

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). Data available by US totals, Nine US Census Divisions, and state-level; whether the materials were purchased and/or installed by a professional, and place of purchase.

REPORT CONTENTS: Data on households that spent money on kitchen sink faucets, lavatory sink faucets, bathtub and shower faucets, showerheads, and steam generators; data includes number of units, type of control, and type of finish such as chrome, brass, bronze, nickel, stainless steel, or other type of finish. Showerhead data includes number and type of showerheads, like standard, hand-held, massaging, or thermostatic showerhead, body spray, steam head, or other type of showerhead.

### FAUCETS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING

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
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UNITED STATES

HOUSING STOCK  
Owner Occupied  
Renter Occupied

TOTAL

#### FAUCETS

TYPE OF PURCHASE

Households that Spent Money on:

- Kitchen sink faucets
- Lavatory sink faucets
- Bathtub / Shower faucets
- Bar sink faucets
- Laundry tub / sink faucets
- Showerheads
- Steam generators

TYPE OF PURCHASE

Number of Units

- Kitchen sink faucets
- Lavatory sink faucets
- Bathtub / Shower faucets
- Bar sink faucets
- Laundry tub / sink faucets
- Showerheads
- Steam generators

Represent the estimated market demand total volume of product purchased for existing homes; includes current year data and a five-year forecast of market demand for repair and remodeling purchases.

Represent the average number of and types of product purchased annually by each purchasing household.

These three tables display owner-occupied and renter-occupied households separately

An incidence rate is the percent of respondents that reported purchasing a given category of building product.

Provide general characteristics of all survey respondents and of all respondents who purchased a given product

Shows numbers of homes of each type for the current year, the previous five years, and a forecast of the next five years.

SAMPLE DATA SHEET

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**FAUCETS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING**

<b>CONSUMER PRACTICES REPORTS</b> NAHB Research Center, Inc.	<b>PRODUCT USAGE</b> (Avg/Household and Five-Year Forecast)	<b>PURCHASE RATES</b> (OWNER and RENTER)	<b>INCIDENCE RATES</b> (OWNER and RENTER)	<b>DEMOGRAPHICS</b> (OWNER and RENTER)	<b>HOUSING STOCK</b>
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**KITCHEN SINK FAUCET - TYPE**

- Number of Faucets
- Single control
- Two controls
- TOTAL

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**KITCHEN SINK FAUCET - FINISH**

- Number of Faucets
- Chrome
- Polished brass
- Hand-rubbed bronze
- Solid color
- Nickel
- Stainless steel
- Other
- TOTAL

**LAVATORY SINK FAUCET - TYPE**

- Number of Faucets
- Single control
- Two controls
- TOTAL

**LAVATORY SINK FAUCET - FINISH**

- Number of Faucets
- Chrome
- Polished brass
- Hand-rubbed bronze
- Solid color
- Nickel
- Stainless steel
- Other
- TOTAL

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## FAUCETS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING

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
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**BATHTUB AND SHOWER FAUCET - TYPE**

- Number of Faucets
  - Single control (pulled/lifted)
  - Single control (twisted)
  - Two controls
  - Other
- TOTAL

Represent the estimated market demand total volume of product purchased for existing homes; includes current year data and a five-year forecast of market demand for repair and remodeling purchases.

Represent the average number of and types of product purchased annually by each purchasing household.

An incidence rate is the percent of respondents that reported purchasing a given category of building product.

Provide general characteristics of all survey respondents and of all respondents who purchased a given product

Shows numbers of homes of each type for the current year, the previous five years, and a forecast of the next five years.

These three tables display owner-occupied and renter-occupied households separately

**BATHTUB AND SHOWER FAUCET - FINISH**

- Number of Faucets
  - Chrome
  - Polished brass
  - Hand-rubbed bronze
  - Solid color
  - Nickel
  - Stainless steel
  - Other
- TOTAL

**SHOWERHEAD TYPE**

- Number of Showerheads
  - Standard / Fixed showerhead
  - Hand-held showerhead
  - Massaging showerhead
  - Thermostatic valves
  - Body sprays
  - Steam head
  - Other
- TOTAL

SAMPLE DATA SHEET

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**FAUCETS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING**

<b>CONSUMER PRACTICES REPORTS</b> NAHB Research Center, Inc.	<b>PRODUCT USAGE</b> (Avg/Household and Five-Year Forecast)	<b>PURCHASE RATES</b> (OWNER and RENTER)	<b>INCIDENCE RATES</b> (OWNER and RENTER)	<b>DEMOGRAPHICS</b> (OWNER and RENTER)	<b>HOUSING STOCK</b>
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**PURCHASED BY A PROFESSIONAL CONTRACTOR**

Number of Units	Represent the estimated market demand total	Represent the average number of and types of	An incidence rate is the percent of respondents	Provide general characteristics of all survey	Shows numbers of homes of
Yes	volume of product	product purchased	that reported purchasing a	respondents and of all	each type for the
No	purchased for existing	annually by each	given category of building	respondents who pur-	current year, the
Not sure	homes; includes current	purchasing household.	product.	chased a given product	previous five
TOTAL	year data and a five-year	These three tables display owner-occupied and renter-occupied households separately			years, and a fore-
	forecast of market				cast of the next
	demand for repair and				five years.
	remodeling purchases.				

**INSTALLED BY A PROFESSIONAL CONTRACTOR**

Number of Units					
Yes					
No					
Not sure					
TOTAL					

**PLACE OF PURCHASE**

Number of Units					
Home center					
Hardware store					
Specialty store					
Lumber yard					
Discount store					
Other					
Not sure					
TOTAL					

**PLACE OF PURCHASE - HOME CENTER BREAKOUT**

Number of Doors					
Home Depot					
Lowe's					
Menards					
Other					
TOTAL					

**SAMPLE DATA SHEET**

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