

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 shutters or exterior ornamental trim including shutter materials such as wood or plastic, and shutter style such as raised panel, louvered, and board and batten. Linear feet of exterior trim material such as solid wood, plywood/LVL, hardboard/MDF, stucco, Urethane/polyurethane plastic, vinyl, fiber cement, cellular PVC, or wood/plastic composite.

SHUTTERS and EXTERIOR ORNAMENTAL TRIM 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

**SHUTTERS and
EXTERIOR ORNAMENTAL TRIM**

TYPE OF EXPENDITURE

Households that Spent Money on:
 Siding materials including brick/masonry
 Soffit and Fascia
 Exterior ornamental trim or decorative molding
 Shutters

SHUTTER MATERIAL

Pairs of Shutters
 Wood
 Plastic
 Other
 TOTAL

SHUTTER STYLE

Pairs of Shutters
 Raised Panel
 Louvered
 Board and batten
 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.

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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PURCHASED BY A PROFESSIONAL CONTRACTOR

Pairs of Shutters
 Yes
 No
 Not sure
 TOTAL

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INSTALLED BY A PROFESSIONAL CONTRACTOR

Pairs of Shutters
 Yes
 No
 Not sure
 TOTAL

PLACE OF PURCHASE

Pairs of Shutters
 Home center
 Hardware store
 Specialty store
 Lumber yard
 Discount store
 Other
 Not sure
 TOTAL

PLACE OF PURCHASE - HOME CENTER BREAKOUT

Pairs of Shutters
 Home Depot
 Lowe's
 Menards
 Other
 TOTAL

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PLACEMENT OF EXTERIOR ORNAMENTAL TRIM

- Households
- Around windows
- Around entry doors
- Around garage doors
- On exterior wall corners
- Below roof line on front of house
- Below roof line on entire house
- Other areas

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MATERIAL OF EXTERIOR ORNAMENTAL TRIM

- Linear Feet of Trim
- Solid wood
- Plywood/LVL
- Hardboard/MDF
- Stucco
- Urethane/Polyurethane plastic
- Vinyl
- Fiber cement
- Cellular PVC or solid vinyl
- Wood/Plastic composite
- Other
- TOTAL

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