

The Importance Of Mobile Home Characteristics To The Buyer And The Seller

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Americans have a deep-seated, almost universal desire for private home ownership (Tooker, 1971). Given the increasing cost of conventional housing, families are experimenting with a variety of solutions to the housing problem. One solution for more than 4.3 million households is the mobile home (Manufactured Housing Institute, 1975). Mobile homes accounted for approximately forty percent of new housing units being produced in 1973. (Manufactured Housing Institute, 1974). In 1975, of the new units costing less than \$20,000, ninety-four percent were mobile homes (U.S. Department of Commerce, 1976). The availability and relatively low cost of mobile homes seem to enhance their popularity among middle income households. Other distinctive advantages of appeal to the consumer include low maintenance requirements and, frequently, concurrent acquisition of home furnishings.

Although the mobile home may be for many a solution to the housing problem, accompanying the observable trend toward mobile home living

are problems in the domain of mobile home purchasing which warrant attention. The numerous quality and safety deficiencies in mobile homes may indicate a disregard for the public interest by some manufacturers, (Center for Auto Safety, 1975). The situation is compounded further by what appears to be deficient consumer knowledge and skills relative to purchasing quality mobile homes. In Texas alone, problems about mobile homes have been so numerous that the State Office of the Attorney General has established a division specifically charged with the responsibility of handling complaints stemming from the purchase of a mobile home. During the first ten months of operation this particular office received 1200 complaints (John Hill, Attorney General of Texas, 1974).

In response to the need to understand consumer behavior and improve consumer skills, this study was designed to (1) analyze purchasing priorities and subsequent satisfactions of mobile home owner-residents, (2) analyze the priorities and satisfactions of purchasers as perceived by mobile home dealers, and (3) determine the relationship of family characteristics and mobile home characteristics to purchasing priorities and housing satisfactions. Further, the study sought

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to find out the relative importance of priorities in terms of qualitative and quantitative attributes of the mobile home and the degree of satisfaction expressed with the qualitative and quantitative aspects of the home.

The Research Design

In order to determine the standards by which consumers judge mobile homes, both prior to purchase and subsequent to residency, the study was designed to specifically ascertain:

- 1) The influence of quantitative and qualitative standards on the selection and purchase of mobile homes.
- 2) The satisfaction with qualitative and quantitative aspects of the mobile home after residency of at least one year.
- 3) The extent to which mobile home dealers are cognizant of consumer purchasing priorities.
- 4) Family characteristics associated with specific mobile home purchasing priorities and owner satisfactions.

Independent variables were: (1) selected characteristics of mobile homes- (size of mobile home, year in which mobile home was manufactured, original cost of mobile home, and present resale value of the mobile home), (2) demographic characteristics of mobile home owner-residents (stage in family life cycle, number of children, occupation and education of mobile home owner, tenure of residency in the mobile home and range of annual family income).

Dependent variables were purchasing priorities and satisfactions as stated by mobile home owner-residents and as perceived by mobile home dealers. Purchasing priorities and satisfactions were measured for both qualitative and quantitative aspects of the housing. Quantitative aspects of the housing denote numerical and dimensional factors or components of the dwelling such as number of kitchen appliances, number and size of closets, and interest and transportation costs. Qualitative aspects of the housing denote factors such as location of kitchen appliances and closets, as well as interior floor plans, and finishes.

The Sample

Samples of two populations were included in the study: mobile home owner-residents and mobile home dealers. Mobile home owner-residents were identified utilizing 1974 school tax records provided by the tax office for the city of Lubbock, Texas. This source of information revealed 1047 mobile homes registered in Lubbock, of which 873 complied with the sampling requirements that: (1) the registered owner must have resided in the mobile home at least one year, (2) the mobile home must have been purchased within the previous five years, and (3) the mobile home must have been intended for residential use as denoted by minimum width of ten feet and minimum length of fifty feet. A random sample of 265 was identified and was sent a copy of the research instrument developed specifically for this study. Ninety completed questionnaires were returned.

Mobile home dealers were identified from listings in the yellow pages of the November, 1974 *Southwestern Bell Telephone Directory* for the greater Lubbock area. Ten were in business at the time of the study, eight of whom willingly participated.

The Research Instrument

The questionnaire was comprised of two parts. Mobile home residents were asked to respond to Parts I and II of the research questionnaire, while mobile home dealers were asked to respond only to Part II.

Part I elicited demographic data about the residents, and characteristics of the mobile homes. Part II requested information concerning priorities in purchasing mobile homes and satisfactions with the mobile home, both in terms of 55 quantitative and 55 qualitative characteristics. Purchasing priorities for each of the 110 items were rated by respondents as very important (four points), important (three points), unimportant (two points), or very unimportant (one point). The values attributed by the respondents to each of the

55 qualitative items were added to obtain a total score reflecting the importance of qualitative purchasing priorities. A total score reflecting the importance of quantitative priorities considered in purchasing a mobile home was determined by computing the sum of values attributed to the 55 quantitative items. A similar procedure was used to develop scales for satisfaction with qualitative aspects of the mobile home and with quantitative aspects of the mobile home.

Findings

Characteristics of Mobile Home Residents

The mobile home residents were primarily young married couples in the beginning stage of the family life cycle. The expanding family comprised the next largest segment of mobile home residents. For those families with children, the mean number of children was 1.43. Most families had lived in their mobile home for two years, and had an annual income ranging from \$10,001 to \$12,000. Most had acquired a partial college education.

Hollingshead's occupation scale system was used to categorize occupational information. The largest number of male mobile home owners, 26.6 percent, were clerical or sales workers, technicians or owners of little businesses. Administrative personnel, small independent business owners and minor professionals comprised an additional 25.3 percent as did those classified as skilled manual employees. Female mobile home owners or spouses of male mobile home owners tended to be clerical and sales workers, technicians, and owners of little businesses.

Characteristics of Mobile Homes

Analysis of the data revealed that the 90 mobile homes studied were manufactured by 52 different companies. The majority were 2 to 3 years old, ranged from \$7,001 to \$9,000 in original cost, and had an estimated current resale value of \$4,001 to \$6,000. Depreciation ranged from 33.3 to 42.8

percent during the typical occupancy period of two to three years.

Comparison of Purchasing Priorities/Satisfactions

Table 1 presents a comparison of the purchasing priorities of the mobile home owner-residents studied. No significant difference was observed between qualitative and quantitative standards for buying mobile homes. In essence, it appears that comparable importance is attributed to both types of standards.

As indicated in Table 2, qualitative satisfactions aspects of the mobile home significantly outweighed satisfactions of a quantitative nature. Closer examination of the data suggest that consumers are more satisfied with such qualitative factors as location of windows, attractiveness of exterior siding and various construction features. They are less satisfied with quantitative aspects such as interest costs, taxes, transportation expenses, depreciation, cost of dealer services, and amount of interior and exterior storage. (Tables 3 and 4).

Table 1. Comparison of Qualitative and Quantitative Priorities of Owner-Residents for Purchasing Mobile Homes.

Category of Purchasing Priorities	Mean	Standard Error	t-value
Qualitative	169.667	1.975	-.98
Quantitative	171.600		

Table 2. Comparison of Qualitative and Quantitative Satisfactions of Owner-Residents

Category of Satisfactions	Mean	Standard Error	t-value
Qualitative	167.311	1.391	6.53*
Quantitative	158.222		

*Significant at .05 level.

Table 3. Satisfaction With Qualitative Aspects of Mobile Home as Reported by Mobile Home Residents and as Perceived by Mobile Home Dealers.

Rank Order of Mean as Reported by Owner	Qualitative Item	Owner Mean	Dealer Mean	Rank Order of Mean as Reported by Owner	Qualitative Item	Owner Mean	Dealer Mean
		Score	Score			Score	Score
1	Location of kitchen appliances	3.28	3.13	29	Types of windows	2.90	2.75
2	Location of entrances/exits	3.26	3.13	31	Location of interior storage in kitchen	2.89	2.88
3	Location of windows	3.22	3.00	32	Location of exterior lighting	2.88	3.00
4	Adequacy of lighting for dining room	3.17	3.00	32	Material and construction of underbridging and outriggers	2.88	3.00
4	Adequacy of lighting for kitchen	3.17	2.88	32	Types of hinges	2.88	3.13
6	Adequacy of lighting for bathroom	3.16	2.88	35	Durability of wall finishes in bath area	2.81	2.75
7	Type of brakes	3.12	2.86	36	Types of doors	2.78	3.00
8	Ease of hooking up trailer and appliances	3.11	3.17	36	Material of which studs are constructed	2.78	3.00
9	Location of laundry appliances	3.09	3.00	38	Construction of plumbing	2.77	2.88
10	Attractiveness of wall treatments	3.08	3.25	38	Durability of roof	2.77	2.75
11	Material of which beams are constructed	3.07	3.00	40	Roof leakage of mobile home	2.76	2.75
11	Type of hitch	3.07	3.00	41	Wood linings in closets	2.73	2.88
13	Attractiveness of exterior siding	3.06	3.00	42	Moveability of window screens	2.71	3.00
14	Adequacy of lighting for bedrooms	3.04	3.00	43	Manner in which paneling is applied (glued, nailed, or stapled)	2.70	2.88
15	Attractiveness of floor coverings	3.03	3.00	44	Location of exterior storage	2.66	3.57
16	Attractiveness of window treatment	2.99	3.13	44	Provision of safety exit such as a fire escape window	2.66	2.71
17	Ease of transporting structure	2.98	2.88	46	Sound construction of metal guttering	2.64	3.00
18	Location of interior storage in bedroom	2.97	2.88	47	Door and window leakage of mobile home	2.60	2.63
19	Reinforcement surrounding spring braces on axles	2.96	3.00	48	Type and quality of dealer service	2.57	2.88
19	Accommodation of privacy in bath	2.96	2.88	49	Adequacy of insulation for temperature control	2.53	2.88
19	Location of interior storage in bath	2.96	2.88	50	Provision of drawer roller glides	2.52	2.75
19	Attractiveness of furnishings	2.96	3.25	51	Speed of dealer service	2.50	2.88
23	Method of construction of subfloor	2.94	3.00	52	Fire proof water heater closet	2.41	2.71
24	Durability of wall finishings in kitchen	2.93	2.75	52	Adequacy of insulation for noise	2.41	2.50
24	Ease of temperature control	2.93	3.13	54	Noticeability of rain, hail and wind noise	2.36	2.38
26	Leakage of mobile home walls	2.92	2.63	55	Adequacy of lighting for living room	2.34	2.75
26	Separate circuits for water heater and other major appliances	2.92	3.13				
28	Cross ventilation of roof	2.91	3.00				
29	Adequacy of plumbing	2.90	2.88				

Owner Satisfaction Scale:

- 4 – Very satisfied
- 3 – Satisfied
- 2 – Dissatisfied
- 1 – Very dissatisfied

Table 4. Satisfaction With Quantitative Aspects of Mobile Homes as Reported by Mobile Home Residents and as Perceived by Mobile Home Dealers.

Rank Order of Mean as Reported by Owner	Quantitative Item	Owner Mean Score	Dealer Mean Score	Rank Order of Mean as Reported by Owner	Quantitative Item	Owner Mean Score	Dealer Mean Score
1	Number of bathrooms	3.39	3.13	37	Amount of interior storage in bathroom	2.96	2.88
2	Frequency of repairs to appliances	3.37	3.13	38	Size of closets	2.94	2.88
3	Size of living room	3.34	3.13	38	Approximate cost of insurance on structure	2.94	2.75
4	Number of entrances and exits	3.32	3.25	40	Spacing of roof rafters	2.93	3.13
4	Number of major appliances in kitchen	3.32	3.38	41	Approximate cost of insurance on possessions	2.91	2.86
4	Number of bedrooms	3.32	3.13	41	Interest rate charged as compared with conventional housing	2.91	2.43
7	Number of major appliances in laundry	3.31	3.38	43	Options for financing	2.90	2.75
8	Amount of interior floor space	3.29	3.29	43	Amount of counterspace in kitchen	2.90	3.00
8	Amount of space for vapor barrier in walls	3.29	3.29	45	Amount of lighting for safety purposes	2.89	3.14
10	Size of bathrooms	3.26	2.88	46	Annual interest rate on mortgage	2.83	2.29
11	Maintenance costs for exterior siding	3.22	3.00	46	Cost of additional dealer service (addition of air conditioning, skirting, etc.)	2.83	2.57
11	Height of ceiling	3.22	3.25	46	Amount of interior storage in kitchen	2.83	3.13
13	Size of windows	3.21	3.14	49	Amount of interior storage in bedroom	2.81	2.88
14	Size of bedrooms	3.19	3.00	49	Amount of gutting	2.81	3.29
14	Number of windows	3.19	3.14	51	Approximate cost of dealer's service for repairs	2.78	3.13
16	Amount of electrical power available	3.18	3.00	52	Approximate cost of transporting structure	2.75	2.86
17	Size of kitchen	3.16	3.25	53	Amount of exterior storage	2.73	2.75
17	Size of I-Beams	3.16	3.25	54	Approximate annual depreciation	2.68	2.57
17	At least eight separate electrical circuits	3.16	3.00	55	Amount of property taxes	2.66	3.00
20	Approximate cost of general maintenance	3.13	3.38		Owner Satisfaction Scale		
21	Number of outriggers or outbeam extenders	3.12	3.29		4 – Very satisfied		
22	Size of dining room	3.10	3.25		3 – Satisfied		
22	Amount of time to pay off mortgage	3.10	2.63		2 – Dissatisfied		
22	Number of axles	3.10	3.14		1 – Very dissatisfied		
25	Number of lag bolts	3.09	3.29				
26	Frequency of repairs to structure	3.06	2.63				
26	Approximate cost of monthly utilities	3.06	3.00				
26	Amount of underbridging	3.06	3.14				
29	Number of tie downs or hurricane braces	3.01	3.13				
30	Capacity of water heater	2.99	3.00				
31	Amount of furniture included with home	2.98	3.25				
31	Number and spacing of studs	2.98	3.29				
31	Amount of space for roof vapor barrier	2.98	3.00				
34	Amount and size of ducting for heating and/or air conditioning	2.97	3.00				
34	Number of registers in rooms for heating and/or air conditioning	2.97	3.00				
34	Size of joist used in subfloor	2.97	3.25				

Table 5. Comparison of Quantitative Standards for Purchasing Mobile Homes of Owner-Residents and as Perceived by Dealers.

Category of Purchasing Priorities	Group	Mean	Standard Error	t-value
Quantitative	Owner Resident	169.6667	2.702	3.14*
Quantitative	Dealer	150.6250	5.438	

*significant at .05 level.

Table 6. The Importance of Quantitative Factors in Purchasing Priorities as Reported by Mobile Home Residents and as Perceived by Mobile Home Dealers.

Rank Order of Mean as Reported by Owner	Quantitative Item	Owner Mean	Dealer Mean	Rank Order of Mean as Reported by Owner	Quantitative Item	Owner Mean	Dealer Mean
		Score	Score			Score	Score
1	Number of major appliances in kitchen	3.78	3.75	35	Amount of lighting for safety purposes	3.00	2.50
2	Amount of interior storage in kitchen	3.59	3.63	35	Approximate cost of insurance on possessions	3.00	2.50
3	Number of bedrooms	3.58	3.88	37	Number of registers in rooms for heating and/or air conditioning	2.97	2.38
4	Size of living room	3.51	3.75	38	Amount of property taxes	2.96	2.63
5	Amount of interior floor space	3.46	3.60	39	Size of dining room	2.94	2.88
6	Size of bedrooms	3.39	3.13	39	Amount of furniture included with home	2.94	3.00
7	Amount of interior storage in bedrooms	3.37	2.88	41	Height of ceiling	2.93	2.75
8	Size of closets	3.35	2.86	42	Number of axles	2.92	1.88
9	Annual interest rate on mortgage	3.30	3.25	43	Amount of space for vapor barrier in walls	2.91	2.38
10	Number of bathrooms	3.29	3.75	44	Amount of space for roof vapor barrier	2.90	2.13
11	Amount of counterspace in kitchen	3.28	3.38	45	Number of outriggers or outbeam extenders	2.89	2.13
12	Size of kitchen	3.27	3.63	46	Approximate cost of transporting structure	2.86	2.50
13	Number and spacing of studs	3.23	3.25	46	Number of windows	2.86	2.88
14	Frequency of repairs to structure	3.21	3.00	46	Size of windows	2.86	2.75
14	Amount of time to pay off mortgage	3.21	3.00	49	Cost of additional dealer service (addition of air conditioning, skirting, etc.)	2.82	2.63
14	Frequency of repairs to appliances	3.21	2.75	50	Number of lag bolts	2.81	1.63
17	Number of appliances in laundry	3.18	3.38	51	Approximate annual depreciation	2.79	2.50
17	Size of I-Beams	3.18	1.63	52	Maintenance costs for exterior siding	2.73	2.38
19	Options for financing	3.16	3.50	53	Amount of guttering	2.64	2.25
19	Spacing of roof rafters	3.16	2.88	54	Approximate cost of dealer's service for repairs	2.53	2.75
21	Number of tie downs or hurricane braces	3.14	3.13	55	Amount of exterior storage	2.31	2.13
22	Amount and size of ducting for heating and/or air conditioning	3.13	2.63				
23	Amount of interior storage in bathrooms	3.12	3.00		Purchasing Priority Scale		
24	Approximate cost of general maintenance and repair	3.11	2.50		4 – Very important		
24	Size of bathrooms	3.11	2.50		3 – Important		
24	Approximate cost of insurance on structure	3.11	2.75		2 – Unimportant		
27	Size of joist used in subfloor	3.10	2.25		1 – Very unimportant		
27	Capacity of water heater	3.10	2.88				
27	Amount of electrical power available	3.10	2.63				
30	At least eight separate electrical circuits	3.09	2.14				
31	Interest rate charges as compared with conventional housing	3.08	2.50				
32	Amount of underbridging	3.07	2.38				
33	Approximate cost of monthly utilities	3.04	2.50				
34	Number of entrances and exits	3.01	2.50				

Table 7. Comparison of Qualitative Standards for Purchasing Mobile Homes of Owner-Residents and as Perceived by Dealers.

Category of Purchasing Priorities	Group	Mean	Standard Error	t-value
Qualitative	Owner Resident	171.600	3.154	2.51
Qualitative	Dealer	149.125	8.368	

Table 8. The Importance of Qualitative Factors in Purchasing Priorities as Reported by Mobile Home Residents and as Perceived by Mobile Home Dealers.

Rank Order of Mean as Reported by Owner	Qualitative Item	Owner Mean	Dealer Mean	Rank Order of Mean as Reported by Owner	Qualitative Item	Owner Mean	Dealer Mean
		Score	Score			Score	Score
1	Attractiveness of floor covering	3.44	4.00	26	Location of entrances/exits	3.14	2.63
2	Attractiveness of wall treatments	3.42	3.88	26	Location of bathroom storage	3.14	3.00
3	Attractiveness of furnishings	3.40	3.88	31	Separate circuits for water heater and other major appliances	3.13	2.43
3	Accommodation of privacy	3.40	3.00	32	Location of laundry appliances	3.11	2.75
5	Leakage of mobile home doors and windows	3.39	3.63	32	Ease of temperature control	3.11	2.72
5	Type and quality of dealer service	3.39	3.63	34	Adequacy of lighting for dining room	3.10	2.71
7	Attractiveness of window treatment	3.37	3.75	35	Provision of drawer roller glides	3.08	2.88
8	Leakage of mobile home roof	3.33	3.63	36	Material of which studs are constructed	3.04	2.63
8	Location of kitchen storage	3.33	3.25	36	Method of construction of subfloor	3.04	1.88
10	Adequacy of plumbing	3.32	3.50	36	Adequacy of lighting for bedrooms	3.04	2.71
11	Durability of wall finishings in kitchen	3.30	3.25	36	Ease of transporting structure	3.04	3.00
11	Leakage of mobile home walls	3.30	3.63	36	Adequacy of lighting for living room	3.04	2.57
13	Adequacy of insulation for temperature control	3.28	3.25	41	Material and construction of underbridging and outriggers	3.03	2.14
14	Speed of dealer service	3.24	3.50	41	Provision of safety exit such as a fire escape window	3.03	2.57
15	Location of bedroom storage	3.23	2.86	43	Types of hinges	3.02	2.14
15	Types of doors	3.23	2.88	44	Fire proof water heater closet	3.01	2.57
15	Adequacy of lighting for kitchen	3.22	3.00	45	Material of which beams are constructed	3.00	1.86
18	Durability of wall finishings in bathroom	3.20	3.25	46	Reinforcement surrounding spring braces on axles	2.96	2.00
18	Durability of roof	3.20	2.88	17	Wood linings in closets	2.89	2.86
20	Construction of plumbing	3.19	2.57	48	Cross ventilation of roof	2.87	2.38
20	Ease of hooking up trailer and appliances	3.19	2.63	49	Type of hitch	2.86	2.13
20	Manner in which paneling is applied (glued, nailed, or stapled)	3.19	2.29	50	Moveability of window screens	2.84	2.38
23	Noticeability of rain, hail and wind noise	3.18	3.00	51	Type of brakes	2.83	1.88
24	Adequacy of insulation for noise control	3.17	3.38	52	Sound construction of metal guttering	2.73	1.86
24	Location of windows	3.17	2.88	53	Adequacy of lighting for bathrooms	2.71	2.71
26	Types of windows	3.14	3.13	54	Location of exterior lighting	2.69	2.13
26	Attractiveness of exterior siding	3.14	2.88	55	Location of exterior storage	2.30	2.00
26	Location of kitchen appliances	3.14	3.00				

Purchasing Priority Scale
 4 – Very important
 3 – Important
 2 – Unimportant
 1 – Very unimportant

Analysis of purchasing priorities as reported by mobile home owner-residents and as perceived by dealers reveals that consumers placed more emphasis on overall quantitative purchasing priorities than mobile home dealers tend to perceive (Table 5). Apparently, dealers are not fully aware of the relative importance that mobile home buyers give to such quantitative considerations as: size of I-beams, number of lag bolts, number of separate electrical circuits, number of axles, cost of maintenance and repair. (Table 6).

Overall qualitative standards for purchasing mobile homes as reported by mobile home buyers and perceived by dealers did not differ significantly. (Table 7). Apparently, mobile home owner-residents and dealers attribute comparable levels of importance to qualitative features of mobile homes. (Table 8).

Further analysis was performed to relate family characteristics to purchasing priorities and to relate characteristics of the mobile home to purchasing priorities. Significant positive correlations were observed between overall emphasis on both qualitative and quantitative purchasing priorities and (1) annual family income and (2) original cost of the mobile home. (Table 9.) In addition, estimated resale value of the mobile home was found to be directly associated with concern for qualitative features of the mobile home.

Correlation analyses of characteristics of mobile home residents and of the mobile homes with satisfaction reveal significant positive relationships between satisfactions with qualitative aspects of the home and original cost as well as estimated resale value of the mobile home. Those families who buy a more expensive mobile home and who perceive a high resale value tend to derive greater satisfactions from the qualitative aspects of the home (Table 10).

Significant correlations were observed between satisfactions with quantitative aspects of the home and (1) annual family income and (2) original cost of the mobile home. It appears that those who have higher incomes and those who purchase more expensive mobile homes tend to experience

greater satisfaction with quantitative aspects of the mobile home (Table 10).

Implications

Consumers need to understand the comprehensive gamut of construction features when purchasing a quality mobile home. Emphasis on attractive furnishings and wall coverings as opposed to guttering, exterior storage, and so forth may result in purchase of a product which ultimately proves costly in terms of maintenance and repair as well as introduces resident safety hazards. Dealers and manufacturers need to increase their understanding of consumer purchasing priorities. Continued long term success in an increasingly competitive marketplace may very well be dependent on responding to this category of consumer concerns. Mobile home design and

Table 9. Correlations Between Characteristics of Mobile Home Owners/Mobile Home Residences and Emphasis on Quantitative/Qualitative Purchasing Priorities.

Characteristic	Emphasis on Qualitative Purchasing Priorities*		Emphasis on Quantitative Purchasing Priorities*	
	r	(P ≤)	r	(P ≤)
FAMILY CHARACTERISTIC				
Occupation of male mobile home owner	.036	(.375)	.033	(.385)
Occupation of female mobile home owner or spouse of male mobile home owner	.016	(.454)	.067	(.311)
Education of male mobile home owner	.100	(.181)	.199	(.038)
Education of female mobile home owner or spouse of male mobile home owner	-.002	(.493)	.005	(.484)
Years residency in mobile home	-.209	(.423)	.051	(.317)
Annual family income	.278	(.004)	.270	(.005)
MOBILE HOME CHARACTERISTIC				
Year of manufacture	.086	(.210)	.061	(.285)
Original value	.314	(.001)	.299	(.002)
Resale value	.301	(.003)	.240	(.016)
Length	.165	(.060)	.118	(.134)
Width	-.072	(.250)	-.081	(.224)

*Pearson Product-Moment Correlations

Table 10. Correlations Between Characteristics of Mobile Home Owners/Mobile Home Residences and Extent of Quantitative/Qualitative Satisfaction.

Characteristic	Qualitative Satisfaction of Owner-Residents*		Quantitative Satisfaction of Owner-Residents*	
	r	(P ≤)	r	(P ≤)
FAMILY CHARACTERISTIC				
Occupation of male mobile home owner	.074	(.259)	-.024	(.419)
Occupation of female mobile home owner or spouse of male mobile home owner	.119	(.189)	.043	(.375)
Education of male mobile home owner	.054	(.318)	-.067	(.276)
Education of female mobile home owner or spouse of male mobile home owner	.034	(.384)	-.102	(.185)
Years residency in mobile home	-.057	(.298)	.083	(.218)
Annual family income	.065	(.272)	.154	(.075)
MOBILE HOME CHARACTERISTIC				
Year of manufacture	.058	(.294)	.012	(.456)
Original value	.250	(.009)	.263	(.007)
Resale value	.296	(.004)	.257	(.011)
Length	.230	(.015)	.225	(.017)
Width	-.076	(.240)	-.002	(.492)

*Pearson Product-Moment Correlations.

construction must respond to the challenge of improving such features as insulation, cabinetry, and safety of water heaters. In addition, features which serve to abate noise pollution need greater attention.

Consumers of mobile homes appear to be equally concerned with qualitative and quantitative purchasing priorities. Housing educators thus should attribute equal importance to presentation of both areas of subject matter.

Finally, the findings of this study suggest the need for extended research which investigates and compares the specific family types comprising the population of mobile home buyers and residents — elderly families, single parent families, rural families, and low income families. Further studies are needed which examine product complaint channels and mechanisms utilized most frequently by consumers of mobile homes and made accessible most frequently by the mobile home industry.

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