



AUGUST 2024

Survey Data

The Amherst and Prosek Partners Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 Nationally Representative adults ages 18+, between July 30th and August 1st, 2024, using an email invitation and an online survey. Data has been weighted to ensure an accurate representation of nationally representative US adults ages 18+.

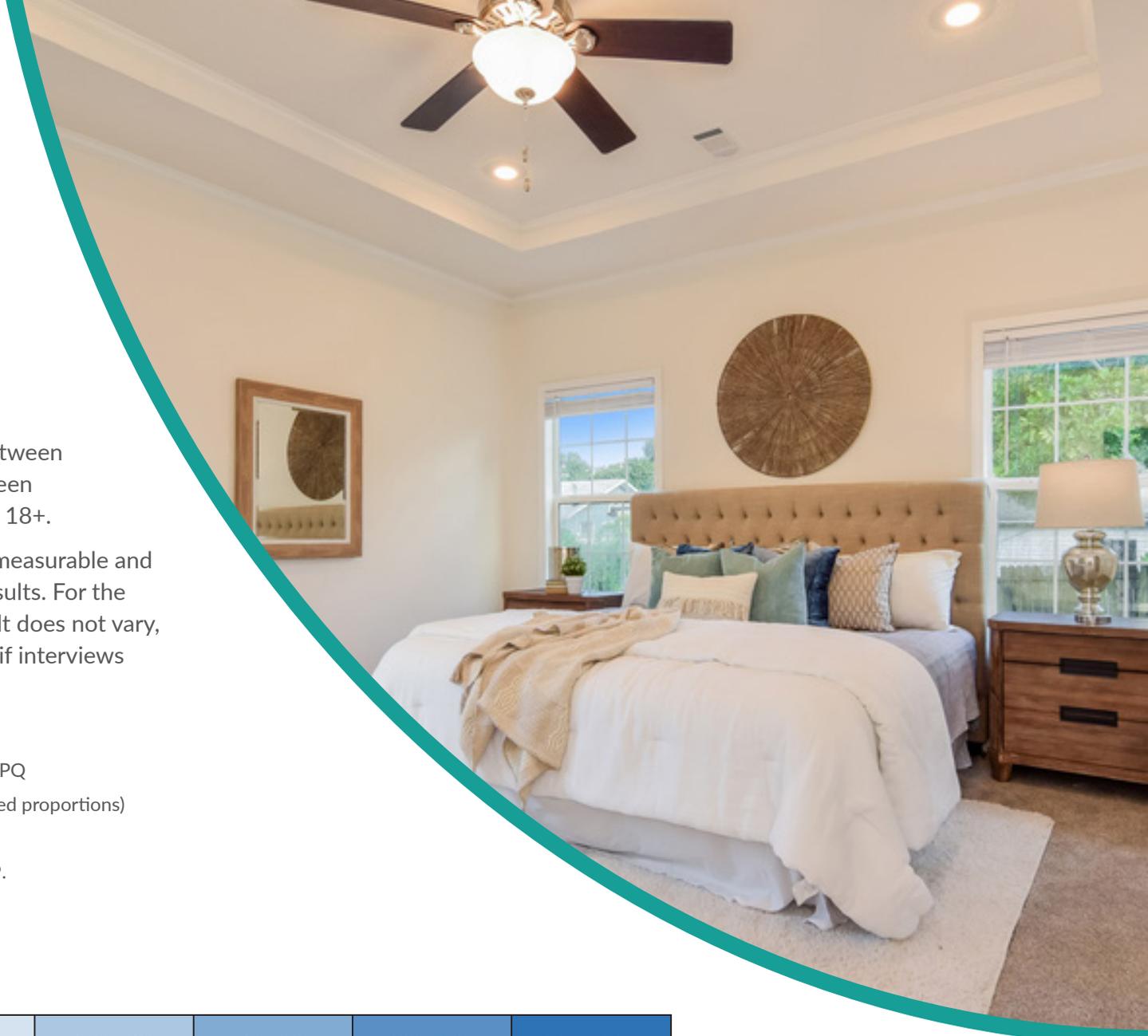
Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FGH/IJKL/MNO/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
“#” denotes a cell for which statistical testing was suppressed because the filter’s frequency was less than 99.9.
Base sizes under 100 are directional findings only.

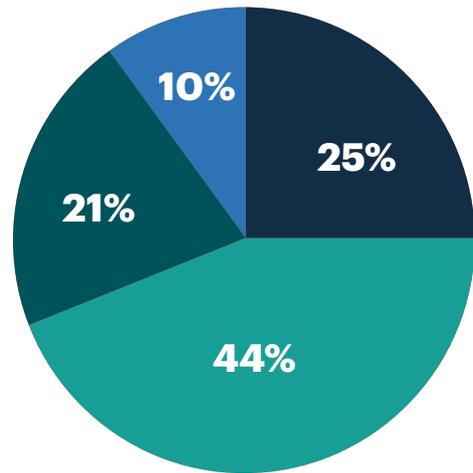
HEAT MAP KEY

0-10%	10%-20%	20%-30%	30%-40%	40%-50%	50%-60%	60%-70%	70%-80%	80%-90%	90%-100%
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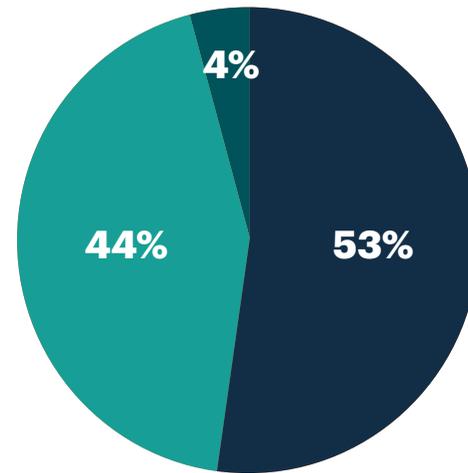
Executive Summary



QUESTION 1

How familiar are you with modular homes?

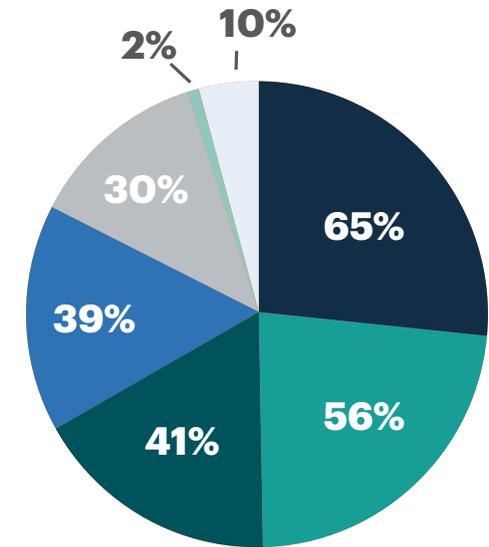
- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar



QUESTION 2

Which of the following best describes what you would consider a modular home to be?

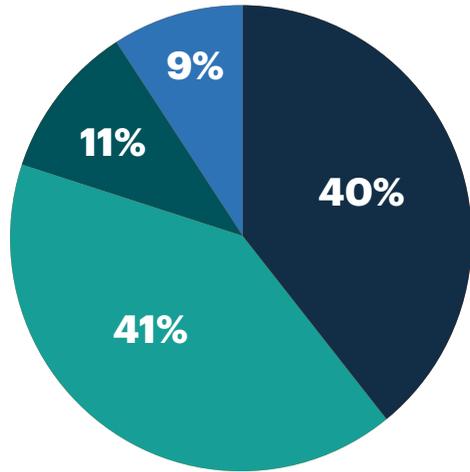
- A traditional home, constructed offsite and placed on a permanent foundation
- A mobile or manufactured home, installed on a temporary foundation
- Other



QUESTION 3

Which of the following aspects of a modular home do you find appealing?

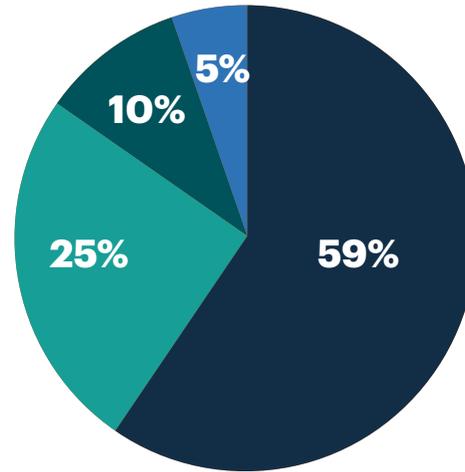
- Faster construction time due to a more controlled environment
- Flexibility with floor plans as well as with exterior and interior design
- Better quality home due to more inspections and precision tool technology
- Less waste and therefore better for the environment
- Labor force fairness for those building the home (e.g., controlled working environments, predictable schedules)
- Other
- None of these



QUESTION 4

How strongly do you agree or disagree with the following statement? I would live in a modular home.

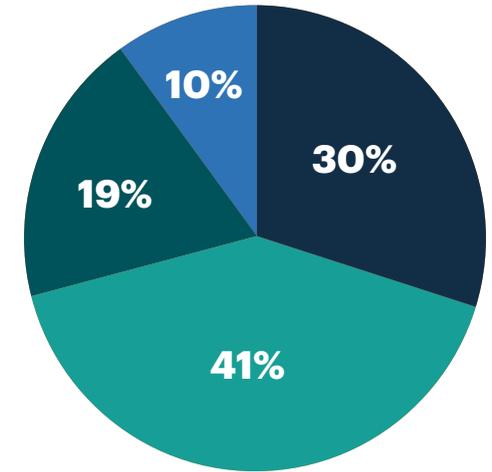
- Agree strongly
- Agree somewhat
- Disagree somewhat
- Disagree strongly



QUESTION 5

Which of the following best describes why you would choose to live in a modular home?

- I don't care how a home is built as long as it is high quality, at an affordable price point, and in a location I desire
- I want to live in a home that produces minimal waste during the building process
- I won't deal with changes in building schedules due to inclement weather and other factors
- Other



QUESTION 6

How interested are you in seeing more alternative types of housing, such as modular homes, in your neighborhood?

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

QUESTION 1

How familiar are you with modular homes?

	MARITAL STATUS		EMPLOYMENT STATUS		INCOME			REGION				RACE / ETHNICITY			EDUCATION		
	Total	Married / In Rel.	Not Married / In Rel.	Employed	Not employed	Lt \$35,000	\$35,000-\$74,999	\$75,000+	Northeast	South	Midwest	West	White	Black	Hispanic	College grad	College non-grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1000	660	340	611	389	219	261	520	174	386	205	235	639	111	175	354	646
Very Familiar	25%	28%	20%	31%	16%	18%	20%	30%	26%	26%	25%	23%	22%	28%	39%	30%	22%
Somewhat Familiar	44%	44%	44%	46%	40%	36%	47%	46%	44%	47%	36%	46%	46%	37%	37%	45%	43%
Not Very Familiar	21%	19%	23%	14%	30%	29%	22%	17%	17%	19%	27%	21%	23%	22%	16%	17%	23%
Not At All Familiar	10%	9%	13%	9%	13%	17%	11%	7%	14%	8%	12%	10%	9%	13%	8%	8%	12%
Very / Somewhat Familiar (Net)	69%	72%	63%	77%	57%	54%	67%	76%	69%	73%	61%	69%	68%	66%	76%	75%	66%
Not Very / Not At All Familiar (Net)	31%	28%	37%	23%	43%	46%	33%	24%	31%	27%	39%	31%	32%	34%	24%	25%	34%

QUESTION 2

Which of the following best describes what you would consider a modular home to be?

	MARITAL STATUS		EMPLOYMENT STATUS		INCOME			REGION				RACE / ETHNICITY			EDUCATION		
	Total	Married / In Rel.	Not Married / In Rel.	Employed	Not employed	Lt \$35,000	\$35,000-\$74,999	\$75,000+	Northeast	South	Midwest	West	White	Black	Hispanic	College grad	College non-grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1000	660	340	611	389	219	261	520	174	386	205	235	639	111	175	354	646
A traditional home, constructed offsite and placed on a permanent foundation	53%	52%	54%	52%	54%	44%	54%	56%	57%	49%	52%	56%	54%	58%	45%	54%	52%
A mobile or manufactured home, installed on a temporary foundation	44%	46%	40%	45%	41%	46%	43%	43%	36%	48%	44%	41%	43%	39%	51%	43%	44%
Other	4%	2%	7%	3%	5%	10%	3%	2%	7%	2%	4%	3%	4%	3%	4%	3%	4%

QUESTION 3

Which of the following aspects of a modular home do you find appealing? Please select all that apply.

	MARITAL STATUS		EMPLOYMENT STATUS		INCOME			REGION				RACE / ETHNICITY			EDUCATION		
	Total	Married / In Rel.	Not Married / In Rel.	Employed	Not employed	Lt \$35,000	\$35,000-\$74,999	\$75,000+	Northeast	South	Midwest	West	White	Black	Hispanic	College grad	College non-grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1000	660	340	611	389	219	261	520	174	386	205	235	639	111	175	354	646
Faster construction time due to a more controlled environment	65%	67%	62%	67%	62%	54%	65%	70%	56%	68%	65%	68%	68%	50%	61%	73%	61%
Flexibility with floor plans as well as with exterior and interior design	56%	56%	56%	60%	50%	44%	57%	60%	45%	59%	57%	58%	57%	54%	53%	59%	54%
Better quality home due to more inspections and precision tool technology	41%	44%	37%	47%	33%	40%	39%	43%	35%	43%	43%	43%	39%	46%	52%	39%	43%
Less waste and therefore better for the environment	39%	38%	41%	42%	34%	36%	36%	42%	43%	35%	39%	42%	40%	43%	34%	47%	35%
Labor force fairness for those building the home (e.g., controlled working environments, predictable schedules)	30%	31%	27%	33%	24%	23%	31%	32%	32%	28%	30%	30%	30%	22%	35%	32%	28%
Other	2%	2%	2%	1%	3%	4%	0%	2%	2%	1%	4%	2%	2%	1%	1%	2%	2%
None of these	10%	10%	12%	6%	17%	15%	13%	7%	13%	9%	11%	11%	12%	9%	4%	8%	12%
ANY (NET)	90%	90%	88%	94%	83%	85%	87%	93%	87%	91%	89%	89%	88%	91%	96%	92%	88%

QUESTION 4

How strongly do you agree or disagree with the following statement? I would live in a modular home.

	MARITAL STATUS		EMPLOYMENT STATUS		INCOME			REGION				RACE / ETHNICITY			EDUCATION		
	Total	Married / In Rel.	Not Married /In Rel.	Employed	Not employed	Lt \$35,000	\$35,000-\$74,999	\$75,000+	Northeast	South	Midwest	West	White	Black	Hispanic	College grad	College non-grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1000	660	340	611	389	219	261	520	174	386	205	235	639	111	175	354	646
Agree strongly	40%	39%	40%	44%	32%	43%	43%	37%	32%	43%	36%	43%	38%	34%	56%	40%	40%
Agree somewhat	41%	40%	42%	39%	43%	37%	43%	41%	39%	43%	41%	39%	42%	48%	29%	42%	40%
Disagree somewhat	11%	11%	10%	12%	10%	5%	10%	14%	15%	9%	14%	9%	12%	8%	9%	12%	10%
Disagree strongly	9%	9%	8%	5%	15%	14%	4%	9%	14%	6%	8%	10%	8%	10%	7%	6%	10%
Agree (Net)	81%	80%	82%	84%	75%	80%	86%	78%	71%	86%	77%	82%	80%	82%	84%	81%	80%
Disagree (Net)	19%	20%	18%	16%	25%	20%	14%	22%	29%	14%	23%	18%	20%	18%	16%	19%	20%

QUESTION 5

Which of the following best describes why you would choose to live in a modular home?

	MARITAL STATUS		EMPLOYMENT STATUS		INCOME			REGION				RACE / ETHNICITY			EDUCATION		
	Total	Married / In Rel.	Not Married / In Rel.	Employed	Not employed	Lt \$35,000	\$35,000-\$74,999	\$75,000+	Northeast	South	Midwest	West	White	Black	Hispanic	College grad	College non-grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1000	660	340	611	389	219	261	520	174	386	205	235	639	111	175	354	646
I don't care how a home is built as long as it is high quality, at an affordable price point, and in a location I desire	59%	56%	64%	52%	69%	63%	64%	55%	58%	59%	62%	57%	66%	49%	41%	57%	59%
I want to live in a home that produces minimal waste during the building process	25%	26%	25%	32%	14%	21%	22%	29%	22%	26%	18%	33%	17%	38%	42%	32%	22%
I won't deal with changes in building schedules due to inclement weather and other factors	10%	12%	8%	10%	11%	11%	9%	11%	15%	11%	10%	7%	10%	9%	17%	8%	12%
Other	5%	7%	3%	5%	6%	5%	5%	5%	5%	4%	10%	3%	7%	5%		2%	7%

QUESTION 6

How interested are you in seeing more alternative types of housing, such as modular homes, in your neighborhood?

	MARITAL STATUS		EMPLOYMENT STATUS		INCOME			REGION				RACE / ETHNICITY			EDUCATION		
	Total	Married / In Rel.	Not Married / In Rel.	Employed	Not employed	Lt \$35,000	\$35,000-\$74,999	\$75,000+	Northeast	South	Midwest	West	White	Black	Hispanic	College grad	College non-grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1000	660	340	611	389	219	261	520	174	386	205	235	639	111	175	354	646
Very interested	30%	32%	25%	35%	21%	29%	33%	28%	32%	30%	27%	30%	25%	33%	47%	32%	29%
Somewhat interested	41%	38%	46%	43%	38%	39%	40%	42%	33%	45%	38%	42%	41%	47%	36%	41%	41%
Not very interested	19%	20%	19%	17%	24%	18%	19%	21%	22%	16%	25%	17%	22%	12%	14%	20%	19%
Not at all interested	10%	10%	10%	5%	18%	14%	8%	9%	13%	8%	10%	10%	12%	8%	3%	8%	11%
Very / Somewhat interested (Net)	71%	71%	71%	78%	59%	68%	74%	70%	64%	76%	65%	72%	66%	80%	83%	73%	70%
Not Very / Not At All interested (Net)	29%	29%	29%	22%	41%	32%	26%	30%	36%	24%	35%	28%	34%	20%	17%	27%	30%