

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 Interior Wall Surface Material and Interior Ceiling Surface Material such as paneling, gypsum wallboard or sheetrock, paint, and wallpaper and rooms for which wall paper or paint was purchased.

## INTERIOR FINISHES 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

### INTERIOR FINISH

TYPE OF EXPENDITURE

Households that Spent Money on:

Paneling, gypsum wallboard or Sheetrock" for"  
interior ceiling surfaces

Paneling, gypsum wallboard or Sheetrock  
or ceiling tiles for interior ceiling surfaces

Paint for interior walls, ceilings, doors or moldings

Wallpaper

Other interior finish materials

INTERIOR WALL SURFACE MATERIAL

Square Feet of Interior Wall Finished

Plywood paneling

Decorative hardboard or other paneling (non-wood finish)

Decorative hardboard or other paneling (wood finish)

Actual wood boards

3/8 or 1/2 inch gypsum drywall

5/8 or 3/4 inch gypsum drywall

Fiber cement backerboard

1/2 inch cement backerboard

Other

TOTAL

SAMPLE DATA SHEET

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**PURCHASE RATES**  
(OWNER and RENTER)

**INCIDENCE RATES**  
(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

## INTERIOR CEILING SURFACE MATERIAL

Square Feet of Interior Ceiling Finished

Plywood paneling

Decorative hardboard or other paneling (non-wood finish)

Decorative hardboard or other paneling (wood finish)

Actual wood boards

3/8 or 1/2 inch gypsum drywall

5/8 or 3/4 inch gypsum drywall

Fiber cement backerboard

1/2 inch cement backerboard

Acoustical tiles

Other

TOTAL

## PURCHASED BY A PROFESSIONAL CONTRACTOR

Square Feet of Interior Finished

Yes

No

Not sure

TOTAL

## INSTALLED BY A PROFESSIONAL CONTRACTOR

Square Feet of Interior Finished

Yes

No

Not sure

TOTAL

## PLACE OF PURCHASE

Square Feet of Interior Finished

Home center

Hardware store

Specialty store

Lumber yard

Discount store

Other

Not sure

TOTAL

SAMPLE DATA SHEET

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**PURCHASE RATES**  
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(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

## ROOMS FOR WHICH PAINT WAS PURCHASED

Number of Households

- All rooms
- One bedroom
- More than 1 bedroom
- One bathroom
- More than 1 bathroom
- Kitchen
- Family room
- Dining room
- Living / Great room
- Other rooms

## ROOMS FOR WHICH WALLPAPER WAS PURCHASED

Number of Households

- All rooms
- One bedroom
- More than 1 bedroom
- One bathroom
- More than 1 bathroom
- Kitchen
- Family room
- Dining room
- Living / Great room
- Other rooms

## PAINT AND WALLPAPER

Square Feet of Interior Finished

- Painted ceilings
- Painted walls
- Painted doors and molding
- Wallpaper and border

TOTAL

## PURCHASED BY A PROFESSIONAL CONTRACTOR

Square Feet of Interior Finished with Paint or Wallpaper

- Yes
- No
- Not sure

TOTAL

## INSTALLED BY A PROFESSIONAL CONTRACTOR

Square Feet of Interior Finished with Paint or Wallpaper

- Yes
- No
- Not sure

TOTAL

SAMPLE DATA SHEET

**INTERIOR FINISHES 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**

Square Feet of Interior Finished with Paint or Wallpaper

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

TOTAL

**SAMPLE DATA SHEET**