

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 - 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

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

KITCHEN SINK FAUCET - TYPE

Number of Faucets

Single control

Two controls

TOTAL

SAMPLE DATA SHEET

FAUCETS 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**

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

BATHTUB AND SHOWER FAUCET - TYPE

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

BATHTUB AND SHOWER FAUCET - FINISH

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

SAMPLE DATA SHEET

FAUCETS 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**

SHOWERHEAD TYPE

Number of Showerheads

Standard / Fixed showerhead

Hand-held showerhead

Massaging showerhead

Thermostatic valves

Body sprays

Steam head

Other

TOTAL

PURCHASED BY A PROFESSIONAL CONTRACTOR

Number of Units

Yes

No

Not sure

TOTAL

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

SAMPLE DATA SHEET