

Manufactured Housing 2022: An Untapped Affordable Housing Solution

Prepared by Market Insights,
Corporate Communications & Marketing



Executive Summary and Recommendations



General familiarity with manufactured housing is relatively high, however there are clear knowledge gaps

Roughly half of those surveyed are at least **somewhat familiar with manufactured housing**. However, **confusion exists in the details** of manufactured homes such as their availability in different settings, the process of purchasing, and the possibility of renting / short-term living.



Sentiment toward manufactured housing is surprisingly positive

Positive sentiment outweighs negative and most agree manufactured housing is a **great affordable housing option**, especially for first-time homebuyers.

They are seen as being **eco-friendly, customizable and a good investment**.



Purchase likelihood of manufactured housing is tied to level of familiarity

Younger generations, Black consumers, lower income households and urban residents have **lower familiarity with manufactured homes**.

Overall, those who are familiar show a greater likelihood to see them as an affordable housing option and are likely to purchase them in the future.



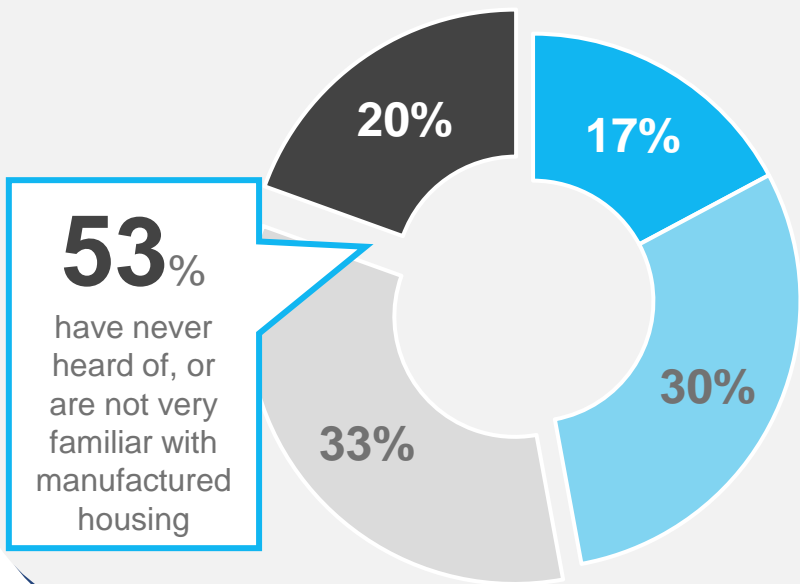
Recommendation

Investigate ways to improve awareness and tap into the opportunity manufactured homes can bring to today's housing market, particularly among key segments of affordable and underserved cohorts.

5 in10 are familiar with manufactured housing, however confusion exists when it comes to process-oriented details

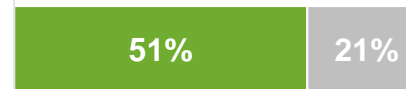
Familiarity with Manufactured Homes

- Very familiar
- Somewhat familiar
- Have heard of, but not very familiar
- Never heard of



FALSE statements about Manufactured Housing

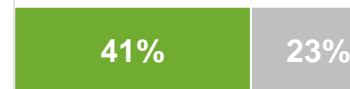
The purchasing process of manufactured homes is the same as other types of homes.



Manufactured homes are only available in rural communities and are not a good option if you want to live in the city or suburbs.



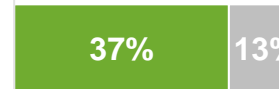
Manufactured homes are personal properties and cannot be attached to a permanent foundation.



Manufactured homes can only be purchased and are not available for rent.



Manufactured homes are only for temporary housing and not for long-term living.



■ Strongly/Somewhat Agree ■ Don't Know

Q: How familiar are you with manufactured homes? N = 1,954 those not currently living in manufactured housing

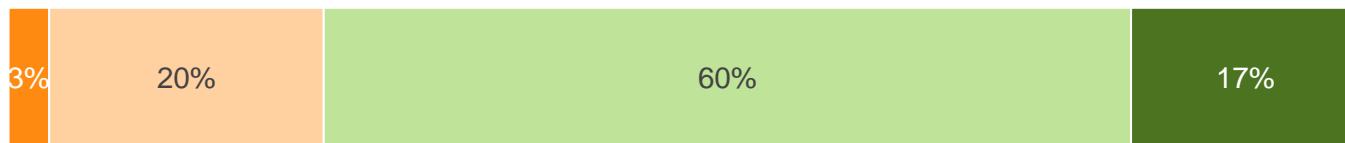
Q: The list below contains some statements about manufactured homes. Please indicate how much you agree or disagree with each statement N = 2,092 Total Sample

Positive sentiment overall with manufactured homes seen as new, affordable, and “easy” housing options



Overall Perception of Manufactured Homes

Extremely negative Somewhat negative Somewhat positive Extremely positive



Cheap

Unsafe

Cookie Cutter

Mobile Home

Small

77% Top 2 Box positive sentiment

Easy
Affordable
Cool **Modern**
Custom
New **Efficient** **Cheap**

Positive View of Manufactured Homes (% Top 2 Box)

<\$50K HHI	82%
Black Consumers	81%
High School or less	80%
Urban Residents	79%
Rural Residents	79%
Millennials	78%

Less Positive View of Manufactured Homes (% Top 2 Box)

Advanced Degree*	62%
>\$100K HHI	67%
Baby Boomers	73%
Caucasian Consumers	74%
Suburban Residents	74%

Q: What is your perception of manufactured homes? N = 1,711 those who have at least heard of manufactured housing

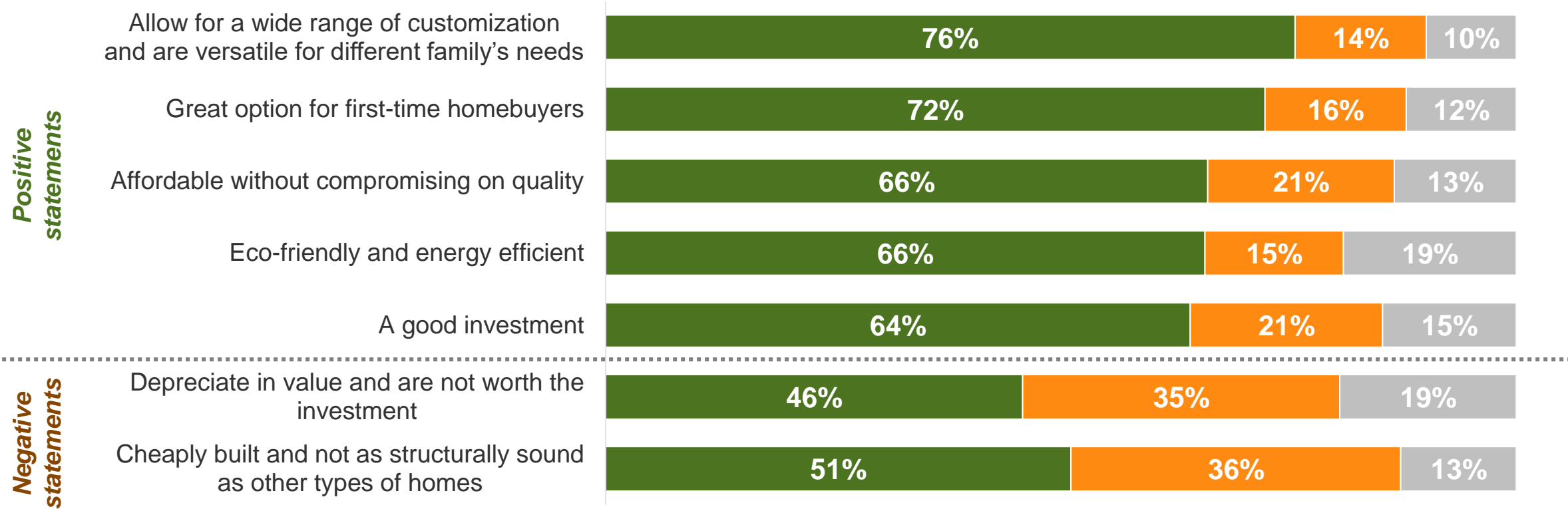
Q: What are the top 3 words or phrases that come to mind when you think of manufactured housing? N = 1,711 those who have at least heard of manufactured housing

* Masters degree or Professional / Doctorate degree

The benefits of manufactured homes are tangible, with positive sentiment largely outweighing the negative

How much you agree or disagree with each statement?

■ Strongly/Somewhat Agree ■ Strongly/Somewhat Disagree ■ Don't know



N = 2,092 Consumers age 18+

Target Cohorts and Recommendations



Younger Consumers

N = 1,520

Positive sentiment*: 76% for Gen Z and 78% for Millennials

- More than 2/3 of Millennials say they are **likely to consider buying a manufactured home in the future**
- Gen Z are more likely to say that **low supply of manufactured housing and lack of knowledge and available resources are challenges to purchasing.**

.....
Educate this cohort to drive awareness of the ability to rent manufactured housing.



Black Consumers

N = 663

Positive sentiment: 81%

- Black consumers are more likely (65%) than Total Sample or other ethnicities to say they are **likely to consider buying a manufactured home in the future**
- They view manufactured housing as **a good investment, think that it is affordable without compromising on quality and like the customization it offers**

.....
Offer general education about manufactured housing and resources to support the purchase process to this cohort.



Lower HHI (<\$50K)

N = 1,088

Positive sentiment: 82%

- Despite their high sentiment towards manufactured housing, this group is the **least familiar** with this type of housing.
- They are also the **most likely income cohort to state “I don’t know”** for various attitudinal statements and when asked which sources of financing to consider when purchasing a manufactured home

.....
Provide information on available financing options for manufactured housing to Americans with lower household incomes.



Urban Residents

N = 869

Positive sentiment: 79%

- Urbanites are significantly more likely than those living in the suburbs or in rural areas to say they are **likely to consider purchasing a manufactured home in the future.**
- They are also significantly more likely than other community types as well as Total Sample to feel **manufactured housing is customizable and versatile.**

.....
Identify urban areas that are conducive to manufactured housing and provide additional education on the benefits of manufactured housing.

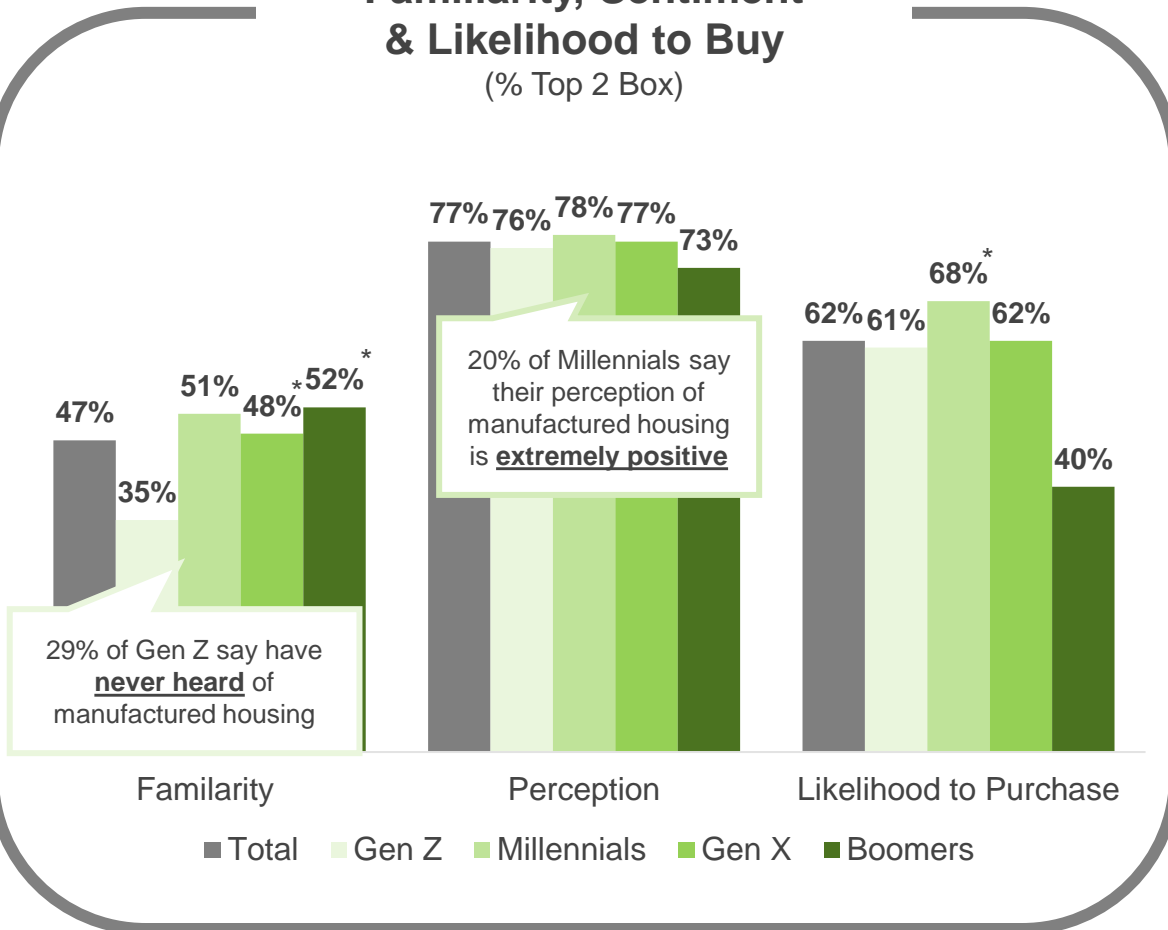
* Positive sentiment is the % of respondents that answered Top 2 Box (Somewhat positive & extremely positive) to the question “What is your perception of manufactured homes?”

Millennials are open to purchasing, but are challenged by perceived lack of financing options available



Familiarity, Sentiment & Likelihood to Buy

(% Top 2 Box)



Attitudes & Challenges Gen Z & Millennials



Gen Z are significantly more likely to consider **low supply** and **lack of knowledge** obstacles to purchasing manufactured housing; while 3 in 10 Millennials say that **lack of financing options** is a barrier to purchasing a manufactured home.



Millennials are significantly more likely to feel manufactured homes are **customizable** and **provide a wide range of options**.



Younger consumers mistakenly assume that manufactured housing is **only available in rural areas**, are **only available for purchase** and **can not be attached to a permanent foundation**.

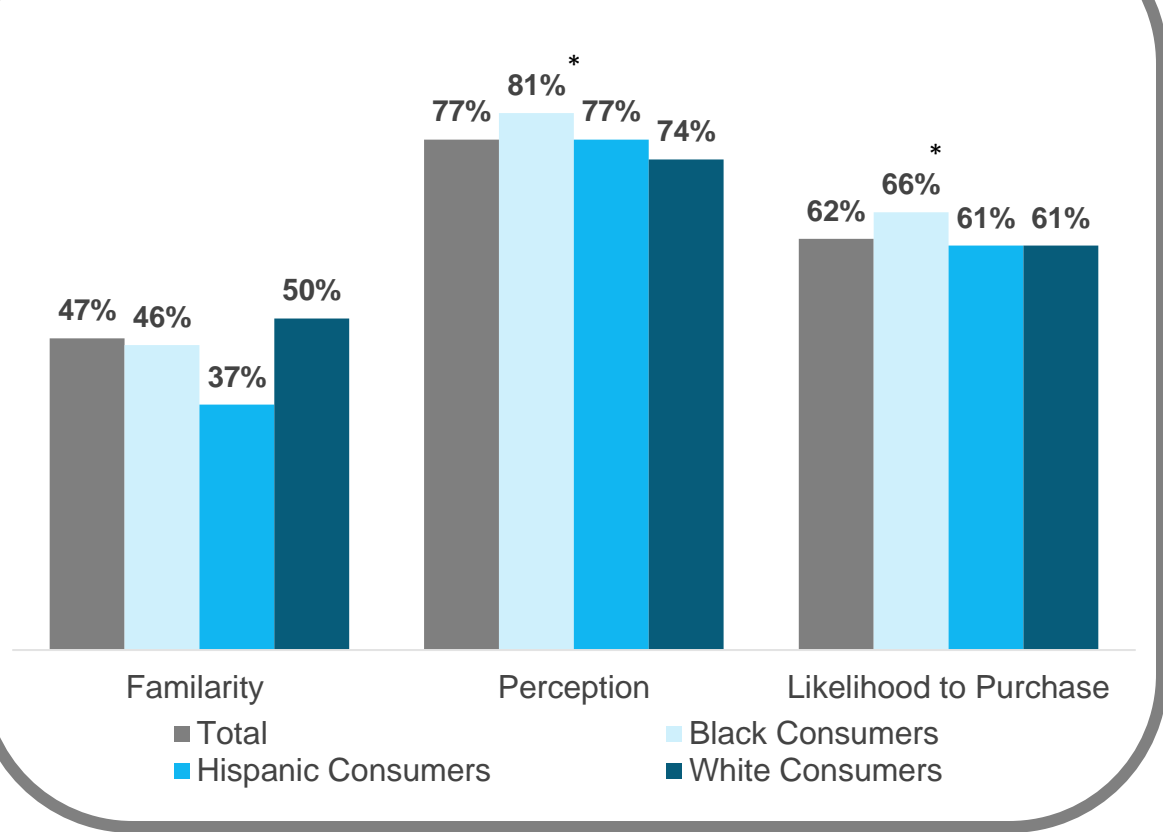
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 Q: What do you think are the biggest challenges of buying a manufactured home? Select up to 3. N = 2,092 Total Sample
 Q: How likely are you to consider buying a manufactured home in the future? N = 2,092 Total Sample

* Indicates statistical significance at 90% confidence level vs. total

Black consumers are interested in purchasing, but feel lack of knowledge and available resources are potential barriers



Familiarity, Sentiment & Likelihood to Buy (% Top 2 Box)



Attitudes & Challenges Black Consumers



78%* strongly/somewhat agree manufactured homes allow for a **wide range of customization** and are **versatile for different family's needs**.



69%* strongly/somewhat agree manufactured homes are **affordable without compromising on quality**.



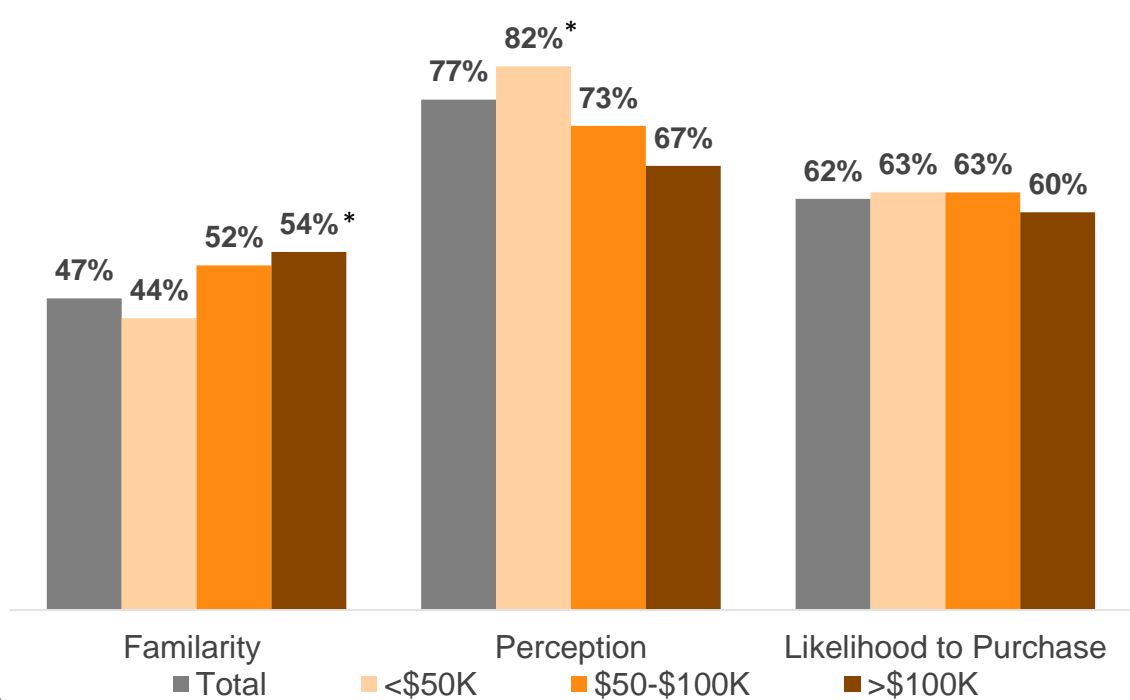
25%* say that **lack of knowledge** and **lack available resources** is one of the biggest challenges of buying a manufactured home.

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Manufactured homes can be a solution for lower household income consumers

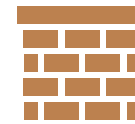
Familiarity, Sentiment & Likelihood to Buy (% Top 2 Box)



Attitudes & Challenges HHI <\$50K



52%* somewhat/strongly disagree that manufactured homes are **only for temporary housing** and not for long-term living



38%* somewhat/strongly disagree that **manufactured homes are cheaply built** and not as structurally sound as other types of homes



2 in 10 low-income households have **never heard of manufactured housing** and are significantly more likely to **answer 'don't know'** to various statements about manufactured housing.

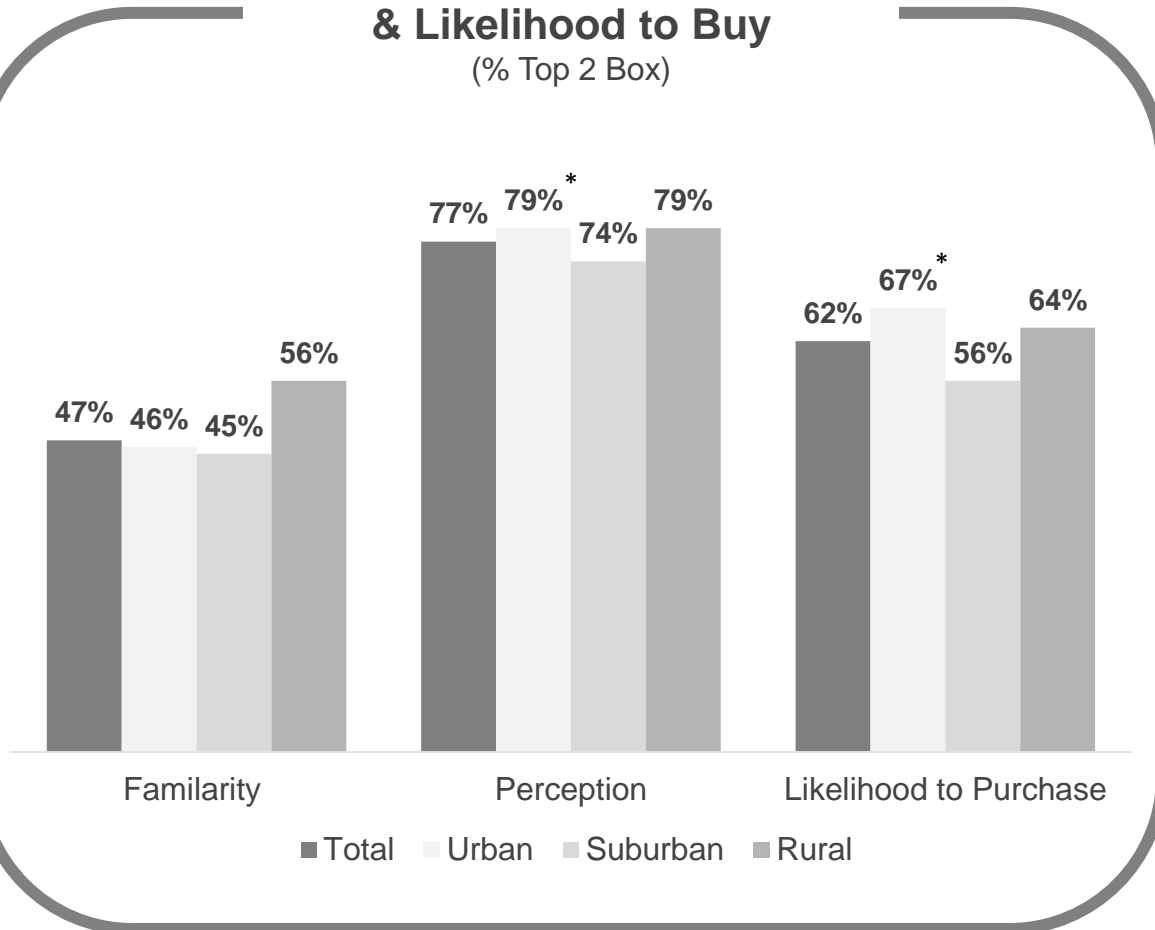
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Urban residents see clear value in manufactured housing



Familiarity, Sentiment & Likelihood to Buy (% Top 2 Box)



Attitudes & Challenges Urban Residents



Only **4%** of urbanites report that they **currently live in manufactured housing**.



More than 7 in 10 urbanites feel manufactured housing **allows for a wide range of customization**, is **versatile enough to meet various families' need**, and is **affordable without compromising on quality**.



In addition to lack of suitable land and financing options needed, approximately **20%** of urbanites report that **lack of knowledge** and **low supply** are also obstacles to purchasing manufactured housing.



Roughly **4 in 10** **assume incorrectly** that manufactured homes can not be attached to a permanent foundation and are only available for purchase.

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