

# Quick Facts

Manufactured housing industry trends

OHIO  
MANUFACTURED  
HOMES  
ASSOCIATION

## Today's manufactured homes offer quality and value

The facts cannot be ignored! Manufactured housing is fast becoming an integral part of the nation's housing. In 2002, over 5,000 new manufactured homes were sold in Ohio. Nationwide, over 22 million people, about 8 percent of the U.S. population, live full-time in 10 million manufactured homes. In 2002, manufactured homes represented 12 percent of all new single-family homes in Ohio! Additionally, multi-section manufactured homes continue to outpace the sales of single-section homes. In 2002, multi-section homes represented 78 percent of Ohio industry shipments.

Several factors have spurred the growing acceptance of manufactured homes. First is the continued affordability and value of manufactured homes. According to the most recent figures from the Manufactured Housing Institute, the average cost of a manufactured home is \$48,800 and the average cost of a site-built home is \$164,217. With the median American household earning \$42,228, it is clear why a manufactured home is more affordable than a site-built home.

Another key reason for the growing

acceptance of manufactured homes is the quality and aesthetic characteristics now standard in the home. Manufactured homes offer spacious floor plans, vaulted ceilings, walk-in closets, fireplaces, brand-name appliances, customization packages, whirlpool tubs and upgrades. In addition, exterior designs are available that are compatible with almost any neighborhood.

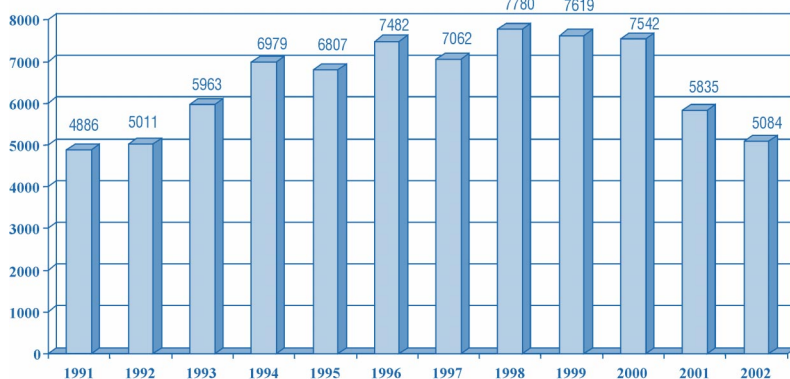
These advances are enhanced by continuing progress toward removing outdated and obsolete zoning barriers to manufactured homes.

Positive factors such as these are reinforced by the manufactured housing industry's increased attention to consumer-oriented marketing and customer services during the last decade. Today's manufacturers are market-oriented and focused on delivering a home that meets a wide range of consumers' needs and wants.

Sources: **Manufactured Housing Institute Statistical Surveys**



### Ohio Manufactured Home Sales



Numbers based upon manufactured home documents filed with the state of Ohio.

Source: *Statistical Surveys, Grand Rapids, Michigan.*

## Quick stats

88%

Percentage of manufactured home owners reporting satisfaction with their housing choice.

\$48,800

National average cost of a new manufactured home in 2001.

1,540

The average square footage in today's manufactured home.

\$31.69

The average cost per square foot of a new manufactured home. (\$70.66 is the average cost per square foot of a site-built home!)



## Types and sizes of today's manufactured homes

Manufactured homes were originally 8 feet wide, then 10, later 12. Now 14-, 16- and 18-foot-wide models and multi-section homes (20-28 feet) are available in most areas.

**Single-section.** The ultimate in simple, affordable, comfortable living is the single-section unit. Usually 14 or 16 feet wide by as much as 80 feet long, this home offers 1,100 square feet, or more, of living area.

**Multi-section.** Now accounting for over 67 percent of all manufactured home sales in Ohio, multi-section homes are becoming more and more popular. These are two single units that are built and transported separately to the site and then joined together to make one living unit. Multi-section homes have increased the amount of living space available. In 2001, the average size of a multi-section home was 1,697 square feet.

Source: Better Business Bureau  
Foremost Insurance Company



# Quick FACTS

## Comparison of Manufactured Home Shipments to Sales of New Single-Family Site-Built Homes

	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
<u>New Single-Family</u>							
Site-built housing starts	1,076,000	1,161,000	1,134,000	1,271,000	1,302,000	1,231,000	1,273,000
Percent of total	76%	76%	76%	77%	79%	83%	87%
<u>Manufactured Homes</u>							
Shipped	340,000	363,000	354,000	373,000	348,000	250,000	193,000
Percent of total	24%	24%	24%	23%	21%	17%	13%
Total	1,416,000	1,524,000	1,488,000	1,644,000	1,650,000	1,481,000	1,466,000

Source: Manufactured Housing Institute



## Why a Manufactured Home

*It is the ultimate American dream—owning your own house and making it a home. It is probably the single-most important purchase you will make in your lifetime. Today's manufactured homes can turn your dream of owning a home into reality!*

*No one has to be reminded that housing costs continue to climb and that home ownership is beyond the financial reach of a growing number*

## Homeowner Trends

There are over 22 million people who live in an estimated 10 million manufactured homes across the nation. With improved aesthetics and quality, combined with unbeatable value, manufactured housing appeals to more demographic groups than ever before.

### Who lives in manufactured housing?

#### Age of Household Head

Less than 30 years .....	7%
30-39 years .....	16%
40-49 years .....	19%
50-59 years .....	20%
60-69 years .....	17%
70 years and older .....	22%

Average age of household head—  
54.1 years old

#### Annual Household Income

Less than \$10,000 .....	9%
\$10,000-\$19,999 .....	20%
\$20,000-\$29,999 .....	23%
\$30,000-\$39,999 .....	18%
\$40,000-\$49,999 .....	13%
\$50,000 and over .....	17%

Median household income—  
\$28,900

#### Household Size

1 member .....	28%
2 members .....	39%
3-4 members .....	27%
5 or more members .....	6%

Average household size is 2.3 persons. 63% of households do not have children of any age living at home.

#### Employment Status of Household Head

Full Time .....	55%
Part Time .....	8%
Retired .....	30%
Not employed .....	8%

Source: Manufactured Housing Institute

of Americans. As a result, the need for more affordable and more efficient homes has increased.

Today's manufactured homes offer all the quality and amenities you want at a price you can afford.

Today's manufactured home is an investment in your future, offering a solid foundation for your housing investment—whether it is your first home, a move up or a retirement home. Manufactured

homes are built in factories using the latest production technologies to ensure quality control, cost savings and timely completion. They are the only homes in America built to a national building code. Manufactured homes, appropriately sited, appreciate in value just like site-built houses. They help you build equity and give you tax advantages that only come from owning your own home.

## The HUD Code

Just as site-built homes are constructed according to a specific building code to ensure proper design and safety, manufactured homes are constructed in accordance with the Federal Manufactured Home Construction and Safety Standards, in effect since June 15, 1976. This building code, administered by the U.S. Department of Housing and Urban Development (HUD) and known as the HUD Code, regulates manufactured home design and construction, strength and durability, fire resistance and energy efficiency. Recently, this building code was revised to enhance energy efficiency and ventilation standards and to improve the wind resistance of manufactured homes in areas prone to hurricane-force winds.



## Financing

Your retailer or lender will meet with you to “pre-qualify” you for your mortgage (if you’re placing your home on private property) or for your consumer loan (if you’re placing your home in a land-lease community). They will work with you to determine your budget, give you an idea of your borrowing capacity and down payment requirements, and determine the monthly payment you feel comfortable with.



# Cost and Size

## Comparisons for New Manufactured Homes and New Single-Family Site-Built Homes

	1995	1996	1997	1998	1999	2000	2001
<b>MANUFACTURED HOMES</b>							
(All Lengths and Widths)							
Average Sales Price	\$35,300	\$37,200	\$39,800	\$41,600	\$43,300	\$46,300	\$48,800
Average Square Footage	1,360	1,385	1,420	1,455	1,465	1,505	1,540
Cost Per Square Foot	\$25.96	\$26.86	\$28.03	\$28.59	\$29.56	\$30.76	\$31.69
Single-Section							
Average Sales Price	\$25,800	\$27,000	\$27,900	\$28,800	\$29,300	\$30,500	\$30,700
Average Square Footage	1,135	1,165	1,200	1,240	1,120	1,140	1,120
Cost Per Square Foot	\$22.73	\$23.18	\$23.25	\$23.23	\$26.16	\$26.75	\$27.41
Multi-Section							
Average Sales Price	\$44,600	\$46,200	\$48,100	\$49,800	\$51,100	\$53,600	\$55,100
Average Square Footage	1,575	1,580	1,575	1,580	1,655	1,675	1,695
Cost Per Square Foot	\$28.32	\$29.24	\$30.54	\$31.52	\$30.88	\$32.00	\$32.51
<b>SITE-BUILT HOMES</b>							
Average Sales Price	\$158,700	\$166,400	\$176,200	\$181,900	\$195,600	\$207,000	\$212,300
Land Price	<u>-\$34,575</u>	<u>-\$35,250</u>	<u>-\$37,750</u>	<u>-\$39,775</u>	<u>-\$42,375</u>	<u>-\$45,712</u>	<u>-\$48,083</u>
Price of Structure	\$124,125	\$131,150	\$138,450	\$142,125	\$153,225	\$161,288	\$164,217
Average Square Footage	2,050	2,090	2,140	2,170	2,230	2,266	2,324
Cost Per Square Foot	\$60.55	\$62.75	\$64.70	\$65.50	\$68.80	\$71.18	\$70.66

Data Source: U.S. Department of Commerce, Bureau of the Census.



# Ohio Manufactured Homes Association

The Ohio Manufactured Homes Association (OMHA) founded in 1947 is a nonprofit trade association representing the manufactured housing industry in Ohio. There are nearly 600 OMHA members including retailers, suppliers, community owners, installers, service companies, financial institutions and manufacturers.

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