

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 Plumbing Fixtures such as kitchen sinks, lavatory sinks, bar sinks, laundry tubs/sinks, bathtubs and bathtub/kitchen surrounds, toilets, toilet seats, bidets, garbage disposals, and water heaters. Also includes types of sinks, sink materials, surrounds and wetwalls materials, bathtub materials, whirlpool bathtubs, shower stalls, toilet types, toilet bowl style, toilet seat material, kitchen sink style and materials such as stainless steel, enameled cast iron, cultured marble, granite, stone, and acrylic.

PLUMBING FIXTURES 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
----------------------------------------------------------	-----------------------------------------------------------	--------------------------------------	---------------------------------------	------------------------------------	------------------

UNITED STATES

HOUSING STOCK

Owner Occupied

Renter Occupied

TOTAL

PLUMBING FIXTURES

TYPE OF PURCHASE

Households that Spent Money on:

SINKS

Kitchen sinks

Lavatory sinks

Bar sinks

Laundry tubs / sinks

BATHTUBS / SHOWERS

Bathtub / Shower combinations

Bathtubs

Bathtub surrounds

Kitchen surrounds

Separate shower stalls

OTHER FIXTURES

Toilets

Toilet seats

Bidets

Garbage disposals

Water heaters

Hot water dispensers

Other

TYPE OF PURCHASE

Number of Units

SINKS

Kitchen sinks

Lavatory sinks

Bar sinks

Laundry tubs / sinks

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

TYPE OF PURCHASE (continued)

Number of Units

BATHTUBS / SHOWERS

Bathtub / Shower combinations

Bathtubs

Bathtub surrounds

Kitchen surrounds

Separate shower stalls

OTHER FIXTURES

Toilets

Toilet seats

Bidets

Other

LAVATORY SINK TYPE

Units Purchased

One-piece

Drop-in / Self-rimming

Wall hung

Pedestal

Undermount

TOTAL

LAVATORY SINK MATERIAL

Units Purchased

Vitreous china

Enameled cast iron

Enameled steel

Cultured marble

Coated fiberglass

Acrylic

Solid-surface

Other

TOTAL

PURCHASED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

INSTALLED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

PLACE OF PURCHASE

Units Purchased

Home center

Hardware store

Specialty store

Lumber yard

Discount store

Other

Not sure

TOTAL

SURROUND AND WETWALL MATERIAL

Square Feet Purchased

Ceramic Tile

Marble, slate, or other natural stone

Solid-surface

High-pressure laminate

Fiberglass and/or molded plastic

Cultured marble

Other

TOTAL

PURCHASED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

INSTALLED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

PLACE OF PURCHASE

- Units Purchased
 - Home center
 - Hardware store
 - Specialty store
 - Lumber yard
 - Discount store
 - Other
 - Not sure

TOTAL

BATHTUB MATERIAL

- Units Purchased
 - One Piece Tub and Shower
 - Coated fiberglass, one-piece
 - Coated fiberglass, multi-piece
 - Acrylic, one-piece
 - Acrylic, multi-piece
 - Other
 - Tub Only
 - Enameled cast iron
 - Enameled steel
 - Cultured marble
 - Coated fiberglass
 - Acrylic
 - Solid-surface
 - Other

TOTAL

WHIRLPOOL BATHTUB MATERIAL

- Units Purchased
 - One Piece Tub and Shower
 - Coated fiberglass, one-piece
 - Coated fiberglass, multi-piece
 - Acrylic, one-piece
 - Acrylic, multi-piece
 - Other
 - Tub Only
 - Enameled cast iron
 - Enameled steel
 - Cultured marble
 - Coated fiberglass
 - Acrylic
 - Solid-surface
 - Other

TOTAL

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

SEPARATE SHOWER STALL MATERIAL

Units Purchased

Fabricated-On-Site

Ceramic Tile

Marble, slate, or other natural stone

Solid-surface

High-pressure laminate

Cultured marble

Other

SEPARATE SHOWER STALL MATERIAL (continued)

Manufactured Units

Coated fiberglass, one-piece

Coated fiberglass, multi-piece

Acrylic, one-piece

Acrylic, multi-piece

Other

TOTAL

BASE OR PAN FOR SEPARATE SHOWER

STALLS THAT WERE FABRICATED ON SITE

Units

Fabricated-on-site

Pre-fabricated

Not sure

TOTAL

PURCHASED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

INSTALLED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

PLACE OF PURCHASE

- Units Purchased
 - Home center
 - Hardware store
 - Specialty store
 - Lumber yard
 - Discount store
 - Other
 - Not sure

TOTAL

TOILET TYPE

- Units Purchased
 - One piece
 - Two piece

TOTAL

TOILET BOWL STYLE

- Units Purchased
 - Standard
 - Elongated

TOTAL

PURCHASED AS PART OF A TOILET-TO-GO PACKAGE

TOILET SEAT STYLE

- Units Purchased
 - Standard
 - Elongated

TOTAL

TOILET SEAT MATERIAL

- Units Purchased
 - Plastic
 - Wood

TOTAL

PURCHASED BY A PROFESSIONAL CONTRACTOR

- Units Purchased
 - Yes
 - No
 - Not sure

TOTAL

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

INSTALLED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

PLACE OF PURCHASE

Units Purchased

Home center

Hardware store

Specialty store

Lumber yard

Discount store

Other

Not sure

TOTAL

KITCHEN SINK TYPE

Units Purchased

Single basin

Double basin

Triple basin

TOTAL

KITCHEN SINK STYLE

Units Purchased

Drop-in

Under-counter

Other

TOTAL

KITCHEN SINK MATERIAL

Units Purchased

Stainless steel

Enameled cast iron

Enameled steel

Cultured marble

Solid-surface

Granite / Stone

Acrylic

Other

TOTAL

SAMPLE DATA SHEET

PLUMBING FIXTURES 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**

PURCHASED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

INSTALLED BY A PROFESSIONAL CONTRACTOR

Units Purchased

Yes

No

Not sure

TOTAL

PLACE OF PURCHASE

Units Purchased

Home center

Hardware store

Specialty store

Lumber yard

Discount store

Other

Not sure

TOTAL

SAMPLE DATA SHEET