

California RPT Demographic Data
Collected at Time of Purchase
 (By Year, 2002 - 2007 YTD 9/17/2007)

| | | <u>2002</u> | <u>2003</u> | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007 YTD</u> <u>9/17/2007</u> |
|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------------------|
| Head of Household (HH) | | | | | | | |
| Male | # of | 20 | 20 | 12 | 10 | 20 | 14 |
| Female | # of | 3 | 3 | 4 | 7 | 5 | 2 |
| Formal Education (years) | Average Yrs. | 14.3 | 14.3 | 14.2 | 13.6 | 15.7 | 14.1 |
| Average Age | Average Yrs. | 65.5 | 65.5 | 63.0 | 61.7 | 59.3 | 62.5 |
| Age Groups (HH) | | | | | | | |
| < 35 | % of all HH | 0% | 0% | 0% | 0% | 0% | 0% |
| < 40 | % of all HH | 0% | 10% | 0% | 0% | 4% | 0% |
| < 45 | % of all HH | 4% | 0% | 0% | 6% | 13% | 6% |
| < 50 | % of all HH | 4% | 5% | 7% | 6% | 0% | 6% |
| < 55 | % of all HH | 4% | 5% | 20% | 24% | 13% | 13% |
| < 60 | % of all HH | 13% | 15% | 20% | 6% | 4% | 6% |
| < 65 | % of all HH | 13% | 15% | 7% | 17% | 31% | 31% |
| < 70 | % of all HH | 27% | 15% | 19% | 17% | 18% | 19% |
| < 75 | % of all HH | 22% | 10% | 13% | 12% | 13% | 0% |
| < 80 | % of all HH | 4% | 5% | 7% | 6% | 4% | 6% |
| > 80 | % of all HH | 9% | 20% | 7% | 6% | 0% | 13% |
| Employment Status (HH) | | | | | | | |
| Full Time | % of all HH | 26% | 25% | 43% | 31% | 33% | 29% |
| Part Time | % of all HH | 0% | 15% | 0% | 0% | 0% | 6% |
| Retired | % of all HH | 70% | 50% | 57% | 63% | 63% | 59% |
| Unemployed | % of all HH | 4% | 10% | 0% | 6% | 4% | 6% |
| HH Occupation (HH) | | | | | | | |
| Labor | % of all HH | 0% | 6% | 7% | 5% | 9% | 0% |
| Retail | % of all HH | 0% | 6% | 0% | 0% | 5% | 6% |
| Skilled | % of all HH | 4% | 11% | 14% | 0% | 9% | 6% |
| Craftsman | % of all HH | 4% | 17% | 14% | 5% | 9% | 12% |
| Military | % of all HH | 4% | 6% | 0% | 16% | 5% | 6% |
| Homemaker | % of all HH | 0% | 0% | 7% | 13% | 4% | 0% |
| Manager | % of all HH | 35% | 17% | 29% | 22% | 14% | 12% |
| Professional | % of all HH | 40% | 31% | 29% | 28% | 40% | 52% |
| Proprietor | % of all HH | 13% | 6% | 0% | 11% | 5% | 6% |
| Spouse of Head of Household (SHH) | | | | | | | |
| Male | # of | 0 | 1 | 0 | 1 | 0 | 0 |
| Female | # of | 18 | 13 | 12 | 8 | 18 | 13 |
| Formal Education (years) | Average Yrs. | 13.6 | 14.3 | 13.8 | 13.5 | 14.1 | 14.6 |
| Average Age | Average Yrs. | 61.7 | 60.5 | 62.5 | 60.9 | 58.1 | 60.7 |
| Age Groups (SHH) | | | | | | | |
| < 35 | % of all SHH | 0% | 0% | 0% | 0% | 0% | 0% |
| < 40 | % of all SHH | 0% | 7% | 0% | 0% | 18% | 0% |
| < 45 | % of all SHH | 6% | 7% | 0% | 13% | 6% | 0% |
| < 50 | % of all SHH | 6% | 0% | 8% | 13% | 0% | 7% |
| < 55 | % of all SHH | 11% | 14% | 25% | 0% | 0% | 14% |
| < 60 | % of all SHH | 16% | 30% | 8% | 13% | 18% | 28% |
| < 65 | % of all SHH | 16% | 7% | 8% | 24% | 34% | 21% |
| < 70 | % of all SHH | 33% | 7% | 17% | 24% | 12% | 21% |
| < 75 | % of all SHH | 6% | 14% | 34% | 0% | 6% | 0% |
| < 80 | % of all SHH | 6% | 7% | 0% | 0% | 6% | 0% |
| > 80 | % of all SHH | 0% | 7% | 0% | 13% | 0% | 7% |
| SHH Employment Status | | | | | | | |
| Full Time | % of all SHH | 6% | 23% | 18% | 57% | 12% | 17% |
| Part Time | % of all SHH | 6% | 15% | 9% | 0% | 6% | 8% |
| Retired | % of all SHH | 70% | 54% | 64% | 43% | 70% | 67% |
| Unemployed | % of all SHH | 18% | 8% | 9% | 0% | 12% | 8% |

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|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------------------|
| SHH Occupation | | | | | | | |
| Labor | % of all SHH | 0% | 0% | 8% | 0% | 0% | 7% |
| Retail | % of all SHH | 6% | 0% | 0% | 13% | 7% | 0% |
| Skilled | % of all SHH | 17% | 0% | 16% | 0% | 13% | 20% |
| Craftsman | % of all SHH | 0% | 0% | 0% | 0% | 0% | 0% |
| Military | % of all SHH | 0% | 0% | 0% | 13% | 0% | 0% |
| Homemaker | % of all SHH | 27% | 15% | 35% | 0% | 30% | 17% |
| Manager | % of all SHH | 17% | 18% | 0% | 13% | 21% | 7% |
| Professional | % of all SHH | 16% | 58% | 41% | 37% | 29% | 49% |
| Proprietor | % of all SHH | 17% | 9% | 0% | 24% | 0% | 0% |
| Family Data | | | | | | | |
| # of Children Total | Average # | 2.57 | 2.60 | 2.53 | 2.60 | 2.68 | 3 |
| # of Children at Home | % of # | 0% | 8% | 11% | 10% | 9% | 2% |
| # of Children Away at School | % of # | 0% | 0% | 3% | 0% | 0% | 0% |
| # of Children on their Own | % of # | 100% | 92% | 82% | 90% | 91% | 86% |
| # of Grandchildren | Average. # | 4.61 | 3.60 | 4.85 | 4.71 | 3.25 | 4.24 |
| # of Children Living <150 Miles from RPT | % of # | 32% | 42% | 18% | 38% | 36% | 33% |
| # of Grandchildren Living <150 Miles from RPT | % of # | 43% | 35% | 44% | 24% | 45% | 19% |
| Data on RPT Owner(s) | | | | | | | |
| Married | % | 80% | 70% | 73% | 53% | 73% | 73% |
| # of years married | Average Yrs. | 36.88 | 30.50 | 35.18 | 31.50 | 25.81 | 33.86 |
| Single | % | 20% | 30% | 27% | 47% | 27% | 27% |
| Annual Family Income | \$ | \$53,833 | \$47,794 | \$55,682 | \$55,417 | \$51,324 | \$63,500 |
| Previous Years Income Group | | | | | | | |
| \$15,000 | % | 7% | 18% | 0% | 8% | 1200% | 0% |
| \$30,000 | % | 26% | 18% | 27% | 17% | 34% | 20% |
| \$45,000 | % | 20% | 34% | 27% | 17% | 12% | 0% |
| \$60,000 | % | 7% | 6% | 0% | 25% | 0% | 10% |
| \$75,000 | % | 20% | 0% | 27% | 8% | 18% | 20% |
| \$90,000 | % | 7% | 6% | 9% | 8% | 6% | 20% |
| \$100,000 or > | % | 13% | 18% | 8% | 17% | 18% | 30% |
| Primary Residence - Own or Rent | | | | | | | |
| Own their Primary Residence | % | 92% | 91% | 89% | 100% | 86% | 100% |
| Rent Their Primary Residence | % | 8% | 9% | 11% | 0% | 14% | 0% |
| Recreational Equipment & Other Items Owned (last 5 yrs) | | | | | | | |
| Motor Home | %* | 43% | 35% | 31% | 29% | 36% | 35% |
| Travel Trailer | %* | 9% | 25% | 0% | 18% | 28% | 29% |
| Tent Camper | %* | 4% | 0% | 0% | 0% | 4% | 6% |
| Fifth Wheel Travel Trailer | %* | 26% | 20% | 31% | 24% | 28% | 35% |
| Truck Camper | %* | 9% | 5% | 6% | 24% | 4% | 12% |
| Another Recreational Park Trailer | %* | 0% | 0% | 6% | 12% | 20% | 12% |
| Sail Boat | %* | 0% | 0% | 0% | 12% | 0% | 0% |
| Power Boat | %* | 9% | 0% | 13% | 6% | 8% | 35% |
| Jet Ski | %* | 9% | 5% | 0% | 18% | 0% | 12% |
| Aircraft | %* | 0% | 0% | 0% | 12% | 8% | 0% |
| All Terrain Vehicle | %* | 0% | 5% | 13% | 6% | 0% | 24% |
| Snowmobile | %* | 0% | 0% | 0% | 0% | 4% | 18% |
| Golf Cart | %* | 4% | 10% | 25% | 18% | 20% | 18% |
| Timeshare | %* | 4% | 10% | 6% | 12% | 12% | 18% |
| Resort Property | %* | 4% | 10% | 0% | 12% | 4% | 29% |
| Vehicles Currently Owned | | | | | | | |
| Automobile | %* | 61% | 70% | 69% | 71% | 64% | 65% |
| Van | %* | 17% | 10% | 13% | 6% | 4% | 18% |
| Sport Utility Vehicles | %* | 17% | 5% | 19% | 24% | 36% | 35% |
| Motorcycle | %* | 9% | 10% | 0% | 12% | 8% | 6% |
| Truck | %* | 43% | 30% | 31% | 18% | 40% | 47% |
| RV | %* | 26% | 40% | 25% | 41% | 32% | 47% |
| Data on RPT Just Purchased | | | | | | | |
| <u>RPT Siding</u> | | | | | | | |
| Vinyl | % | 32% | 18% | 30% | 38% | 24% | 7% |
| Aluminum | % | 32% | 35% | 30% | 0% | 24% | 13% |
| Masonite/T-111 | % | 36% | 29% | 10% | 47% | 19% | 67% |
| Split Logs | % | 0% | 18% | 30% | 15% | 33% | 13% |
| <u>Roof</u> | | | | | | | |
| Flat | % | 29% | 42% | 36% | 12% | 29% | 13% |
| Peaked | % | 71% | 58% | 64% | 87% | 71% | 87% |
| with Dormers | % | 27% | 9% | 14% | 14% | 20% | 15% |

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|---|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------------------|
| RPT Features | | | | | | | |
| Loft | % | 9% | 0% | 19% | 18% | 24% | 18% |
| Will Sleep | Average # of | 3.2 | 3.4 | 3.8 | 3.3 | 4.1 | 3 |
| Storm Windows and Doors | % | 35% | 25% | 19% | 47% | 40% | 29% |
| Special Insulation & Construction Package for All Clima | % | 70% | 70% | 50% | 82% | 68% | 94% |
| Add on Site Features | | | | | | | |
| Skirting | %* | 87% | 90% | 81% | 71% | 76% | 88% |
| Axels Removed | %* | 13% | 15% | 13% | 12% | 12% | 6% |
| Hitch Removed | %* | 70% | 50% | 69% | 65% | 48% | 88% |
| Anchored | %* | 57% | 35% | 56% | 47% | 64% | 65% |
| Patio | %* | 26% | 25% | 38% | 29% | 32% | 29% |
| Deck | %* | 65% | 45% | 38% | 35% | 44% | 47% |
| Telephone | %* | 70% | 50% | 63% | 71% | 64% | 59% |
| Cable TV | %* | 65% | 70% | 69% | 65% | 60% | 65% |
| Satellite TV | %* | 22% | 25% | 25% | 29% | 36% | 53% |
| A/C | %* | 70% | 50% | 69% | 59% | 60% | 76% |
| Storage Shed | %* | 70% | 75% | 69% | 71% | 64% | 71% |
| Carport | %* | 22% | 15% | 13% | 18% | 24% | 29% |
| Covered Porch | %* | 39% | 35% | 25% | 29% | 28% | 53% |
| Screen Room | %* | 4% | 5% | 0% | 6% | 4% | 6% |
| Add on Room Without Utilities | %* | 4% | 5% | 6% | 0% | 4% | 18% |
| Add on Room With Utilities | %* | 13% | 5% | 13% | 12% | 4% | 0% |
| RPT is Set Up Near | | | | | | | |
| Mountains | %* | 61% | 50% | 44% | 47% | 56% | 47% |
| Ocean | %* | 22% | 25% | 56% | 12% | 20% | 18% |
| Desert | %* | 61% | 50% | 38% | 53% | 48% | 59% |
| Lake | %* | 35% | 10% | 19% | 29% | 28% | 24% |
| Ski Trails | %* | 9% | 9% | 6% | 0% | 0% | 6% |
| Hunting and Fishing Areas | %* | 26% | 15% | 25% | 18% | 36% | 35% |
| Govt. Recreational Park/Land | %* | 30% | 10% | 25% | 12% | 20% | 24% |
| Commercial Recreation/Theme Park | %* | 35% | 30% | 25% | 29% | 36% | 29% |
| Employment | %* | 9% | 5% | 6% | 29% | 28% | 29% |
| Family Members | %* | 26% | 15% | 25% | 41% | 36% | 35% |
| Hobbies | %* | 43% | 20% | 31% | 35% | 40% | 29% |
| Description of Location where RPT is Set-Up | | | | | | | |
| RV Park / Resort | %* | 70% | 70% | 69% | 65% | 60% | 65% |
| RPT Development/Resort | %* | 9% | 15% | 0% | 0% | 0% | 6% |
| Manufactured Housing Park/Resort | %* | 4% | 5% | 13% | 6% | 20% | 6% |
| Rec/Vacation Zoned Development Property | %* | 4% | 5% | 19% | 12% | 12% | 12% |
| Private Property > 5 Acres | %* | 9% | 10% | 6% | 6% | 12% | 18% |
| Private Property < 5 Acres | %* | 30% | 5% | 13% | 29% | 12% | 18% |
| RPT Set-Up Miles from Primary Residence | | | | | | | |
| < Than 50 Miles | % | 21% | 17% | 17% | 25% | 20% | 10% |
| < Than 100 Miles | % | 14% | 17% | 17% | 13% | 27% | 10% |
| < Than 150 Miles | % | 0% | 25% | 17% | 13% | 13% | 10% |
| < Than 200 Miles | % | 0% | 0% | 0% | 0% | 7% | 0% |
| < Than 500 Miles | % | 29% | 25% | 17% | 25% | 13% | 10% |
| < Than 750 Miles | % | 0% | 0% | 0% | 0% | 0% | 0% |
| < Than 1,000 Miles | % | 0% | 0% | 0% | 0% | 0% | 0% |
| > Than 1, 000 Miles | % | 36% | 16% | 32% | 24% | 20% | 60% |
| Average # of Miles from Primary Residenece | # | 402 | 237 | 265 | 237 | 254 | 1074 |
| RPT To be Used As : | | | | | | | |
| Seasonal Vacation Dwelling | % | 46% | 63% | 38% | 44% | 48% | 69% |
| Seasonal Vacation Rental Unit | % | 0% | 0% | 0% | 6% | 0% | 0% |
| Tempory Dwelling/Residence | % | 4% | 0% | 0% | 0% | 4% | 0% |
| Additional Bedroom Children | % | 8% | 0% | 0% | 0% | 0% | 6% |
| Additional Bedroom Aging Relative | % | 0% | 0% | 0% | 6% | 4% | 0% |
| Additional Bedroom Guests | % | 8% | 0% | 0% | 0% | 0% | 6% |

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|---|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------------------|
| Future Rental Availability of RPT | | | | | | | |
| Will Rent | % | 0% | 0% | 0% | 94% | 8% | 6% |
| Might Rent | % | 9% | 21% | 13% | 6% | 12% | 6% |
| Will not Rent | % | 91% | 79% | 87% | 6% | 80% | 88% |
| Purchase Information on RPT | | | | | | | |
| Paid in Full With Cash or Savings | % | 81% | 77% | 81% | 61% | 73% | 76% |
| Financed through Owner's Bank | % | 14% | 6% | 6% | 28% | 9% | 6% |
| Financed through Dealer's Bank | % | 5% | 17% | 13% | 11% | 18% | 18% |
| Amount of Down Payment in % | % | 31% | 34% | 26% | 25% | 46% | 8% |
| Purchase Price | Average \$ | \$37,151 | \$35,776 | \$40,210 | \$35,698 | \$39,154 | \$403 |
| RPT Economic Impact on Site | | | | | | | |
| Daily Expenditure | Average \$ | \$44 | \$39 | \$38 | \$50 | \$24 | \$27 |
| # of Occupants | Average # of | 1.95 | 2.06 | 2.00 | 1.71 | 1.93 | 2.18 |
| Days of Occupancy planned for the first year | Average # of | 225 | 215 | 267 | 281 | 234 | 201 |
| How New RPT Owners Became Aware of Lifestyle | | | | | | | |
| Saw in Park or Resort | %* | 52% | 50% | 44% | 24% | 44% | 59% |
| Friend or Associate Told Us | %* | 22% | 30% | 6% | 12% | 28% | 24% |
| Saw RPT at RV Dealership | %* | 30% | 20% | 0% | 18% | 16% | 12% |
| Saw RPT at RV Public Show | %* | 9% | 5% | 0% | 18% | 28% | 12% |
| Saw RPT on TV Show on in an Article | %* | 4% | 0% | 0% | 12% | 12% | 0% |
| Saw an Advertisement for RPT | %* | 4% | 5% | 0% | 12% | 4% | 0% |
| Surfing the Internet | %* | 9% | 10% | 0% | 12% | 4% | 0% |
| Purchased RPT From | | | | | | | |
| RV Dealer Not Affiliated With a Development or a Cam | % | 65% | 58% | 47% | 59% | 54% | 59% |
| MH Dealer Not Affiliated With a Development or a Cam | % | 10% | 0% | 20% | 12% | 8% | 24% |
| RV Dealer Affiliated With a Development or a Campgro | % | 10% | 5% | 13% | 6% | 13% | 0% |
| MH Dealer Affiliated With a Development or a Campgrc | % | 10% | 26% | 7% | 12% | 13% | 6% |
| Vacation Resort Property Developer offering RPT / Lot | % | 5% | 11% | 13% | 12% | 8% | 6% |
| A Previous Owner (Used Unit) | % | 0% | 0% | 0% | 0% | 4% | 6% |
| # of Dealerships Visited Prior to Purchase | # | 3.25 | 1.86 | 3.60 | 2.88 | 3.00 | 3.00 |
| Level of Satisfaction (1-Least to 10-most) | | | | | | | |
| Information Obtained Prior to Purchase | Weighted # | 8 | 8 | 8 | 9 | 8 | 9 |
| Delivery and Set-Up | Weighted # | 8 | 9 | 8 | 6 | 7 | 8 |
| Warranty Service After Set-Up | Weighted # | 7 | 8 | 8 | 7 | 7 | 8 |
| Park Trailer Lifestyle | Weighted # | 9 | 9 | 10 | 8 | 9 | 9 |
| Will recommend RPT Lifestyle to Friends and Neighbor | % | 100% | 100% | 100% | 93% | 100% | 100% |
| Have Recommended RPT Lifestyle to Friends and Neig | % | 88% | 73% | 90% | 73% | 83% | 83% |
| Total Number of Replies received and processed | # | 23 | 20 | 16 | 17 | 25 | 17 |
| Family Interests and Hobbies | | | | | | | |
| Antique Automobiles | %* | 4% | 5% | 6% | 6% | 4% | 18% |
| Antiques | %* | 9% | 10% | 13% | 0% | 4% | 18% |
| Auctions | %* | 0% | 0% | 0% | 0% | 0% | 6% |
| Auto Racing | %* | 0% | 10% | 13% | 6% | 12% | 0% |
| Auto Repair | %* | 0% | 10% | 6% | 6% | 0% | 0% |
| Bicycling | %* | 17% | 20% | 6% | 12% | 8% | 12% |
| Bird Watching | %* | 0% | 20% | 6% | 6% | 12% | 12% |
| Boating/Water Skiing | %* | 17% | 5% | 6% | 12% | 4% | 29% |
| Bridge / Cards | %* | 4% | 5% | 19% | 0% | 4% | 0% |
| Camping/RVing | %* | 35% | 40% | 13% | 24% | 28% | 53% |
| Cats | %* | 4% | 10% | 13% | 24% | 12% | 18% |
| Collecting | %* | 13% | 5% | 0% | 6% | 0% | 18% |
| Computers | %* | 13% | 20% | 19% | 29% | 8% | 18% |
| Crafts | %* | 26% | 35% | 13% | 35% | 4% | 35% |
| Cruise Ships | %* | 4% | 15% | 13% | 35% | 8% | 18% |
| Dancing | %* | 9% | 15% | 6% | 12% | 8% | 12% |
| Decorating | %* | 13% | 5% | 0% | 24% | 12% | 6% |
| Dogs | %* | 4% | 25% | 6% | 18% | 24% | 35% |
| Family | %* | 22% | 20% | 13% | 35% | 32% | 18% |
| Fishing | %* | 17% | 5% | 13% | 12% | 20% | 29% |
| Gardening | %* | 13% | 35% | 19% | 24% | 24% | 35% |
| Golf | %* | 30% | 10% | 25% | 18% | 8% | 12% |
| Guns | %* | 4% | 0% | 25% | 12% | 8% | 18% |
| Hiking | %* | 13% | 20% | 0% | 18% | 12% | 18% |
| History | %* | 4% | 5% | 0% | 6% | 8% | 12% |
| Horses | %* | 4% | 5% | 0% | 18% | 0% | 6% |
| Hunting | %* | 0% | 0% | 13% | 6% | 0% | 12% |

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|---------------------------------------|----|-------------|-------------|-------------|-------------|-------------|-------------------------------------|
| Family Interests and Hobbies (cont'd) | | | | | | | |
| Investing | %* | 13% | 15% | 13% | 0% | 4% | 6% |
| Museums | %* | 0% | 0% | 0% | 0% | 16% | 6% |
| Music | %* | 13% | 35% | 31% | 12% | 8% | 18% |
| Painting | %* | 0% | 5% | 0% | 6% | 8% | 18% |
| Photography | %* | 9% | 15% | 13% | 18% | 4% | 12% |
| Pottery | %* | 0% | 5% | 0% | 0% | 4% | 0% |
| Quilting | %* | 22% | 0% | 6% | 24% | 4% | 6% |
| Reading | %* | 26% | 50% | 25% | 41% | 52% | 12% |
| Real Estate | %* | 9% | 5% | 0% | 0% | 0% | 12% |
| Remodeling | %* | 0% | 10% | 6% | 6% | 4% | 12% |
| RV Travel | %* | 17% | 20% | 19% | 18% | 20% | 24% |
| Service Clubs | %* | 0% | 0% | 0% | 0% | 8% | 0% |
| Sewing | %* | 9% | 15% | 13% | 29% | 0% | 24% |
| Shopping | %* | 17% | 30% | 13% | 18% | 12% | 24% |
| Skating | %* | 0% | 0% | 6% | 0% | 0% | 0% |
| Snow Skiing | %* | 0% | 0% | 0% | 6% | 4% | 0% |
| Sports | %* | 30% | 5% | 19% | 12% | 12% | 12% |
| Swimming/Scuba | %* | 13% | 15% | 6% | 18% | 0% | 12% |
| Theater/Movies | %* | 4% | 20% | 6% | 6% | 20% | 0% |
| Travel -Air | %* | 4% | 10% | 6% | 12% | 8% | 12% |
| Travel - Auto/RV | %* | 17% | 20% | 19% | 18% | 20% | 24% |
| Woodworking | %* | 9% | 10% | 6% | 6% | 12% | 12% |
| Writing | %* | 9% | 10% | 6% | 6% | 0% | 6% |
| Yard Sales | %* | 0% | 30% | 6% | 24% | 24% | 12% |

* Means: Respondents indicated more than a single choice in this category therefore The % for all choices will equal more than 100%
NA Means: Questions were not asked in early versions of the survey