and room service (33%).
- Boomers are most likely to consider Wi-Fi as important (68%), while Millennials and Gen Z are most likely to consider restaurants as important (58% and 55% respectively). Millennials select bars (35% vs 19% among Boomers) as important options more frequently than any other generation.

FIGURE 16

IMPORTANT CONVENIENCE PURCHASE OPTIONS AT A TIMESHARE PROPERTY

(Multiple responses allowed, n = 1,653)



Z

Z FOCUS: *Gen Z owners are the most likely, among all generations, to consider snacks and beverages important (45%). Younger owners are more likely to consider room service as important compared to their older counterparts (Gen Z: 42%, Millennials: 41% versus Gen X: 32%, Boomers: 13%).*

Attitudes and Opinions about Ownership

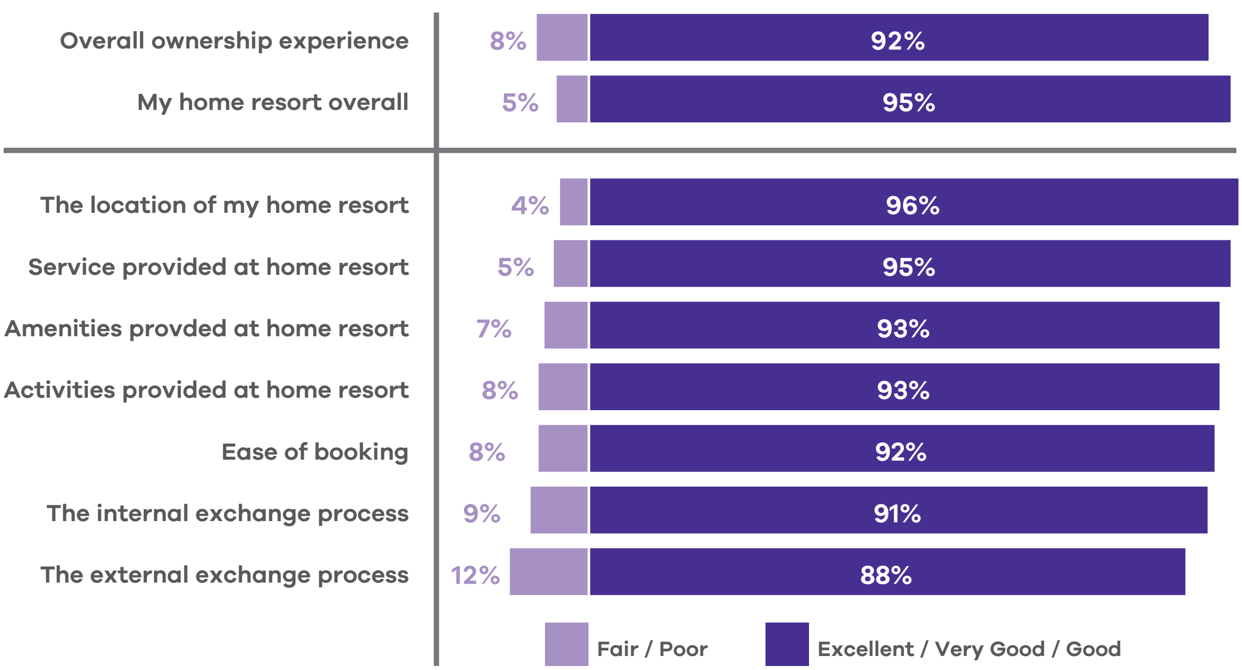
- Owners provide strongly favorable assessments of their timeshare, both overall and across a variety of timeshare elements.
- Approximately 19 out of 20 owners (95%) rate their home resort as good, very good or excellent. Similarly, over nine in ten owners rate their overall ownership experience (92%) positively.
- Ownership experience satisfaction (both overall and across elements) tends to be a function of income as higher income owners ($150K+) report higher satisfaction than those who have lower income.
- The home resort location is rated the highest by timeshare owners (96%), followed closely by their home resort overall (95%) and services provided by their home resort (95%).

Z

Z FOCUS: *Gen Z provides strongly favorable assessments of their timeshares and key elements, including their overall ownership experience (92%), their home resort overall (91%) and the service provided at their home resort or vacation ownership club (93%).*

FIGURE 17

EXPERIENCE RATINGS[5] (n = 1,653)

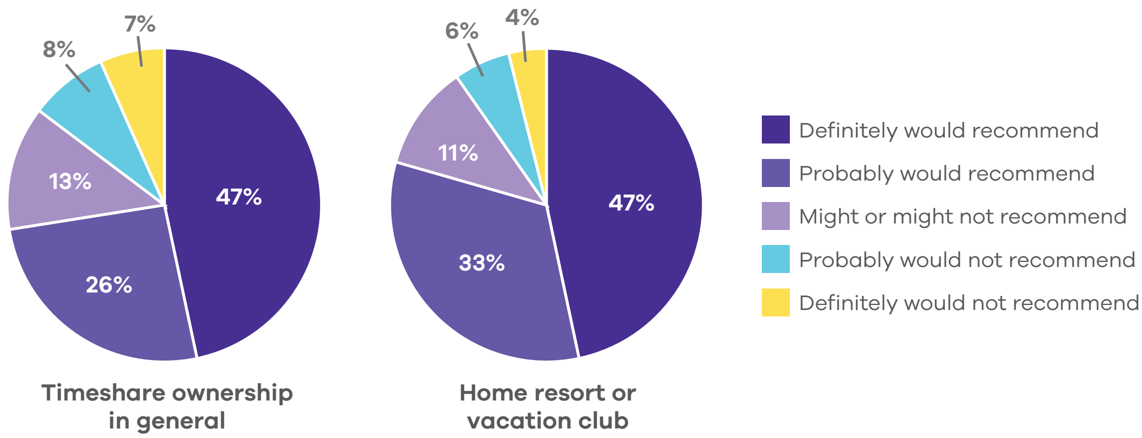


5 Excellent: 9–10, Very Good: 7–8, Good: 5–6, Fair: 3–4, Poor: 1–2 on a 10-point scale.

- A total of 73% of owners would recommend timeshare ownership in general while 80% of owners would recommend their home resort or vacation club.
- As with experience ratings, there is a correlation between income and the likelihood to recommend. Nearly four out of five (79%) owners with more than $150K household income would recommend timeshare ownership compared to 64% of owners with less than $75K household income.

FIGURE 18

LIKELIHOOD TO RECOMMEND (n = 1,653)



Z **Z FOCUS:** *Gen Z (80%)—as well as Millennials (85%)—are more likely to recommend timeshare ownership than older generations.*

- Owners are asked to rate the importance of different aspects of their timeshare on a 1-to-10-point scale where a rating of 8 to 10 (top 3 box) is considered most important and 1 to 3 (bottom 3 box) is considered least important. Sixty-two percent of owners rated quality of technology as the most important aspect of their timeshare, followed closely by the number of bedrooms (61%).

Z **Z FOCUS:** *As a group, Gen Z owners consider room layout (53% top 3 box) the most important attribute of a timeshare unit, followed by quality of technology (49% top 3 box).*

FIGURE 19

MOST IMPORTANT[6] ATTRIBUTE OF A TIMESHARE UNIT (Multiple responses allowed, n = 1,653)

Quality of technology	Number of bedrooms	Room layout	Kitchen appliances	Number of bathrooms	Size of kitchen
Top 3 Box 62%	Top 3 Box 61%	Top 3 Box 58%	Top 3 Box 58%	Top 3 Box 55%	Top 3 Box 50%
Mean Score 7.5	Mean Score 7.5	Mean Score 7.5	Mean Score 7.5	Mean Score 7.3	Mean Score 7.1

79% of owners would purchase a timeshare product again, knowing at the time of purchase what they know now.

Up from 76% in 2023

Z **Z FOCUS:** *About 19 in 20 (94%) of Gen Z owners report that they would purchase their timeshare again, knowing what they know now.*

6 Importance rated using a 1-10 scale. Top 3 box corresponds to the share of owners rating attribute an 8, 9 or 10. Mean score corresponds to the average of owners' 1–10 rating.

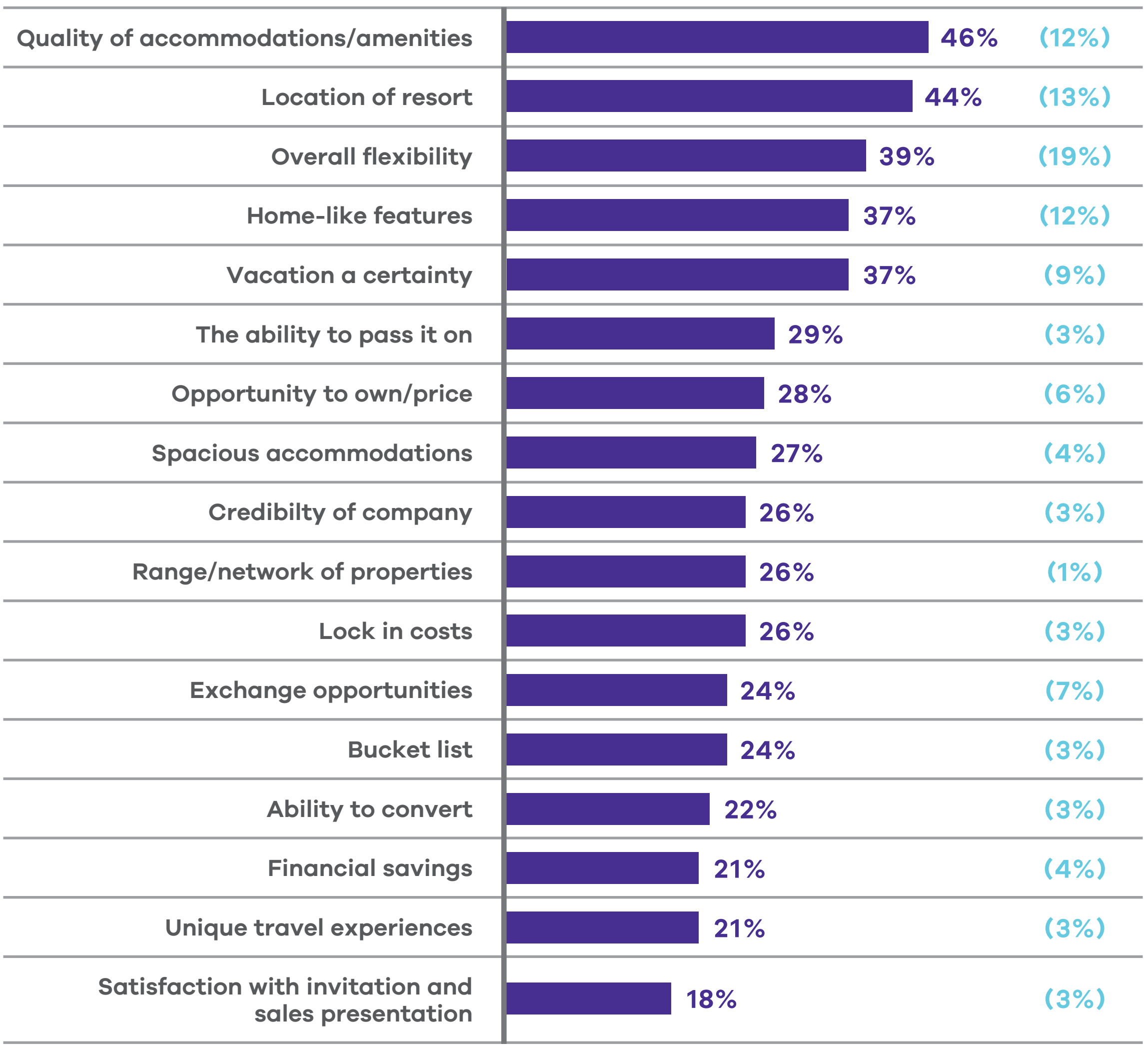
Reasons Purchased Timeshare

- Among the reasons owners purchased a timeshare, nearly half consider the quality of accommodations/amenities (46%) and the location of resort (44%) important to them. When asked to select the single most important reason, overall flexibility was chosen most frequently (19%).
- Owners are least likely to consider invitation and sales presentation satisfaction (18%) as an important reason to purchase a timeshare.

FIGURE 20

IMPORTANT REASONS FOR PURCHASING (Multiple responses allowed, n = 1,653)

Most Important



Z

Z FOCUS: *More than any other generation, Gen Z owners most frequently cite long and short-term financial savings (26%) as a reason for purchasing their timeshare, while the reason they consider most important is location of the resort (32%).*

PROFILE: GEN Z TIMESHARE OWNERS

THE *Purchase* PROCESS

Gen Z owners are driving growth in the vacation ownership market: a majority (54%) are **recent purchasers** (acquiring contracts since 2023), and 34% are **new to timeshare**.

Over time, they have become increasingly likely to **acquire their properties directly through traditional developer sales**—rising to 80% compared with just 64% in 2024.

Their purchases tend to be more **motivated by resort location** (32%) and long-term and short-term financial savings (26%).

VACATION *Habits*

Gen Z owners have distinct vacation preferences compared with their older counterparts. On average, they take **slightly fewer trips** annually (3.5 vacations) and travel with a **slightly smaller party size** (3.3 people) than the industry average. However, they prefer **more space** than other groups, occupying an average of 2.6 distinct units per vacation, and likely utilizing timeshare spaces to host or vacation with friends or extended family in separate spaces under a single itinerary.

When traveling, they **favor extended vacations**, logging more total nights spent both at their primary timeshare resort property (6.9 nights) versus Millennials (6.3 nights) and Gen X (6.0 nights) as well as in hotel stays (4.4 nights) versus Millennials (3.9 nights) and Gen X (4.0 nights).

Gen Z displays **flexible and spontaneous booking behaviors**, leading the market for short-window trip planning; 29% report finalizing resort bookings less than one month prior to departure. Although highly spontaneous, this share declined from 36% in 2023. Additionally, they are more likely to take a vacation by converting their timeshare to another type of vacation (33%) than Boomers (11%) or Gen X (23%).

Gen Z owners are **repeat travelers**, with a vast majority (87%) returning to their recent vacation destinations.

Z

Gen Z's highest *monthly travel volume* occurs in JUNE (16%).

ARDA Research & Insights

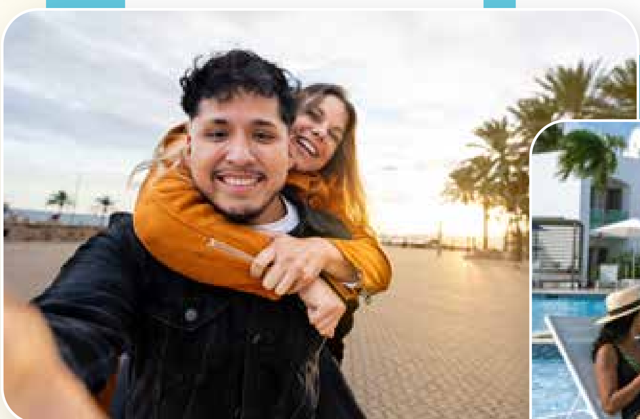
PROFILE: GEN Z TIMESHARE OWNERS

GEN Z *Preferences*

Geographically, their preferences differ from those of older generations. Gen Z owners report higher preferences for **city/urban areas, tropical islands, and rural resort destinations**.

They also place relatively high importance on **room layout** as well as **room service, snacks and beverages**.

Their preference for **active experiences** is evident in the activities they choose, including gaming and gambling, fishing, ski and winter sports, attending live sporting events and participating in organized adult resort activities.



SATISFACTION & *Advocacy*

Gen Z owners represent a powerful, highly vocal base of brand champions. They openly embrace the concept of vacation ownership and view the industry as aligned with their lifestyle and vacation preferences.

They express a strongly positive sentiment toward their current timeshare resort and ownership in general, demonstrating **high satisfaction levels**, with 92% rating their overall ownership experience positively, 91% **rating their primary home resort highly**, and 93% **praising the frontline service levels** provided by their vacation club.

Knowing what they know now about the timeshare products, **about 19 in 20 Gen Z owners state they would confidently purchase their timeshare product all over again** (94%)—highest among all other generations.

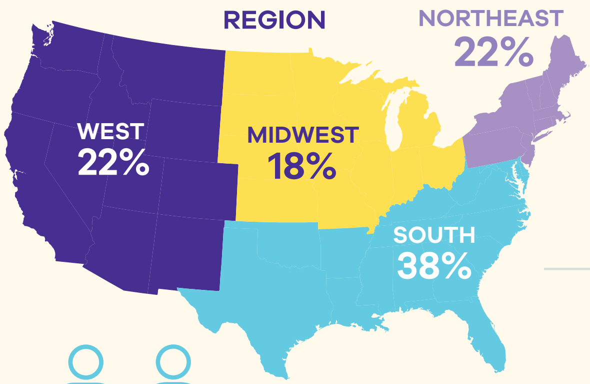
This strong satisfaction translates directly into highly active market recommendations. **Four out of five Gen Z owners (80%) actively recommend timeshare ownership** to friends, relatives, and colleagues. This level of advocacy is comparable to Millennials (85%) and significantly higher than older generations.

Respondent Demographics

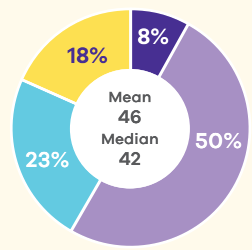
A note on panel sample demographics: Multiple online panels were used for this research. SLRG's sampling approach includes multiple quality checks including survey hygiene scoring to eliminate fraudulent responses. Additionally, all respondents were required to provide the name of their timeshare company in order to qualify for this survey.

Total Owners

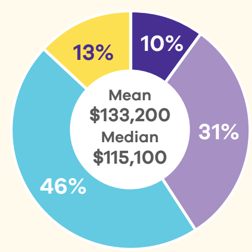
REGION



AGE & GENERATION



INCOME



GENDER

Male	47%
Female	53%

MARITAL STATUS

Married	69%
Single	25%
Domestic partnership	6%

HOME OWNERSHIP

Own Primary Residence

89%

EMPLOYMENT STATUS

Employed full-time	72%
Employed part-time	6%
Self-Employed	3%
Retired	15%

EDUCATION: KEY CATEGORIES

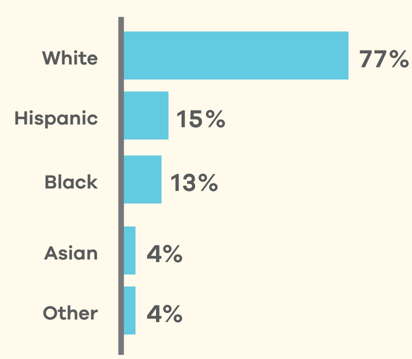
College graduate	42%
Graduate school	31%
Some college	17%

AVERAGE NUMBER OF CHILDREN IN HOUSEHOLD

1.0	Under 6 years old
1.1	Ages 6–11
1.1	Ages 12–17

37% No Children

ETHNIC OR RACIAL BACKGROUND*



*Multiple answers accepted

Demographic Category	Total Owners	Recent Purchasers	New Owners	Gen Z
GENDER				
Female	53%	50%	53%	54%
Male	47%	50%	47%	36%
AGE				
Median Age	42	40	39	25
Mean Age	46	39	39	24
Gen Z	8%	11%	13%	—
Millennials	50%	65%	64%	—
Gen X	23%	17%	18%	—
Boomers	18%	7%	5%	—
HOME OWNERSHIP				
Own	89%	91%	89%	70%
REGION				
South	38%	41%	43%	49%
Northeast	22%	19%	17%	19%
West	22%	24%	26%	16%
Midwest	18%	16%	14%	16%
HOUSEHOLD				
No Children	37%	23%	24%	50%
Avg Children Under 6	1.0	1.0	0.9	1.7
Avg Children 6-11	1.1	1.1	1.1	1.1
Avg Children 12-17	1.1	1.0	1.1	1.0
INCOME				
Less than $50,000	10%	8%	12%	25%
$50,000 to <$100,000	31%	23%	25%	46%
$100,000 to <$200,000	46%	55%	52%	22%
$200,000 or more	13%	14%	11%	6%
Mean Income	$133,200	$144,900	$127,800	$92,800
Median Income	$115,100	$128,100	$117,800	$72,900
MARITAL STATUS				
Married	69%	74%	67%	35%
Single (incl. Div/Sep/Wid)	25%	20%	24%	54%
Domestic partnership	6%	6%	9%	11%
EMPLOYMENT				
Full-time	72%	85%	85%	76%
Part-time	6%	5%	6%	12%
Self-Employed	3%	6%	4%	5%
Retired	15%	2%	4%	1%
EDUCATION				
College graduate	42%	38%	38%	37%
Graduate school	31%	38%	33%	11%
Some college	17%	15%	13%	21%
ETHNICITY				
White	77%	74%	72%	55%
Hispanic	15%	19%	19%	22%
Black	13%	15%	14%	31%
Asian	4%	4%	4%	7%
Other	4%	3%	3%	4%

GLOSSARY OF TERMS

Timeshare

Any method of use or shared ownership of vacation real estate where purchasers acquire a specific period of time (often one week) in a condominium or other type of vacation accommodation. A timeshare is also frequently referred to as vacation ownership, shared ownership, vacation club, fractional ownership, Private Residence Club and other similar names.

Timeshare resort

A vacation property where multiple parties can own a week's stay during the year. Some timeshare companies offer 'points' which can equate to a week at a given location.

Fractional resort

A vacation property where multiple parties can own a share of time at the resort in a year. Typically, people can own between three weeks to three months.

Private Residence Club

A high-end fractional resort. People can own between three weeks to three months.

Biennial

Ownership at a timeshare resort for one week every other year.

Triennial

Ownership at a timeshare resort for one week every 3 years.

Generation definitions

Gen Z Owners:
Born from 1997–2007 (Ages 18–28)
Millennial Owners:
Born from 1981–1996 (Ages 29–44)
Gen X Owners:
Born from 1965–1980 (Ages 45–60)
Boomer Owners:
Born in 1946 to 1964 (Ages 61+)

Recent purchaser

First or most recent timeshare acquisition occurred within past three years (2023, 2024, 2025 and early 2026).

New owner

First or only timeshare between acquisition occurred within past three years (2023, 2024, 2025 and early 2026).

New sale

Bought their timeshare from a development company or resort.

Resale

Bought their timeshare from other sources such as an HOA as a resale or from a previous owner directly.

Fixed week(s)

You stay at the same week every year.

Floating time

The dates of your stay can vary but you must use a particular type of unit (e.g. one bedroom, two bedrooms, etc.).

Points

Can be used to obtain varying amounts of time depending on factors such as when you stay, type of unit, or choice of location.

Internal exchange

Handles exchanges when owners want to access properties within the vacation club system of the development company/management company from which they purchased.

External exchange

Allows owners to access properties beyond those owned/managed by the development company/management company from which they purchased.

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