

Dealer Participation in BPA's Manufactured Housing Residential Construction Demonstration Project

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DEALER PARTICIPATION IN THE
BONNEVILLE POWER ADMINISTRATION
MANUFACTURED HOUSING
RESIDENTIAL CONSTRUCTION DEMONSTRATION PROJECT

SUMMARY
AND
FINDINGS

December, 1989

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MASTER

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SUMMARY

A total of 8 regional manufacturers and 40 manufactured home dealers participated in the Bonneville Power Administration's (BPA) Residential Construction Demonstration Project (RCDP). The RCDP objective of marketing, manufacturing, and siting 150 homes built to Super GOOD CENTS (SGC) specifications to meet the region's Model Conservation Standards (MCS) was reached in April, 1989. To assess the dealer component of the project, a dealer exit survey was initiated in May, 1989, and completed in June, 1989.

The Washington State Energy Office (WSEO) conducted the interviews, summarized the data, and provided magnetic and hardcopy documentation to BPA. Interviews were conducted by telephone with 39 of the 40 participating dealers (one dealer ceased business operations and could not be contacted). Questions were focused in three areas: set-up, marketing/selling, and general experience.

RCDP/SGC set-up specifications involved modifications in additional vapor barriers, skirting, skirting ventilation, crossover duct installation and insulation, and the types of materials used to seal the marriage line. Based on this survey, the most significant change occurred in the sealing of the marriage line; prior to RCDP only 4 dealers had used airtight materials to seal the marriage line. Another key finding was that in most cases manufacturers did not provide materials or other support for set-up. Finally, in spite of the RCDP experience, only 20 percent of the dealers reported they had changed their normal set-up procedures as a result of their participation in the RCDP effort.

No dealers reported that the SGC homes were "very difficult" to sell and there was remarkably even distribution of dealer experience among "very easy" (13), "somewhat easy" (12), and "somewhat difficult" (13) to sell. Analysis of the responses of dealers who found the homes "somewhat difficult" to sell reveals that higher price and fewer windows were perceived by dealers as the major negative factors in selling the SGC homes. Among dealers who found the homes easy to sell, manufacturer support and incentives outranked other perceived benefits such as lower utility bills, quality, and media advertising.

Dealers rated the assistance provided by utilities, manufacturers, and state energy offices (SEOs) as "very good" or "good" in the majority of cases. The support dealers received from utilities and SEOs was rated somewhat more highly than that received from manufacturers; 31 dealers rated utility support as "very good" and 33 dealers also rated SEO support as very good, while manufacturer support was rated as "very good" by 24 manufactured housing dealers. In spite of the somewhat lower ratings, however, manufacturer support in the area of marketing was highly rated and was assessed by dealers to be significantly greater than that provided for set-up.

It is clear that dealers were provided sufficient integrated and coordinated support to produce a viable program. The traditional dealer responsibility for set-up may have led to the relative lack of manufacturer support in this area and may also account for the fact that the program did not stimulate dealers to alter their set-up procedures for non-SGC homes. In other respects, however, the program was successful in demonstrating that dealers can be properly supported and play a successful role in marketing energy-efficient manufactured housing in the Northwest.

INTRODUCTION

Objectives established for the dealer exit survey are:

- Determine factors important to the success of SGC marketing; and
- Help establish the role that dealers play in marketing and siting SGC manufactured homes.

An important innovation tested in Cycle II of Bonneville's ongoing Residential Construction Demonstration Project (RCDP) was the expansion of the project to include manufactured homes. Beginning in 1988, the region's manufacturers were solicited and encouraged to build homes to Super GOOD CENTS (SGC) specifications especially adapted to manufactured home characteristics. Eight of the region's 15 manufacturers ultimately agreed to participate.

Manufactured home dealers were also solicited. Participation by manufacturer did not automatically ensure that dealers would participate. A feature of the manufactured housing industry is that dealers function as independent agents. Dealerships are not owned or controlled by manufacturers and, in many cases, market manufactured homes from more than one producer. An important component of RCDP effort therefore involved building dealer participation, providing dealer training, and forging stronger utility/dealer links.

Dealers are a critical link in the process; they play roles in both marketing and set-up, interfacing with manufacturers, buyers, utilities, and state agencies in both processes. Dealers can make or break efforts to encourage manufacture, sale, and siting of energy-efficient manufactured homes. Because of their pivotal position, dealers' feedback can also assist in evaluating the efforts of other program participants.

METHODOLOGY

A total of 40 dealers were scheduled to participate in the RCDP Dealer Exit Survey in May - June, 1989, about two months after the quota of 150 manufactured homes had been built under RCDP. A telephone survey was initiated by WSEO and a total of 39 dealers completed the survey. One dealer could not be contacted because the dealership had gone out of business at the time the survey was conducted.

The interviewer followed an established questionnaire that had been prepared by WSEO and revised to accommodate the comments of the RCDP Data Management Committee. The scripted interview ensured that all key questions were covered in each interview and that responses would be consistent and comparable. The questionnaire is included in Appendix A.

The questionnaire/interview was segmented into the three key areas in which dealer involvement was particularly important to the program:

- Set-Up
- Marketing/Selling
- General Experience.

FINDINGS

Complete survey results are included in Appendix B. Key findings within each section of the survey are highlighted by the survey's three areas of investigation.

SET-UP

(See Appendix C)

Importance Of Contractors - Dealerships have the option of setting up homes with their own crews, to contract out for this work, or both. Approximately half the dealers used contractors for this task, and 5 of the 20 remaining dealers used contractors for some portion of the set-up procedure:

	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Dealership	15	38.5	15	38.5
Contract Out	19	48.7	34	87.2
Both	5	12.8	39	100.0

Pre-SGC Practices - When asked about set-up procedures used prior to SGC, the dealers indicated that some practices were common, others rare:

	Always	Never	Sometimes	N/R
Installed Vapor Barrier	21	10	8	0
Installed Skirting	20	4	10	0
Installed Crawlspace Ventilation	35	3	1	0

Marriage Line Sealing - Dealers were asked about specific practices involved in sealing the marriage line of each of the components listed. The question posed was whether the marriage line was sealed with air-tight sealing materials (batt insulation or carpet backing materials are not air-tight):

	Always	Never	Sometimes	N/R
Ceiling	4	31	2	2
Walls	4	30	3	2
Floors	5	30	2	2

These responses indicate that dealers were not broadly familiar with the use of non-porous materials for sealing the marriage line prior to the RCDP/SGC program. Not surprisingly, there was little variation in prevailing practice by component (e.g., ceiling, walls, floors).

Manufacturer Set-Up Support - Dealers were queried concerning manufacturer support for set-up procedures. The survey revealed that manufacturers provided relatively little consistent support except for crossover duct materials and insulation. Vapor barrier and marriage line sealing materials were provided in a substantial number of cases. This was true whether the dealer provided set-up services or contracted to have them provided:

Manufacturer Supply?	Yes	No	No Response
Vapor Barrier	19	19	1
Skirting	1	37	1
Skirting Ventilation	1	37	1
Crossover Duct	37	1	1
Crossover Duct Insulation	32	6	1
Marriage Line Sealing Mat'ls	16	22	1

Alteration In Procedures - When asked whether set-up procedures were altered since participating in RCDP/SGC, only about 20% of the dealers indicated that standard practice had changed. This was true whether dealers provided set-up services or contracted to have them provided:

Alter Set-Up Procedures?	Yes	No	No Response
Dealership	3	10	2
Contract Out	4	14	1
Both	1	4	0

MARKETING/SELLING

(See Appendix D)

Dealers were asked about their experiences selling SGC homes. Responses were disaggregated into those who found the homes "very easy" (13), "somewhat easy" (12), and "somewhat difficult" (13) to sell. No dealers replied that the SGC homes were "very difficult" to sell (there was one "no response").

Perceived Negative Features - Dealers who found the homes somewhat difficult to sell were asked about particular features of the SGC homes. Their responses suggests that buyers were price-sensitive and that reduced glazing area was perceived as a major negative feature. It is worth noting that the ventilation system was not perceived as a problem:

Negative Feature?	Yes	No
Higher Price	11	2
Fewer Windows	9	4
Ventilation System	0	13
Limited Models Offered	3	10
Only Certain Manufacturers	2	11

Importance Of Marketing Factors - Dealers were asked to rank the importance of selected SGC marketing factors. Ranked in order of positive responses, the survey results indicate that incentives are rated most highly by dealers. The consumer benefit perceived as most important is lower utility bills. The general quality impression was also highly rated, confirming feedback from other sources that suggests that participation in SGC created a buyer impression of enhanced quality for the home.

The significance of manufacturer's support is underscored by the dealer responses. Rated as very important or somewhat important by all dealers, it is the only marketing factor that was universally perceived as important by dealers.

	Very Important	Somewhat Important	Not Important	No Response
Lower Utility Bills	28	8	3	0
Comfort	15	16	8	0
Quietness	9	20	10	0
Quality	24	10	5	0
Utility Inspection	13	10	15	1
Incentives	34	4	1	0
SGC Brochures	15	15	8	1
SGC Lot Signs	12	13	14	0
Marketing Video	7	5	25	2
Manufacturer's Support	31	8	0	0
Media Advertising	23	13	2	1

GENERAL EXPERIENCE

(See Appendix E)

Assistance Provided - Dealers were asked about their general experience with RCDP. Their rating of assistance provided by the key program participants indicated dealers felt they had received a high level of support:

	Very Good	Good	Fair	Poor	No Response
Assistance From SGC Utilities	31	3	1	1	3
Responsiveness From Manufacturers	24	7	5	2	1
Assistance From SEOs	33	4	1	0	1

In addition each dealer was asked to respond to three general questions about the program.

Question: What was your single greatest difficulty with participation in the RCDP monitoring program?

The most often heard comment was that the paperwork was a burden. Some comments were:

"Too much paperwork, streamline the paperwork."
"Paperwork!"

Next to that, dealers said that the public, and in some cases the dealers themselves, needed to be better educated about energy efficient home construction and the purpose of the monitoring. For example:

"Installation of the meters - why in the home? It would be helpful to have more specifics for consumers, outlining their responsibilities and why the program is set up the way it is. Their education came from the dealers only, and that's verbal. Some literature explaining how heat loss is calculated, with illustrations would be helpful."

Question: What do you think the strengths of RCDP were?

Most responses said that the major strength of the program were the incentive payments. For example:

"Incentives. The program provided a down payment that folks wouldn't otherwise have."
"Cash incentives, The community ends up with energy efficient homes".
"Lower heating bills, better resale value. The incentives made it look like a win/win situation."

Next to those comments was a realization that the potential buyer had been made aware of energy efficiency. For example:

"More people aware. Using less kilowatts, saving our power, raising public awareness."
"Lower utility costs, improved public awareness."

In addition dealers commented on the overall community, utility, customer and industry cooperation:

"Well organized, good marketing tools, educated people."
"Happy clients are good for business."
"Unification, Everyone was committed to the same project."
"Economy, comfort. [Energy efficient] homes available to the people."

The last question asked of the dealers was: Are there any other comments you would like to make about the RCDP/SGC program or the role of energy efficiency in manufactured homes?

Dealers largely responded to the benefit of incentives in gaining the buyer's interest:

"This program was sorely needed out here, especially to help buyer pay for more of program. A \$1500.00 added cost takes 20 years to get a return on in Grant County. Incentives and educational advertising."

"New, higher incentive payments will be sufficient to carry the momentum of RCDP into the SGC program."

Dealers felt that the salespeople should have been offered more and better incentives:

"Cash incentives are needed for sales people, otherwise they won't care."

"More incentives should be provided to sales people to get training, i.e. send trainers to the dealers lot and train the whole crew intensively."

Also there were a large number of comments about the intensity and level of program support:

"Keep current staff, they're excellent."

"Great program, like to see it continue."

"Some of the individual PUD's took an 'ivory tower attitude'."

Other dealers were pleased with customer acceptance:

"The greatest motivator is seeing what's in it for them [customer]."

"The market place showed that the momentum needed time to build - most buyers responded at the end of the program."

Two of the most favorable comments were:

"High praise."

and "Let's do it again."

CONCLUSION

Set-up, marketing and support from manufacturers, utilities and State Energy Offices combined with the dealer to produce a viable program. Although the traditional role of manufacturer is to promote, sell and set up each home the additional support from each of these groups gave the product validity in the eyes of the dealer. The success of RCDP in manufactured is directly related to this coordinated support.

The dealer's traditional role of responsibility for set-up did create some problems, however. For example it is clear that they did not receive from the manufacturer the proper materials for the installation of skirting, skirting ventilation or crossover duct. Also of interest is that dealers did not alter their set-up procedures since the conclusion of RCDP.

Participating dealers were generally satisfied with the program and their participation in it. In fact, after the initial start-up, they gave general support for the program, its objectives and the manner in which it was carried out.

APPENDIX A

MANUFACTURED HOUSING DEALER EXIT SURVEY FORM

MANUFACTURED HOUSING DEALER EXIT SURVEY

JUNE 13, 1989

INSTRUCTIONS TO INTERVIEWER

1. Don't read words that are completely capitalized.
2. Fill in all name and address information.
3. Before calling each dealer, pull cost forms for homes sold by that dealer.

INTRODUCTION

Hello, I'd like to speak with _____.

Hello. My name is _____. I'm doing a survey of Manufactured Home dealers who participated in the RCDP Program selling Super Good Cents homes. This survey is sponsored by the Bonneville Power Administration and your State Energy Office as outlined in your RCDP contract. Your input regarding your experience selling a SGC home in the RCDP program will be very useful to us in designing future programs for energy efficient manufactured housing.

This survey should take about ____ minutes. All answers will be confidential.

Is this a good time for you?

IF NO, ASK THE FOLLOWING QUESTIONS AND FIND A GOOD TIME FOR THE INTERVIEWEE:

Could we reschedule a better time for this interview?

Is there someone else who would have the time?

ASK IF NECESSARY

Date _____ Name: _____

Company: _____

Title _____ Phone: _____

SURVEY QUESTIONS

Set-Up

The first 5 questions I'd like to ask are about your set-up procedures.

1. Does your dealership have a set-up crew (1)_____, or do you contract with an outside company to do set-up (2)_____?

If another arrangement, please explain? _____

(IF THEY USE AN OUTSIDE COMPANY TO DO THE WORK, ASK IF WE NEED TO ASK THE SET-UP QUESTIONS OF THEIR CONTRACTOR. IF YES, GET THE NAME AND PHONE # AND SKIP TO QUESTION #6)

2. Now I'd like to ask you some questions about what your standard set-up procedures were before you began selling SGC homes.

a. Did you install a ground vapor barrier before SGC?

Always1
Sometimes.....2
Never.....3

b. Did you install skirting before SGC?

Always.....1
Sometimes.....2
Never.....3

c. Did you install crawlspace ventilation in the skirting before SGC (with a ventilation area of at least one square foot for each 150 square feet of floor area or 1 sqft per 300 sqft where local code allows for dry crawlspace)?

Always.....1
Sometimes.....2
Never.....3

d. Do you (1) _____ or your contractor (2) _____ install crawlspace ventilation?

e. Did you seal the marriage line of the following components with a non-porous or air-tight material before SGC? (Bart insulation or carpet backing are not air-tight.)

Ceiling Always.....1
 Sometimes.....2
 Never.....3

Walls Always.....1
 Sometimes.....2
 Never.....3

Floors Always.....1
 Sometimes.....2
 Never.....3

f. Did you support the crossover duct every two feet with strapping before SGC?

Always.....1
Sometimes.....2
Never.....3

g. What level did you insulate the crossover duct before SGC?

R-4.....	1
R-7.....	2
R-11.....	3
Don't know, mnfr provided it	4

h. Does your manufacturer provide the following materials for standard home set-ups?

vapor barrier.....	1
skirting.....	2
ventilation for skirting.....	3
crossover duct.....	4
x-over duct insulation.....	5
marriage line sealing materials	6

3. Have you altered your set-up procedures since participating in SGC?

YES.....	1
NO.....	2

3a. If yes, please describe (PROMPT WITH FOLLOWING LIST ONLY IF THEY SAID YES, BUT DRAW A BLANK.)

Ground Cover.....	yes___no___
Install Skirting.....	yes___no___
Vent Skirting.....	yes___no___
Marriage Line	
Ceiling.....	yes___no___
Walls.....	yes___no___
Floors.....	yes___no___
Insulate Crossover Duct.	yes___no___
Support Crossover Duct...	yes___no___

4. Under RCDP, you submitted costs for the set-up of each home. I have a copy of those cost forms and I would like to review them with you. We asked for your costs for SGC set-up over and above your standard set up costs. (DISCUSS AND MARK ANY CHANGES ON THE COST FORM)

5. Did your set-up crew or set-up contractor have difficulty with any of the SGC set-up requirements?

YES.....	1
NO.....	2

5a. If yes, describe _____

Marketing

The next few questions I'd like to ask are about your experience selling SGC homes.

6. Were SGC homes easy to sell? Were they.... (READ RESPONSES)

Very Easy.....	1
Somewhat Easy.....	2
Somewhat difficult.....	3
Very difficult	4

6a. If easy, why _____

(IF THEY SAID "DIFFICULT" THEN READ THE FOLLOWING AND CIRCLE THEIR CHOICES.)

6b. If difficult, what features of SGC homes made it difficult to sell them?

1. higher price.....	1
2. lack of options.....	2
3. fewer windows.....	3
4. ventilation system.....	4
5. mnfrs only offered certain models.....	5
6. only certain mnfrs participated.....	6
7. other _____	

7. Who initiated the discussion of SGC homes, in the majority of your SGC sales?

Dealer.....	1
Buyer.....	2
Utility Rep.....	3

Now, I'd like to get some information about how you sell SGC homes. I'll read some factors that may or may not have helped you sell SGC homes.

Please rate the following items in terms of importance.

8. How important were lower utility bills in helping you sell SGC homes in RCDP? Was it ... (READ RESPONSES)

Very important.....	1
Somewhat important.....	2
Or, Not Important.....	3

9. How important was comfort of the homes?

Very important.....	1
Somewhat important.....	2
Or, Not Important.....	3

10. How important was the quietness of the homes?

Very important.....	1
Somewhat important.....	2
Or, Not Important.....	3

11. How important was the concept of quality in SGC homes?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
12. How important was the SGC utility inspection at the home site?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
13. How important were dealer and buyer incentives?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
14. How important were SGC brochures at your sales location?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
15. How important were SGC lot signs at your sales location?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
16. How important was the SGC marketing video at your sales location?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
17. How important was cooperation received from manufacturers (that is, supportive attitude, interest in participating)?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3
18. How important was media advertising?
- Very important.....1
Somewhat important.....2
Or, Not Important.....3

19. Of the following marketing elements, which was the most useful?

TV.....1
 Radio.....2
 Newspaper.....3
 SGC stock home.....4
 lot signs.....5
 SGC video.....6
 SGC brochures.....7
 other, explain _____

20. What other factors were important in helping you sell SGC homes? Please explain

21. Which of the following do you think are IMPORTANT efforts we should focus on to increase the sales of SGC manufactured homes in the future?

	Very Important	Important	Not Important
a. dealer education.....	1	2	3
b. buyer education.....	2	2	3
c. sales materials at lot.....	3	2	3
d. cash incentives (dealer/buyer)	4	2	3
e. TV marketing.....	5	2	3
f. newspaper/radio ads.....	6	2	3
g. SGC utility support to dealers.	7	2	3
h. other _____			

22. Which of the preceding list do you think is the MOST IMPORTANT effort we should focus on? (Pick One)

a. dealer education.....	1
b. buyer education.....	2
c. sales materials at lot.....	3
d. cash incentives (dealer/buyer)	4
e. TV marketing.....	5
f. newspaper/radio ads.....	6
g. SGC utility support to dealers	7
h. other _____	

23. Do you think that home buyers expect energy-efficient homes more now than a year ago?

YES.....1
 NO.....2

22a. If yes, Do you think the SGC program had an effect on that change in attitude?

YES.....1
 NO.....2

General

The next 5 questions I'd like to ask are general questions about your experience with the RCDP program.

IF NARRATIVE RESPONSES ARE GIVEN FOR 24-26, PLEASE TRY AND MAKE A NOTE OF THEM.

24. How would you rate the assistance provided by the SGC utilities? Were they

Very Good.....1

Good.....2

Fair.....3

Poor.....4

Comments _____

25. How would you rate the responsiveness of manufacturers? Were they

Very Good.....1

Good.....2

Fair.....3

Poor.....4

Comments _____

26. How would you rate the assistance provided by the State Energy Office staff? Were they

Very Good.....1

Good.....2

Fair.....3

Poor.....4

Comments _____

27. What was your single greatest difficulty with participation in the RCDP monitoring program?

28. What do you think the strengths of RCDP were?

29. Are there any other comments you would like to make about the RCDP/SGC program or the role of energy efficiency in manufactured homes?

That's it! Thank you very much for your cooperation.

LKNmb
F-F-51

APPENDIX B

SURVEY RESULTS

MANUFACTURED HOMES
DEALER EXIT SURVEY

WHO DOES YOUR SET-UP?

SETUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
DEALERSHIP	15	38.5	15	38.5
CONTRACT OUT	19	48.7	34	87.2
BOTH	5	12.8	39	100.0

GROUND VAPOR BARRIER BEFORE SGC?

VAPORBAR	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	21	53.8	21	53.8
SOMETIMES	8	20.5	29	74.4
NEVER	10	25.6	39	100.0

SKIRTING BEFORE SGC?

SKIRTING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	20	51.3	20	51.3
SOMETIMES	15	38.5	35	89.7
NEVER	4	10.3	39	100.0

CRAWLSPACE VENTILATION BEFORE SGC?

CRVENTSK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	35	89.7	35	89.7
SOMETIMES	1	2.6	36	92.3
NEVER	3	7.7	39	100.0

WHO INSTALLED CRAWLSPACE VENTILATION?

CRAWLVNT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
YOU	7	17.9	8	20.5
YOUR CONTRACTOR	28	71.8	36	92.3
BOTH	3	7.7	39	100.0

MARRIAGE LINE ON CEILING BEFORE SGC?

CEILING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
ALWAYS	4	10.3	6	15.4
SOMETIMES	2	5.1	8	20.5
NEVER	31	79.5	39	100.0

ON WALLS?

WALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
ALWAYS	4	10.3	6	15.4
SOMETIMES	3	7.7	9	23.1
NEVER	30	76.9	39	100.0

ON FLOORS?

FLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
ALWAYS	5	12.8	7	17.9
SOMETIMES	2	5.1	9	23.1
NEVER	30	76.9	39	100.0

SUPPORT CROSSOVER DUCT BEFORE SGC?

CROSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
ALWAYS	16	41.0	18	46.2
SOMETIMES	14	35.9	32	82.1
NEVER	7	17.9	39	100.0

WHAT LEVEL INS. ON X-OVER BEFORE SGC?

INSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
R-4	5	12.8	6	15.4
R-7	1	2.6	7	17.9
R-11	2	5.1	9	23.1
DON'T KNOW	30	76.9	39	100.0

MANUFACTURER SUPPLY: VAPOR BARRIER?

MFMASTER1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	19	100.0	19	100.0

Frequency Missing = 20

SKIRTING?

MFMASTER2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	1	100.0	1	100.0

Frequency Missing = 38

VENTILATION FOR SKIRTING?

MFMASTER3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	1	100.0	1	100.0

Frequency Missing = 38

CROSSOVER DUCT?

MFMASTER4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	37	100.0	37	100.0

Frequency Missing = 2

X-OVER DUCT INSULATION?

MFMASTER5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	32	100.0	32	100.0

Frequency Missing = 7

MARRIAGE LINE SEALING MATERIALS?

MFATER6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	16	100.0	16	100.0

Frequency Missing = 23

HAVE YOU ALTERED YOUR SET-UP?

SETUPCHG	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	3	7.7	3	7.7
Yes	8	20.5	11	28.2
No	28	71.8	39	100.0

WHAT ALTERED: GROUND COVER?

GROUNDCO	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	2	25.0	2	25.0
Y	6	75.0	8	100.0

Frequency Missing = 31

INSTALL SKIRTING?

INSKIRT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	5	62.5	5	62.5
Y	3	37.5	8	100.0

Frequency Missing = 31

VENT SKIRTING?

VENTSKRT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	5	62.5	5	62.5
Y	3	37.5	8	100.0

Frequency Missing = 31

MARRIAGE LINE CEILING?

MLCEIL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	2	25.0	2	25.0
Y	6	75.0	8	100.0

Frequency Missing = 31

M.L. WALLS?

MLWALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	1	12.5	1	12.5
Y	7	87.5	8	100.0

Frequency Missing = 31

M.L. FLOORS?

MLFLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	1	12.5	1	12.5
Y	7	87.5	8	100.0

Frequency Missing = 31

INSULATE CROSSOVER DUCT?

INXOVER	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	5	62.5	5	62.5
Y	3	37.5	8	100.0

Frequency Missing = 31

SUPPORT X-OVER DUCT?

SUPXOVER	Frequency	Percent	Cumulative Frequency	Cumulative Percent
N	3	37.5	3	37.5
Y	5	62.5	8	100.0

Frequency Missing = 31

WAS THERE ANY DIFFICULTY IN SGC SET-UP?

DIFSETUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
Yes	7	17.9	9	23.1
No	30	76.9	39	100.0

WERE SGC HOMES EASY TO SELL?

EASYSELL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
VERY EASY	13	33.3	14	35.9
SOMEWHAT EASY	12	30.8	26	66.7
SOMEWHAT DIFFICULT	13	33.3	39	100.0

IF DIFFICULT, WHY: HIGHER PRICE?

DIFSELL1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	15	100.0	15	100.0

Frequency Missing = 24

LACK OF OPTIONS?

DIFSELL2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	9	100.0	9	100.0

Frequency Missing = 30

FEWER WINDOWS?

DIFSELL3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	12	100.0	12	100.0

Frequency Missing = 27

VENTILATION SYSTEM?

DIFSELL4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	1	100.0	1	100.0

Frequency Missing = 38

ONLY CERTAIN MODELS OFFERED?

DIFSELL5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	4	100.0	4	100.0

Frequency Missing = 35

ONLY CERTAIN MANUFACTURERS?

DIFSELL6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	5	100.0	5	100.0

Frequency Missing = 34

WHO INITIATED THE DISCUSSION OF SGC?

INITDISC	Frequency	Percent	Cumulative Frequency	Cumulative Percent
DEALER	23	59.0	23	59.0
BUYER	11	28.2	34	87.2
UTILITY REP.	2	5.1	36	92.3
BUYER & DEALER	2	5.1	38	97.4
DEALER & REP.	1	2.6	39	100.0

HOW IMPORTANT WAS: LOWER UTILITY BILLS?

LOWUTIL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	28	71.8	28	71.8
SOMEWHAT IMPORTANT	8	20.5	36	92.3
NOT IMPORTANT	3	7.7	39	100.0

COMFORT?

COMFORT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	15	38.5	15	38.5
SOMEWHAT IMPORTANT	16	41.0	31	79.5
NOT IMPORTANT	8	20.5	39	100.0

QUIETNESS?

QUIET	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	9	23.1	9	23.1
SOMEWHAT IMPORTANT	20	51.3	29	74.4
NOT IMPORTANT	10	25.6	39	100.0

QUALITY?

QUALITY	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	24	61.5	24	61.5
SOMEWHAT IMPORTANT	10	25.6	34	87.2
NOT IMPORTANT	5	12.8	39	100.0

SGC UTILITY INSPECTION?

UTILINSP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
VERY IMPORTANT	13	33.3	14	35.9
SOMEWHAT IMPORTANT	10	25.6	24	61.5
NOT IMPORTANT	15	38.5	39	100.0

DEALER & BUYER INCENTIVES?

INCENTVS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	34	87.2	34	87.2
SOMEWHAT IMPORTANT	4	10.3	38	97.4
NOT IMPORTANT	1	2.6	39	100.0

SGC BROCHURES?

BROCHURE	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
VERY IMPORTANT	15	38.5	16	41.0
SOMEWHAT IMPORTANT	15	38.5	31	79.5
NOT IMPORTANT	8	20.5	39	100.0

SGC LOT SIGNS?

LOTSIGNS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	12	30.8	12	30.8
SOMEWHAT IMPORTANT	14	35.9	26	66.7
NOT IMPORTANT	13	33.3	39	100.0

SGC MARKETING VIDEO?

MRKVIDEO	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
VERY IMPORTANT	7	17.9	9	23.1
SOMEWHAT IMPORTANT	5	12.8	14	35.9
NOT IMPORTANT	25	64.1	39	100.0

COOPERATION FROM MANUFACTURERS?

COOP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	31	79.5	31	79.5
SOMEWHAT IMPORTANT	8	20.5	39	100.0

MEDIA ADVERTISING?

MEDIADV	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
VERY IMPORTANT	23	59.0	24	61.5
SOMEWHAT IMPORTANT	13	33.3	37	94.9
NOT IMPORTANT	2	5.1	39	100.0

WHICH WERE MOST USEFUL: TV?

MARKET1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	18	100.0	18	100.0

Frequency Missing = 21

RADIO?

MARKET2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	6	100.0	6	100.0

Frequency Missing = 33

NEWSPAPER?

MARKET3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	12	100.0	12	100.0

Frequency Missing = 27

SGC STOCK HOME?

MARKET4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	10	100.0	10	100.0

Frequency Missing = 29

LOT SIGNS?

MARKET5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	9	100.0	9	100.0

Frequency Missing = 30

SGC VIDEO?

MARKET6	Frequency	Percent	Cumulative Frequency	Cumulative Percent

Frequency Missing = 39

SGC BROCHURE?

MARKET7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	9	100.0	9	100.0

Frequency Missing = 30

IMPORTANT FUTURE EFFORTS: DEALER EDUC.?

DEALERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	27	69.2	27	69.2
SOMEWHAT IMPORTANT	12	30.8	39	100.0

BUYER EDUCATION?

BUYERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	23	59.0	23	59.0
SOMEWHAT IMPORTANT	16	41.0	39	100.0

SALES MATERIALS AT LOT?

SALESMAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	19	48.7	19	48.7
SOMEWHAT IMPORTANT	17	43.6	36	92.3
NOT IMPORTANT	3	7.7	39	100.0

CASH INCENTIVES?

CASH	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	29	74.4	29	74.4
SOMEWHAT IMPORTANT	8	20.5	37	94.9
NOT IMPORTANT	2	5.1	39	100.0

TV MARKETING?

TVMARK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	15	38.5	15	38.5
SOMEWHAT IMPORTANT	18	45.2	33	84.6
NOT IMPORTANT	6	15.4	39	100.0

NEWSPAPER/RADIO ADS?

NEWSRAD	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	2	5.1	2	5.1
VERY IMPORTANT	14	35.9	16	41.0
SOMEWHAT IMPORTANT	21	53.8	37	94.9
NOT IMPORTANT	2	5.1	39	100.0

SGC UTILITY SUPPORT TO DEALERS?

UTILSUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	33	84.6	33	84.6
SOMEWHAT IMPORTANT	5	12.8	38	97.4
NOT IMPORTANT	1	2.6	39	100.0

WHICH REASON WAS MOST IMPORTANT?

MOSTIMP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
DEALER EDUCATION	7	17.9	8	20.5
BUYER EDUCATION	3	7.7	11	28.2
CASH INCENTIVES	15	38.5	26	66.7
TV MARKETING	5	12.8	31	79.5
NEWSPAPER/RADIO ADS	1	2.6	32	82.1
SGC UTILITY SUPPORT	7	17.9	39	100.0

DO BUYERS EXPECT MORE ENERGY-EFFICIENCY?

NRGEFF	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	35	89.7	35	89.7
No	4	10.3	39	100.0

DID SGC EFFECT THE CHANGE IN ATTITUDE?

ATTEFF	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	4	10.3	4	10.3
Yes	31	79.5	35	89.7
No	4	10.3	39	100.0

HOW WOULD YOU RATE ASSISTANCE BY SGC?

ASSIST	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	3	7.7	3	7.7
VERY GOOD	31	79.5	34	87.2
GOOD	3	7.7	37	94.9
FAIR	1	2.6	38	97.4
POOR	1	2.6	39	100.0

RESPONSIVENESS OF MANUFACTURERS?

RESPONSE	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	1	2.6	1	2.6
VERY GOOD	24	61.5	25	64.1
GOOD	7	17.9	32	82.1
FAIR	5	12.8	37	94.9
POOR	2	5.1	39	100.0

ASSISTANCE BY SEO STAFF?

SEOSTAFF	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO ANSWER	4	10.3	4	10.3
VERY GOOD	33	84.6	37	94.9
GOOD	1	2.6	38	97.4
FAIR	1	2.6	39	100.0

APPENDIX C
SET-UP SURVEY RESULTS

Question #1 Who does your set-up?

Dealership	15
Contract out	19
Both	5
Total	39

	Dealership			Contract out			Both		
	A	N	S	A	N	S	A	N	S
a. Did you install a gnd. vapor barrier before SGC?	10	3	2	9	8	2	2	0	3
b. Did you install skirts before SGC?	9	5	1	9	7	3	2	0	3
c. Did you install adeq crawlspace ventilation before SGC?	14	1	0	16	2	1	5	0	0
d. Did you seal the ceiling marriage line before SGC?	1	13	1	3	14	2*	0	4	1
e. Did you seal the wall marriage line before SGC?	1	12	2	3	14	2*	0	4	1
f. Did you seal the floor marriage line before SGC?	2	12	1	3	14	2*	0	4	1

A - Always; N - Nevers; S - Sometimes * No Response

Question #2g What level did you insulate the crossover duct before SGC?

	Dealership	Contract Out	Both
R-4	1	3	1
R-7	0	1	0
R-11	1	0	1
Don't Know	12	15	3
No Response	1	0	1

Question #3 Have you altered your set-up procedures since participating in SGC?

	Dealership	Contract Out	Both
Yes	3	4	1
No	10	14	4
No Response	2	1	0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

2a:GROUND VAPOR BARRIER BEFORE SGC?

VAPORBAR	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	10	66.7	10	66.7
SOMETIMES	3	20.0	13	86.7
NEVER	2	13.3	15	100.0

2b:SKIRTING BEFORE SGC?

SKIRTING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	9	60.0	9	60.0
SOMETIMES	5	33.3	14	93.3
NEVER	1	6.7	15	100.0

2c:CRAWLSPACE VENTILATION BEFORE SGC?

CRVENTSK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	14	93.3	14	93.3
NEVER	1	6.7	15	100.0

2d:WHO INSTALLED CRAWLSPACE VENTILATION?

CRAWLVNT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YOUR CONTRACTOR	9	60.0	9	60.0
YOU	5	33.3	14	93.3
BOTH	1	6.7	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

2e:MARRIAGE LINE ON CEILING BEFORE SGC?

CEILING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	13	86.7	13	86.7
ALWAYS	1	6.7	14	93.3
SOMETIMES	1	6.7	15	100.0

2e:ON WALLS?

WALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	12	80.0	12	80.0
SOMETIMES	2	13.3	14	93.3
ALWAYS	1	6.7	15	100.0

2e:ON FLOORS?

FLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	12	80.0	12	80.0
ALWAYS	2	13.3	14	93.3
SOMETIMES	1	6.7	15	100.0

2f:SUPPORT CROSSOVER DUCT BEFORE SGC?

CROSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	9	60.0	9	60.0
SOMETIMES	4	26.7	13	86.7
NEVER	2	13.3	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

2g:WHAT LEVEL INS. ON X-OVER BEFORE SGC?

INSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
DON'T KNOW	12	80.0	12	80.0
NO RESPONSE	1	6.7	13	86.7
R-4	1	6.7	14	93.3
R-11	1	6.7	15	100.0

2h.1:MANUFACTURER SUPPLY: VAPOR BARRIER?

MFMATER1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	9	60.0	9	60.0
YES	5	33.3	14	93.3
NO RESPONSE	1	6.7	15	100.0

2h.2:SKIRTING?

MFMATER2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	13	86.7	13	86.7
YES	1	6.7	14	93.3
NO RESPONSE	1	6.7	15	100.0

2h.3:VENTILATION FOR SKIRTING?

MFMATER3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	13	86.7	13	86.7
YES	1	6.7	14	93.3
NO RESPONSE	1	6.7	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

3a:M.L. WALLS?

MLWALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	3	20.0	15	100.0

3a:M.L. FLOORS?

MLFLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	3	20.0	15	100.0

3a:INSULATE CROSSOVER DUCT?

INXOVER	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
No	2	13.3	14	93.3
Yes	1	6.7	15	100.0

3a:SUPPORT X-OVER DUCT?

SUPXOVER	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	3	20.0	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

3a:WHAT ALTERED: GROUND COVER?

GROUNDSCO	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	3	20.0	15	100.0

3a:INSTALL SKIRTING?

INSKIRT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	2	13.3	14	93.3
No	1	6.7	15	100.0

3a:VENT SKIRTING?

VENTSKRT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	2	13.3	14	93.3
No	1	6.7	15	100.0

3a:MARRIAGE LINE CEILING?

MLCEIL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	12	80.0	12	80.0
Yes	2	13.3	14	93.3
No	1	6.7	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

2h.h:CROSSOVER DUCT?

MFMATER4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	13	86.7	13	86.7
NO	1	6.7	14	93.3
NO RESPONSE	1	6.7	15	100.0

2h.5:X-OVER DUCT INSULATION?

MFMATER5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	12	80.0	14	80.0
NO	2	13.3	2	93.3
NO RESPONSE	1	6.7	15	100.0

2h.6:MARRIAGE LINE SEALING MATERIALS?

MFMATER6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	11	73.3	11	73.3
YES	3	20.0	14	93.3
NO RESPONSE	1	6.7	15	100.0

3:HAVE YOU ALTERED YOUR SET-UP?

SETUPCHG	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	10	66.7	10	66.7
Yes	3	20.0	13	86.7
NO RESPONSE	2	13.3	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=DEALERSHIP -----

5:WAS THERE DIFFICULTY IN SGC SET-UP?

DIFSETUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	11	73.3	11	73.3
NO RESPONSE	2	13.3	13	86.7
Yes	2	13.3	15	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=CONTRACT OUT -----

2a:GROUND VAPOR BARRIER BEFORE SGC?

VAPORBAR	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	9	47.4	9	47.4
NEVER	8	42.1	17	89.5
SOMETIMES	2	10.5	19	100.0

2b:SKIRTING BEFORE SGC?

SKIRTING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	9	47.4	9	47.4
SOMETIMES	7	36.8	16	84.2
NEVER	3	15.8	19	100.0

2c:CRAWLSPACE VENTILATION BEFORE SGC?

CRVENTSK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	16	84.2	16	84.2
NEVER	2	10.5	18	94.7
SOMETIMES	1	5.3	19	100.0

2d:WHO INSTALLED CRAWLSPACE VENTILATION?

CRAWLVNT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YOUR CONTRACTOR	16	84.2	16	84.2
NO RESPONSE	1	5.3	17	89.5
YOU	1	5.3	18	94.7
BOTH	1	5.3	19	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=CONTRACT OUT -----

2e:MARRIAGE LINE ON CEILING BEFORE SGC?

CEILING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	14	73.7	14	73.7
ALWAYS	3	15.8	17	89.5
NO RESPONSE	2	10.5	19	100.0

2e:ON WALLS?

WALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	14	73.7	14	73.7
ALWAYS	3	15.8	17	89.5
NO RESPONSE	2	10.5	19	100.0

2e:ON FLOORS?

FLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	14	73.7	14	73.7
ALWAYS	3	15.8	17	89.5
NO RESPONSE	2	10.5	19	100.0

2f:SUPPORT CROSSOVER DUCT BEFORE SGC?

CROSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMETIMES	7	36.8	7	36.8
ALWAYS	6	31.6	13	68.4
NEVER	4	21.1	17	89.5
NO RESPONSE	2	10.5	19	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=CONTRACT OUT -----

2g:WHAT LEVEL INS. ON X-OVER BEFORE SGC?

INSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
DON'T KNOW	15	78.9	15	78.9
R-4	3	15.8	18	94.7
R-7	1	5.3	19	100.0

2h.1:MANUFACTURER SUPPLY: VAPOR BARRIER?

MFMATER1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	11	57.9	11	57.9
NO	8	42.1	19	100.0

2h.2:SKIRTING?

MFMATER2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	19	100.0	19	100.0

2h.3:VENTILATION FOR SKIRTING?

MFMATER3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	19	100.0	19	100.0

2h.h:CROSSOVER DUCT?

MFMATER4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	19	100.0	19	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=CONTRACT OUT -----

2h.5:X-OVER DUCT INSULATION?

MFMATER5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	17	89.5	17	89.5
NO	2	10.5	19	100.0

2h.6:MARRIAGE LINE SEALING MATERIALS?

MFMATER6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	10	52.6	10	52.6
NO	9	47.4	19	100.0

3:HAVE YOU ALTERED YOUR SET-UP?

SETUPCHG	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	14	73.7	14	73.7
Yes	4	21.1	18	94.7
NO RESPONSE	1	5.3	19	100.0

3a:WHAT ALTERED: GROUND COVER?

GROUNDSCO	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
No	2	10.5	17	89.5
Yes	2	10.5	19	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=CONTRACT OUT -----

3a:INSTALL SKIRTING?

INSKIRT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
No	3	15.8	18	94.7
Yes	1	5.3	19	100.0

3a:VENT SKIRTING?

VENTSKRT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
No	3	15.8	18	94.7
Yes	1	5.3	19	100.0

3a:MARRIAGE LINE CEILING?

MLCEIL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
Yes	4	21.1	19	100.0

3a:M.L. WALLS?

MLWALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
Yes	4	21.1	19	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=CONTRACT OUT -----

3a:M.L. FLOORS?

MLFLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
Yes	4	21.1	19	100.0

3a:INSULATE CROSSOVER DUCT?

INXOVER	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
No	2	10.5	17	89.5
Yes	2	10.5	19	100.0

3a:SUPPORT X-OVER DUCT?

SUPXOVER	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	15	78.9	15	78.9
No	2	10.5	17	89.5
Yes	2	10.5	19	100.0

5:WAS THERE DIFFICULTY IN SGC SET-UP?

DIFSETUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	14	73.7	14	73.7
Yes	5	26.3	19	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=BOTH -----

2a:GROUND VAPOR BARRIER BEFORE SGC?

VAPORBAR	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMETIMES	3	60.0	3	60.0
ALWAYS	2	40.0	5	100.0

2b:SKIRTING BEFORE SGC?

SKIRTING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMETIMES	3	60.0	3	60.0
ALWAYS	2	40.0	5	100.0

2c:CRAWLSPACE VENTILATION BEFORE SGC?

CRVENTSK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ALWAYS	5	100.0	5	100.0

2d:WHO INSTALLED CRAWLSPACE VENTILATION?

CRAWLVNT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YOUR CONTRACTOR	3	60.0	3	60.0
YOU	1	20.0	4	80.0
BOTH	1	20.0	5	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=BOTH -----

2e:MARRIAGE LINE ON CEILING BEFORE SGC?

CEILING	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	4	80.0	4	80.0
SOMETIMES	1	20.0	5	100.0

2e:ON WALLS?

WALLS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	4	80.0	4	80.0
SOMETIMES	1	20.0	5	100.0

2e:ON FLOORS?

FLOORS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NEVER	4	80.0	4	80.0
SOMETIMES	1	20.0	5	100.0

2f:SUPPORT CROSSOVER DUCT BEFORE SGC?

CROSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMETIMES	3	60.0	3	60.0
ALWAYS	1	20.0	4	80.0
NEVER	1	20.0	5	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 1:WHO DOES YOUR SET-UP?=BOTH -----

2g:WHAT LEVEL INS. ON X-OVER BEFORE SGC?

INSDUCT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
DON'T KNOW	3	60.0	3	60.0
R-4	1	20.0	4	80.0
R-11	1	20.0	5	100.0

2h.1:MANUFACTURER SUPPLY: VAPOR BARRIER?

MFMATER1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	3	60.0	3	60.0
NO	2	40.0	5	100.0

2h.2:SKIRTING?

MFMATER2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	5	100.0	5	100.0

2h.3:VENTILATION FOR SKIRTING?

MFMATER3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO	5	100.0	5	100.0

2h.h:CROSSOVER DUCT?

MFMATER4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	5	100.0	5	100.0

APPENDIX D
MARKETING/SELLING RESULTS

Question #6 Was the SGC home easy to sell?

Very Easy (13)	Somewhat Easy (12)	Somewhat Difficult (13)
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Question #21 Which of the following did you consider IMPORTANT for increased sales of SGC homes?

	VI	VE I	NI	VI	SE I	NI	VI	SD I	NI	VI	Total I	NI
Dealer Education	9	4	0	5	7	0	12	1	0	26	12	0
Buyer Education	6	7	0	7	5	0	9	4	0	22	16	0
Sales Materials	7	6	0	6	5	1	5	6	2	18	17	3
Cash incentive	9	3	1	7	4	1	12	1	0	28	8	3
T.V. Marketing	5	7	1	4	5	3	5	6	2	14	18	6
Newspaper/Radio	5	7	1	2	9	1	7	4	1	14	20	3*
Utility Support	10	3	0	10	2	0	12	0	1	32	5	1

VI - Very Important; I - Important; SD - Somewhat Difficult; * - No Response

Question #19 Of the following marketing elements, which was the most useful?

T.V. Marketing	8	4	5	17
Newspaper	5	2	5	12
Stock home	4	3	3	10
Radio	3	1	2	6
SGC Brochures	3	4	1	9
Lot Signs	2	3	5	10
SGC Video	0	0	0	0

Question #22 Which of the following do you think is MOST IMPORTANT we should focus on.?

Cash Incentives	4	4	7	15
Dealer Education	4	1	2	7
Utility Support	3	3	1	7
Buyer Education	1	1	1	3
Newspaper/Radio	1	0	0	1
Sales Material	0	0	0	0
T.V. Marketing	0	3	1	4
No Response	0	0	1	1

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = VERY EASY -----

19: WHICH WERE MOST USEFUL?

MARKET1->7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
TV	8	32.0	8	32.0
NEWSPAPER	5	20.0	13	52.0
SGC STOCK HOME	4	16.0	17	68.0
RADIO	3	12.0	20	80.0
SGC BROCHURE	3	12.0	23	92.0
SGC LOT SIGNS	2	8.0	25	100.0
SGC VIDEO	0	0.0	25	100.0

21a: IMPORTANT FUTURE EFFORTS: DEALER ED.?

DEALERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	9	69.2	9	69.2
SOMEWHAT IMPORTANT	4	30.8	13	100.0

21b: BUYER EDUCATION?

BUYERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	7	53.8	7	53.8
VERY IMPORTANT	6	46.2	13	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = VERY EASY -----

21c: SALES MATERIALS AT LOT?

SALESMAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	7	53.8	7	53.8
SOMEWHAT IMPORTANT	6	46.2	13	100.0

21d: CASH INCENTIVES?

CASH	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	9	69.2	9	69.2
SOMEWHAT IMPORTANT	3	23.1	12	92.3
NOT IMPORTANT	1	7.7	13	100.0

21e: TV MARKETING?

TVMARK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	7	53.8	7	53.8
VERY IMPORTANT	5	38.5	12	92.3
NOT IMPORTANT	1	7.7	13	100.0

21f: NEWSPAPER/RADIO ADS?

NEWSRAD	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	7	53.8	7	53.8
VERY IMPORTANT	5	38.5	12	92.3
NO RESPONSE	1	7.7	13	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = VERY EASY -----

21g: SGC UTILITY SUPPORT TO DEALERS?

UTILSUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
-----	-----	-----	-----	-----
VERY IMPORTANT	10	76.9	10	76.9
SOMEWHAT IMPORTANT	3	23.1	13	100.0

22: WHICH REASON WAS MOST IMPORTANT?

MOSTIMP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
-----	-----	-----	-----	-----
DEALER EDUCATION	4	30.8	4	30.8
CASH INCENTIVES	4	30.8	8	61.5
SGC UTILITY SUPP	3	23.1	11	84.6
BUYER EDUCATION	1	7.7	12	92.3
NEWSPAPER/RADIO	1	7.7	13	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = SOMEWHAT EASY -----

19: WHICH WERE MOST USEFUL?

MARKET1->7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
TV	4	21.0	4	21.0
SGC BROCHURE	4	21.0	8	42.1
SGC STOCK HOME	3	15.8	11	57.9
LOT SIGNS	3	15.8	14	73.7
NEWSPAPER	2	10.5	16	84.2
NO RESPONSE	2	10.5	18	94.7
RADIO	1	5.3	19	100.0
SGC VIDEO	0	0.0	19	100.0

21a: IMPORTANT FUTURE EFFORTS: DEALER ED.?

DEALERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	7	58.3	7	58.3
VERY IMPORTANT	5	41.7	12	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = SOMEWHAT EASY -----

21b: BUYER EDUCATION?

BUYERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	7	58.3	7	58.3
SOMEWHAT IMPORTANT	5	41.7	12	100.0

21c: SALES MATERIALS AT LOT?

SALESMAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	6	50.0	6	50.0
SOMEWHAT IMPORTANT	5	41.7	11	91.7
NOT IMPORTANT	1	8.3	12	100.0

21d: CASH INCENTIVES?

CASH	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	7	58.3	7	58.3
SOMEWHAT IMPORTANT	4	33.3	11	91.7
NOT IMPORTANT	1	8.3	12	100.0

21e: TV MARKETING?

TVMARK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	5	41.7	5	41.7
VERY IMPORTANT	4	33.3	9	75.0
NOT IMPORTANT	3	25.0	12	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = SOMEWHAT EASY -----

21f: NEWSPAPER/RADIO ADS?

NEWSRAD	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	9	75.0	9	75.0
VERY IMPORTANT	2	16.7	11	91.7
NOT IMPORTANT	1	8.3	12	100.0

21g: SGC UTILITY SUPPORT TO DEALERS?

UTILSUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	10	83.3	10	83.3
SOMEWHAT IMPORTANT	2	16.7	12	100.0

22: WHICH REASON WAS MOST IMPORTANT?

MOSTIMP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
CASH INCENTIVES	4	33.3	4	33.3
TV MARKETING	3	25.0	7	58.3
SGC UTILITY SUPP	3	25.0	10	83.3
DEALER EDUCATION	1	8.3	11	91.7
BUYER EDUCATION	1	8.3	12	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6:WERE SGC HOMES EASY TO SELL?=SOMEWHAT DIFFICULT -----

19:WHICH WERE MOST USEFUL?

MARKET1->7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
TV	5	21.7	5	21.7
NEWSPAPER	5	21.7	10	43.5
LOT SIGNS	4	17.4	14	60.9
SGC STOCK HOME	3	13.0	17	73.9
NO RESPONSE	3	13.0	20	86.9
RADIO	2	8.7	22	95.6
SGC BROCHURE	1	4.4	23	100.0
SGC VIDEO	0	0.0	23	100.0

21a:IMPORTANT FUTURE EFFORTS:DEALER ED.?

DEALERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	12	92.3	12	92.3
SOMEWHAT IMPORTANT	1	7.7	13	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = SOMEWHAT DIFFICULT -----

21b: BUYER EDUCATION?

BUYERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	9	69.2	9	69.2
SOMEWHAT IMPORTANT	4	30.8	13	100.0

21c: SALES MATERIALS AT LOT?

SALESMAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	6	46.2	6	46.2
VERY IMPORTANT	5	38.5	11	84.6
NOT IMPORTANT	2	15.4	13	100.0

21d: CASH INCENTIVES?

CASH	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	12	92.3	12	92.3
SOMEWHAT IMPORTANT	1	7.7	13	100.0

21e: TV MARKETING?

TVMARK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	6	46.2	6	46.2
VERY IMPORTANT	5	38.5	11	84.6
NOT IMPORTANT	2	15.4	13	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = SOMEWHAT DIFFICULT -----

21f: NEWSPAPER/RADIO ADS?

NEWSRAD	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	7	53.8	7	53.8
SOMEWHAT IMPORTANT	4	30.8	11	84.6
NO RESPONSE	1	7.7	12	92.3
NOT IMPORTANT	1	7.7	13	100.0

21g: SGC UTILITY SUPPORT TO DEALERS?

UTILSUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	12	92.3	12	92.3
NOT IMPORTANT	1	7.7	13	100.0

22: WHICH REASON WAS MOST IMPORTANT?

MOSTIMP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
CASH INCENTIVES	7	53.8	7	53.8
DEALER EDUCATION	2	15.4	9	69.2
NO RESPONSE	1	7.7	10	76.9
BUYER EDUCATION	1	7.7	11	84.6
TV MARKETING	1	7.7	12	92.3
SGC UTILITY SUPP	1	7.7	13	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6: WERE SGC HOMES EASY TO SELL? = NO RESPONSE -----

19: WHICH WERE MOST USEFUL?

MARKET1->7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
TV	1	50.0	1	50.0
SGC BROCHURE	1	100.0	2	100.0

21a: IMPORTANT FUTURE EFFORTS: DEALER ED.?

DEALERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	1	100.0	1	100.0

21b: BUYER EDUCATION?

BUYERED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	1	100.0	1	100.0

21c: SALES MATERIALS AT LOT?

SALESMAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	1	100.0	1	100.0

MANUFACTURED HOME
BUILDER EXIT SURVEY

----- 6:WERE SGC HOMES EASY TO SELL?=NO RESPONSE -----

21d:CASH INCENTIVES?

CASH	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	1	100.0	1	100.0

21e:TV MARKETING?

TVMARK	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	1	100.0	1	100.0

21f:NEWSPAPER/RADIO ADS?

NEWSRAD	Frequency	Percent	Cumulative Frequency	Cumulative Percent
SOMEWHAT IMPORTANT	1	100.0	1	100.0

21g:SGC UTILITY SUPPORT TO DEALERS?

UTILSUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
VERY IMPORTANT	1	100.0	1	100.0

22:WHICH REASON WAS MOST IMPORTANT?

MOSTIMP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
TV MARKETING	1	100.0	1	100.0

APPENDIX E
DEALER EXPERIENCE RESULTS

APPENDIX E

Dealers also asked to narratively respond to three questions:

1. "What was the single greatest difficulty with participation in the RCDP monitoring program?"
 - > I came in too late.
 - > Streamline the paper work.
 - > Too much paperwork, streamline the paperwork.
 - > Good help filling out the forms.
 - > Convincing (educating) people that the investment is worth it.
 - > More education about heat loss.
 - > Installation of meters - why in home? It would help to have more specifics for consumers, outlining their responsibilities and why the program is set up the way it is. They're education came from the dealer only and that's verbal. Some literature explaining how heat loss is calculated (with illustrations) would be helpful.
 - > The technicalities of it should be explained to contractor, customer, and coordinated with the manufacturer.
 - > Paper work!
 - > Passing inspection (setup).
 - > Inconsistency (climate zones?) from county to county with regard to acceptable SGC standards.
 - > No participation.
 - > Teaching people what they had to do.
 - > No experience yet.
 - > Paper work!
 - > No problems. Didn't read the meter correctly the first time.
 - > No help. No experienced help from rep (utility). No local rep participation in Yakima.
 - > Certification process.
 - > Receiving rebates.

- > Don't do monitoring.
- > Landing a customer.

2. "What do you think the strengths of RCDP were?"

- > Provide data and studies to show energy savings to buyers.
- > It increased public awareness.
- > Lowered heating costs, cash incentives.
- > People who participated are better educated about energy efficiency.
- > Cash incentives.
- > It's good to have meters inside home.
- > Well organized, good marketing tools, educated people.
- > Rebate.
- > Monetary incentive.
- > Cooperation from BPA, local PUD; they were always prompt with answers.
- > Happy clients are good for business.
- > Everything.
- > Unification. Everyone was committed to the same project with same goal.
Cash incentives. The community ends up with energy efficient homes.
- > There was a significant impact on the public from the 150 homes where none had existed before.
- > Terrific cooperation from all parties.
- > Helpfulness to the dealer.
- > An awakening to get people thinking about it.
- > It offered the customer a quality home with little or no extra charge.
- > Lower heating bills, better resale value. The incentives made it look like a win/win situation.

- > Great!

- > The results speak for them selves. To sell these homes we have to have the facts.

- > Increased public awareness.

- > Incentives. The program provided a down payment that folks wouldn't otherwise have.

- > Public education and incentives. Greater assurance to the dealer that incentive money paid to buyer was supposed to be used to pay for the house. Several times the buyer would get their incentive check and not pay the dealer their downpayment.

- > More people aware - using less kilowatts, saving our power, raising public awareness.

- > Lower utility costs, improved public awareness.

- > Publicity of incentives.

- > Responsiveness - no lagging, just got it done.

- > Economy, comfort. Homes available to people.

- > Owner's savings. Greater property worth.

- > Happy customer. Retired couples are secure in low energy cost in future.

- 3. "Are there any other comments you would like to make about the RCDP/SGC program or the role of energy efficiency in manufactured homes?"
 - > Keep current staff, they're excellent.

 - > Very pleased, great PUD, Gorman.

 - > The greatest motivator is seeing what's in it for them (buyer), higher resale value.

 - > Cash incentives are needed for sales people, otherwise they won't care.

 - > The marketplace showed that the momentum needed time to build - most buyers responded at the end of the program.

 - > When buyers are demanding homes, the dealers and manufacturers overcome the "hassle-factor".

- > New, higher incentive payments will be sufficient to carry the momentum of RCDP into the SGC program.
- > It should be an on going program, don't cut off the program.
- > Let's do it again.
- > Great program, like to see it continue. Didn't feel that dealers had much incentive to train their sales people about SGC. Knowing that there were a limited number of homes to be sold. If he had known it was going to continue on, then he would have trained staff.
- > This program was sorely needed out here (Grant County), especially to help buyer pay for more of program. A \$1500 added cost takes 20 years to get a return on in Grant Co.

Incentives and educational advertising.

- > SGC homes were not easy or not difficult to sell. Any objections exist only in the mind of the salespersons. They must accomodate the needs and preferences of the buyer - no more, no less.
- > Inscentive and buyer.
- > High praise.
- > Some of the individual PUD's took an "ivory tower attitude". Would prefer to see more options to branding a house "SGC", i.e. offer greater glass area and use heat pumps to compensate.
- > More incentives should be provided to sales people to get training, i.e. send trainers to the dealers lot and train the whole crew intensively.
- > Emphasise dealer traing. Educating the buyer sells the most. The buyer's recognition of SGC helps (the sale), but doesn't sell them on it.
- > If incentives were over \$500 I might bring it up. The dealer felt that the subject of SGC and incentives might jeprodize his reputation. He felt that he was familiar enough with the buyers preferences for skylights, sliding glass doors, bay windows, etc. that he felt even broaching the subject (SGC incentives) would harm his reputation. Why should he bring it up when he knew they weren't gonna get the incentive. (I think the dealer was already convinced that his customers would prefer certain comfort amenities and that the issue of SGC would only confuse them and end in the loss of a sale.)

> Energy efficiency has got to be there.

> More dealers should go for it. If other dealers participated then the public would be more aware, and have a better understanding of the higher costs. In this business it's easy for competition to win out with lower costs.

When am I gonna get the stuffed "pink panther"?

> Wonderful job.

> Keep it going. You yanked it just when people were starting to lunderstand and want to participate. People don't make home buying decisions quickly. They investigate for a year or so - by then the program is over.

> The Utility reps were far more interested in the home builders and there was a general prejudice against funds going to manufactured hoiusing programs. "They're not homes, they're trailers."

> Hope it continues and gets stronger.

> It should continue.

> Uncooperative manufacturers. Dealer expected the crossover duct to be insulated to SGC requirements, didn't appreaciate picking up added set-up costs.

> Would like to see results comparing energy dollars saved vs. dollars spent to make the home efficient.

> Keep it going.

> Just wanna see more.