

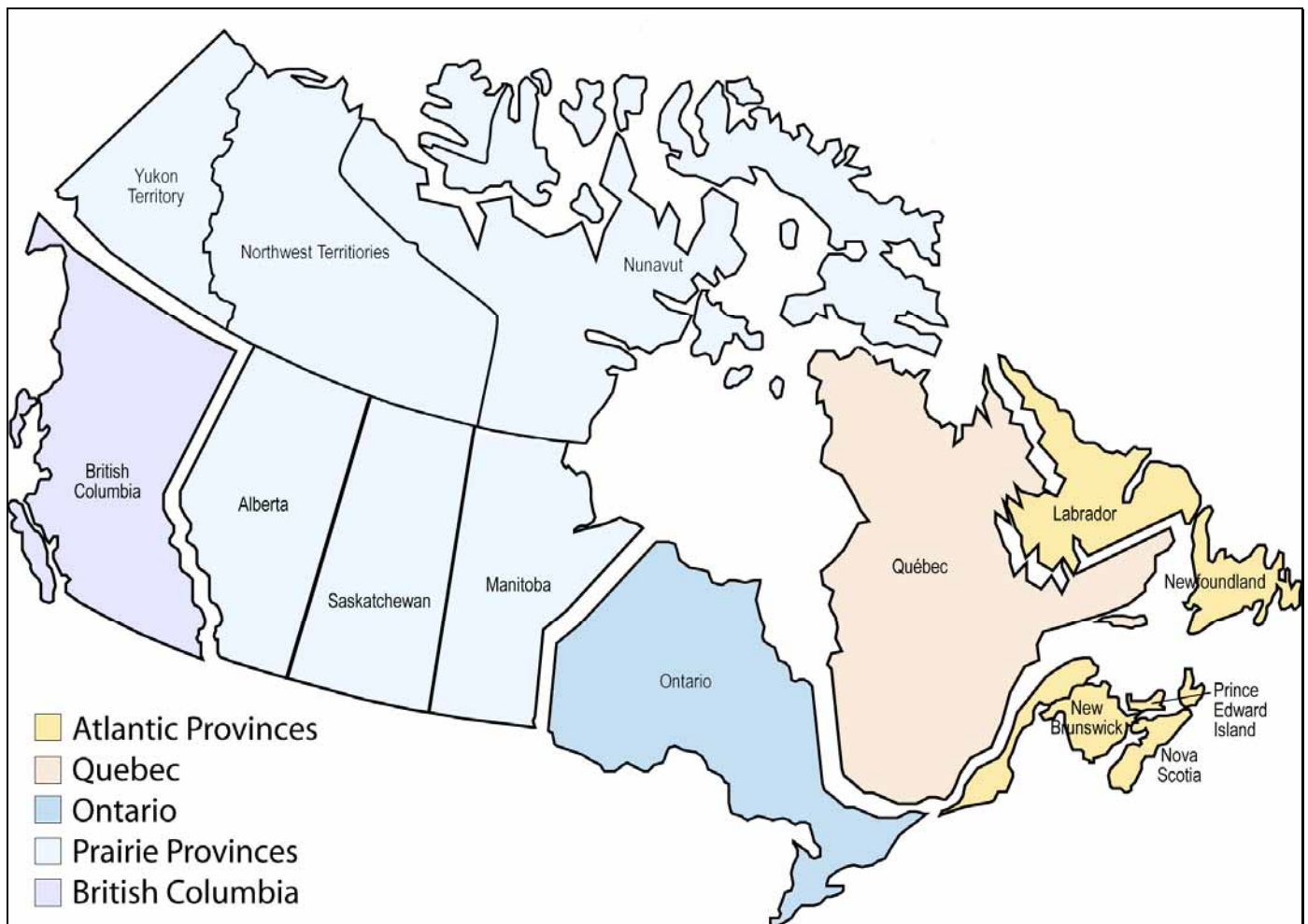
CANADIAN MARKET DEMAND DATA - FAQs

Q. Where does this data come from?

A. Data for the *Canadian Builder Practices Reports* (BP), new construction reports, were collected from a paper survey conducted with Canadian builders. Data for the *Canadian Consumer Practices Reports* (CP), the residential remodeling reports, were collected from an online survey conducted of Canadian households. Both surveys are fielded early in the year and ask survey respondents to limit their responses for activity *completed* within the previous year only.

Q. How many geographic regions are there in these reports?

A. Originally, for 2003 data, there were only two regions reported, **East Canada** (which included the provinces of Ontario, Quebec, Newfoundland, New Brunswick, Prince Edward Island and Nova Scotia) and **West Canada** (which included the provinces of British Columbia, Alberta, Saskatchewan and Manitoba plus the Nunavut, Yukon, and Northwest Territories). As interest in this data grew, it became apparent that additional geographic detail would be necessary to enhance its usability.



Q. Is it possible to get data for an individual province?

A. Our standard reports do not provide detail for individual provinces. However, we may be able to produce custom tabulations that target a specific geographic area. Contact [Ed Hudson](#), Director, Market Research Division, at 800 638-8556 ext. 6305 for additional information.

CANADIAN MARKET DEMAND DATA - FAQs

Q. How many completed responses did each survey have?

A. The Builder survey averages around 200 responses each year and the Consumer survey has grown from about 4,536 responses in 2003 to over 7,000 responses in 2006.

Q. Do you have reports for any previous years?

A. Yes. Our inaugural year for fielding surveys to collect the Canadian Market Demand Data was late-2003 early-2004 timeframe, so we currently have 2003 (combined 2003-2004 data collected), 2005, and 2006 data available.

Q. What does the Canadian Builder Practices Report look like?

A. The Canadian BP Reports are in Microsoft Excel™ format and contain two tabs (or separate spreadsheets) based upon the information collected from the builder respondents. There are several reports generated and each one provides data on a specific area of interest, such as materials used for windows, plumbing, siding, etc.

- Product Usage – Total of reported materials installed in Canada for new residential construction during the year.
- Multifamily and Single Family Detached Coefficient Rates – Reports materials installed per dwelling unit for multifamily housing and single family detached housing.

Q. What does the Canadian Consumer Practices Report look like?

A. The Canadian CP Reports are in Microsoft Excel™ format and each contains six tabs (or separate spreadsheets) based upon the information collected from the household occupant respondents. There are several reports generated and each one provides data on a specific area of interest, such as materials used for windows, plumbing, siding, etc.

- Purchase Rates – Reported materials purchased per household
- Product Usage – Total of reported materials purchased for all Canadian households during the year
- Incidence Rates Owners – Number and percent of owner occupied households where reported materials were installed or replaced
- Incidence Rates Renters - Number and percent of renter occupied households where reported materials were installed or replaced
- Demographics Purchaser – General demographics of households where survey respondents indicated remodeling projects concerning reported materials occurred
- Demographics All – General demographics of all households surveyed

Q. What materials are listed in each report?

A. Since the Builder Practices and Consumer Practices surveys used to gather the Canadian data are nearly identical to the surveys used to collect the NAHB Research Center's Annual Builder Practices and Consumer Practices market demand data for the United States, the line-items within each report correspond closely with existing U.S. reports. You can [click here](#) to view sample reports or contact [Ed Hudson](#) at 800 638-8556 ext. 6305 to request a sample of a specific report.

Q. What is the cost for the reports?

A. The reports range between \$1,500 to \$2,500 per report.

Q. How do I purchase these reports?

A. Contact [Ed Hudson](#) at 800 638-8556 ext. 6305.