

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 Windows to include window frame material such as wood, aluminum, and vinyl, number of window units, window type by opening, and windows by type such as single-hung, double-hung, casement, awning, sliding, transom, rectangular fixed, semi-circular or curved top fixed, and skylight or roof windows. Also includes data on grills, screens, type of glazing, and type of glass.

## WINDOWS 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

### WINDOWS

WINDOWS, SCREENS, STORM WINDOWS OR STORM DOORS, ET CETERA

Households Spending on:

New windows with frame and sash

Replacement sash

Panes of glass

Screens or screen material

Storm windows

Storm doors

Window awnings for shade

WINDOW FRAME MATERIAL

Number of Window Units

Wood (no cladding)

Wood, aluminum clad

Wood, vinyl clad

Aluminum

Vinyl

Composite or fiberglass

Other

Not sure

TOTAL

SAMPLE DATA SHEET

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**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

**WINDOW TYPE BY OPENING**

Number of Window Opening

- Single-hung
- Double-hung
- Casement
- Awning
- Sliding
- Transom
- Rectangular Fixed
- Semi-circular or curved-top fixed
- Skylight or roof windows
- Other
- Not sure

TOTAL

**WINDOW TYPE BY WINDOW UNIT**

Number of Window Units

- Single-hung
- Double-hung
- Casement
- Awning
- Sliding
- Transom
- Rectangular Fixed
- Semi-circular or curved-top fixed
- Skylight or roof windows
- Other
- Not sure

TOTAL

**WOOD WINDOWS BY TYPE**

Number of Window Units

- Single-hung
- Double-hung
- Casement
- Awning
- Sliding
- Transom
- Rectangular Fixed
- Semi-circular or curved-top fixed
- Skylight or roof windows
- Other
- Not sure

TOTAL

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**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

**ALUMINUM WINDOWS BY TYPE**

- Number of Window Units
  - Single-hung
  - Double-hung
  - Casement
  - Awning
  - Sliding
  - Transom
  - Rectangular Fixed
  - Semi-circular or curved-top fixed
  - Skylight or roof windows
  - Other
  - Not sure
- TOTAL

**VINYL WINDOWS BY TYPE**

- Number of Window Units
  - Single-hung
  - Double-hung
  - Casement
  - Awning
  - Sliding
  - Transom
  - Rectangular Fixed
  - Semi-circular or curved-top fixed
  - Skylight or roof windows
  - Other
  - Not sure
- TOTAL

**GRILLS**

- Number of Window Units
  - Came with grills
  - Purchased grills separately
  - No grills purchased
- TOTAL

**SCREENS**

- Number of Window Units
  - Came with screens
  - Purchased screens separately
  - No screens purchased
- TOTAL

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(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

**TYPE OF GLAZING**

Number of Window Units

- Single glazed
- Double glazed
- Triple glazed (including Heat Mirror)

TOTAL

**TYPE OF GLASS**

Number of Window Units

- Plain (clear)
- Low-E
- Argon filled Low-E
- Tinted

TOTAL

**TYPE OF INSTALLATION**

Number of Window Units

- For replacement
- For new addition or window opening
- Not specified

TOTAL

**BRAND DECISION**

Number of Window Units

- Homeowner
- Friend or relative
- Contractor
- Other

TOTAL

**PURCHASED BY A PROFESSIONAL CONTRACTOR**

Number of Window Units

- Yes
- No
- Not sure

TOTAL

**INSTALLED BY A PROFESSIONAL CONTRACTOR**

Number of Window Units

- Yes
- No
- Not sure

TOTAL

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PLACE OF PURCHASE

Number of Window Units

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

TOTAL

**SAMPLE DATA SHEET**