

SEASONAL RESIDENTS

Pennsylvania Transfer of Wealth Study

09.15.15

Background and Introduction

The Center for Rural Entrepreneurship has been retained by the [Center for Rural Pennsylvania](#) to update the Commonwealth's **Transfer of Wealth Opportunity (TOW)** analysis. Related to this project the Center has prepared a [series](#) of mini-reports focusing on unique factors that impact community TOW opportunities. This mini-report addresses **Seasonal Residents**.

Question and Additional Information

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Who are Seasonal Residents?

Many Americans have multiple places they call home – both physically and emotionally. Americans with greater wealth often have seasonal homes. Their primary and legal residence may be in Pittsburgh or Washington, D.C. while they have a seasonal home in the northern woods of Pennsylvania. Our TOW opportunity scenario estimates are tied to the permanent or legal residence of a household. We do not estimate the TOW opportunity considering seasonable residents because of inadequate available research. Nevertheless, seasonal residents, particularly those with a long-term connection to their seasonal homes, have affinity for these part-time hometowns and may be a source of charitable giving in those places.

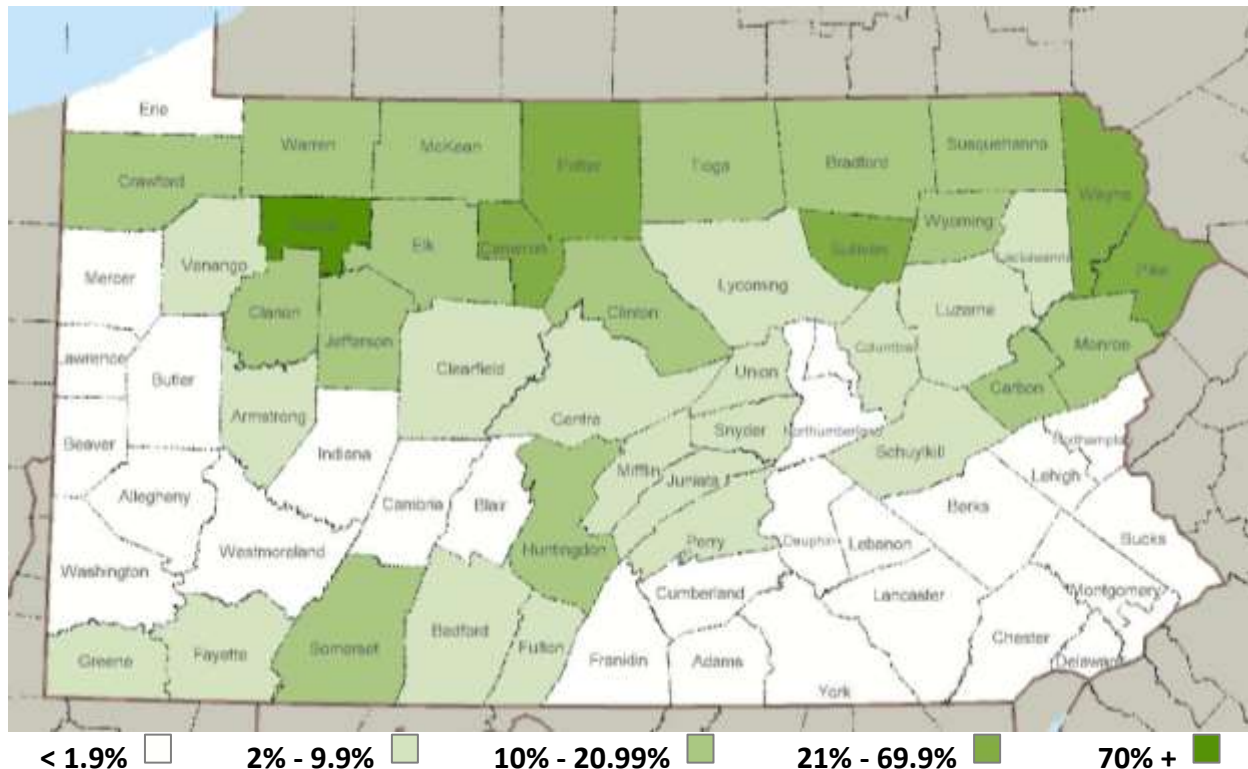
Why are Seasonal Residents Important?

Seasonal residents can represent an important donor development opportunity for community philanthropy. Those residents with lower giving capacity may support local churches or fire departments in their seasonal hometowns. Higher capacity donors may give significant legacy gifts. Some seasonal residents become permanent residents upon retirement or with changes in life (e.g., loss of a loved one, an illness or a change in career). Once urban-dependent professionals can now live almost anywhere and work remotely using information technology. In high amenity areas with significant numbers of seasonal residents and homes, charitable giving potential can be increased by cultivating of these donors.

What Has Our Analysis Found?

There is limited secondary statistical information and analysis related to seasonal residents. For our TOW opportunity analysis, we use information from the U.S. Census Bureau. The Census Bureau estimates the number of total housing units that are vacant (no permanent residents) because they are used seasonally, for recreational or occasional use.

The following map highlights concentrations of “seasonal homes” by county in Pennsylvania, measured as the percent of total housing units defined as “vacant” by the Census Bureau. We cannot determine the absolute value of these housing units but they likely range from rustic cabins to multi-million dollar summer or winter homes.



Supporting Research and Sources

The source for this analysis is the [2009-2013 American Community Survey](#) (ACS), B25004 data series (focused on “Vacancy Status: vacant housing units”). We used this data series along with Census information on total housing units (from the ACS DP04 data series focused on “Selected Housing Characteristics”) to generate “seasonal homes” as a percent of “total housing units.” In turn, we used this derived value as a surrogate for “concentrations of seasonal residents.” The figures from ACS and our calculations can be found at this [link](http://goo.gl/VqTh7u) (goo.gl/VqTh7u).



The Center promotes and sustains the vitality of Pennsylvania's rural and small communities by sponsoring research projects to identify policy options for legislative and executive branch consideration and action; collecting data on trends and conditions to understand the diversity of rural Pennsylvania; publishing information and research results to inform and educate audiences about the diverse people and communities of rural Pennsylvania; and participating in local, state and national forums on rural issues to present and learn from best practices.

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