

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 major remodeling projects such as an addition to the house or a new structure, converting a basement, attic, garage, porch, or shed, remodeling the kitchen, or remodeling a bathroom. Also includes demographics information such as year dwelling was constructed, type of existing dwelling, type of detached house, square feet of floor area, years of residency, age of head-of-household, household income, household design, race, education, and occupation of head-of-household.

UNDERSTANDING REMODELING 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
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UNITED STATES

HOUSING STOCK

Owner Occupied

Renter Occupied

TOTAL

UNDERSTANDING REMODELING

TYPE OF MAJOR REMODELING PROJECT

Households

Addition to the house or a new structure

Converting a basement, attic, garage, porch, or shed

Remodeling the kitchen

Remodeling the bathroom

At least one of the above projects

TYPE OF ADDITION (ADDING SPACE UNDER ROOF)

Households that Spent Money on Additions

Room or rooms that are heated

Attached garage

Detached garage

Carport

Dormer in the roof

Porch

Storage shed, barn, workshop, etc.

Other

Not reported

TOTAL

SAMPLE DATA SHEET

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(OWNER and RENTER)

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DEMOGRAPHICS
(OWNER and RENTER)

**HOUSING
STOCK**

TYPE OF ALTERATION (CONVERTING TO FINISHED LIVING SPACE)

Households that Spent Money on Alterations

- Basement
- Attached garage
- Detached garage
- Carport
- Attic
- Porch
- Shed
- Add, remove, or relocate interior walls
- Other
- Not reported

TOTAL

DEMOGRAPHICS

DOLLARS SPENT

YEAR DWELLING WAS CONSTRUCTED

Percentage of Purchasing Households

- 1919 or earlier
- 1920 to 1929
- 1930 to 1939
- 1940 to 1949
- 1950 to 1959
- 1960 to 1969
- 1970 to 1974
- 1975 to 1979
- 1980 to 1984
- 1985 to 1989
- 1990 to 1994
- 1995 to 1999
- 2000 to 2006
- Not sure

TOTAL

TYPE OF EXISTING DWELLING

Percentage of Purchasing Households

- Single-family detached
- Duplex or triplex
- Mobile home
- Townhouses
- Condominiums/Apartments
- Other
- Not sure

TOTAL

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**HOUSING
STOCK**

TYPE OF DETACHED HOUSE

Percentage of Purchasing Households

- One story or ranch
- Cape Cod (1 1/2 story)
- Bi-level or split foyer
- Two story
- Split-level
- Other
- Not sure

TOTAL

SQUARE FEET OF FLOOR AREA

Percentage of Purchasing Households

- Less than 500
- 500 to 749
- 750 to 999
- 1,000 to 1,499
- 1,500 to 1,999
- 2,000 to 2,499
- 2,500 to 2,999
- 3,000 to 3,999
- 4,000 or more
- Not sure

TOTAL

YEARS OF RESIDENCY

Percentage of Purchasing Households

- less than 5 years
- 6 - 10 years
- 11 - 15 years
- 16 - 20 years
- 21 - 25 years
- 25 - 30 years
- 30 years or more

TOTAL

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HOUSING
STOCK

AGE OF HEAD-OF-HOUSEHOLD

Percentage of Purchasing Households

18 - 24 yrs
25 - 29 yrs
30 - 34 yrs
35 - 44 yrs
45 - 54 yrs
55 - 64 yrs
65 - 74 yrs
75 or more
Not sure

TOTAL

HOUSEHOLD INCOME

Percentage of Purchasing Households

Less than \$20,000
\$20,000 - \$29,999
\$30,000 - \$39,999
\$40,000 - \$49,999
\$50,000 - \$59,999
\$60,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$149,999
\$150,000+

TOTAL

HOUSEHOLD DESIGN

Percentage of Purchasing Households

Couple
Male
Female

TOTAL

RACE

Percentage of Purchasing Households

White
Non-white
Unspecified

TOTAL

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STOCK**

EDUCATION

Percentage of Purchasing Households

Junior High School

High School

Some college

Bachelors degree

Masters degree

Doctorate/JD/MD

Post Doctorate

TOTAL

OCCUPATION OF HEAD OF HOUSEHOLD

Percentage of Purchasing Households

Professional / Managerial / RN / Teacher

Technical / Sales / Administrative support

Service / LPN / Policeman

Farming / Fishing / Forestry

Craftsman / Mechanic / Repairman / Miner

Laborer / Operator / Driver / Welder

Retired / Student / Armed forces / other

Other

Not sure

TOTAL

SAMPLE DATA SHEET