

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 Siding and Exterior Wall Finish materials, square feet of siding material such as vinyl, aluminum, brick, hardboard, OSB, lumber/boards, plywood, wood shakes/shingles, steel, fiber cement, stone or block, cement stucco, and synthetic or acrylic stucco.

SIDING and EXTERIOR CLADDING 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
UNITED STATES HOUSING STOCK Owner Occupied Renter Occupied TOTAL SIDING and EXTERIOR CLADDING HOUSEHOLDS THAT SPENT MONEY ON: SIDING, SOFFIT/FASCIA Sample Size Projected Households TYPE OF EXPENDITURE Households that Spent Money on: Siding materials including brick/masonry	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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SIDING and EXTERIOR CLADDING 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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SIDING MATERIAL - NO WASTE

Square Feet Purchased Annually

- Vinyl
- Aluminum
- Brick
- Hardboard
- OSB
- Lumber / Boards
- Plywood
- Cedar shingles or shakes
- Other wood
- Steel
- Fiber cement siding
- Natural Stone
- Cement stucco
- Synthetic stucco or EIFS
- Manufactured Stone
- Architectural concrete block
- 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.

SIDING MATERIAL - WITH WASTE

Square Feet Purchased Annually

- Vinyl
- Aluminum
- Brick
- Hardboard
- OSB
- Lumber / Boards
- Plywood
- Cedar shingles or shakes
- Other wood
- Steel
- Fiber cement siding
- Natural Stone
- Cement stucco
- Synthetic stucco or EIFS
- Manufactured Stone
- Architectural concrete block
- Other
- TOTAL

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SIDING and EXTERIOR CLADDING 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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HOMES WITH EXTERIOR RE-SIDED

Among those that sided
Weighted by wall size

SIDING MATERIAL - RE-SIDING

- Square Feet Purchased Annually
- Vinyl
- Aluminum
- Brick
- Hardboard
- OSB
- Lumber / Boards
- Plywood
- Cedar shingles or shakes
- Other wood
- Steel
- Fiber cement siding
- Natural Stone
- Cement stucco
- Synthetic stucco or EIFS
- Manufactured Stone
- Architectural concrete block
- Other
- TOTAL

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SIDING MATERIAL - ADDITIONS

- Square Feet Purchased Annually
- Vinyl
- Aluminum
- Brick
- Hardboard
- OSB
- Lumber / Boards
- Plywood
- Cedar shingles or shakes
- Other wood
- Steel
- Fiber cement siding
- Natural Stone
- Cement stucco
- Synthetic stucco or EIFS
- Manufactured Stone
- Architectural concrete block
- Other
- TOTAL

SIDING and EXTERIOR CLADDING 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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PURCHASED BY A PROFESSIONAL CONTRACTOR

Square Feet Purchased Annually
 Yes
 No
 Not sure
 TOTAL

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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

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

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

PLACE OF PURCHASE - HOME CENTER BREAKOUT

Square Feet Purchased Annually
 Home Depot
 Lowe's
 Menards
 Other
 TOTAL

SAMPLE DATA SHEET

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