

REPORT DESCRIPTION: Consumer sales (homeowners/renters), Average Household Purchase Rates, Statistical Data, 5 Year Forecast, Historical Data, Market Share, Market Size, Market Demand Data, and Total Purchases for residential repair and remodeling of Single Family Homes and Multifamily Dwellings (Single-Family Attached/ Townhouses/ Duplexes/low-rise apartments). Statistics for U.S. Totals, Nine US Census Divisions, and state-level data; whether the materials were purchased and/or installed by a professional, and place of purchase.

REPORT CONTENTS: Data on households that spent money on Roofing material, Roof or Attic Vents, Gutters, or Downspouts, type of roofing job such as replacing all or a portion of the roof or installing a new roof on new additions or detached building, and square feet of roofing materials purchased such as asphalt shingles, wood shingles, clay tiles, concrete tile, metal, or fiber cement.

ROOFING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

CONSUMER PRACTICES REPORTS
NAHB Research Center, Inc.

PRODUCT USAGE
(Avg/Household and
Five-Year Forecast)

PURCHASE RATES
(OWNER and RENTER)

INCIDENCE RATES
(OWNER and RENTER)

DEMOGRAPHICS
(OWNER and RENTER)

HOUSING
STOCK

UNITED STATES

HOUSING STOCK

Owner Occupied

Renter Occupied

TOTAL

ROOFING

TYPE OF ROOFING OR ROOF VENTING EXPENDITURE

Households that Spent Money on Roofing, Vents, or Gutters

Roofing material

Roof or attic vents

Gutters

Downspouts

Other materials for your roof

TYPE OF ROOFING JOB

Households that Spent Money on Roofing Material

Replace portion of the house roof

Replace all of the house roof

Replace roof on a detached building

Install roof on new addition

Install roof on new detached building

Not specified

PORTION OF THE EXISTING ROOF THAT WAS REPLACED

Households Whose Main House was Reroofed

The whole roof

About 3/4 of the roof

About 1/2 of the roof

About 1/4 of the roof

TOTAL

SAMPLE DATA SHEET

ROOFING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

CONSUMER PRACTICES REPORTS
NAHB Research Center, Inc.

PRODUCT USAGE
(Avg/Houshold and
Five-Year Forecast)

PURCHASE RATES
(OWNER and RENTER)

INCIDENCE RATES
(OWNER and RENTER)

DEMOGRAPHICS
(OWNER and RENTER)

**HOUSING
STOCK**

ROOFING MATERIAL PURCHASED -- WASTE FACTOR NOT INCLUDED

Square Feet Purchased Annually

- Asphalt -- three tab shingles
- Asphalt -- architectural (heavy-duty) shingles
- Asphalt -- type unknown
- Wood shingles or shakes
- Clay tile
- Concrete tile
- Slate
- Metal
- Single-ply or built-up roof
- Fiber cement
- Other
- Don't know

TOTAL

ROOFING MATERIAL PURCHASED -- RETROFIT EXISTING STRUCTURE

Square Feet Purchased Annually

- Asphalt -- three tab shingles
- Asphalt -- architectural (heavy-duty) shingles
- Asphalt -- type unknown
- Wood shingles or shakes
- Clay tile
- Concrete tile
- Slate
- Metal
- Single-ply or built-up roof
- Fiber cement
- Other
- Don't know

TOTAL

ROOFING MATERIAL PURCHASED -- FOR NEW ADDITIONS AND BUILDINGS

Square Feet Purchased Annually

- Asphalt -- three tab shingles
- Asphalt -- architectural (heavy-duty) shingles
- Asphalt -- type unknown
- Wood shingles or shakes
- Clay tile
- Concrete tile
- Slate
- Metal
- Single-ply or built-up roof
- Fiber cement
- Other
- Don't know

TOTAL

SAMPLE DATA SHEET

ROOFING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

CONSUMER PRACTICES REPORTS
NAHB Research Center, Inc.

PRODUCT USAGE
(Avg/Household and
Five-Year Forecast)

PURCHASE RATES
(OWNER and RENTER)

INCIDENCE RATES
(OWNER and RENTER)

DEMOGRAPHICS
(OWNER and RENTER)

HOUSING
STOCK

PURCHASED BY A PROFESSIONAL CONTRACTOR

Square Feet Purchased Annually

Yes

No

Not sure

TOTAL

INSTALLED BY A PROFESSIONAL CONTRACTOR

Square Feet Purchased Annually

Yes

No

Not sure

TOTAL

PLACE OF PURCHASE

Square Feet Purchased Annually

Home center

Hardware store

Specialty store

Lumber yard

Discount store

Other

Not sure

TOTAL

ATTIC OR ROOF VENTS

Purchasing Households

Ridge vents

Gable vents -- fan driven

Gable vents -- passive

Through-roof vents -- fan driven

Through-roof vents -- with turbines

Through-roof vents -- passive

Other vents

TOTAL

ATTIC OR ROOF VENTS

Vents

Ridge vents (Linear Feet)

Gable vents -- fan driven

Gable vents -- passive

Through-roof vents -- fan driven

Through-roof vents -- with turbines

Through-roof vents -- passive

Other vents

SAMPLE DATA SHEET

ROOFING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

CONSUMER PRACTICES REPORTS
NAHB Research Center, Inc.

PRODUCT USAGE
(Avg/Houshold and
Five-Year Forecast)

PURCHASE RATES
(OWNER and RENTER)

INCIDENCE RATES
(OWNER and RENTER)

DEMOGRAPHICS
(OWNER and RENTER)

**HOUSING
STOCK**

ROOFING MATERIAL PURCHASED -- INCLUDING WASTE

Square Feet Purchased Annually

Asphalt -- three tab shingles & type unknown

Asphalt -- architectural (heavy-duty) shingles

Wood shingles or shakes

Clay tile

Concrete tile

Fiber-cement

Slate

Metal

Single-ply or built-up roof

Other

Not specified

TOTAL

SAMPLE DATA SHEET