

2005

CONSUMER PRACTICES REPORT

Annual Builder and
Consumer Practices Surveys

**Data on
Interior Finishes
by the nine U.S.
Census Division**



Mission Statement

The NAHB Research Center's mission is to promote innovation in housing technology to improve the quality, durability, affordability, and environmental performance of homes and home building products.

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Created in 1964 as a subsidiary of the National Association of Home Builders (NAHB), the NAHB Research Center has established itself as the source for reliable, objective information and research on housing construction and development issues. The Research Center's unique relationship with the housing industry, and breadth of technical expertise, provide an unrivaled depth of understanding of the housing industry, and access to its business leaders in fulfilling clients' research needs.

CONSUMER PRACTICES REPORT

**UNITED STATES
RESIDENTIAL REPAIR AND REMODELING**

2005

**PREPARED BY:
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**ANNUAL BUILDER AND CONSUMER
PRACTICES SURVEYS**

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INTRODUCTION

The NAHB Research Center's Annual Builder and Consumer Practices Reports provide market demand data for building product and material usage in the United States and Canada. Market demand data on repair and remodeling expenditures obtained through the annual Consumer Practices Survey (CPS), an annual on-line survey of U.S. and Canadian households¹, results in tabulations that represent the demand for building products and materials purchased by consumers for home improvements, repairs, and remodeling. These reports also provide key information on purchasing and installation practices, as well as demographic information about the respondents.

Historically the CPS was fielded as a paper survey, which generally garnered about 8,000 usable responses. In 2003, the NAHB Research Center expanded the CPS to capture data on remodeling projects in renter-occupied houses and implemented an on-line survey to capture 2002 data for repair and remodeling expenditures that yielded over 46,000 usable responses. Since then, the on-line survey has consistently provided over 46,000 usable responses. The following chart illustrates responses to the latest CPS which collected data for 2005 repair and remodeling expenditures.

2005 ANNUAL CONSUMER PRACTICES SURVEY (CPS) RESPONSES			
United States Owner-Occupied	United States Renter-Occupied	Canadian Owner-Occupied	Canadian Renter-Occupied
31,651	10,148	3,914	1,516
Total US Responses:			41,799
Total Canadian Responses:			5,430
TOTAL CPS RESPONSES:			47,229

Figure 1: 2005 Consumer Practices Survey Responses

The Consumer Practices Reports present *product usage*, *incidence rates*, *purchase rates*, and *demographics tables* for household expenditures on repair and remodeling activities. Most data are shown as “coefficients,” or per-house averages, and “product usage” is shown as the total volume of products or materials. *Product Usage* tables present an estimated total volume of product purchased for existing homes and include current year data and a five-year forecast of market demand for repair and remodeling purchases. *Purchase Rate* tables represent the average number of and types of products purchased annually by each purchasing household. The *Incidence Rate* tables show the proportion of all U.S. households that purchased a specific product during the study year. *Demographics* tables provide the general characteristics of **all** the survey respondents in one series of tables, and of all respondents who **purchased** a given product in another series of tables. The *Purchase Rates* and the *Demographics* tables are tabulated separately for owner-occupied and renter-occupied households. The *Household* table shows numbers of homes of each type for the current year, the previous five years, and a forecast of the coming five years.

¹ A *household* consists of all people who occupy a particular housing unit as their usual residence, or who live there at the time of the interview and have no usual residence elsewhere.
(www.census.gov/hhes/www/housing/ahs/ahs01/appendixa.pdf, pg 9 of 30)

GEOGRAPHIC SAMPLING

Tabulations are typically produced by the 32 State-Market-Areas and by the nine U.S. Census Divisions established by the U.S. Census Bureau. Additionally, data are available for each of the 50 states. Figure 2 below illustrates the nine U.S. Census Divisions

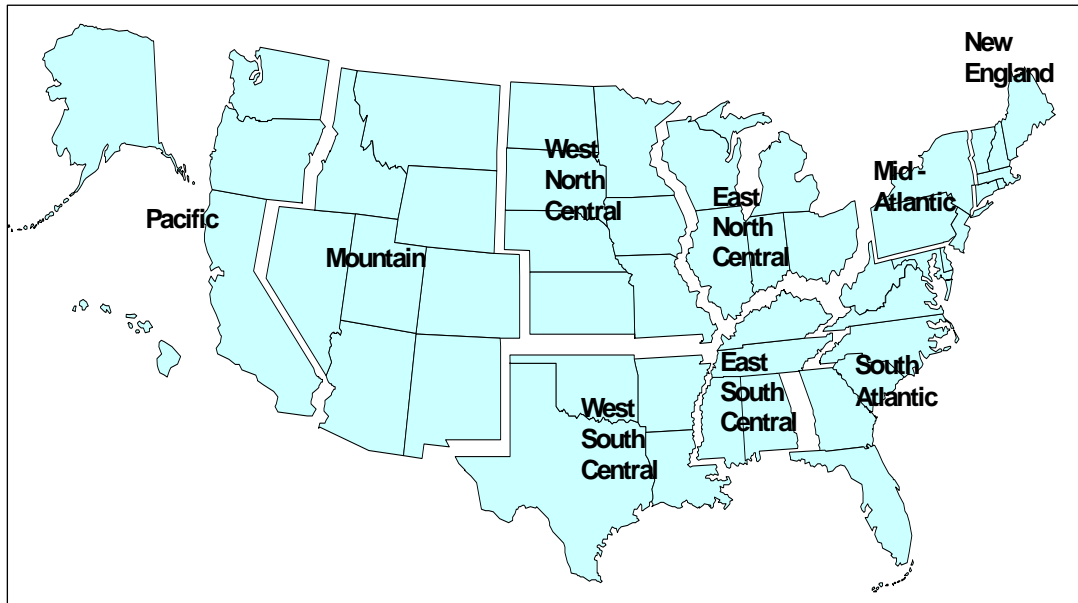


Figure 2: Map of the United States Census Divisions

The nine U.S. Census Divisions and the 32 State-Market-Areas utilized by the NAHB Research Center are listed below:

New England

- Connecticut, Massachusetts, Rhode Island
- Maine, New Hampshire, Vermont

Mid-Atlantic

- New Jersey
- New York
- Pennsylvania

South Atlantic

- Delaware, Maryland, the District of Columbia
- Georgia
- Northern Florida (Pinellas, Hillsborough, Polk, Osceola, Indian River counties and north)
- Southern Florida (Manatee, Hardee, Highlands, Okeechobee, St. Lucie counties and south)
- North Carolina, South Carolina
- Virginia, West Virginia

East North Central

- Illinois
- Indiana
- Michigan
- Ohio
- Wisconsin

East South Central

- Alabama, Mississippi
- Kentucky, Tennessee

West North Central

- Iowa, Nebraska
- Kansas, Missouri
- Minnesota
- North Dakota, South Dakota

West South Central

- Arkansas, Oklahoma
- Louisiana, East Texas (Houston to Corpus Christi, and west to the semi-arid plains)
- West Texas (Dallas to San Antonio and west)

Mountain

- Arizona, Nevada, New Mexico
- Colorado, Utah
- Idaho, Montana, Wyoming

Pacific

- Northern California (Monterey, Kings, Tulare, Inyo counties and north)
- Southern California (San Luis Obispo, Kern, San Bernardino counties and south), Hawaii
- Oregon
- Alaska, Washington

METHODOLOGY

CONSUMER PRACTICES SURVEY METHODOLOGY

The Consumer Practices Survey questionnaire was fielded in early February 2006. Survey Sampling, Inc., was hired by the NAHB Research Center to invite renter- and owner-occupied households to participate in the online survey, and more than 47,200 usable responses were received.

The questionnaire is designed to capture the home improvement, repair, and maintenance projects undertaken on the primary residence of each respondent, and to gather general demographic information about the survey respondents. The activity had to be initiated in 2005 by the survey respondent or another party such as another household member, insurance company, property owner, or property manager.

PROGRAMMING METHODOLOGY

The Consumer Practices Survey (CPS) programming methodology uses incidence rates, purchase rates, and the number of households occupied by owners, separately from those occupied by renters, to estimate total product usage for the present year and to forecast the next five years. Adjustments are made to the data to assure it is representative of actual repair and remodeling expenditures, including correction for sample bias towards those with expenditures to report, as well as corrections for geographic and demographic bias.

Data are tabulated by specific geographic areas such as the U.S. as a whole, the nine U.S. Census Divisions, and the 32 State-Market-Area (SMA), which includes data previously mentioned plus data for all 50 states. Coefficients for single-family detached homes are calculated for 32 separate U.S. geographic areas, referred to as "State-Market-Areas", which are states with similar topography. States with relatively low housing starts have been grouped with another state or states to create a single State-Market-Area, while three states (California, Florida, and Texas) with a high level of new home construction activity are divided between two State-Market-Areas. When a state is split, the dividing line typically occurs along changes in climate or topography, and always along county lines.

The 32 State-Market-Area data for Single-Family Detached dwellings include tabulations by the individual states or combinations of states that comprise each of the 32 State-Market-Areas. The total for each of the Nine U.S. Census Divisions is a weighted average based on the proportion of owner- and renter-occupied housing units located within each State-Market-Area in that Census Division. U.S. totals are weighted by the proportion of owner- and renter-occupied housing units within each Census Division. Data on occupied housing units are taken from the U.S. Census Bureau's 2005 American Housing Survey (AHS).

The Multifamily data, which include Single-Family Attached dwellings—Townhouses, Duplexes and Row Houses, as well as low-rise Apartments (up to and including four stories), is tabulated by the nine U.S. Census Divisions.

The sample is balanced demographically by assigning a weight to each response based on the degree to which it is over- or under-represented in the sample. This weight is obtained by comparing the CPS sample to demographic data found on the AHS, adjusting on household income and age of head of household—factors shown to be most strongly associated with remodeling expenditure volume and type.

The objective of this process and methodology is to accurately estimate the volume and types of materials purchased for the improvement and repair of existing U.S. homes. The total volume estimates, called “product usage,” are the product of purchasing households (incidence rate x existing households) and purchase rate (average amount-per-purchase by purchasing households). These calculations are done separately for owner-occupied and renter-occupied properties and then combined in the product usage tables.

The five-year forecast of product usage is based on current year incidence rate and purchase rate applied to projected housing stock information. The housing stock figures for 2005 are based on the 2000 Census with adjustments for recent additions to the housing stock (including manufactured houses), changes in homeownership rates and occupancy status (occupied and unoccupied), and the net of building conversions (building use changed *to* residential use) and depletions (building use changed *from* residential use and demolition).

STATISTICAL ESTIMATES

The uncertainty in the estimates presented in this report generally decreases as the sample size increases. The underlying distribution of survey responses is assumed to be either binomial or multinomial in nature, so the standard deviation of any proportion p estimated from the survey is:

$$\sigma_p = \sqrt{\frac{P \times (1-P)}{n}}$$

where: σ_p = the standard deviation of the estimated proportion,
 P = the true proportion, and
 n = the sample size (number of responses).

Based on a normal approximation to the binomial distribution, a symmetrical 95 percent confidence interval estimate of the true proportion P would be:

$$P = p \pm (1.96 \times \sigma_p)$$

While p for the sample is known, the true proportion P is unknown, so σ_p cannot be computed exactly. Still, a reasonable approximation can be made by using the observed proportion p to estimate σ_p . For example, a 95 percent confidence interval for P , the incidence rate of garage door purchases in the United States, based on a sample size of $n = 32,904$ owner-occupied households and an observed incidence rate of $p = 0.0472$ (or 4.72 percent), would be computed as follows:

$$\sigma_p = \sqrt{\frac{(0.0472)(0.9528)}{32,904}} = 0.0012$$

As a result, the 95 percent confidence interval is:

$$P = 0.0472 \pm (1.96 \times 0.0012), \text{ or } 0.0449 \leq P \leq 0.0495$$

This calculation indicates that it is highly likely that the true value of P lies between 4.49 percent and 4.95 percent in that if the true P had been outside this range, the probability of observing a value p as extreme as the value that was actually observed would be five percent or less. As a general guideline, this approximation is satisfactory where $n \geq 25$ and p is not too close to zero or 100 percent. Other methods can be used to compute confidence intervals where these conditions are not met.

FACTORS AFFECTING CONSUMER REMODELING EXPENDITURES

THE AMERICAN HOUSING SURVEY

One reliable public data source on U.S. housing is the American Housing Survey (AHS), conducted by the Bureau of the Census for the Department of Housing and Urban Development. The AHS is actually two surveys; a national survey and a metropolitan area survey. The national survey interviews the occupants of about 55,000 housing units² every two years. The metropolitan area survey consists of 47 metropolitan areas, where householders are interviewed every six years. Since 1984, each metropolitan area is represented by a sample of at least 3,200 designated housing units. The units are divided between the central city and the rest of the metropolitan area. Data are gathered for about 14 metropolitan areas in even numbered years until all 47 metropolitan areas are surveyed then the cycle begins again six years later. Every four years, six of the largest metropolitan areas are included with the national sample. The survey goes back to the same housing units on a regular basis, recording changes in characteristics, adding and deleting units when applicable. This cross-sectioning of the housing inventory gives a picture of houses and households as they change over long periods of time.³

The AHS collects data on owner- and renter-occupied households, single-family homes, apartments, mobile homes, and even vacant housing units. The survey also collects detailed data on cost of housing and the availability of housing for different segments of the American public as well as income, housing characteristics, housing and neighborhood quality, size of housing unit, equipment and fuels, and recent movers. National data is collected every odd-numbered year and serves as a reliable benchmark for the NAHB Research Center to measure the reliability of the Consumer Practices Survey sample.

In the late 1990's, the Joint Center for Housing Studies at Harvard University conducted an analysis of the 1995 American Housing Survey (AHS) database.⁴ They discovered several key determinants for remodeling expenditures by demographic factors and house characteristics. The most significant factors were found to be household income and age of the head of household.

In the following section, AHS tabulations for household income and age of head of household are compared to the NAHB Research Center's Consumer Practices Survey (CPS) tabulations. The comparability of the sample characteristics demonstrates that the CPS results can be trusted as a fair representation of consumer purchases of building materials for repair and remodeling.

² A *housing unit* is a house, apartment, group of rooms, or a single room, occupied or intended for occupancy as separate living quarters. (www.census.gov/hhes/www/housing/ahs/ahs01/appendixa.pdf, pg 10 of 30)

³ <http://www.census.gov/hhes/www/housing/ahs/datacollection.html>

⁴ "Improving America's Housing," Joint Center for Housing Studies, Harvard University. 1999

HOUSEHOLD INCOME VS. REPAIR AND REMODELING EXPENDITURES

Income is an important determinant of not only the amount of expenditures, but also of the type of expenditures. For example, households with lower incomes are less likely to undergo discretionary remodeling projects—such as additions, major kitchen and bath remodels, and interior restructuring—but more likely to carry out repairs or major system replacements, such as cabinets and siding.

Figure 3 shows the distribution of respondents by income for the 2005 National AHS survey and the 2005 CPS. This comparison reveals that after taking into account the standard error of the estimates, only minor differences in income characteristics exist between the two survey samples, except in the lowest-income category, even though the AHS data are a year older.

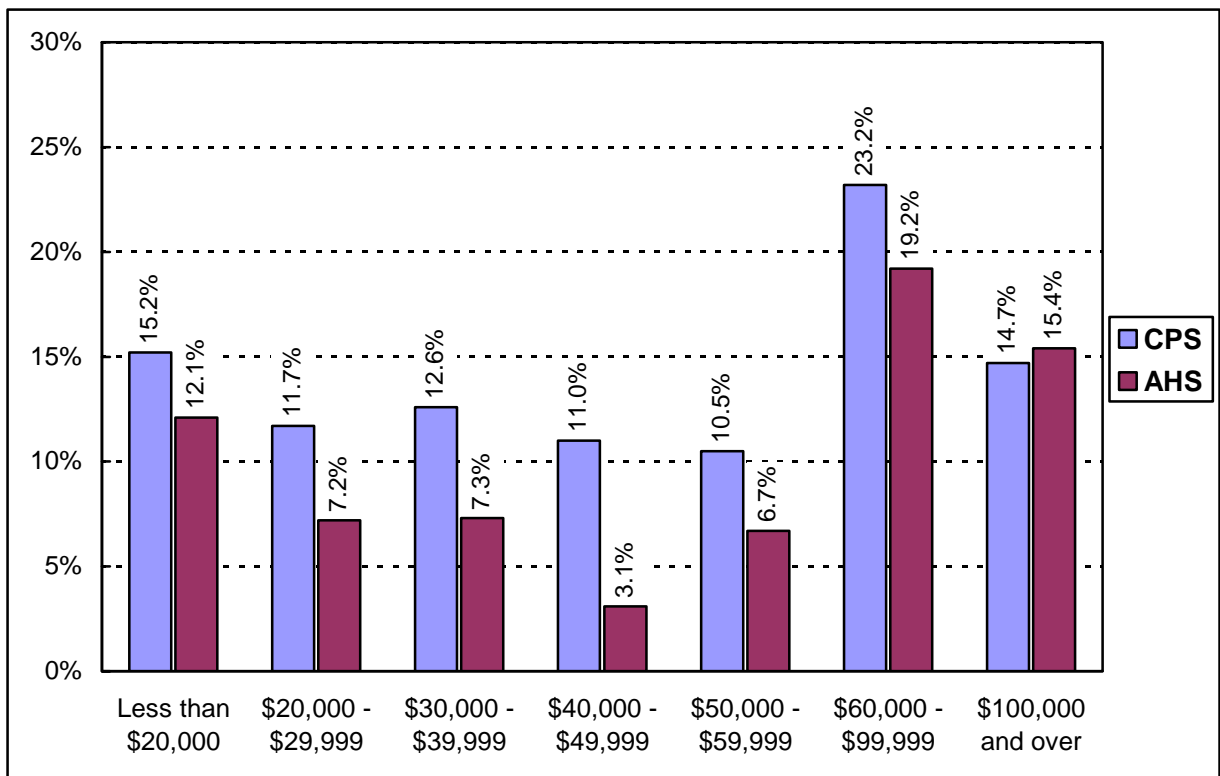


Figure 3: Distribution of Respondents by Household Income

AGE OF HOUSEHOLDER VS. REPAIR AND REMODELING EXPENDITURES

Another important factor in the volume and type of remodeling expenditures is the age of the head of household. Figure 4 below compares the distribution of age of head of household for the 2005 CPS and the 2005 AHS National surveys. The result of the comparison shows that the composition of both samples correspond closely in all but the 55–64 age group, even though the AHS data are a year older than the CPS data.

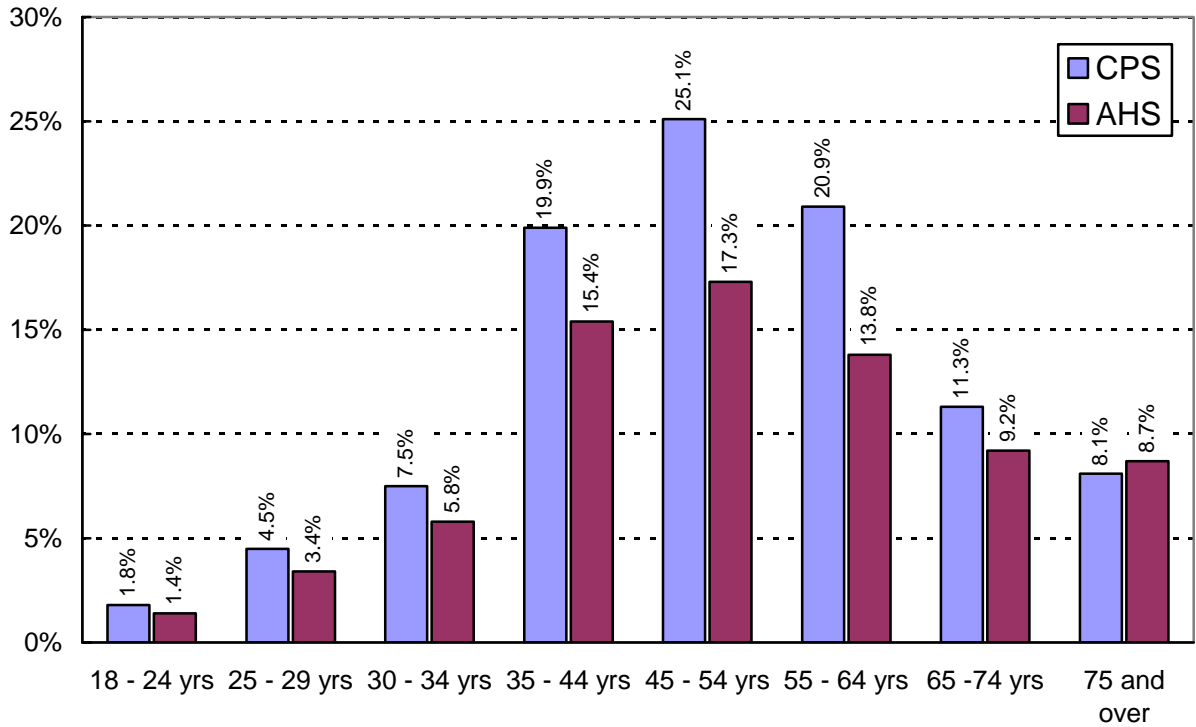


Figure 4: Distribution of Respondents by Age of Head of Household

THE CONSUMER REPORTS AND DATA TABLES

The following data tables are generally included in the Consumer Practices Report:

PRODUCT USAGE TABLES - APPENDIX A

Product Usage tables present the estimated market demand total volume of product purchased for existing homes. They include current year data and a five-year forecast of market demand for repair and remodeling purchases. Product usage data are reported for each of the Nine U.S. Census Divisions and the U.S. Total, and can also be given for each of the 50 states. All product usage data is represented in thousands of units unless otherwise stated.

The example below shows the layout of the product usage tables for Cabinets, with data fabricated for illustration purposes.

CONSUMER PRACTICES REPORT: Copyright 2005, NAHB Research Center, Inc.		
	2004	2005
UNITED STATES ①		
HOUSING STOCK ②		
Owner Occupied	765,432	789,012
Renter Occupied	345,678	321,098
TOTAL	1,111,110	1,110,110
KITCHEN CABINETS - TYPE OF DOOR ③		
Number of Cabinets ④		
Wood finish, raised panel in frame ⑤	12,345.6	16,789.0
Wood finish, flat panel in frame	5,432.1	5,678.9
Glass panel in wood frame	1,098.7	1,098.7
Laminate with raised panel look	1,890.3	1,789.0
Wood finish, flat panel with no frame	1,789.0	1,876.5
Laminate finish, flat panel with no frame	876.5	987.6
Other	789.0	876.5
TOTAL ⑥	24,221.2	29,096.2

Figure 5: Sample of Product Usage Table Format (Data Fabricated for Illustration)

The heading indicates (①) the geographic region (state, Census Division, or the United States totals) and (②) the number of owner- and renter-occupied households represented in that geographic region. Next, (③) the category title of the product or material, (④) the unit used to measure the product or material, (⑤) the product or material categories, and (⑥) the total product usage for each of the products or materials.

PURCHASE RATE TABLES - APPENDIX B

Purchase rate tables represent the average number of and types of product purchased annually by each purchasing household. These tables are displayed separately for owner-occupied and renter-occupied households.

The example below shows the layout of the purchase rate tables for Cabinets, with data fabricated for illustration purposes.

CONSUMER PRACTICES REPORT: Copyright 2005, NAHB Research Center, Inc.		PURCH		
		NEW ENG	MID ATL	E N CEN
CABINETS				
HOUSEHOLDS THAT SPENT MONEY ON: KITCHEN OR BATHROOM REMODEL				
Sample Size ①	567	1,234	2,345	
Purchasing Households	890,123	2,345,678	3,456,789	
All Cabinets - Type of Door ②				
Number of Cabinets ③				
Wood finish, raised panel in frame ④	⑤ 1.234	1.012	0.789	
Wood finish, flat panel in frame	0.345	0.234	0.234	
Glass panel in wood frame	0.012	0.078	0.023	
Laminate with raised panel look	0.345	0.123	0.089	
Wood finish, flat panel with no frame	0.023	0.067	0.067	
Laminate finish, flat panel with no frame	0.045	0.023	0.003	
Other	0.123	0.056	0.045	
TOTAL ⑥	2.127	1.593	1.250	

Figure 6: Sample Purchase Rate Table Format (Data Fabricated for Illustration)

Near the top of the data tables are figures showing (①) the sample size of households spending money on a specific building product, such as Cabinets. Also shown is the projected number of households in a geographic region spending money on that same repair or remodeling project or category, based on the purchase rate found in the sample. Further down the page is (②) the category title of type of product, product material, or product source, etc. The (③) unit used to measure the product or material is in the following row, with the detail rows showing (④) the product or material categories and (⑤) the usage rate for each product or material. The bottom row, the total (⑥), is the sum of all the usage rates for that product or material.

Data are broken out for each geographic region covered by the report; that is, in the “32 State-Market-Area” (SMA) report, separate columns are shown for each SMA, and totals for each of the nine Census Divisions are included. In the “Nine Census Divisions” report, only the Census Division totals and the US Totals appear. The data are reported as units of material whenever possible, including information about who purchased the product, who installed it, and where it was purchased.

INCIDENCE RATE TABLES - APPENDIX C

An incidence rate is the percent of respondents that reported purchasing a given category of building product, for example, doors, flooring, insulation, plumbing fixtures, roofing, or windows. These tables are displayed separately for owner-occupied and renter-occupied households.

The example below shows the layout of the owner-occupied incidence rate table for Cabinets, with data fabricated for illustration purposes.

CONSUMER PRACTICES SURVEY Copyright 2005, NAHB Research Center, Inc.		2004 INCIDENCE RATES FOR OWNER OCCUPIED			
CABINETS		Sample Size	Incidence of Purchase	x 1000 Owner Households	Owner HHs That Bought
CT & RI & MA ⑤	①	②	③	1,234.5	④ 789,012
ME & NH & VT				2,345.6	215,481
New England ⑥	2,345	12.3%		3,580.1	1,004,493
NJ				2,345.6	567,890
NY				3,456.7	456,789
PA				4,567.8	678,901
Mid Atlantic	4,567	34.5%		10,370.1	1,703,580

Figure 7: Sample of Incidence Rate Table Format (Data Fabricated for Illustration)

This table shows (①) sample size, (②) the incidence rate (percent of respondents who bought) for all cabinets and cabinet-related items in this report, and (③) the number of households in a given geographic region. The rightmost column provides (④) the projected number of households that purchased the specific product or group of products. The example shows how data are laid out for (⑤) each of the 32 State-Market-Areas within their (⑥) Census Divisions, with the New England and Mid-Atlantic Census Divisions provided as a part of this example.

DEMOGRAPHIC TABLES - APPENDIX D

Demographic tables provide the general characteristics of **all survey respondents**, displayed separately for owner-occupied and renter-occupied households, and of **all respondents who purchased** a given product, separately for owner-occupied and renter-occupied households.

The example below shows the layout of the demographic table of **all owner-occupied respondents**, with data fabricated for illustration purposes.

CONSUMER PRACTICES REPORT: Copyright 2005, NAHB Research Center, Inc.		DEMOG		
		NEW ENG	MID ATL	E N CEN
SAMPLE SIZE ①		1,234	4,567	6,789
DOLLARS SPENT IN 2004		\$7,654	\$7,890	\$8,901
YEAR DWELLING WAS CONSTRUCTED ②				
Percentage of Purchasing Households	③			
1919 or earlier		12%	11%	9%
1920 to 1929		7%	8%	7%
1930 to 1939		2%	4%	3%
1940 to 1949		7%	9%	7%
1950 to 1959		13%	15%	14%
1960 to 1969		13%	15%	12%
1970 to 1974		8%	6%	7%
1975 to 1979		8%	7%	9%
1980 to 1984		5%	3%	2%
1985 to 1989		10%	8%	7%
1990 to 1994		4%	4%	5%
1995 to 1999		6%	6%	10%
2000 to 2004		4%	4%	7%
Not sure		1%	0%	1%
TOTAL		100%	100%	100%

Figure 8: Sample Demographic Data Table Format (Data Fabricated for Illustration)

The first line of the table shows (①) sample size and is followed by (②) data on age of dwelling, household income, age of head of household, type of dwelling, type of single family detached house, square feet of floor area above-grade, years of residency, household design, race, education, and occupation of head of household. The percentage of respondents representing a group in each demographic category (③) is shown under its respective geographic breakdown. Comparisons of the demographics of the households that actually purchased this building product with the demographics of all the respondents in the sample helps to show which groups are most likely to buy this particular product.

APPENDICES

APPENDIX A



PRODUCT USAGE TABLES

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
UNITED STATES						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	77,585.7	79,235.2	80,779.4	82,298.3	83,871.6	85,493.0
Renter Occupied	34,856.1	35,186.0	35,346.7	35,465.5	35,576.3	35,676.2
TOTAL	112,441.8	114,421.2	116,126.1	117,763.8	119,447.9	121,169.2
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	6,995.4	7,124.5	7,242.7	7,358.2	7,477.6	7,600.4
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	3,029.7	3,085.1	3,134.6	3,183.0	3,233.1	3,284.6
Paint for interior walls, ceilings, doors or moldings	26,360.4	26,863.9	27,310.7	27,746.1	28,196.0	28,658.2
Wallpaper	4,102.5	4,174.6	4,238.7	4,300.9	4,365.2	4,431.2
Other interior finish materials	3,913.3	3,985.6	4,051.1	4,115.2	4,181.5	4,249.8
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	476,281.5	484,877.1	492,894.5	500,707.2	508,761.4	517,034.6
Decorative hardboard or other paneling (non-wood)	160,603.5	163,629.2	166,458.3	169,223.7	172,085.8	175,033.2
Decorative hardboard or other paneling (wood finist)	174,398.3	177,604.0	180,563.2	183,457.4	186,447.3	189,520.0
Actual wood boards	53,871.0	54,597.2	55,294.9	55,973.9	56,679.0	57,407.9
3/8 or 1/2 inch gypsum drywall	2,505,368.0	2,548,889.5	2,587,895.7	2,626,074.2	2,665,625.1	2,706,364.5
5/8 or 3/4 inch gypsum drywall	1,061,576.1	1,082,572.2	1,102,084.4	1,121,232.4	1,141,014.0	1,161,331.6
Fiber cement backerboard	69,075.6	70,445.3	71,723.6	72,980.0	74,284.0	75,629.2
1/2 inch cement backerboard	74,400.4	75,747.3	76,988.2	78,204.6	79,462.7	80,758.8
Other	123,425.1	125,942.4	128,075.5	130,160.2	132,316.3	134,534.2
TOTAL	4,698,999.5	4,784,304.1	4,861,978.5	4,938,013.6	5,016,675.6	5,097,614.0
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	102,598.1	104,918.1	106,736.5	108,523.5	110,376.2	112,286.2
Decorative hardboard or other paneling (non-wood)	64,620.2	65,859.7	67,033.2	68,194.5	69,396.5	70,634.4
Decorative hardboard or other paneling (wood finist)	56,833.0	57,778.0	58,738.3	59,677.7	60,652.6	61,657.8
Actual wood boards	26,077.8	26,534.5	26,960.0	27,378.5	27,815.9	28,269.2
3/8 or 1/2 inch gypsum drywall	614,085.3	625,140.2	634,845.5	644,360.8	654,227.6	664,389.2
5/8 or 3/4 inch gypsum drywall	314,528.9	320,926.2	326,833.8	332,638.7	338,639.7	344,804.8
Fiber cement backerboard	11,243.8	11,446.4	11,636.8	11,824.2	12,019.0	12,220.2
1/2 inch cement backerboard	12,114.9	12,318.1	12,507.5	12,693.4	12,886.7	13,086.2
Acoustical tiles	169,592.4	171,541.7	173,315.5	175,030.7	176,824.1	178,680.0
Other	169,200.3	172,436.1	175,357.1	178,240.6	181,237.5	184,328.7
TOTAL	1,540,894.7	1,568,899.2	1,593,964.2	1,618,562.5	1,644,075.7	1,670,356.8
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	2,464,687.2	2,509,257.0	2,550,480.2	2,590,841.4	2,632,602.2	2,675,535.2
No	3,677,727.8	3,744,921.6	3,804,989.0	3,863,849.0	3,924,804.2	3,987,584.2
Not sure	97,479.3	99,024.7	100,473.4	101,885.6	103,344.8	104,851.3
TOTAL	6,239,894.2	6,353,203.2	6,455,942.6	6,556,576.0	6,660,751.3	6,767,970.7
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	1,715,876.9	1,748,087.6	1,777,906.4	1,807,194.1	1,837,513.5	1,868,700.9
No	4,482,517.6	4,562,847.4	4,635,064.7	4,705,720.1	4,778,866.5	4,854,167.8
Not sure	41,499.8	42,268.3	42,971.6	43,661.9	44,371.4	45,102.0
TOTAL	6,239,894.2	6,353,203.2	6,455,942.6	6,556,576.0	6,660,751.3	6,767,970.7

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
UNITED STATES						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	4,369,638.4	4,450,868.5	4,523,824.2	4,595,232.8	4,669,113.7	4,745,174.4
Hardware store	274,898.0	279,325.5	283,383.5	287,361.4	291,463.4	295,666.7
Specialty store	529,785.6	538,227.5	545,838.8	553,284.8	561,019.8	568,965.4
Lumber yard	264,966.2	269,861.3	274,659.9	279,373.4	284,262.6	289,309.4
Discount store	236,393.0	239,855.3	242,918.5	245,880.7	248,941.0	252,080.9
Other	214,241.3	219,088.4	223,546.0	227,960.6	232,539.3	237,246.8
Not sure	349,971.8	355,976.7	361,771.8	367,482.3	373,411.5	379,527.2
TOTAL	6,239,894.2	6,353,203.2	6,455,942.6	6,556,576.0	6,660,751.3	6,767,970.7
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	5,585.7	5,699.9	5,798.4	5,894.0	5,992.6	6,093.8
One bedroom	5,995.7	6,109.7	6,211.0	6,309.8	6,411.9	6,516.8
More than 1 bedroom	4,622.5	4,711.3	4,791.0	4,868.7	4,949.0	5,031.6
One bathroom	6,301.4	6,416.9	6,519.3	6,619.1	6,722.2	6,828.2
More than 1 bathroom	1,963.0	2,002.7	2,039.3	2,075.1	2,112.1	2,150.2
Kitchen	6,765.5	6,893.2	7,007.1	7,118.0	7,232.7	7,350.6
Family room	3,823.2	3,899.9	3,968.3	4,035.3	4,104.6	4,175.8
Dining room	4,448.7	4,536.5	4,614.6	4,691.0	4,769.9	4,851.1
Living / Great room	6,389.0	6,508.4	6,616.5	6,721.9	6,830.8	6,942.6
Other rooms	4,369.5	4,449.0	4,521.7	4,592.8	4,666.5	4,742.3
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	110.2	112.7	114.6	116.6	118.5	120.6
One bedroom	951.7	968.4	983.2	997.5	1,012.3	1,027.5
More than 1 bedroom	352.0	357.9	363.0	368.0	373.2	378.5
One bathroom	1,335.9	1,359.6	1,380.1	1,400.0	1,420.5	1,441.6
More than 1 bathroom	329.5	335.7	341.6	347.3	353.2	359.2
Kitchen	1,209.3	1,229.7	1,247.9	1,265.6	1,283.8	1,302.5
Family room	192.7	195.3	197.8	200.2	202.7	205.3
Dining room	436.7	444.0	450.7	457.2	463.9	470.8
Living / Great room	447.2	454.0	460.0	465.9	471.9	478.1
Other rooms	431.5	438.6	444.8	450.9	457.3	463.8
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	16,016,724.1	16,332,223.6	16,615,464.4	16,892,151.0	17,178,147.2	17,472,166.3
Painted walls	40,120,432.6	40,926,616.1	41,647,990.4	42,352,710.9	43,081,249.6	43,830,224.9
Painted doors and molding	8,447,054.8	8,615,015.9	8,766,454.5	8,914,379.7	9,067,274.6	9,224,459.2
Wallpaper and border	765,078.4	779,520.8	791,644.2	803,411.8	815,536.9	827,981.3
TOTAL	65,349,289.9	66,653,376.5	67,821,553.4	68,962,653.4	70,142,208.3	71,354,831.8
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	25,505,050.6	26,044,560.7	26,526,182.5	26,998,633.3	27,487,652.4	27,991,015.7
No	37,432,517.8	38,154,901.4	38,809,861.9	39,448,775.7	40,108,947.6	40,787,442.7
Not sure	2,411,721.5	2,453,914.4	2,485,509.0	2,515,244.4	2,545,608.3	2,576,373.3
TOTAL	65,349,289.9	66,653,376.5	67,821,553.4	68,962,653.4	70,142,208.3	71,354,831.8

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
UNITED STATES						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	15,068,018.8	15,395,086.8	15,696,094.4	15,991,775.3	16,297,592.3	16,612,312.9
No	48,946,028.2	49,899,539.3	50,750,468.6	51,580,679.7	52,438,925.0	53,321,169.7
Not sure	1,334,991.9	1,358,499.3	1,374,739.1	1,389,947.2	1,405,439.7	1,421,097.9
TOTAL	65,349,039.0	66,653,125.4	67,821,302.1	68,962,402.2	70,141,957.0	71,354,580.4
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	41,768,302.6	42,614,938.5	43,378,646.0	44,125,604.6	44,898,181.4	45,693,036.2
Hardware store	3,840,493.6	3,903,175.7	3,961,879.9	4,019,121.6	4,078,184.1	4,138,798.5
Specialty store	6,153,462.2	6,285,208.2	6,404,668.7	6,522,323.2	6,644,061.4	6,769,365.4
Lumber yard	748,955.8	761,911.6	773,647.4	785,162.4	797,148.1	809,530.6
Discount store	5,239,595.1	5,334,666.8	5,416,658.6	5,495,376.6	5,576,421.1	5,659,432.8
Other	2,832,893.4	2,893,476.2	2,949,611.4	3,004,632.9	3,061,437.9	3,119,751.6
Not sure	4,765,587.1	4,859,999.4	4,936,441.4	5,010,432.2	5,086,774.2	5,164,916.7
TOTAL	65,349,289.9	66,653,376.5	67,821,553.4	68,962,653.4	70,142,208.3	71,354,831.8

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
NEW ENGLAND						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	3,679.6	3,717.4	3,753.9	3,789.5	3,826.4	3,865.4
Renter Occupied	1,751.4	1,774.8	1,780.1	1,784.3	1,788.4	1,792.5
TOTAL	5,431.0	5,492.2	5,534.0	5,573.7	5,614.8	5,658.0
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	435.9	440.4	444.2	447.9	451.8	455.9
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	185.8	187.8	189.6	191.2	192.9	194.7
Paint for interior walls, ceilings, doors or moldings	1,398.8	1,413.6	1,425.6	1,437.2	1,449.2	1,461.9
Wallpaper	233.4	235.9	237.9	239.8	241.8	244.0
Other interior finish materials	261.9	264.6	266.6	268.6	270.6	272.7
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	33,628.7	33,988.2	34,296.2	34,593.8	34,902.5	35,228.0
Decorative hardboard or other paneling (non-wood)	9,530.9	9,619.1	9,704.3	9,787.2	9,873.7	9,965.2
Decorative hardboard or other paneling (wood finist)	10,310.7	10,396.1	10,478.5	10,558.9	10,642.8	10,732.0
Actual wood boards	5,218.3	5,263.8	5,307.7	5,350.5	5,395.2	5,442.5
3/8 or 1/2 inch gypsum drywall	159,124.1	160,609.9	161,932.6	163,215.4	164,551.0	165,964.7
5/8 or 3/4 inch gypsum drywall	36,405.0	36,807.1	37,176.6	37,535.1	37,906.9	38,298.7
Fiber cement backerboard	2,045.1	2,063.2	2,080.6	2,097.6	2,115.3	2,134.1
1/2 inch cement backerboard	4,868.8	4,907.9	4,944.1	4,979.3	5,016.2	5,055.3
Other	13,931.7	14,139.4	14,339.4	14,533.5	14,733.9	14,943.8
TOTAL	275,063.2	277,794.8	280,260.0	282,651.4	285,137.3	287,764.2
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	8,473.8	8,560.1	8,642.4	8,722.5	8,805.8	8,893.8
Decorative hardboard or other paneling (non-wood)	6,322.2	6,368.5	6,413.1	6,456.7	6,502.5	6,551.2
Decorative hardboard or other paneling (wood finist)	7,751.5	7,809.0	7,864.5	7,918.7	7,975.5	8,036.0
Actual wood boards	3,766.0	3,791.6	3,816.2	3,840.2	3,865.5	3,892.6
3/8 or 1/2 inch gypsum drywall	48,802.0	49,233.7	49,624.9	50,004.9	50,401.2	50,821.2
5/8 or 3/4 inch gypsum drywall	9,936.0	10,047.9	10,144.9	10,238.8	10,336.0	10,438.3
Fiber cement backerboard	620.0	625.9	631.5	637.0	642.7	648.7
1/2 inch cement backerboard	700.4	707.0	713.3	719.5	726.0	732.8
Acoustical tiles	11,116.0	11,211.8	11,304.3	11,394.4	11,488.5	11,588.3
Other	2,112.9	2,130.2	2,147.0	2,163.3	2,180.3	2,198.4
TOTAL	99,600.9	100,485.7	101,302.1	102,096.0	102,923.9	103,801.3
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	137,009.0	138,250.7	139,354.9	140,426.1	141,542.2	142,724.6
No	223,317.8	225,482.5	227,468.4	229,397.0	231,403.4	233,524.8
Not sure	14,337.4	14,547.2	14,738.9	14,924.4	15,115.7	15,316.1
TOTAL	374,664.1	378,280.5	381,562.2	384,747.4	388,061.3	391,565.6
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	85,426.0	86,284.0	87,057.0	87,806.7	88,585.8	89,408.9
No	282,247.2	284,846.4	287,201.2	289,487.6	291,869.2	294,391.0
Not sure	6,990.9	7,150.1	7,304.0	7,453.1	7,606.2	7,765.6
TOTAL	374,664.1	378,280.5	381,562.2	384,747.4	388,061.3	391,565.6

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	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
NEW ENGLAND						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	259,916.9	262,367.8	264,542.6	266,651.1	268,845.7	271,168.2
Hardware store	13,436.0	13,596.1	13,750.6	13,900.9	14,056.6	14,220.5
Specialty store	20,514.0	20,750.5	20,978.8	21,200.9	21,431.1	21,673.5
Lumber yard	11,048.2	11,160.0	11,267.8	11,372.8	11,482.0	11,597.3
Discount store	11,625.0	11,744.7	11,859.5	11,971.2	12,087.2	12,209.8
Other	4,167.3	4,224.0	4,272.4	4,319.2	4,367.5	4,418.1
Not sure	53,956.6	54,437.5	54,890.4	55,331.3	55,791.1	56,278.2
TOTAL	374,664.1	378,280.5	381,562.2	384,747.4	388,061.3	391,565.6
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	214.1	216.4	218.1	219.8	221.5	223.3
One bedroom	339.3	343.0	346.0	348.9	351.9	355.1
More than 1 bedroom	255.0	257.9	260.1	262.3	264.5	266.9
One bathroom	380.7	384.9	388.2	391.5	394.8	398.3
More than 1 bathroom	98.1	99.1	99.9	100.7	101.5	102.4
Kitchen	410.1	414.4	418.0	421.5	425.1	428.9
Family room	210.9	213.1	215.1	217.0	219.0	221.1
Dining room	232.0	234.2	236.1	237.8	239.7	241.6
Living / Great room	346.5	350.2	353.2	356.0	359.0	362.1
Other rooms	271.4	273.9	276.1	278.3	280.5	282.9
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	2.2	2.2	2.2	2.2	2.2	2.2
One bedroom	47.8	48.4	48.9	49.4	49.9	50.4
More than 1 bedroom	20.3	20.5	20.7	20.9	21.1	21.3
One bathroom	64.5	65.1	65.6	66.1	66.6	67.2
More than 1 bathroom	15.4	15.5	15.6	15.8	15.9	16.0
Kitchen	68.5	69.3	69.9	70.5	71.2	71.8
Family room	28.3	28.6	28.9	29.2	29.5	29.7
Dining room	23.3	23.5	23.6	23.7	23.8	24.0
Living / Great room	52.2	52.8	53.2	53.7	54.1	54.6
Other rooms	31.8	32.1	32.3	32.5	32.7	32.9
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	767,054.2	775,136.5	782,141.5	788,915.9	795,945.0	803,361.5
Painted walls	1,888,566.0	1,908,207.6	1,925,015.7	1,941,259.2	1,958,116.6	1,975,909.4
Painted doors and molding	396,430.5	400,659.5	404,309.7	407,838.3	411,498.4	415,358.8
Wallpaper and border	59,707.4	60,217.6	60,648.6	61,065.6	61,500.7	61,962.7
TOTAL	3,111,758.1	3,144,221.2	3,172,115.5	3,199,079.0	3,227,060.7	3,256,592.4
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	1,110,487.3	1,121,050.6	1,130,215.6	1,139,088.5	1,148,319.6	1,158,086.8
No	1,883,928.5	1,904,003.5	1,921,514.8	1,938,454.1	1,956,027.2	1,974,562.9
Not sure	117,342.3	119,167.1	120,385.2	121,536.3	122,713.9	123,942.6
TOTAL	3,111,758.1	3,144,221.2	3,172,115.5	3,199,079.0	3,227,060.7	3,256,592.4

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
NEW ENGLAND						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	679,636.8	685,652.8	691,176.6	696,546.4	702,146.4	708,082.2
No	2,352,645.3	2,377,733.6	2,399,190.0	2,419,919.6	2,441,419.2	2,464,096.5
Not sure	79,476.0	80,834.7	81,749.0	82,613.0	83,495.2	84,413.7
TOTAL	3,111,758.1	3,144,221.2	3,172,115.5	3,199,079.0	3,227,060.7	3,256,592.4
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	1,921,849.8	1,941,950.9	1,959,636.9	1,976,757.7	1,994,528.7	2,013,282.1
Hardware store	334,502.6	337,629.1	340,371.1	343,028.0	345,793.7	348,721.4
Specialty store	303,612.2	306,532.2	309,192.3	311,775.0	314,462.3	317,304.3
Lumber yard	67,853.2	68,550.9	69,224.3	69,879.9	70,561.3	71,280.6
Discount store	147,102.0	149,211.4	150,886.3	152,492.2	154,144.7	155,874.9
Other	63,383.3	63,895.5	64,325.6	64,742.0	65,177.3	65,640.2
Not sure	273,455.0	276,451.3	278,478.9	280,404.2	282,392.8	284,488.8
TOTAL	3,111,758.1	3,144,221.2	3,172,115.5	3,199,079.0	3,227,060.7	3,256,592.4

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
MID-ATLANTIC						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	9,772.3	9,896.6	10,019.0	10,139.2	10,262.5	10,389.5
Renter Occupied	5,529.3	5,390.4	5,354.5	5,314.2	5,272.4	5,229.3
TOTAL	15,301.6	15,287.0	15,373.5	15,453.4	15,534.9	15,618.8
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	1,104.7	1,114.2	1,126.0	1,137.4	1,149.1	1,161.2
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	507.3	512.2	517.7	523.1	528.6	534.3
Paint for interior walls, ceilings, doors or moldings	3,832.5	3,854.1	3,888.0	3,920.7	3,954.1	3,988.6
Wallpaper	703.4	707.1	713.2	719.0	724.9	731.0
Other interior finish materials	602.3	604.7	609.2	613.6	618.0	622.6
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	72,991.6	73,647.9	74,426.8	75,183.5	75,957.9	76,754.7
Decorative hardboard or other paneling (non-wood)	29,915.1	30,221.6	30,527.4	30,824.0	31,129.1	31,444.1
Decorative hardboard or other paneling (wood finist)	35,798.9	36,154.2	36,515.6	36,864.6	37,222.6	37,591.7
Actual wood boards	14,848.3	14,962.8	15,093.9	15,219.6	15,348.6	15,481.8
3/8 or 1/2 inch gypsum drywall	396,563.8	399,818.0	403,603.3	407,259.8	411,015.6	414,891.7
5/8 or 3/4 inch gypsum drywall	171,909.7	173,907.5	175,953.3	177,949.7	179,992.6	182,093.2
Fiber cement backerboard	7,819.0	7,879.4	7,943.3	8,004.1	8,066.8	8,131.6
1/2 inch cement backerboard	11,827.6	12,007.2	12,186.8	12,364.5	12,546.2	12,732.8
Other	14,185.6	14,363.9	14,543.2	14,718.4	14,897.3	15,081.1
TOTAL	755,859.5	762,962.5	770,793.6	778,388.2	786,176.8	794,202.5
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	13,481.6	13,685.7	13,888.4	14,088.0	14,291.5	14,499.9
Decorative hardboard or other paneling (non-wood)	18,527.1	18,820.1	19,110.2	19,398.6	19,694.2	19,998.3
Decorative hardboard or other paneling (wood finist)	11,988.4	12,123.1	12,255.4	12,384.1	12,516.1	12,652.1
Actual wood boards	3,363.2	3,392.8	3,421.8	3,449.3	3,477.5	3,506.7
3/8 or 1/2 inch gypsum drywall	81,458.0	82,474.8	83,493.6	84,489.5	85,507.6	86,553.6
5/8 or 3/4 inch gypsum drywall	44,313.8	44,775.6	45,308.8	45,831.0	46,365.0	46,914.0
Fiber cement backerboard	3,869.1	3,912.0	3,953.8	3,994.8	4,037.1	4,081.1
1/2 inch cement backerboard	2,349.4	2,382.5	2,415.3	2,447.5	2,480.2	2,513.7
Acoustical tiles	43,227.5	43,329.9	43,515.0	43,679.4	43,851.8	44,033.3
Other	27,675.3	27,959.1	28,256.1	28,542.6	28,834.8	29,134.6
TOTAL	250,253.3	252,855.5	255,618.5	258,304.8	261,055.9	263,887.2
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	408,335.1	412,404.3	416,872.2	421,218.9	425,672.4	430,257.3
No	582,008.6	587,677.0	593,742.6	599,623.7	605,655.3	611,870.6
Not sure	15,769.2	15,736.8	15,797.3	15,850.3	15,904.9	15,961.8
TOTAL	1,006,112.9	1,015,818.1	1,026,412.1	1,036,692.9	1,047,232.7	1,058,089.8
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	270,943.1	274,448.1	278,027.2	281,543.9	285,141.8	288,839.7
No	727,071.2	733,152.8	740,037.0	746,671.7	753,481.6	760,505.8
Not sure	8,098.5	8,217.2	8,347.9	8,477.3	8,609.2	8,744.3
TOTAL	1,006,112.9	1,015,818.1	1,026,412.1	1,036,692.9	1,047,232.7	1,058,089.8

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
MID-ATLANTIC						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	662,396.8	668,825.5	675,720.1	682,403.7	689,257.7	696,319.8
Hardware store	85,216.4	86,285.4	87,366.6	88,428.0	89,515.9	90,635.5
Specialty store	45,209.0	45,776.6	46,382.1	46,979.4	47,591.6	48,221.7
Lumber yard	83,813.8	84,593.7	85,532.8	86,443.4	87,370.6	88,320.8
Discount store	48,452.7	48,562.1	48,678.3	48,767.8	48,866.6	48,975.1
Other	42,352.8	42,971.0	43,590.3	44,203.2	44,831.1	45,477.0
Not sure	38,671.3	38,803.8	39,142.0	39,467.3	39,799.1	40,139.9
TOTAL	1,006,112.9	1,015,818.1	1,026,412.1	1,036,692.9	1,047,232.7	1,058,089.8
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	678.2	678.3	682.5	686.5	690.5	694.6
One bedroom	944.0	950.1	958.9	967.5	976.3	985.4
More than 1 bedroom	588.5	592.6	598.3	603.9	609.7	615.6
One bathroom	902.5	908.0	916.2	924.2	932.3	940.7
More than 1 bathroom	193.8	195.9	198.1	200.3	202.6	204.9
Kitchen	1,006.1	1,011.3	1,020.1	1,028.5	1,037.1	1,046.0
Family room	551.9	557.9	564.6	571.1	577.9	584.8
Dining room	703.3	709.6	717.2	724.6	732.2	740.0
Living / Great room	963.4	970.1	979.5	988.7	998.0	1,007.6
Other rooms	729.1	734.4	741.4	748.2	755.2	762.4
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	25.9	25.9	26.1	26.3	26.4	26.6
One bedroom	164.2	165.2	166.6	168.0	169.4	170.9
More than 1 bedroom	67.3	67.6	68.2	68.7	69.3	69.8
One bathroom	191.6	192.5	194.0	195.4	196.9	198.4
More than 1 bathroom	42.9	43.4	43.9	44.3	44.8	45.2
Kitchen	221.7	222.3	224.0	225.6	227.2	228.9
Family room	34.0	33.9	34.1	34.2	34.3	34.4
Dining room	85.2	85.4	86.0	86.5	87.1	87.7
Living / Great room	76.2	76.2	76.5	76.8	77.1	77.4
Other rooms	86.1	86.8	87.7	88.7	89.6	90.5
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	2,262,499.2	2,277,474.2	2,298,906.3	2,319,627.2	2,340,862.6	2,362,742.7
Painted walls	5,279,006.9	5,312,947.0	5,362,489.5	5,410,357.5	5,459,408.2	5,509,945.7
Painted doors and molding	1,158,241.4	1,165,573.0	1,176,468.7	1,186,997.5	1,197,782.7	1,208,892.0
Wallpaper and border	157,225.5	158,446.5	160,008.9	161,519.9	163,066.3	164,657.5
TOTAL	8,856,972.9	8,914,440.8	8,997,873.4	9,078,502.1	9,161,119.8	9,246,237.9
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	3,400,932.7	3,421,983.9	3,453,544.3	3,484,024.8	3,515,261.6	3,547,449.5
No	5,151,787.5	5,191,246.6	5,243,085.3	5,293,378.3	5,344,911.2	5,397,988.0
Not sure	304,252.8	301,210.3	301,243.8	301,099.0	300,946.9	300,800.4
TOTAL	8,856,972.9	8,914,440.8	8,997,873.4	9,078,502.1	9,161,119.8	9,246,237.9

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
MID-ATLANTIC						
	All Data in Thousands					
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	2,101,304.0	2,120,175.7	2,143,369.4	2,166,009.3	2,189,205.8	2,213,087.6
No	6,579,772.9	6,619,538.3	6,679,336.6	6,736,972.8	6,796,035.3	6,856,898.4
Not sure	175,645.1	174,475.7	174,916.1	175,268.7	175,627.4	176,000.5
TOTAL	8,856,722.0	8,914,189.7	8,997,622.1	9,078,250.9	9,160,868.5	9,245,986.6
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	5,382,019.5	5,422,388.8	5,476,970.9	5,529,970.3	5,584,257.7	5,640,156.4
Hardware store	812,879.4	817,704.3	824,476.0	830,937.0	837,557.7	844,382.5
Specialty store	903,339.9	915,730.1	928,463.1	941,072.3	954,010.4	967,334.8
Lumber yard	101,123.6	101,569.2	102,291.9	102,968.0	103,658.0	104,367.9
Discount store	722,983.8	721,363.9	723,620.6	725,494.0	727,427.6	729,450.2
Other	326,060.4	329,247.5	333,011.9	336,694.0	340,465.3	344,346.2
Not sure	608,566.3	606,437.1	609,039.0	611,366.5	613,743.2	616,199.9
TOTAL	8,856,972.9	8,914,440.8	8,997,873.4	9,078,502.1	9,161,119.8	9,246,237.9

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
EAST NORTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	12,807.4	12,935.8	13,050.8	13,165.7	13,286.2	13,409.8
Renter Occupied	4,432.3	4,717.1	4,773.3	4,829.5	4,887.8	4,947.4
TOTAL	17,239.7	17,652.9	17,824.1	17,995.3	18,174.1	18,357.2
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	1,279.3	1,296.0	1,307.6	1,319.0	1,331.1	1,343.5
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	571.4	579.4	584.4	589.5	594.8	600.3
Paint for interior walls, ceilings, doors or moldings	4,583.0	4,659.4	4,702.6	4,745.8	4,791.1	4,837.4
Wallpaper	795.2	808.1	815.9	823.8	832.0	840.4
Other interior finish materials	708.3	718.6	725.0	731.5	738.3	745.2
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	88,363.6	89,440.0	90,284.4	91,128.8	92,009.7	92,911.2
Decorative hardboard or other paneling (non-wood)	33,985.6	34,338.2	34,623.4	34,906.7	35,204.2	35,509.1
Decorative hardboard or other paneling (wood finist	31,079.8	31,498.1	31,796.6	32,096.0	32,409.1	32,730.1
Actual wood boards	11,697.9	11,811.2	11,898.2	11,984.3	12,075.6	12,169.7
3/8 or 1/2 inch gypsum drywall	549,120.3	556,334.2	561,089.8	565,842.7	570,834.3	575,960.1
5/8 or 3/4 inch gypsum drywall	143,414.9	144,965.0	146,052.0	147,130.2	148,268.8	149,440.2
Fiber cement backerboard	10,957.7	11,091.5	11,197.2	11,303.3	11,414.5	11,528.4
1/2 inch cement backerboard	15,591.9	15,766.7	15,892.5	16,017.3	16,148.7	16,283.5
Other	20,491.7	20,688.9	20,862.6	21,035.2	21,217.3	21,404.2
TOTAL	904,703.4	915,933.9	923,696.5	931,444.5	939,582.2	947,936.5
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	23,505.3	24,104.9	24,364.8	24,625.5	24,896.6	25,173.6
Decorative hardboard or other paneling (non-wood)	11,133.2	11,240.0	11,333.8	11,426.7	11,523.4	11,622.1
Decorative hardboard or other paneling (wood finist	9,484.6	9,593.9	9,692.9	9,791.8	9,895.2	10,000.9
Actual wood boards	4,134.0	4,176.8	4,215.5	4,254.2	4,294.8	4,336.3
3/8 or 1/2 inch gypsum drywall	163,636.6	165,685.8	167,014.9	168,335.6	169,724.8	171,151.2
5/8 or 3/4 inch gypsum drywall	53,102.4	53,576.6	53,953.3	54,327.7	54,723.3	55,131.8
Fiber cement backerboard	1,356.8	1,371.6	1,383.3	1,395.0	1,407.3	1,419.8
1/2 inch cement backerboard	4,198.3	4,223.0	4,241.1	4,258.6	4,277.7	4,297.8
Acoustical tiles	47,213.0	47,710.5	48,085.4	48,457.0	48,851.8	49,258.6
Other	33,437.3	33,844.3	34,182.1	34,521.4	34,878.9	35,246.1
TOTAL	351,201.4	355,527.3	358,467.2	361,393.6	364,473.9	367,638.2
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	449,133.8	453,529.2	456,964.6	460,376.9	463,974.0	467,673.8
No	784,903.0	795,782.7	802,844.2	809,899.6	817,304.2	824,901.0
Not sure	21,868.1	22,149.3	22,354.8	22,561.5	22,777.9	22,999.9
TOTAL	1,255,904.8	1,271,461.2	1,282,163.7	1,292,838.0	1,304,056.1	1,315,574.7
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	325,940.9	328,507.6	330,621.1	332,704.4	334,912.2	337,185.0
No	926,581.6	939,518.7	948,066.5	956,615.8	965,582.8	974,784.4
Not sure	3,382.3	3,434.9	3,476.1	3,517.8	3,561.1	3,605.4
TOTAL	1,255,904.8	1,271,461.2	1,282,163.7	1,292,838.0	1,304,056.1	1,315,574.7

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
EAST NORTH CENTRAL						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	893,794.2	905,873.9	914,022.6	922,158.4	930,682.0	939,418.6
Hardware store	46,156.9	46,677.7	47,045.6	47,413.2	47,802.0	48,202.6
Specialty store	159,907.6	160,901.2	161,635.5	162,350.6	163,129.5	163,944.4
Lumber yard	11,317.1	11,479.4	11,586.8	11,695.0	11,807.6	11,923.2
Discount store	47,749.6	48,342.9	48,788.8	49,237.1	49,709.5	50,195.2
Other	34,386.3	34,927.2	35,302.1	35,679.1	36,072.2	36,474.8
Not sure	62,593.3	63,259.0	63,782.3	64,304.6	64,853.5	65,416.0
TOTAL	1,255,904.8	1,271,461.2	1,282,163.7	1,292,838.0	1,304,056.1	1,315,574.7
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	779.7	798.2	805.8	813.5	821.5	829.7
One bedroom	1,028.9	1,045.8	1,055.6	1,065.4	1,075.6	1,086.1
More than 1 bedroom	795.7	807.7	815.2	822.6	830.5	838.5
One bathroom	1,210.9	1,229.3	1,240.7	1,252.0	1,263.9	1,276.1
More than 1 bathroom	274.9	278.7	281.2	283.6	286.1	288.7
Kitchen	1,197.7	1,217.1	1,228.3	1,239.6	1,251.3	1,263.4
Family room	673.3	683.2	689.5	695.7	702.2	708.9
Dining room	746.8	758.1	765.2	772.2	779.6	787.1
Living / Great room	1,102.7	1,119.6	1,130.1	1,140.5	1,151.5	1,162.7
Other rooms	869.6	881.9	890.1	898.3	906.9	915.7
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	12.1	12.4	12.5	12.6	12.8	12.9
One bedroom	203.5	207.0	209.1	211.2	213.4	215.6
More than 1 bedroom	68.9	69.9	70.6	71.2	71.9	72.6
One bathroom	282.5	287.7	290.5	293.2	296.1	299.1
More than 1 bathroom	36.3	36.8	37.1	37.4	37.7	38.0
Kitchen	247.5	251.8	254.3	256.7	259.2	261.8
Family room	36.2	36.7	37.1	37.5	37.9	38.3
Dining room	79.3	80.6	81.5	82.3	83.1	84.0
Living / Great room	85.4	86.7	87.6	88.4	89.3	90.2
Other rooms	82.3	83.5	84.3	85.1	86.0	86.8
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	2,668,924.7	2,713,930.1	2,739,311.1	2,764,657.5	2,791,156.4	2,818,281.5
Painted walls	6,455,496.6	6,563,060.0	6,623,974.2	6,684,801.8	6,748,444.5	6,813,618.1
Painted doors and molding	1,333,853.1	1,356,527.1	1,369,359.3	1,382,181.5	1,395,583.5	1,409,301.4
Wallpaper and border	138,914.0	141,054.4	142,454.2	143,855.2	145,319.5	146,818.2
TOTAL	10,597,188.4	10,774,571.6	10,875,098.8	10,975,496.0	11,080,504.0	11,188,019.3
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	3,964,225.5	4,035,812.9	4,073,327.3	4,110,776.7	4,149,918.8	4,189,974.4
No	6,233,504.7	6,326,532.4	6,385,164.3	6,443,737.4	6,505,045.2	6,567,847.4
Not sure	399,458.3	412,226.3	416,607.1	420,981.9	425,540.0	430,197.5
TOTAL	10,597,188.4	10,774,571.6	10,875,098.8	10,975,496.0	11,080,504.0	11,188,019.3

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
EAST NORTH CENTRAL						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	1,944,870.2	1,975,729.3	1,993,161.7	2,010,508.2	2,028,629.3	2,047,154.2
No	8,474,521.3	8,614,196.8	8,695,290.1	8,776,343.6	8,861,154.0	8,948,025.3
Not sure	177,796.9	184,645.5	186,647.0	188,644.2	190,720.6	192,839.8
TOTAL	10,597,188.4	10,774,571.6	10,875,098.8	10,975,496.0	11,080,504.0	11,188,019.3
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	6,888,674.4	6,997,482.0	7,062,634.1	7,127,702.4	7,195,768.3	7,265,466.7
Hardware store	670,590.7	680,791.9	686,913.4	693,023.8	699,418.8	705,968.6
Specialty store	982,828.5	995,661.8	1,004,460.4	1,013,245.8	1,022,453.1	1,031,889.0
Lumber yard	82,265.6	83,672.2	84,447.4	85,227.0	86,045.3	86,886.8
Discount store	820,757.4	836,758.4	844,936.8	853,124.1	861,697.3	870,483.5
Other	346,061.7	351,418.0	354,949.9	358,488.8	362,177.0	365,949.7
Not sure	806,010.2	828,787.2	836,756.9	844,684.1	852,944.1	861,374.9
TOTAL	10,597,188.4	10,774,571.6	10,875,098.8	10,975,496.0	11,080,504.0	11,188,019.3

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
WEST NORTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	5,600.4	5,651.8	5,694.7	5,735.6	5,777.5	5,820.2
Renter Occupied	2,083.4	2,144.3	2,191.6	2,238.8	2,286.7	2,335.6
TOTAL	7,683.8	7,796.1	7,886.3	7,974.4	8,064.2	8,155.8
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	610.3	616.7	622.0	627.1	632.4	637.7
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	315.7	319.2	322.1	324.9	327.8	330.7
Paint for interior walls, ceilings, doors or moldings	1,974.1	1,996.6	2,015.0	2,032.8	2,050.9	2,069.4
Wallpaper	355.7	359.4	362.4	365.4	368.3	371.3
Other interior finish materials	274.9	278.2	280.9	283.5	286.2	288.9
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	48,349.8	48,836.3	49,228.7	49,604.6	49,986.5	50,376.1
Decorative hardboard or other paneling (non-wood)	13,917.2	14,076.2	14,209.9	14,339.3	14,471.2	14,605.6
Decorative hardboard or other paneling (wood finist)	13,831.9	13,980.4	14,098.5	14,212.0	14,327.5	14,445.6
Actual wood boards	4,513.4	4,558.4	4,596.9	4,634.0	4,672.2	4,711.2
3/8 or 1/2 inch gypsum drywall	291,657.1	294,561.3	296,956.4	299,250.7	301,581.5	303,957.5
5/8 or 3/4 inch gypsum drywall	134,275.5	135,706.5	136,938.0	138,129.5	139,346.1	140,585.8
Fiber cement backerboard	6,051.2	6,110.8	6,159.7	6,206.6	6,254.4	6,303.1
1/2 inch cement backerboard	6,675.3	6,743.4	6,800.8	6,856.2	6,912.9	6,970.8
Other	10,570.4	10,645.1	10,701.2	10,753.0	10,805.8	10,860.0
TOTAL	529,841.8	535,218.4	539,690.1	543,985.9	548,358.0	552,815.8
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	3,531.7	3,592.6	3,639.9	3,686.3	3,733.5	3,781.7
Decorative hardboard or other paneling (non-wood)	4,534.9	4,575.7	4,610.6	4,644.3	4,679.1	4,714.7
Decorative hardboard or other paneling (wood finist)	1,910.1	1,935.3	1,955.6	1,975.2	1,994.8	2,014.9
Actual wood boards	2,396.4	2,419.8	2,440.7	2,461.1	2,482.2	2,503.8
3/8 or 1/2 inch gypsum drywall	49,098.5	49,601.0	50,019.0	50,419.6	50,826.1	51,240.2
5/8 or 3/4 inch gypsum drywall	34,178.2	34,514.4	34,801.0	35,078.0	35,362.6	35,653.5
Fiber cement backerboard	798.3	803.4	807.1	810.5	814.0	817.5
1/2 inch cement backerboard	222.4	225.2	227.3	229.4	231.5	233.6
Acoustical tiles	20,305.1	20,480.8	20,623.6	20,759.6	20,898.2	21,040.1
Other	22,350.3	22,557.1	22,738.0	22,914.3	23,096.9	23,283.9
TOTAL	139,325.8	140,705.2	141,863.0	142,978.3	144,119.0	145,283.8
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	229,154.3	231,229.9	232,933.5	234,567.0	236,239.0	237,948.4
No	433,784.1	438,345.5	442,179.8	445,867.2	449,616.1	453,435.6
Not sure	6,229.2	6,348.2	6,439.8	6,530.0	6,621.9	6,715.7
TOTAL	669,167.6	675,923.6	681,553.0	686,964.2	692,476.9	698,099.6
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	132,080.6	133,283.9	134,249.9	135,169.7	136,105.6	137,061.6
No	530,684.1	536,114.7	540,683.7	545,082.0	549,564.2	554,134.3
Not sure	6,402.9	6,525.0	6,619.5	6,712.5	6,807.1	6,903.7
TOTAL	669,167.6	675,923.6	681,553.0	686,964.2	692,476.9	698,099.6

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
WEST NORTH CENTRAL						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	474,405.7	479,288.9	483,376.3	487,308.3	491,311.6	495,392.7
Hardware store	35,719.1	36,046.6	36,317.5	36,576.5	36,840.7	37,110.5
Specialty store	64,499.5	65,146.6	65,699.7	66,233.9	66,780.5	67,338.2
Lumber yard	18,205.9	18,372.9	18,508.8	18,637.4	18,767.5	18,900.2
Discount store	44,316.1	44,682.1	44,969.0	45,239.9	45,515.8	45,798.4
Other	11,791.5	11,917.2	12,028.4	12,136.9	12,248.2	12,361.6
Not sure	20,229.7	20,469.3	20,653.3	20,831.2	21,012.6	21,198.0
TOTAL	669,167.6	675,923.6	681,553.0	686,964.2	692,476.9	698,099.6
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	338.1	342.6	346.2	349.7	353.3	356.9
One bedroom	478.4	483.7	488.0	492.2	496.4	500.8
More than 1 bedroom	367.1	370.9	374.0	377.0	380.0	383.1
One bathroom	509.6	515.4	520.1	524.7	529.3	534.0
More than 1 bathroom	131.8	133.1	134.1	135.1	136.1	137.2
Kitchen	511.8	517.4	522.1	526.5	531.1	535.8
Family room	314.5	318.1	321.2	324.1	327.1	330.1
Dining room	333.0	336.7	339.8	342.9	345.9	349.1
Living / Great room	489.4	495.0	499.6	504.1	508.7	513.3
Other rooms	331.5	335.1	338.1	341.0	343.9	346.9
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	10.5	10.7	10.9	11.0	11.2	11.3
One bedroom	94.0	95.0	95.8	96.6	97.4	98.2
More than 1 bedroom	30.1	30.5	30.8	31.1	31.4	31.7
One bathroom	121.1	122.3	123.3	124.3	125.3	126.3
More than 1 bathroom	20.5	20.6	20.8	20.9	21.0	21.2
Kitchen	100.2	101.3	102.1	102.9	103.8	104.6
Family room	21.8	22.0	22.2	22.3	22.5	22.7
Dining room	39.6	39.9	40.2	40.5	40.8	41.0
Living / Great room	45.6	46.0	46.4	46.8	47.2	47.5
Other rooms	49.6	50.0	50.4	50.8	51.2	51.5
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	1,083,749.8	1,095,467.5	1,105,020.4	1,114,232.8	1,123,623.1	1,133,206.7
Painted walls	2,736,902.1	2,767,255.4	2,792,008.9	2,815,921.1	2,840,302.5	2,865,184.6
Painted doors and molding	552,262.8	558,357.7	563,318.0	568,105.0	572,982.5	577,959.7
Wallpaper and border	57,489.1	58,053.8	58,506.3	58,942.0	59,388.2	59,844.6
TOTAL	4,430,403.7	4,479,134.5	4,518,853.6	4,557,200.9	4,596,296.2	4,636,195.6
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	1,411,778.6	1,425,870.0	1,437,319.3	1,448,307.7	1,459,506.1	1,470,940.6
No	2,844,239.1	2,874,957.3	2,900,155.1	2,924,477.2	2,949,288.0	2,974,609.9
Not sure	174,386.1	178,307.2	181,379.3	184,416.0	187,502.2	190,645.1
TOTAL	4,430,403.7	4,479,134.5	4,518,853.6	4,557,200.9	4,596,296.2	4,636,195.6

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
WEST NORTH CENTRAL						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	565,558.4	571,500.0	576,300.0	580,918.3	585,623.4	590,427.1
No	3,764,677.1	3,805,074.2	3,838,100.8	3,869,958.4	3,902,449.3	3,935,612.8
Not sure	100,168.3	102,560.3	104,452.8	106,324.3	108,223.5	110,155.7
TOTAL	4,430,403.7	4,479,134.5	4,518,853.6	4,557,200.9	4,596,296.2	4,636,195.6
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	2,707,295.2	2,735,585.6	2,758,779.5	2,781,110.7	2,803,869.1	2,827,092.9
Hardware store	329,102.7	333,024.0	336,283.2	339,434.1	342,633.8	345,891.5
Specialty store	350,990.1	354,060.2	356,583.9	358,992.8	361,457.7	363,979.4
Lumber yard	122,809.1	123,883.3	124,744.4	125,567.9	126,412.4	127,277.4
Discount store	535,052.3	541,290.7	546,239.7	551,032.7	555,928.0	560,930.9
Other	192,238.9	194,347.7	196,106.9	197,811.7	199,553.0	201,329.1
Not sure	192,915.4	196,943.1	200,116.2	203,250.9	206,442.3	209,694.3
TOTAL	4,430,403.7	4,479,134.5	4,518,853.6	4,557,200.9	4,596,296.2	4,636,195.6

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
SOUTH ATLANTIC						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	15,662.1	16,069.8	16,448.0	16,817.8	17,201.1	17,596.7
Renter Occupied	6,060.7	6,422.3	6,568.5	6,706.5	6,845.4	6,985.0
TOTAL	21,722.8	22,492.1	23,016.5	23,524.3	24,046.4	24,581.7
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	1,130.2	1,162.1	1,188.4	1,214.0	1,240.5	1,267.7
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	473.7	486.0	496.0	505.6	515.7	526.0
Paint for interior walls, ceilings, doors or moldings	5,052.6	5,206.4	5,325.5	5,441.2	5,560.7	5,683.6
Wallpaper	793.6	815.5	832.4	848.8	865.7	883.2
Other interior finish materials	631.8	649.8	664.4	678.6	693.3	708.4
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	78,722.7	81,028.8	83,009.2	84,943.2	86,940.3	88,997.0
Decorative hardboard or other paneling (non-wood)	21,643.7	22,250.0	22,801.5	23,340.7	23,898.9	24,474.5
Decorative hardboard or other paneling (wood finist)	32,230.0	33,193.4	34,082.8	34,954.5	35,854.4	36,781.0
Actual wood boards	5,077.3	5,146.1	5,208.4	5,267.9	5,330.9	5,397.4
3/8 or 1/2 inch gypsum drywall	368,082.4	376,638.8	384,172.2	391,502.9	399,126.3	407,018.6
5/8 or 3/4 inch gypsum drywall	162,103.6	166,971.5	171,288.1	175,510.0	179,867.3	184,352.2
Fiber cement backerboard	12,166.2	12,434.1	12,680.0	12,919.5	13,169.4	13,428.4
1/2 inch cement backerboard	11,513.0	11,758.7	11,980.3	12,196.2	12,420.7	12,653.5
Other	27,286.8	28,296.1	28,971.0	29,625.3	30,296.4	30,983.0
TOTAL	718,825.7	737,717.7	754,193.6	770,260.2	786,904.7	804,085.7
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	18,606.1	18,963.1	19,237.5	19,501.7	19,778.5	20,066.8
Decorative hardboard or other paneling (non-wood)	7,569.2	7,836.3	8,086.7	8,332.7	8,585.9	8,845.9
Decorative hardboard or other paneling (wood finist)	8,084.0	8,315.0	8,529.2	8,738.7	8,955.5	9,179.0
Actual wood boards	5,337.4	5,445.9	5,544.6	5,640.3	5,740.8	5,845.5
3/8 or 1/2 inch gypsum drywall	75,760.4	77,327.3	78,692.1	80,015.8	81,398.9	82,835.5
5/8 or 3/4 inch gypsum drywall	69,438.5	71,587.6	73,483.7	75,337.6	77,250.4	79,218.4
Fiber cement backerboard	1,121.8	1,154.6	1,183.8	1,212.3	1,241.7	1,272.1
1/2 inch cement backerboard	1,591.6	1,638.6	1,682.6	1,725.7	1,770.1	1,815.9
Acoustical tiles	23,243.4	23,687.1	24,032.6	24,366.4	24,716.5	25,080.9
Other	33,936.8	34,758.1	35,426.7	36,078.2	36,752.6	37,448.9
TOTAL	244,689.4	250,713.5	255,899.6	260,949.3	266,190.9	271,609.0
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	382,583.5	393,456.0	403,012.1	412,348.6	422,003.2	431,950.5
No	570,373.3	584,156.9	596,059.7	607,643.8	619,671.6	632,112.4
Not sure	10,558.2	10,818.3	11,021.3	11,217.1	11,420.8	11,631.8
TOTAL	963,515.0	988,431.2	1,010,093.1	1,031,209.5	1,053,095.6	1,075,694.7
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	291,193.3	298,966.5	305,896.2	312,660.8	319,665.2	326,892.0
No	667,674.1	684,724.6	699,408.0	713,714.2	728,547.9	743,869.9
Not sure	4,647.6	4,740.0	4,788.9	4,834.5	4,882.5	4,932.8
TOTAL	963,515.0	988,431.2	1,010,093.1	1,031,209.5	1,053,095.6	1,075,694.7

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
SOUTH ATLANTIC						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	742,564.5	761,413.7	777,659.2	793,490.2	809,900.8	826,851.9
Hardware store	12,171.4	12,632.1	13,018.8	13,397.8	13,786.8	14,185.2
Specialty store	86,557.7	88,656.6	90,579.8	92,453.8	94,400.8	96,414.3
Lumber yard	32,952.8	33,675.9	34,342.3	34,990.5	35,667.0	36,369.4
Discount store	26,502.1	27,593.1	28,515.5	29,420.4	30,348.3	31,298.2
Other	15,721.5	16,104.5	16,425.4	16,736.6	17,061.1	17,396.6
Not sure	47,045.1	48,355.3	49,552.2	50,720.2	51,930.7	53,179.0
TOTAL	963,515.0	988,431.2	1,010,093.1	1,031,209.5	1,053,095.6	1,075,694.7
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	1,159.9	1,200.5	1,229.7	1,258.2	1,287.4	1,317.4
One bedroom	1,168.8	1,203.3	1,230.7	1,257.2	1,284.7	1,313.0
More than 1 bedroom	844.4	869.2	888.4	907.0	926.2	946.1
One bathroom	1,179.5	1,214.0	1,240.5	1,266.1	1,292.7	1,320.1
More than 1 bathroom	463.7	476.5	487.4	498.1	509.1	520.4
Kitchen	1,220.8	1,257.9	1,286.6	1,314.6	1,343.5	1,373.2
Family room	756.4	778.7	796.6	814.0	832.0	850.5
Dining room	866.3	892.3	913.1	933.4	954.3	975.9
Living / Great room	1,234.2	1,271.5	1,301.1	1,329.9	1,359.6	1,390.2
Other rooms	783.5	803.6	820.8	837.6	855.1	873.1
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	26.3	27.4	28.0	28.7	29.3	30.0
One bedroom	164.0	168.5	171.8	175.0	178.4	181.9
More than 1 bedroom	69.2	71.3	72.7	74.2	75.7	77.2
One bathroom	281.7	289.1	294.9	300.6	306.5	312.6
More than 1 bathroom	81.4	83.9	85.8	87.8	89.8	91.8
Kitchen	216.5	222.7	227.5	232.2	237.1	242.1
Family room	36.9	37.7	38.5	39.3	40.0	40.8
Dining room	73.9	75.6	77.0	78.4	79.8	81.3
Living / Great room	86.2	88.6	90.4	92.2	94.1	96.0
Other rooms	78.9	80.5	81.7	82.9	84.1	85.4
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	3,149,593.6	3,241,527.2	3,316,101.0	3,388,699.2	3,463,752.2	3,541,061.9
Painted walls	8,032,349.6	8,273,487.7	8,464,513.6	8,650,349.9	8,842,348.1	9,039,991.0
Painted doors and molding	1,707,050.2	1,757,006.7	1,797,384.7	1,836,686.3	1,877,316.9	1,919,166.6
Wallpaper and border	161,208.0	166,508.6	170,137.0	173,646.5	177,262.5	180,974.7
TOTAL	13,050,201.4	13,438,530.2	13,748,136.3	14,049,381.9	14,360,679.7	14,681,194.1
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	5,381,908.8	5,538,668.6	5,669,991.1	5,798,032.1	5,930,361.5	6,066,670.0
No	7,223,036.4	7,434,184.6	7,601,448.5	7,764,086.3	7,932,279.9	8,105,525.9
Not sure	445,256.2	465,677.0	476,696.8	487,263.5	498,038.3	508,998.2
TOTAL	13,050,201.4	13,438,530.2	13,748,136.3	14,049,381.9	14,360,679.7	14,681,194.1

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
SOUTH ATLANTIC						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	3,315,258.0	3,414,126.9	3,499,767.7	3,583,437.2	3,669,888.7	3,758,898.4
No	9,491,945.0	9,769,409.1	9,987,879.5	10,200,233.9	10,419,786.4	10,645,930.7
Not sure	242,998.4	254,994.2	260,489.1	265,710.8	271,004.7	276,365.0
TOTAL	13,050,201.4	13,438,530.2	13,748,136.3	14,049,381.9	14,360,679.7	14,681,194.1
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	8,805,122.5	9,051,930.8	9,254,979.1	9,452,591.8	9,657,163.3	9,868,091.1
Hardware store	504,122.3	520,796.0	535,502.4	549,928.7	564,764.9	579,995.7
Specialty store	1,325,106.8	1,362,759.1	1,395,445.4	1,427,358.4	1,460,361.7	1,494,366.7
Lumber yard	89,364.9	90,777.1	92,040.6	93,251.8	94,537.4	95,887.4
Discount store	948,313.4	983,216.6	1,005,735.5	1,027,476.2	1,049,812.9	1,072,692.6
Other	624,230.3	644,975.9	662,044.9	678,720.0	695,901.2	713,551.2
Not sure	753,941.3	784,074.7	802,388.5	820,054.9	838,138.3	856,609.4
TOTAL	13,050,201.4	13,438,530.2	13,748,136.3	14,049,381.9	14,360,679.7	14,681,194.1

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
EAST SOUTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	5,258.7	5,389.8	5,517.1	5,639.8	5,765.6	5,893.6
Renter Occupied	1,848.1	1,804.9	1,793.4	1,777.3	1,759.1	1,738.5
TOTAL	7,106.8	7,194.7	7,310.5	7,417.1	7,524.6	7,632.1
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	428.2	436.2	444.9	453.1	461.4	469.9
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	181.4	185.6	189.9	194.0	198.2	202.4
Paint for interior walls, ceilings, doors or moldings	1,557.0	1,586.7	1,618.5	1,648.6	1,679.4	1,710.4
Wallpaper	306.0	311.7	317.7	323.5	329.3	335.2
Other interior finish materials	223.9	228.5	233.4	238.0	242.7	247.4
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	40,550.2	41,324.1	42,157.3	42,947.7	43,752.9	44,567.1
Decorative hardboard or other paneling (non-wood)	8,979.8	9,027.0	9,123.0	9,205.3	9,286.8	9,365.9
Decorative hardboard or other paneling (wood finist)	16,227.3	16,485.0	16,780.5	17,057.2	17,338.0	17,620.7
Actual wood boards	1,606.2	1,603.4	1,614.8	1,623.4	1,631.5	1,638.7
3/8 or 1/2 inch gypsum drywall	162,558.3	166,273.5	169,960.4	173,496.4	177,114.6	180,791.5
5/8 or 3/4 inch gypsum drywall	80,996.6	82,723.5	84,544.6	86,286.4	88,062.7	89,863.6
Fiber cement backerboard	3,097.3	3,131.2	3,177.8	3,220.2	3,262.9	3,305.4
1/2 inch cement backerboard	5,456.3	5,552.3	5,660.5	5,762.7	5,866.6	5,971.4
Other	4,165.6	4,158.8	4,190.8	4,215.6	4,238.8	4,259.8
TOTAL	323,637.6	330,278.6	337,209.8	343,814.8	350,554.7	357,384.1
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	6,736.5	6,877.1	7,013.8	7,143.7	7,276.9	7,412.0
Decorative hardboard or other paneling (non-wood)	3,645.0	3,717.4	3,787.8	3,854.4	3,922.7	3,991.9
Decorative hardboard or other paneling (wood finist)	3,395.9	3,463.4	3,529.0	3,591.0	3,654.6	3,719.1
Actual wood boards	1,543.0	1,573.6	1,603.4	1,631.6	1,660.5	1,689.8
3/8 or 1/2 inch gypsum drywall	56,025.6	57,390.0	58,714.1	59,988.9	61,295.0	62,624.4
5/8 or 3/4 inch gypsum drywall	19,461.9	20,018.6	20,558.2	21,083.6	21,621.9	22,171.1
Fiber cement backerboard	665.2	678.4	691.2	703.4	715.8	728.5
1/2 inch cement backerboard	808.2	825.1	841.5	857.1	873.1	889.3
Acoustical tiles	9,604.4	9,702.8	9,833.9	9,951.9	10,070.9	10,189.0
Other	8,103.0	8,280.7	8,453.2	8,618.0	8,786.8	8,958.3
TOTAL	109,988.6	112,527.1	115,026.1	117,423.7	119,878.2	122,373.4
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	193,487.5	197,502.1	201,550.0	205,403.9	209,344.4	213,340.2
No	239,504.7	244,657.1	250,027.1	255,164.2	260,406.2	265,723.0
Not sure	634.0	646.6	658.8	670.4	682.3	694.3
TOTAL	433,626.2	442,805.8	452,235.9	461,238.5	470,432.9	479,757.5
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	89,698.0	91,585.3	93,472.5	95,270.7	97,110.1	98,976.1
No	343,390.8	350,672.5	358,205.0	365,399.6	372,744.6	380,193.0
Not sure	537.3	548.0	558.4	568.2	578.3	588.5
TOTAL	433,626.2	442,805.8	452,235.9	461,238.5	470,432.9	479,757.5

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
EAST SOUTH CENTRAL						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	366,182.9	374,163.6	382,270.9	390,025.0	397,949.1	405,991.4
Hardware store	9,812.8	9,983.1	10,173.0	10,351.9	10,533.8	10,717.3
Specialty store	15,153.1	15,538.4	15,912.1	16,273.2	16,643.0	17,019.8
Lumber yard	4,141.4	4,265.8	4,386.3	4,504.1	4,624.7	4,747.8
Discount store	16,696.9	16,836.8	17,061.0	17,261.4	17,461.9	17,659.7
Other	5,731.6	5,910.0	6,082.8	6,251.9	6,425.2	6,602.2
Not sure	15,907.5	16,108.2	16,349.8	16,571.1	16,795.3	17,019.4
TOTAL	433,626.2	442,805.8	452,235.9	461,238.5	470,432.9	479,757.5
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	297.0	301.2	306.4	311.2	316.1	321.0
One bedroom	369.3	376.0	383.3	390.1	397.1	404.1
More than 1 bedroom	301.1	307.3	313.7	319.9	326.1	332.4
One bathroom	384.9	392.4	400.3	407.7	415.3	422.9
More than 1 bathroom	133.4	136.4	139.5	142.4	145.4	148.4
Kitchen	470.5	479.5	489.0	498.0	507.2	516.5
Family room	204.2	208.2	212.4	216.4	220.5	224.6
Dining room	264.0	268.8	274.0	279.0	284.0	289.0
Living / Great room	444.7	453.3	462.4	471.0	479.8	488.7
Other rooms	219.7	224.9	230.1	235.0	240.1	245.3
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	18.2	18.5	18.9	19.2	19.6	19.9
One bedroom	69.2	70.6	72.1	73.5	74.9	76.3
More than 1 bedroom	32.6	33.0	33.5	34.0	34.4	34.9
One bathroom	100.9	102.9	104.9	106.9	108.9	110.9
More than 1 bathroom	30.8	31.1	31.5	31.9	32.3	32.7
Kitchen	88.6	89.9	91.4	92.8	94.2	95.6
Family room	11.5	11.6	11.7	11.8	11.9	12.1
Dining room	35.5	36.2	36.9	37.6	38.3	39.0
Living / Great room	19.7	19.8	20.0	20.2	20.4	20.6
Other rooms	25.1	25.7	26.3	26.8	27.4	27.9
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	922,597.3	940,491.6	959,448.7	977,440.1	995,784.3	1,014,347.3
Painted walls	2,299,126.8	2,343,046.6	2,389,850.9	2,434,225.9	2,479,456.9	2,525,208.7
Painted doors and molding	497,379.5	507,090.3	517,381.9	527,155.1	537,119.8	547,204.6
Wallpaper and border	91,711.0	93,547.2	95,424.8	97,208.3	99,030.3	100,876.2
TOTAL	3,810,814.5	3,884,175.6	3,962,106.2	4,036,029.3	4,111,391.3	4,187,636.7
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	1,250,301.1	1,276,416.1	1,303,029.7	1,328,397.2	1,354,317.6	1,380,601.6
No	2,418,890.7	2,464,437.2	2,513,519.1	2,560,023.5	2,607,396.1	2,655,292.5
Not sure	141,622.7	143,322.3	145,557.5	147,608.7	149,677.6	151,742.6
TOTAL	3,810,814.5	3,884,175.6	3,962,106.2	4,036,029.3	4,111,391.3	4,187,636.7

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
EAST SOUTH CENTRAL						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	670,761.2	684,758.1	699,381.1	713,336.5	727,575.7	742,008.7
No	3,067,141.8	3,126,051.2	3,188,464.7	3,247,647.2	3,307,991.0	3,369,041.3
Not sure	72,911.5	73,366.3	74,260.4	75,045.5	75,824.7	76,586.7
TOTAL	3,810,814.5	3,884,175.6	3,962,106.2	4,036,029.3	4,111,391.3	4,187,636.7
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	2,463,318.0	2,511,941.1	2,562,841.2	2,611,190.9	2,660,521.4	2,710,466.4
Hardware store	166,856.1	167,746.6	169,628.6	171,255.9	172,866.4	174,432.7
Specialty store	225,769.2	231,632.1	237,348.7	242,880.1	248,545.3	254,316.8
Lumber yard	30,575.7	31,266.2	31,936.8	32,578.6	33,236.2	33,904.6
Discount store	536,617.5	545,709.1	555,901.4	565,487.1	575,231.8	585,056.5
Other	174,710.3	178,919.0	183,193.9	187,314.5	191,524.9	195,805.8
Not sure	212,967.6	216,961.5	221,255.6	225,322.2	229,465.3	233,653.9
TOTAL	3,810,814.5	3,884,175.6	3,962,106.2	4,036,029.3	4,111,391.3	4,187,636.7

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
WEST SOUTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	8,807.7	9,112.2	9,395.3	9,669.2	9,950.4	10,240.2
Renter Occupied	4,298.0	4,124.1	4,072.6	4,008.2	3,938.2	3,863.1
TOTAL	13,105.7	13,236.3	13,467.9	13,677.4	13,888.6	14,103.3
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	681.2	700.6	720.0	738.6	757.6	777.2
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	260.5	267.9	275.3	282.4	289.7	297.3
Paint for interior walls, ceilings, doors or moldings	2,620.2	2,680.8	2,747.5	2,810.6	2,875.0	2,941.1
Wallpaper	394.3	403.5	413.6	423.1	432.9	442.9
Other interior finish materials	362.1	372.1	382.3	392.0	402.0	412.3
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	53,753.2	55,341.0	56,911.3	58,422.9	59,973.9	61,573.1
Decorative hardboard or other paneling (non-wood)	22,239.3	23,021.2	23,746.1	24,445.1	25,161.1	25,897.3
Decorative hardboard or other paneling (wood finist	10,010.7	10,354.8	10,674.3	10,983.2	11,300.2	11,626.9
Actual wood boards	4,668.7	4,825.9	4,975.8	5,120.3	5,268.3	5,420.5
3/8 or 1/2 inch gypsum drywall	186,268.8	192,351.1	198,157.8	203,771.9	209,536.6	215,482.4
5/8 or 3/4 inch gypsum drywall	70,621.9	72,805.7	74,985.9	77,082.5	79,229.1	81,436.5
Fiber cement backerboard	7,976.2	8,263.5	8,532.3	8,793.3	9,061.3	9,337.6
1/2 inch cement backerboard	7,470.1	7,739.9	7,992.0	8,236.5	8,487.5	8,746.2
Other	7,491.5	7,662.4	7,832.1	7,995.0	8,163.5	8,338.8
TOTAL	370,500.4	382,365.5	393,807.6	404,850.8	416,181.5	427,859.3
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	12,609.1	13,008.7	13,380.0	13,740.5	14,112.1	14,497.1
Decorative hardboard or other paneling (non-wood)	1,776.8	1,827.6	1,874.1	1,919.1	1,965.5	2,013.6
Decorative hardboard or other paneling (wood finist	5,288.5	5,245.4	5,277.0	5,297.8	5,316.9	5,335.0
Actual wood boards	1,800.8	1,848.8	1,892.7	1,935.2	1,979.2	2,025.1
3/8 or 1/2 inch gypsum drywall	43,497.1	44,941.9	46,298.5	47,612.9	48,964.2	50,359.8
5/8 or 3/4 inch gypsum drywall	15,201.1	15,757.0	16,277.7	16,783.4	17,302.7	17,838.2
Fiber cement backerboard	625.4	637.5	651.1	663.9	677.0	690.5
1/2 inch cement backerboard	519.1	530.9	542.8	554.2	565.9	578.0
Acoustical tiles	5,260.5	5,409.9	5,546.8	5,679.1	5,815.6	5,957.3
Other	9,860.1	10,119.0	10,355.9	10,585.3	10,823.1	11,071.1
TOTAL	96,438.5	99,326.7	102,096.7	104,771.5	107,522.3	110,365.7
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	162,009.5	166,948.7	171,727.1	176,326.8	181,045.3	185,908.4
No	292,176.3	301,594.5	310,642.7	319,388.1	328,368.1	337,630.6
Not sure	12,753.1	13,149.0	13,534.6	13,907.4	14,290.4	14,685.9
TOTAL	466,939.0	481,692.2	495,904.3	509,622.3	523,703.8	538,225.0
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	108,281.7	111,896.8	115,295.4	118,584.6	121,963.4	125,449.6
No	358,058.3	369,220.7	380,041.3	390,479.1	401,191.6	412,237.1
Not sure	599.0	574.8	567.6	558.6	548.8	538.4
TOTAL	466,939.0	481,692.2	495,904.3	509,622.3	523,703.8	538,225.0

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
WEST SOUTH CENTRAL						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	347,683.6	359,228.2	370,290.1	380,971.8	391,926.3	403,208.0
Hardware store	10,410.5	10,581.2	10,787.6	10,981.5	11,180.2	11,385.7
Specialty store	22,432.9	23,242.9	24,001.9	24,739.7	25,498.0	26,280.5
Lumber yard	43,098.1	43,970.1	44,841.0	45,677.5	46,545.8	47,454.6
Discount store	12,469.2	12,834.4	13,171.6	13,498.6	13,836.3	14,187.2
Other	23,011.7	23,769.3	24,511.5	25,229.0	25,965.1	26,723.4
Not sure	7,832.9	8,066.1	8,300.5	8,524.2	8,752.2	8,985.7
TOTAL	466,939.0	481,692.2	495,904.3	509,622.3	523,703.8	538,225.0
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	608.7	620.9	635.2	648.7	662.5	676.6
One bedroom	605.2	621.0	637.5	653.1	669.2	685.6
More than 1 bedroom	503.0	514.2	526.8	538.7	550.8	563.3
One bathroom	542.6	554.2	567.3	579.7	592.3	605.3
More than 1 bathroom	228.4	232.9	238.2	243.2	248.3	253.5
Kitchen	681.4	698.4	716.3	733.4	750.9	768.8
Family room	376.9	386.6	396.8	406.5	416.5	426.7
Dining room	431.6	443.8	456.0	467.7	479.7	492.1
Living / Great room	600.8	612.9	626.9	640.2	653.6	667.4
Other rooms	404.3	415.6	427.1	438.1	449.4	461.0
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	11.2	11.6	11.9	12.2	12.6	12.9
One bedroom	72.6	74.1	75.8	77.4	79.0	80.7
More than 1 bedroom	36.3	37.1	38.1	39.0	39.9	40.8
One bathroom	127.4	129.9	132.9	135.8	138.6	141.6
More than 1 bathroom	61.6	62.9	64.4	65.9	67.3	68.9
Kitchen	150.3	153.8	157.6	161.2	164.9	168.7
Family room	4.5	4.6	4.8	4.9	5.0	5.2
Dining room	29.8	30.8	31.8	32.7	33.7	34.7
Living / Great room	17.6	18.0	18.4	18.8	19.2	19.6
Other rooms	33.2	34.0	34.9	35.7	36.6	37.5
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	1,626,346.8	1,667,495.2	1,711,041.6	1,752,491.0	1,794,854.8	1,838,375.7
Painted walls	4,217,973.2	4,322,880.1	4,434,684.0	4,541,014.8	4,649,673.1	4,761,287.4
Painted doors and molding	878,802.2	900,876.7	924,340.8	946,667.9	969,485.4	992,924.3
Wallpaper and border	55,814.2	57,576.6	59,297.8	60,955.8	62,655.1	64,404.4
TOTAL	6,778,936.5	6,948,828.6	7,129,364.3	7,301,129.5	7,476,668.5	7,656,991.8
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	2,423,238.7	2,491,883.0	2,561,037.6	2,627,194.1	2,694,877.6	2,764,450.4
No	4,090,441.4	4,191,888.0	4,300,221.7	4,403,295.3	4,508,653.2	4,616,910.7
Not sure	265,256.3	265,057.7	268,104.9	270,640.1	273,137.6	275,630.7
TOTAL	6,778,936.5	6,948,828.6	7,129,364.3	7,301,129.5	7,476,668.5	7,656,991.8

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
WEST SOUTH CENTRAL						
All Data in Thousands						
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	1,510,998.1	1,551,963.9	1,594,065.1	1,634,247.3	1,675,330.4	1,717,538.3
No	5,165,761.6	5,296,310.2	5,434,474.9	5,566,032.8	5,700,525.3	5,838,728.9
Not sure	102,176.8	100,554.6	100,824.3	100,849.5	100,812.8	100,724.6
TOTAL	6,778,936.5	6,948,828.6	7,129,364.3	7,301,129.5	7,476,668.5	7,656,991.8
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	4,484,156.3	4,611,562.2	4,740,557.0	4,864,006.9	4,990,304.0	5,120,119.4
Hardware store	226,962.0	231,532.3	236,847.7	241,856.3	246,968.3	252,218.2
Specialty store	502,547.8	520,327.7	537,177.7	553,456.6	570,133.5	587,283.5
Lumber yard	65,086.3	66,978.5	68,728.0	70,427.4	72,184.5	74,012.0
Discount store	835,275.4	847,504.0	863,717.6	878,790.6	894,170.7	909,989.7
Other	256,164.4	260,798.6	266,605.3	272,038.9	277,568.8	283,232.0
Not sure	408,744.2	410,125.4	415,731.0	420,552.9	425,338.6	430,137.0
TOTAL	6,778,936.5	6,948,828.6	7,129,364.3	7,301,129.5	7,476,668.5	7,656,991.8

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
MOUNTAIN						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	5,611.6	5,836.4	6,045.9	6,257.6	6,481.0	6,713.4
Renter Occupied	2,358.4	2,333.6	2,334.1	2,328.9	2,321.2	2,310.0
TOTAL	7,970.0	8,170.0	8,380.0	8,586.5	8,802.3	9,023.4
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	468.4	484.0	498.9	513.8	529.4	545.7
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	187.5	193.8	199.8	205.8	212.1	218.6
Paint for interior walls, ceilings, doors or moldings	1,792.3	1,850.9	1,907.8	1,964.7	2,024.5	2,086.5
Wallpaper	180.5	186.4	192.1	197.7	203.6	209.8
Other interior finish materials	306.3	316.8	326.8	336.9	347.6	358.6
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	16,273.0	16,733.9	17,179.3	17,621.7	18,086.1	18,565.6
Decorative hardboard or other paneling (non-wood)	11,591.8	12,085.0	12,548.7	13,018.5	13,514.9	14,032.3
Decorative hardboard or other paneling (wood finist	8,594.7	8,878.2	9,139.8	9,403.2	9,681.5	9,972.0
Actual wood boards	3,171.4	3,289.2	3,398.8	3,509.6	3,626.6	3,748.6
3/8 or 1/2 inch gypsum drywall	171,379.0	176,867.0	181,937.6	187,008.5	192,336.9	197,847.7
5/8 or 3/4 inch gypsum drywall	78,051.6	80,874.5	83,481.6	86,101.1	88,855.8	91,707.3
Fiber cement backerboard	6,174.7	6,388.3	6,587.1	6,787.6	6,999.7	7,221.2
1/2 inch cement backerboard	3,340.2	3,448.8	3,549.3	3,650.6	3,757.8	3,870.0
Other	10,933.8	11,339.1	11,716.2	12,096.6	12,498.0	12,915.9
TOTAL	309,510.4	319,904.1	329,538.4	339,197.3	349,357.3	359,880.6
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	5,966.5	6,212.0	6,441.1	6,672.8	6,917.0	7,171.0
Decorative hardboard or other paneling (non-wood)	4,969.6	5,188.5	5,393.6	5,601.2	5,820.2	6,047.7
Decorative hardboard or other paneling (wood finist	6,647.7	6,956.8	7,247.1	7,541.2	7,851.3	8,173.3
Actual wood boards	2,681.8	2,805.2	2,921.2	3,038.8	3,162.8	3,291.7
3/8 or 1/2 inch gypsum drywall	42,284.9	43,752.3	45,094.1	46,440.8	47,856.8	49,322.5
5/8 or 3/4 inch gypsum drywall	21,420.3	22,082.1	22,698.7	23,312.5	23,955.3	24,616.6
Fiber cement backerboard	1,293.5	1,348.0	1,399.2	1,451.0	1,505.8	1,562.8
1/2 inch cement backerboard	1,228.0	1,276.5	1,322.9	1,369.6	1,418.7	1,469.6
Acoustical tiles	6,468.1	6,780.2	7,074.1	7,372.0	7,686.1	8,012.1
Other	13,169.9	13,817.4	14,428.0	15,047.6	15,700.9	16,379.6
TOTAL	106,130.2	110,219.1	114,020.0	117,847.6	121,875.0	126,046.9
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	187,247.7	193,040.2	198,322.3	203,593.8	209,125.6	214,836.1
No	228,003.6	236,697.8	244,850.7	253,066.6	261,723.4	270,710.0
Not sure	389.4	385.3	385.4	384.5	383.2	381.4
TOTAL	415,640.6	430,123.2	443,558.4	457,044.9	471,232.3	485,927.5
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	124,990.0	129,260.4	133,179.5	137,100.7	141,212.4	145,450.4
No	290,519.2	300,732.9	310,248.9	319,814.6	329,890.6	340,348.4
Not sure	131.4	130.0	130.0	129.7	129.3	128.7
TOTAL	415,640.6	430,123.2	443,558.4	457,044.9	471,232.3	485,927.5

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
MOUNTAIN						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	239,462.0	248,120.1	256,282.3	264,504.8	273,181.7	282,211.1
Hardware store	29,744.1	30,588.0	31,308.4	32,017.2	32,750.8	33,492.1
Specialty store	52,176.8	53,527.6	54,672.6	55,795.9	56,959.8	58,138.8
Lumber yard	24,595.6	25,667.6	26,689.7	27,722.1	28,809.0	29,935.7
Discount store	14,075.8	14,483.7	14,835.0	15,181.8	15,541.5	15,906.5
Other	24,665.4	25,653.0	26,576.7	27,508.5	28,490.1	29,508.3
Not sure	30,920.9	32,083.3	33,193.7	34,314.6	35,499.4	36,734.9
TOTAL	415,640.6	430,123.2	443,558.4	457,044.9	471,232.3	485,927.5
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	491.5	507.1	522.8	538.4	554.8	571.7
One bedroom	378.2	390.6	402.6	414.6	427.2	440.3
More than 1 bedroom	308.7	319.2	329.3	339.5	350.2	361.2
One bathroom	392.0	404.7	417.0	429.3	442.3	455.7
More than 1 bathroom	143.8	149.0	153.9	158.8	164.0	169.3
Kitchen	418.4	431.8	444.9	457.9	471.6	485.8
Family room	253.8	262.6	271.0	279.4	288.3	297.5
Dining room	246.1	254.4	262.3	270.2	278.5	287.2
Living / Great room	388.9	401.5	413.8	426.1	439.0	452.4
Other rooms	245.6	254.4	262.8	271.1	279.9	289.1
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	3.9	4.0	4.2	4.3	4.5	4.7
One bedroom	52.4	54.2	55.8	57.5	59.3	61.1
More than 1 bedroom	9.4	9.6	9.7	9.9	10.1	10.3
One bathroom	49.4	51.0	52.6	54.1	55.8	57.5
More than 1 bathroom	10.4	10.7	11.0	11.3	11.6	11.9
Kitchen	41.3	42.5	43.6	44.7	45.9	47.1
Family room	5.8	6.0	6.2	6.4	6.6	6.8
Dining room	22.6	23.3	24.0	24.8	25.5	26.3
Living / Great room	23.1	24.0	24.9	25.7	26.7	27.6
Other rooms	15.9	16.5	17.2	17.8	18.5	19.2
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	1,124,271.6	1,162,938.8	1,200,292.1	1,237,714.2	1,277,068.8	1,317,802.0
Painted walls	3,061,557.2	3,169,551.2	3,274,023.4	3,378,800.1	3,489,028.3	3,603,174.4
Painted doors and molding	612,913.0	634,164.6	654,759.5	675,398.2	697,105.7	719,577.6
Wallpaper and border	12,252.0	12,688.9	13,095.8	13,505.2	13,936.7	14,384.9
TOTAL	4,810,993.8	4,979,343.6	5,142,170.8	5,305,417.7	5,477,139.6	5,654,938.9
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	2,071,945.1	2,153,177.5	2,230,272.8	2,307,999.4	2,389,906.9	2,474,936.7
No	2,497,464.7	2,581,016.9	2,662,189.7	2,743,401.8	2,828,778.9	2,917,102.3
Not sure	241,584.0	245,149.1	249,708.3	254,016.4	258,453.8	262,900.0
TOTAL	4,810,993.8	4,979,343.6	5,142,170.8	5,305,417.7	5,477,139.6	5,654,938.9

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
MOUNTAIN						
	All Data in Thousands					
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	1,135,086.7	1,181,186.9	1,225,085.0	1,269,351.8	1,315,968.4	1,364,306.7
No	3,547,653.3	3,667,444.3	3,783,478.0	3,899,661.9	4,021,860.3	4,148,365.7
Not sure	128,253.7	130,712.4	133,607.8	136,404.0	139,310.9	142,266.5
TOTAL	4,810,993.8	4,979,343.6	5,142,170.8	5,305,417.7	5,477,139.6	5,654,938.9
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	2,880,648.9	2,984,912.2	3,085,141.1	3,185,861.3	3,291,936.3	3,401,964.4
Hardware store	294,473.4	303,247.0	311,605.2	319,908.4	328,602.7	337,545.3
Specialty store	359,846.1	374,164.5	387,466.3	400,893.9	415,045.1	429,739.6
Lumber yard	81,666.9	84,867.6	87,811.9	90,776.5	93,892.7	97,115.6
Discount store	360,378.5	370,819.8	381,163.3	391,415.7	402,148.3	413,180.4
Other	215,299.0	222,978.5	230,489.3	238,017.1	245,931.4	254,117.5
Not sure	618,680.9	638,354.0	658,493.9	678,544.9	699,583.2	721,276.1
TOTAL	4,810,993.8	4,979,343.6	5,142,170.8	5,305,417.7	5,477,139.6	5,654,938.9

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
PACIFIC						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	10,385.9	10,625.4	10,854.6	11,083.8	11,320.9	11,564.1
Renter Occupied	6,494.5	6,474.6	6,478.6	6,477.9	6,477.0	6,474.9
TOTAL	16,880.4	17,100.0	17,333.2	17,561.7	17,797.9	18,039.0
INTERIOR FINISH						
TYPE OF EXPENDITURE						
Households that Spent Money on:						
Paneling, gypsum wallboard or Sheetrock" for"						
interior ceiling surfaces	857.3	874.2	890.8	907.2	924.3	941.7
Paneling, gypsum wallboard or Sheetrock						
or ceiling tiles for interior ceiling surfaces	346.4	353.2	359.8	366.4	373.2	380.2
Paint for interior walls, ceilings, doors or moldings	3,549.9	3,615.4	3,680.2	3,744.5	3,811.1	3,879.3
Wallpaper	340.3	346.9	353.5	359.9	366.6	373.5
Other interior finish materials	542.0	552.3	562.5	572.5	583.0	593.7
INTERIOR WALL SURFACE MATERIAL						
Square Feet of Interior Wall Finished						
Plywood paneling	43,648.8	44,536.8	45,401.3	46,261.0	47,151.6	48,061.8
Decorative hardboard or other paneling (non-wood)	8,800.1	8,990.9	9,174.1	9,356.8	9,545.9	9,739.1
Decorative hardboard or other paneling (wood finist	16,314.3	16,663.7	16,996.7	17,328.0	17,671.0	18,019.9
Actual wood boards	3,069.5	3,136.5	3,200.4	3,264.2	3,330.2	3,397.6
3/8 or 1/2 inch gypsum drywall	220,614.1	225,435.6	230,085.4	234,725.9	239,528.3	244,450.4
5/8 or 3/4 inch gypsum drywall	183,797.4	187,810.9	191,664.3	195,507.9	199,484.8	203,554.1
Fiber cement backerboard	12,788.3	13,083.2	13,365.6	13,647.8	13,939.8	14,239.4
1/2 inch cement backerboard	7,657.1	7,822.3	7,982.0	8,141.4	8,306.3	8,475.4
Other	14,368.0	14,648.6	14,919.0	15,187.6	15,465.2	15,747.6
TOTAL	511,057.6	522,128.5	532,788.8	543,420.5	554,423.1	565,685.3
INTERIOR CEILING SURFACE MATERIAL						
Square Feet of Interior Ceiling Finished						
Plywood paneling	9,687.6	9,913.9	10,128.4	10,342.4	10,564.3	10,790.4
Decorative hardboard or other paneling (non-wood)	6,142.3	6,285.7	6,423.2	6,560.7	6,703.0	6,849.2
Decorative hardboard or other paneling (wood finist	2,282.4	2,336.1	2,387.7	2,439.2	2,492.6	2,547.4
Actual wood boards	1,055.2	1,080.1	1,103.9	1,127.7	1,152.4	1,177.7
3/8 or 1/2 inch gypsum drywall	53,522.1	54,733.6	55,894.4	57,052.8	58,252.8	59,480.7
5/8 or 3/4 inch gypsum drywall	47,476.7	48,566.4	49,607.3	50,646.1	51,722.6	52,822.9
Fiber cement backerboard	893.6	915.2	935.7	956.3	977.6	999.4
1/2 inch cement backerboard	497.4	509.2	520.5	531.8	543.5	555.5
Acoustical tiles	3,154.5	3,228.6	3,299.8	3,370.9	3,444.7	3,520.3
Other	18,554.7	18,970.2	19,370.1	19,769.9	20,183.2	20,607.8
TOTAL	143,266.5	146,539.1	149,671.0	152,797.7	156,036.6	159,351.2
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	315,726.8	322,895.9	329,743.6	336,579.4	343,656.2	350,895.9
No	323,656.5	330,527.6	337,173.9	343,798.8	350,655.9	357,676.1
Not sure	14,940.8	15,244.0	15,542.4	15,840.0	16,147.6	16,464.4
TOTAL	654,324.0	668,667.6	682,459.8	696,218.2	710,459.7	725,036.4
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished						
Yes	287,323.3	293,855.0	300,107.6	306,352.6	312,816.9	319,437.6
No	356,291.0	363,864.2	371,173.0	378,455.5	385,994.0	393,704.1
Not sure	10,709.8	10,948.3	11,179.3	11,410.2	11,648.8	11,894.7
TOTAL	654,324.0	668,667.6	682,459.8	696,218.2	710,459.7	725,036.4

	2005	2006 (forecast)	2007 (forecast)	2008 (forecast)	2009 (forecast)	2010 (forecast)
PACIFIC						
All Data in Thousands						
PLACE OF PURCHASE						
Square Feet of Interior Finished						
Home center	383,231.8	391,586.9	399,660.1	407,719.3	416,058.8	424,612.8
Hardware store	32,230.9	32,935.4	33,615.5	34,294.4	34,996.6	35,717.4
Specialty store	63,335.0	64,687.1	65,976.2	67,257.4	68,585.4	69,934.2
Lumber yard	35,793.3	36,676.1	37,504.4	38,330.6	39,188.4	40,060.4
Discount store	14,505.5	14,775.5	15,039.8	15,302.5	15,573.8	15,850.8
Other	52,413.2	53,612.3	54,756.4	55,896.1	57,078.9	58,284.8
Not sure	72,814.4	74,394.3	75,907.5	77,417.8	78,977.8	80,576.0
TOTAL	654,324.0	668,667.6	682,459.8	696,218.2	710,459.7	725,036.4
ROOMS FOR WHICH PAINT WAS PURCHASED						
Number of Households						
All rooms	1,018.4	1,034.8	1,051.5	1,068.0	1,085.1	1,102.5
One bedroom	683.8	696.2	708.5	720.7	733.4	746.3
More than 1 bedroom	659.2	672.3	685.1	697.8	711.0	724.6
One bathroom	798.7	814.0	829.0	843.9	859.3	875.1
More than 1 bathroom	294.9	301.0	307.0	312.9	319.1	325.4
Kitchen	848.7	865.4	881.7	898.0	914.8	932.1
Family room	481.3	491.5	501.3	511.1	521.2	531.6
Dining room	625.7	638.4	650.8	663.2	676.0	689.1
Living / Great room	818.4	834.3	849.9	865.5	881.6	898.0
Other rooms	514.9	525.1	535.1	545.1	555.4	566.0
ROOMS FOR WHICH WALLPAPER WAS PURCHASED						
Number of Households						
All rooms	0.0	0.0	0.0	0.0	0.0	0.0
One bedroom	83.8	85.6	87.2	88.9	90.6	92.4
More than 1 bedroom	18.0	18.4	18.7	19.1	19.4	19.8
One bathroom	116.8	119.1	121.3	123.6	125.8	128.2
More than 1 bathroom	30.3	30.9	31.5	32.1	32.7	33.4
Kitchen	74.7	76.1	77.5	78.9	80.3	81.8
Family room	13.8	14.1	14.4	14.7	15.0	15.3
Dining room	47.6	48.7	49.7	50.7	51.8	52.9
Living / Great room	41.2	41.9	42.5	43.2	43.8	44.5
Other rooms	28.7	29.4	30.0	30.6	31.3	32.0
PAINT AND WALLPAPER						
Square Feet of Interior Finished						
Painted ceilings	2,411,687.0	2,457,762.5	2,503,201.7	2,548,373.3	2,595,100.0	2,642,987.0
Painted walls	6,149,454.2	6,266,180.7	6,381,430.2	6,495,980.7	6,614,471.5	6,735,905.7
Painted doors and molding	1,310,122.2	1,334,760.2	1,359,131.9	1,383,349.8	1,408,399.6	1,434,074.3
Wallpaper and border	30,757.2	31,427.1	32,070.6	32,713.2	33,377.5	34,058.0
TOTAL	9,902,020.6	10,090,130.5	10,275,834.4	10,460,417.0	10,651,348.5	10,847,025.1
PURCHASED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	4,490,232.9	4,579,698.2	4,667,444.7	4,754,812.7	4,845,182.6	4,937,905.7
No	5,089,224.9	5,186,634.8	5,282,563.5	5,377,921.8	5,476,568.0	5,577,603.2
Not sure	322,562.8	323,797.4	325,826.2	327,682.4	329,597.9	331,516.2
TOTAL	9,902,020.6	10,090,130.5	10,275,834.4	10,460,417.0	10,651,348.5	10,847,025.1

	2005	2006 <i>(forecast)</i>	2007 <i>(forecast)</i>	2008 <i>(forecast)</i>	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>
PACIFIC						
	All Data in Thousands					
INSTALLED BY A PROFESSIONAL CONTRACTOR						
Square Feet of Interior Finished with Paint or Wallpaper						
Yes	3,144,545.5	3,209,993.3	3,273,787.9	3,337,420.2	3,403,224.3	3,470,809.7
No	6,501,909.9	6,623,781.5	6,744,253.9	6,863,909.6	6,987,704.2	7,114,470.0
Not sure	255,565.2	256,355.7	257,792.6	259,087.2	260,420.0	261,745.4
TOTAL	9,902,020.6	10,090,130.5	10,275,834.4	10,460,417.0	10,651,348.5	10,847,025.1
PLACE OF PURCHASE						
Square Feet of Interior Finished with Paint or Wallpaper						
Home center	6,235,218.1	6,357,185.1	6,477,106.1	6,596,412.5	6,719,832.6	6,846,397.0
Hardware store	501,004.4	510,704.5	520,252.3	529,749.5	539,577.9	549,642.7
Specialty store	1,199,421.5	1,224,340.6	1,248,530.9	1,272,648.3	1,297,592.4	1,323,151.1
Lumber yard	108,210.6	110,346.6	112,422.1	114,485.4	116,620.2	118,798.2
Discount store	333,114.7	338,792.9	344,457.5	350,063.9	355,860.0	361,774.0
Other	634,745.1	646,895.5	658,883.8	670,805.9	683,139.0	695,779.8
Not sure	890,306.3	901,865.3	914,181.6	926,251.7	938,726.4	951,482.2
TOTAL	9,902,020.6	10,090,130.5	10,275,834.4	10,460,417.0	10,651,348.5	10,847,025.1

APPENDIX B

PURCHASE RATE TABLES

PURCHASE RATE TABLE
FOR
OWNER-OCCUPIED HOUSEHOLDS

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
INTERIOR FINISH										
HOUSEHOLDS THAT SPENT MONEY ON: INTERIOR FINISHES										
Sample Size	593	1,711	2,591	1,106	2,068	621	1,118	835	1,244	11,887
Projected Households	1,260,024	3,430,434	4,401,041	1,916,322	4,720,424	1,524,502	2,451,417	1,693,936	3,130,372	24,528,473
TYPE OF EXPENDITURE										
Households that Spent Money on:										
Paneling, gypsum wallboard or Sheetrock" for" interior ceiling surfaces	0.307	0.284	0.273	0.300	0.220	0.247	0.257	0.254	0.239	0.259
Paneling, gypsum wallboard or Sheetrock or ceiling tiles for interior ceiling surfaces	0.129	0.137	0.120	0.154	0.092	0.115	0.098	0.103	0.096	0.113
Paint for interior walls, ceilings, doors or moldi	0.930	0.915	0.914	0.917	0.925	0.905	0.911	0.916	0.934	0.919
Wallpaper	0.155	0.168	0.162	0.172	0.148	0.176	0.138	0.095	0.094	0.146
Other interior finish materials	0.162	0.139	0.147	0.123	0.121	0.135	0.134	0.164	0.146	0.139
INTERIOR WALL SURFACE MATERIAL										
Square Feet of Interior Wall Finished										
Plywood paneling	23.544	19.175	19.438	24.017	15.829	23.328	20.628	8.287	12.216	17.944
Decorative hardboard or other paneling (non-v	7.564	8.628	7.596	6.669	4.545	3.901	9.098	6.843	2.628	6.313
Decorative hardboard or other paneling (wood	8.183	10.229	6.657	6.347	6.908	8.836	4.100	5.074	4.773	6.789
Actual wood boards	4.141	4.020	2.609	2.268	1.078	0.490	1.857	1.872	0.928	2.092
3/8 or 1/2 inch gypsum drywall	117.353	106.075	116.260	148.824	76.350	103.384	74.318	96.958	67.000	97.143
5/8 or 3/4 inch gypsum drywall	27.392	48.913	31.290	68.385	33.402	47.305	26.837	45.204	55.703	41.486
Fiber cement backerboard	1.623	2.198	2.408	3.066	2.592	1.490	3.278	3.624	4.085	2.753
1/2 inch cement backerboard	3.739	3.424	3.404	3.382	2.431	2.976	3.068	1.972	2.314	2.937
Other	10.995	4.088	4.656	5.516	4.028	1.192	2.860	6.411	3.938	4.483
TOTAL	204.534	206.751	194.317	268.473	147.164	192.903	146.044	176.245	153.585	181.941
INTERIOR CEILING SURFACE MATERIAL										
Square Feet of Interior Ceiling Finished										
Plywood paneling	6.650	3.930	3.915	1.009	3.609	4.419	5.168	3.522	2.997	3.784
Decorative hardboard or other paneling (non-v	5.018	5.401	2.530	2.366	1.637	2.391	0.725	2.934	1.962	2.641
Decorative hardboard or other paneling (wood	6.152	3.495	2.155	0.808	1.756	2.228	1.003	3.924	0.729	2.195
Actual wood boards	2.989	0.980	0.939	1.251	1.151	1.012	0.735	1.583	0.337	1.067
3/8 or 1/2 inch gypsum drywall	36.697	23.512	34.807	25.045	15.769	36.751	17.673	24.804	16.483	24.277
5/8 or 3/4 inch gypsum drywall	7.008	11.698	11.919	17.143	14.269	12.766	6.252	11.636	14.689	12.316
Fiber cement backerboard	0.492	1.128	0.302	0.417	0.237	0.436	0.215	0.764	0.285	0.453
1/2 inch cement backerboard	0.556	0.685	0.954	0.080	0.350	0.530	0.195	0.663	0.159	0.488
Acoustical tiles	8.822	11.123	10.458	10.596	4.574	4.897	2.146	3.818	1.007	6.504
Other	1.677	7.797	7.426	11.663	6.630	5.315	4.022	7.775	5.869	6.714
TOTAL	76.060	69.749	75.405	70.377	49.982	70.745	38.133	61.423	44.517	60.440
PURCHASED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished										
Yes	101.183	111.679	100.134	118.422	78.595	120.951	63.343	107.239	98.296	96.959
No	168.924	161.722	164.877	218.952	116.544	142.280	115.840	130.428	95.455	142.022
Not sure	10.487	3.098	4.711	1.476	2.007	0.416	4.995	0.000	4.351	3.399
TOTAL	280.594	276.499	269.722	338.850	197.145	263.647	184.177	237.668	198.102	242.381

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
INSTALLED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished										
Yes	63.368	77.167	73.802	67.675	60.546	56.663	43.882	71.410	89.916	68.543
No	211.678	197.169	195.191	269.608	135.853	206.631	140.296	166.258	104.803	172.400
Not sure	5.548	2.164	0.728	1.566	0.747	0.352	0.000	0.000	3.383	1.438
TOTAL	280.594	276.499	269.722	338.850	197.145	263.647	184.177	237.668	198.102	242.381
PLACE OF PURCHASE										
Square Feet of Interior Finished										
Home center	190.977	183.853	189.717	240.008	150.804	225.748	138.093	135.780	116.510	169.414
Hardware store	10.663	24.417	10.017	18.639	2.282	5.460	3.471	17.559	9.887	10.816
Specialty store	16.281	12.473	36.181	33.216	18.542	9.940	9.228	30.802	18.131	21.217
Lumber yard	8.768	21.788	2.372	9.500	7.158	2.717	16.386	13.658	11.404	10.248
Discount store	9.165	13.754	10.376	22.900	5.192	7.441	5.100	8.310	3.906	9.089
Other	2.810	12.225	7.212	6.153	3.131	3.760	8.980	14.265	15.771	8.361
Not sure	41.930	7.989	13.846	8.432	10.036	8.582	2.919	17.294	22.492	13.236
TOTAL	280.594	276.499	269.722	338.850	197.145	263.647	184.177	237.668	198.102	242.381
ROOMS FOR WHICH PAINT WAS PURCHASED										
Number of Households										
All rooms	0.134	0.132	0.132	0.141	0.192	0.151	0.200	0.227	0.240	0.173
One bedroom	0.219	0.229	0.207	0.225	0.219	0.213	0.221	0.196	0.178	0.212
More than 1 bedroom	0.163	0.144	0.164	0.176	0.156	0.184	0.173	0.165	0.184	0.165
One bathroom	0.244	0.217	0.249	0.236	0.216	0.234	0.184	0.203	0.216	0.222
More than 1 bathroom	0.065	0.054	0.058	0.067	0.093	0.084	0.075	0.078	0.086	0.073
Kitchen	0.280	0.236	0.242	0.246	0.225	0.277	0.245	0.216	0.236	0.240
Family room	0.155	0.150	0.140	0.151	0.144	0.121	0.136	0.140	0.142	0.142
Dining room	0.157	0.183	0.154	0.158	0.164	0.150	0.163	0.133	0.179	0.163
Living / Great room	0.227	0.235	0.227	0.229	0.232	0.263	0.201	0.201	0.225	0.227
Other rooms	0.195	0.184	0.183	0.159	0.159	0.142	0.150	0.139	0.144	0.164
ROOMS FOR WHICH WALLPAPER WAS PURCHASED										
Number of Households										
All rooms	0.002	0.005	0.002	0.003	0.003	0.010	0.005	0.002	0.000	0.003
One bedroom	0.029	0.039	0.041	0.045	0.030	0.042	0.024	0.027	0.024	0.034
More than 1 bedroom	0.014	0.016	0.014	0.015	0.012	0.018	0.012	0.004	0.005	0.012
One bathroom	0.044	0.046	0.055	0.060	0.054	0.058	0.042	0.025	0.032	0.047
More than 1 bathroom	0.012	0.013	0.008	0.011	0.016	0.014	0.021	0.005	0.009	0.012
Kitchen	0.042	0.048	0.049	0.048	0.040	0.046	0.053	0.022	0.020	0.042
Family room	0.018	0.007	0.008	0.011	0.008	0.005	0.002	0.003	0.004	0.007
Dining room	0.015	0.019	0.016	0.021	0.015	0.020	0.012	0.013	0.015	0.016
Living / Great room	0.031	0.016	0.017	0.022	0.016	0.007	0.006	0.014	0.009	0.015
Other rooms	0.020	0.022	0.017	0.026	0.016	0.016	0.012	0.009	0.009	0.016
PAINT AND WALLPAPER										
Square Feet of Interior Finished										
Painted ceilings	544.665	552.788	530.733	517.245	603.222	541.891	582.563	585.770	655.566	573.035
Painted walls	1,325.780	1,281.527	1,287.632	1,288.538	1,502.231	1,341.815	1,501.966	1,596.523	1,663.019	1,424.136
Painted doors and molding	279.846	279.043	264.998	260.687	325.857	291.721	313.643	317.413	351.760	300.315
Wallpaper and border	42.457	40.102	28.867	27.963	25.915	56.389	21.688	7.059	9.436	27.505
TOTAL	2,192.748	2,153.460	2,112.230	2,094.433	2,457.225	2,231.815	2,419.861	2,506.764	2,679.781	2,324.992

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
PURCHASED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished with Paint or Wallpaper										
Yes	798.582	818.472	765.986	699.052	1,057.560	769.812	907.056	1,157.393	1,269.344	931.491
No	1,344.882	1,295.008	1,291.223	1,364.166	1,358.297	1,392.378	1,455.378	1,279.002	1,383.233	1,346.707
Not sure	49.284	39.980	55.021	31.216	41.368	69.626	57.426	70.369	27.204	46.793
TOTAL	2,192.748	2,153.460	2,112.230	2,094.433	2,457.225	2,231.815	2,419.861	2,506.764	2,679.781	2,324.992
INSTALLED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished with Paint or Wallpaper										
Yes	516.830	539.686	390.928	271.916	668.275	398.443	554.919	628.194	927.813	564.038
No	1,644.924	1,588.007	1,701.826	1,806.201	1,775.391	1,803.538	1,851.462	1,836.342	1,732.388	1,739.763
Not sure	30.995	25.694	19.476	16.316	13.560	29.834	13.480	42.227	19.581	21.181
TOTAL	2,192.748	2,153.387	2,112.230	2,094.433	2,457.225	2,231.815	2,419.861	2,506.764	2,679.781	2,324.981
PLACE OF PURCHASE										
Square Feet of Interior Finished with Paint or Wallpaper										
Home center	1,387.102	1,333.369	1,401.590	1,325.896	1,715.542	1,468.327	1,672.359	1,540.236	1,730.182	1,528.529
Hardware store	243.366	204.267	137.161	155.626	103.174	69.063	75.984	152.461	136.961	137.589
Specialty store	228.272	255.518	209.723	181.730	267.625	146.879	202.283	212.062	351.199	239.604
Lumber yard	53.851	24.887	16.188	62.447	18.951	20.056	26.636	48.193	29.880	28.727
Discount store	87.549	147.996	155.079	233.313	137.073	297.561	263.460	171.196	82.080	164.750
Other	45.165	85.217	71.941	93.926	118.802	106.871	81.450	108.770	172.891	101.706
Not sure	147.443	102.207	120.548	41.496	96.057	123.059	97.687	273.847	176.588	124.085
TOTAL	2,192.748	2,153.460	2,112.230	2,094.433	2,457.225	2,231.815	2,419.861	2,506.764	2,679.781	2,324.992

PURCHASE RATE TABLE
FOR
RENTER-OCCUPIED HOUSEHOLDS

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
INTERIOR FINISH										
HOUSEHOLDS THAT SPENT MONEY ON: INTERIOR FINISHES										
Sample Size	96	212	271	112	244	71	124	111	231	1,472
Projected Households	267,122	761,936	598,498	243,964	802,613	205,976	448,454	261,569	684,974	4,275,106
TYPE OF EXPENDITURE										
Households that Spent Money on:										
Paneling, gypsum wallboard or Sheetrock" for" interior ceiling surfaces	0.183	0.173	0.130	0.148	0.134	0.254	0.118	0.144	0.158	0.153
Paneling, gypsum wallboard or Sheetrock or ceiling tiles for interior ceiling surfaces	0.087	0.050	0.074	0.086	0.057	0.031	0.050	0.048	0.065	0.060
Paint for interior walls, ceilings, doors or moldi	0.850	0.912	0.937	0.892	0.938	0.863	0.887	0.921	0.914	0.911
Wallpaper	0.141	0.168	0.139	0.107	0.133	0.182	0.126	0.075	0.066	0.126
Other interior finish materials	0.215	0.165	0.104	0.159	0.086	0.087	0.077	0.112	0.123	0.121
INTERIOR WALL SURFACE MATERIAL										
Square Feet of Interior Wall Finished										
Plywood paneling	14.834	9.465	4.704	9.534	6.632	24.212	7.779	8.547	7.888	8.831
Decorative hardboard or other paneling (non-v	0.000	0.418	0.929	4.665	0.484	14.720	0.000	0.000	0.835	1.405
Decorative hardboard or other paneling (wood	0.000	0.929	2.978	6.845	0.408	13.381	0.000	0.000	2.002	2.015
Actual wood boards	0.000	1.388	0.363	0.685	0.000	4.174	0.308	0.000	0.240	0.609
3/8 or 1/2 inch gypsum drywall	42.144	42.890	62.585	26.490	14.538	24.034	11.571	27.295	15.831	29.859
5/8 or 3/4 inch gypsum drywall	7.079	5.401	9.532	13.230	8.737	43.119	11.855	5.656	13.733	11.002
Fiber cement backerboard	0.000	0.366	0.603	0.717	0.000	4.009	0.000	0.136	0.000	0.392
1/2 inch cement backerboard	0.592	0.108	1.023	0.798	0.227	4.462	0.000	0.000	0.604	0.599
Other	0.289	0.211	0.000	0.000	10.503	11.400	1.098	0.281	2.978	3.186
TOTAL	64.938	61.176	82.716	62.964	41.529	143.512	32.611	41.916	44.112	57.898
INTERIOR CEILING SURFACE MATERIAL										
Square Feet of Interior Ceiling Finished										
Plywood paneling	0.354	0.000	10.489	6.552	2.081	0.000	0.000	0.000	0.446	2.327
Decorative hardboard or other paneling (non-v	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Decorative hardboard or other paneling (wood	0.000	0.000	0.000	1.483	0.000	0.000	6.309	0.000	0.000	0.746
Actual wood boards	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
3/8 or 1/2 inch gypsum drywall	9.596	1.050	17.458	4.529	2.869	0.000	0.925	1.030	2.801	4.637
5/8 or 3/4 inch gypsum drywall	4.140	5.491	1.081	5.435	4.201	0.000	0.000	6.535	2.170	3.235
Fiber cement backerboard	0.000	0.000	0.044	0.000	0.057	0.000	0.221	0.000	0.000	0.040
1/2 inch cement backerboard	0.000	0.000	0.000	0.286	0.000	0.000	0.093	0.403	0.000	0.051
Acoustical tiles	0.000	6.656	1.982	0.000	2.413	10.388	0.000	0.000	0.000	2.417
Other	0.000	1.220	1.265	0.000	3.793	0.000	0.000	0.000	0.265	1.149
TOTAL	14.091	14.416	32.319	18.284	15.415	10.388	7.547	7.969	5.682	14.602
PURCHASED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished										
Yes	35.627	33.107	14.103	9.095	21.852	44.176	16.487	21.378	11.663	21.757
No	39.195	35.739	99.037	58.213	33.693	109.724	22.335	27.018	36.206	47.415
Not sure	4.207	6.747	1.895	13.940	1.398	0.000	1.336	1.489	1.925	3.328
TOTAL	79.029	75.592	115.035	81.248	56.943	153.900	40.158	49.884	49.794	72.500

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
INSTALLED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished										
Yes	20.894	8.172	1.895	9.809	11.197	16.097	2.843	15.396	8.481	9.064
No	58.134	66.533	112.845	57.499	44.349	137.804	35.980	33.987	41.137	61.980
Not sure	0.000	0.887	0.295	13.940	1.398	0.000	1.336	0.502	0.176	1.456
TOTAL	79.029	75.592	115.035	81.248	56.943	153.900	40.158	49.884	49.794	72.500
PLACE OF PURCHASE										
Square Feet of Interior Finished										
Home center	72.187	41.605	98.317	59.324	48.920	106.968	25.062	36.171	26.926	52.569
Hardware store	0.000	1.912	3.459	0.000	1.783	7.233	4.291	0.000	1.867	2.257
Specialty store	0.000	3.178	1.124	3.470	0.512	0.000	0.000	0.000	9.601	2.556
Lumber yard	0.000	11.905	1.464	0.000	0.000	0.000	6.571	5.580	0.132	3.379
Discount store	0.289	1.666	3.483	1.770	4.052	25.987	0.000	0.000	3.319	3.448
Other	2.346	0.544	4.419	0.000	1.173	0.000	2.671	1.916	4.439	2.191
Not sure	4.207	14.784	2.767	16.684	0.504	13.712	1.563	6.217	3.509	6.099
TOTAL	79.029	75.592	115.035	81.248	56.943	153.900	40.158	49.884	49.794	72.500
ROOMS FOR WHICH PAINT WAS PURCHASED										
Number of Households										
All rooms	0.171	0.295	0.330	0.281	0.336	0.324	0.268	0.406	0.389	0.319
One bedroom	0.237	0.206	0.198	0.194	0.186	0.215	0.149	0.176	0.186	0.192
More than 1 bedroom	0.188	0.124	0.121	0.122	0.148	0.098	0.183	0.109	0.120	0.135
One bathroom	0.275	0.209	0.193	0.237	0.216	0.138	0.209	0.183	0.179	0.204
More than 1 bathroom	0.059	0.012	0.035	0.017	0.039	0.029	0.101	0.045	0.037	0.040
Kitchen	0.214	0.257	0.225	0.168	0.221	0.231	0.185	0.203	0.163	0.211
Family room	0.057	0.047	0.095	0.105	0.111	0.097	0.101	0.065	0.052	0.080
Dining room	0.127	0.097	0.117	0.120	0.130	0.170	0.073	0.076	0.097	0.109
Living / Great room	0.228	0.206	0.175	0.205	0.197	0.215	0.247	0.185	0.166	0.198
Other rooms	0.094	0.127	0.107	0.107	0.052	0.017	0.085	0.041	0.093	0.087
ROOMS FOR WHICH WALLPAPER WAS PURCHASED										
Number of Households										
All rooms	0.000	0.011	0.003	0.020	0.014	0.014	0.000	0.000	0.000	0.007
One bedroom	0.042	0.039	0.038	0.031	0.029	0.024	0.031	0.027	0.012	0.030
More than 1 bedroom	0.011	0.016	0.011	0.007	0.018	0.029	0.014	0.009	0.004	0.013
One bathroom	0.033	0.043	0.071	0.023	0.037	0.060	0.055	0.024	0.024	0.042
More than 1 bathroom	0.000	0.000	0.003	0.000	0.012	0.044	0.025	0.008	0.004	0.008
Kitchen	0.056	0.076	0.052	0.033	0.036	0.089	0.045	0.014	0.017	0.046
Family room	0.021	0.012	0.003	0.000	0.000	0.017	0.000	0.000	0.000	0.005
Dining room	0.019	0.027	0.014	0.000	0.007	0.022	0.000	0.000	0.000	0.010
Living / Great room	0.050	0.029	0.014	0.016	0.015	0.042	0.007	0.000	0.017	0.019
Other rooms	0.023	0.014	0.012	0.000	0.008	0.000	0.009	0.000	0.000	0.008
PAINT AND WALLPAPER										
Square Feet of Interior Finished										
Painted ceilings	302.357	480.601	556.640	379.316	426.741	468.463	457.325	504.720	524.384	469.681
Painted walls	816.327	1,158.618	1,317.585	1,097.063	1,300.802	1,230.958	1,234.527	1,365.457	1,376.292	1,241.646
Painted doors and molding	164.044	263.801	280.012	216.021	237.300	255.636	253.609	287.642	304.827	258.705
Wallpaper and border	23.250	25.801	19.831	15.998	50.988	27.897	6.636	1.129	1.770	21.706
TOTAL	1,305.978	1,928.821	2,174.068	1,708.398	2,015.830	1,982.954	1,952.097	2,158.948	2,207.273	1,991.738

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
PURCHASED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished with Paint or Wallpaper										
Yes	390.305	778.549	990.959	295.818	569.175	372.537	466.247	425.903	753.467	639.253
No	708.863	930.957	920.267	942.980	1,130.944	1,438.169	1,206.230	1,265.160	1,107.253	1,055.824
Not sure	206.810	219.315	262.842	469.601	315.712	172.248	279.620	467.885	346.552	296.661
TOTAL	1,305.978	1,928.821	2,174.068	1,708.398	2,015.830	1,982.954	1,952.097	2,158.948	2,207.273	1,991.738
INSTALLED BY A PROFESSIONAL CONTRACTOR										
Square Feet of Interior Finished with Paint or Wallpaper										
Yes	106.395	328.031	374.906	182.317	251.774	307.512	349.275	271.324	349.845	299.378
No	1,048.256	1,485.945	1,645.309	1,243.661	1,539.580	1,542.275	1,448.283	1,670.764	1,573.823	1,501.302
Not sure	151.327	114.845	153.854	282.420	224.476	133.167	154.539	216.860	283.605	191.058
TOTAL	1,305.978	1,928.821	2,174.068	1,708.398	2,015.830	1,982.954	1,952.097	2,158.948	2,207.273	1,991.738
PLACE OF PURCHASE										
Square Feet of Interior Finished with Paint or Wallpaper										
Home center	651.673	1,060.411	1,203.374	682.266	1,019.244	1,091.745	902.824	1,038.343	1,194.710	1,030.724
Hardware store	104.286	147.194	111.842	126.546	36.536	298.920	92.700	138.457	105.317	111.960
Specialty store	59.840	35.174	99.966	11.214	90.952	9.001	21.745	2.402	145.694	67.923
Lumber yard	0.000	20.673	18.414	12.876	0.000	0.000	0.000	0.121	21.397	10.433
Discount store	137.723	282.557	230.995	360.493	392.259	402.911	427.460	269.089	111.134	284.042
Other	24.237	44.265	49.199	50.200	90.769	57.226	128.624	118.708	136.367	81.559
Not sure	328.218	338.548	460.278	464.804	386.071	123.150	378.744	591.829	492.653	405.097
TOTAL	1,305.978	1,928.821	2,174.068	1,708.398	2,015.830	1,982.954	1,952.097	2,158.948	2,207.273	1,991.738

APPENDIX C

INCIDENCE RATE TABLES

INCIDENCE RATE TABLE
FOR
OWNER-OCCUPIED HOUSEHOLDS

2005 INCIDENCE RATES
 FOR
 OWNER OCCUPIED

INTERIOR FINISH

	Sample Size	Incidence of Purchase	x 1000 Owner Households	Owner HHs That Bought
CT & RI & MA			2,697.4	942,915
ME & NH & VT			982.1	317,109
New England	1,491	34.2%	3,679.6	1,260,024
NJ			2,287.0	800,056
NY			4,050.9	1,375,798
PA			3,434.5	1,254,580
Mid Atlantic	4,159	35.1%	9,772.3	3,430,434
IL			3,248.3	1,138,833
IN			1,797.9	633,412
MI			2,987.3	990,534
OH			3,309.6	1,132,815
WI			1,464.2	505,447
East North Central	6,441	34.4%	12,807.4	4,401,041
IA & NE			1,370.9	464,894
KS & MO			2,321.2	820,854
MN			1,530.2	511,968
ND & SD			378.1	118,607
West North Central	2,731	34.2%	5,600.4	1,916,322
DE & MD			1,741.8	537,959
NO FL			3,461.0	1,033,718
SO FL			2,130.2	593,146
GA			2,125.6	673,575
NC & SC			3,726.6	1,108,998
VA & WV			2,476.9	773,028
South Atlantic	5,792	30.1%	15,662.1	4,720,424
AL & MS			2,323.4	622,712
KY & TN			2,935.3	901,789
East South Central	1,800	29.0%	5,258.7	1,524,502
AR & OK			1,834.0	501,262
LA & E TX			3,664.3	1,033,187
W TX			3,309.4	916,969
West South Central	3,414	27.8%	8,807.7	2,451,417
AZ & NM & NV			2,915.4	830,270
CO & UT			1,893.5	621,913
ID & MT & WY			802.8	241,754
Mountain	2,325	30.2%	5,611.6	1,693,936
N CA			3,384.4	1,017,725
S CA & HI			4,227.9	1,272,001
OR			955.0	313,434
WA & AK			1,818.6	527,212
Pacific	3,498	30.1%	10,385.9	3,130,372
U.S. Total	31,651	31.6%	77,585.7	24,528,473

INCIDENCE RATE TABLE
FOR
RENTER-OCCUPIED HOUSEHOLDS

INTERIOR FINISH	2005 INCIDENCE RATES FOR RENTER OCCUPIED			
	Sample Size	Incidence of Purchase	x 1000 Renter Households	Renter HHs That Bought
CT & RI & MA			1,398.9	213,359
ME & NH & VT			352.5	53,764
New England	533	15.3%	1,751.4	267,122
NJ			1,037.1	142,915
NY			3,341.2	460,422
PA			1,150.9	158,600
Mid Atlantic	1,303	13.8%	5,529.3	761,936
IL			1,219.8	164,710
IN			574.0	77,506
MI			887.3	119,810
OH			1,217.9	164,453
WI			533.4	72,018
East North Central	1,674	13.5%	4,432.3	598,498
IA & NE			520.6	60,960
KS & MO			921.7	107,933
MN			472.7	55,350
ND & SD			168.4	19,721
West North Central	785	11.7%	2,083.4	243,964
DE & MD			738.9	97,855
NO FL			1,332.6	176,478
SO FL			820.2	108,624
GA			872.4	115,534
NC & SC			1,472.7	195,033
VA & WV			823.7	109,089
South Atlantic	1,622	13.2%	6,060.7	802,613
AL & MS			720.6	80,306
KY & TN			1,127.6	125,670
East South Central	532	11.1%	1,848.1	205,976
AR & OK			776.4	81,007
LA & E TX			1,778.5	185,570
W TX			1,743.1	181,877
West South Central	1,027	10.4%	4,298.0	448,454
AZ & NM & NV			1,335.3	148,097
CO & UT			728.0	80,742
ID & MT & WY			295.1	32,729
Mountain	844	11.1%	2,358.4	261,569
N CA			2,284.6	240,959
S CA & HI			2,847.7	300,343
OR			429.1	45,253
WA & AK			933.2	98,420
Pacific	1,828	10.5%	6,494.5	684,974
U.S. Total	10,148	12.3%	34,856.1	4,275,106

APPENDIX D

DEMOGRAPHIC TABLES

DEMOGRAPHIC TABLES
FOR
ALL OWNER-OCCUPIED RESPONDENTS

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
SAMPLE SIZE	1,491	4,159	6,441	2,731	5,792	1,800	3,414	2,325	3,498	31,651
DOLLARS SPENT	\$7,259	\$6,076	\$4,539	\$4,326	\$5,406	\$3,524	\$3,832	\$4,478	\$7,539	\$5,269
YEAR DWELLING WAS CONSTRUCTED										
Percentage of Purchasing Households										
1919 or earlier	15.2%	13.3%	9.8%	11.0%	2.2%	2.9%	1.9%	2.0%	2.7%	6.2%
1920 to 1929	4.0%	6.3%	5.1%	5.5%	1.2%	1.5%	1.5%	1.3%	2.8%	3.2%
1930 to 1939	4.4%	4.7%	3.8%	2.9%	1.3%	1.5%	1.9%	1.0%	2.0%	2.5%
1940 to 1949	4.9%	7.4%	7.0%	6.0%	2.7%	2.8%	3.2%	2.4%	5.5%	4.8%
1950 to 1959	11.7%	16.1%	15.1%	13.0%	7.6%	8.0%	8.5%	8.1%	13.3%	11.4%
1960 to 1969	12.2%	11.7%	11.3%	11.4%	9.8%	9.8%	10.8%	7.9%	13.6%	11.0%
1970 to 1974	7.2%	8.0%	7.8%	8.5%	7.1%	9.7%	8.7%	9.7%	8.7%	8.2%
1975 to 1979	7.0%	6.8%	7.2%	8.4%	7.9%	9.9%	11.5%	11.4%	11.4%	8.9%
1980 to 1984	5.8%	4.6%	4.2%	5.6%	9.1%	7.3%	11.2%	9.0%	7.9%	7.3%
1985 to 1989	11.9%	6.1%	5.3%	6.1%	12.7%	10.2%	8.7%	7.9%	9.5%	8.7%
1990 to 1994	3.9%	5.2%	6.3%	6.1%	9.7%	8.6%	6.8%	6.9%	6.6%	7.0%
1995 to 1999	6.0%	4.9%	8.6%	7.8%	14.2%	14.6%	11.8%	14.7%	7.5%	10.1%
2000 to 2005	5.9%	4.9%	8.4%	7.7%	14.5%	13.3%	13.6%	17.7%	8.6%	10.6%
Not sure	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF EXISTING DWELLING										
Percentage of Purchasing Households										
Single-family detached	77.9%	78.9%	85.4%	84.0%	75.9%	80.8%	83.9%	80.1%	77.3%	80.3%
Duplex or triplex	4.3%	4.7%	1.8%	2.0%	1.4%	0.9%	0.4%	2.0%	2.0%	2.0%
Mobile home	4.4%	4.8%	6.1%	7.8%	11.3%	14.6%	11.4%	10.1%	10.1%	9.0%
Townhouses	3.3%	4.5%	1.5%	3.0%	4.7%	0.9%	1.4%	2.9%	3.0%	3.0%
Condominiums/Apartments	9.4%	5.5%	4.2%	2.0%	5.9%	1.8%	1.6%	3.7%	6.3%	4.6%
Other	0.1%	0.5%	0.3%	0.2%	0.4%	0.2%	0.5%	0.6%	0.6%	0.4%
Not sure	0.6%	1.0%	0.7%	0.9%	0.4%	1.0%	0.8%	0.6%	0.6%	0.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF DETACHED HOUSE										
Percentage of Purchasing Households										
One story or ranch	27.4%	26.2%	42.0%	47.3%	62.6%	62.8%	74.7%	63.0%	60.9%	53.0%
Cape Cod (1 1/2 story)	13.3%	9.8%	7.2%	6.0%	2.8%	3.6%	1.1%	0.7%	1.5%	4.7%
Bi-level or split foyer	3.9%	6.0%	4.5%	7.7%	3.3%	3.8%	0.8%	4.5%	1.9%	3.8%
Two story	45.0%	47.5%	37.7%	27.0%	24.7%	22.4%	19.0%	22.4%	28.3%	30.3%
Split-level	5.1%	5.0%	4.8%	6.9%	3.1%	2.5%	1.0%	4.9%	3.1%	3.8%
Other	4.8%	4.6%	3.0%	4.3%	2.7%	3.3%	2.2%	4.1%	3.1%	3.3%
Not sure	0.6%	0.8%	0.7%	0.9%	1.0%	1.7%	1.1%	0.4%	1.3%	1.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SQUARE FEET OF FLOOR AREA										
Percentage of Purchasing Households										
Less than 500	0.3%	0.4%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%
500 to 749	1.2%	0.9%	0.7%	0.9%	0.7%	0.4%	0.9%	0.7%	1.1%	0.8%
750 to 999	4.5%	2.9%	4.3%	5.6%	2.6%	2.6%	2.4%	4.2%	4.7%	3.6%
1,000 to 1,499	15.4%	12.1%	18.3%	19.0%	17.3%	17.0%	17.2%	20.6%	22.9%	17.8%
1,500 to 1,999	15.6%	13.5%	18.0%	17.7%	20.7%	18.0%	23.7%	24.4%	23.4%	19.7%
2,000 to 2,499	10.9%	9.7%	12.4%	10.2%	15.3%	15.5%	15.4%	15.3%	13.9%	13.4%
2,500 to 2,999	4.9%	5.9%	5.3%	6.1%	7.1%	6.3%	8.0%	8.1%	6.9%	6.6%
3,000 to 3,999	5.4%	5.2%	5.2%	4.9%	6.2%	6.5%	7.3%	6.4%	4.3%	5.7%
4,000 or more	3.3%	2.2%	1.7%	1.6%	2.4%	3.0%	2.5%	2.2%	1.8%	2.2%
Not sure	38.4%	47.3%	33.9%	33.9%	27.6%	30.5%	22.4%	17.9%	20.7%	30.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
YEARS OF RESIDENCY										
Percentage of Purchasing Households										
less than 5 years	27.9%	26.0%	31.1%	33.8%	35.2%	37.2%	36.5%	41.3%	32.5%	33.3%
6 - 10 years	21.9%	20.8%	23.3%	22.4%	24.6%	23.7%	22.4%	25.0%	22.8%	23.1%
11 - 15 years	13.5%	12.7%	14.2%	13.5%	14.8%	13.4%	13.3%	12.3%	12.8%	13.6%
16 - 20 years	9.8%	10.9%	9.4%	9.1%	9.2%	8.1%	8.5%	6.6%	9.5%	9.2%
21 - 25 years	8.6%	8.3%	6.4%	6.5%	6.2%	6.1%	6.4%	4.9%	7.1%	6.7%
25 - 30 years	6.0%	7.2%	5.5%	5.7%	4.1%	4.3%	5.1%	4.3%	5.1%	5.2%
30 years or more	12.4%	14.2%	10.1%	9.0%	5.9%	7.3%	7.6%	5.6%	10.2%	9.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
AGE OF HEAD-OF-HOUSEHOLD										
Percentage of Purchasing Households										
18 - 24 yrs	2.0%	1.0%	1.7%	2.3%	1.8%	2.6%	2.4%	1.3%	1.8%	1.8%
25 - 29 yrs	4.0%	3.4%	5.2%	5.4%	4.2%	6.1%	5.5%	6.1%	2.9%	4.6%
30 - 34 yrs	5.8%	6.9%	8.3%	8.7%	7.9%	9.2%	7.7%	7.3%	5.8%	7.5%
35 - 44 yrs	23.2%	21.7%	20.9%	21.2%	19.5%	20.2%	19.3%	17.3%	18.0%	20.0%
45 - 54 yrs	26.4%	26.6%	26.3%	25.9%	24.2%	25.0%	24.1%	23.2%	23.8%	25.0%
55 - 64 yrs	19.1%	22.5%	21.0%	19.6%	20.6%	19.1%	20.8%	21.7%	22.6%	21.0%
65 - 74 yrs	10.7%	10.5%	9.3%	9.8%	11.7%	9.9%	12.0%	14.0%	14.0%	11.4%
75 or more	7.9%	6.6%	6.5%	6.4%	9.4%	6.8%	7.6%	8.4%	10.1%	7.9%
Not sure	0.8%	0.9%	0.7%	0.6%	0.7%	1.1%	0.7%	0.6%	1.1%	0.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD INCOME										
Percentage of Purchasing Households										
Less than \$20,000	14.0%	13.6%	14.6%	17.4%	14.3%	17.5%	17.5%	15.6%	14.8%	15.2%
\$20,000 - \$29,999	8.4%	10.2%	11.1%	13.9%	12.2%	14.8%	13.0%	12.2%	9.7%	11.6%
\$30,000 - \$39,999	9.6%	10.7%	14.0%	14.0%	13.2%	13.2%	13.1%	13.0%	11.4%	12.6%
\$40,000 - \$49,999	9.9%	10.2%	12.0%	12.1%	11.2%	12.1%	10.8%	11.7%	9.4%	11.0%
\$50,000 - \$59,999	9.1%	11.2%	11.1%	9.8%	10.7%	11.6%	9.6%	11.1%	9.9%	10.5%
\$60,000 - \$74,999	14.1%	12.5%	12.8%	12.8%	12.5%	11.6%	11.6%	12.9%	12.0%	12.5%
\$75,000 - \$99,999	15.2%	13.0%	12.0%	10.3%	11.4%	10.2%	11.4%	10.3%	13.2%	11.9%
\$100,000 - \$149,999	14.5%	13.8%	9.3%	7.1%	10.5%	7.0%	8.6%	9.9%	13.9%	10.6%
\$150,000+	5.2%	4.7%	3.3%	2.6%	4.0%	2.0%	4.4%	3.3%	5.8%	4.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD DESIGN										
Percentage of Purchasing Households										
Couple	68.4%	69.6%	71.5%	71.1%	69.3%	72.3%	70.0%	69.3%	66.0%	69.6%
Male	8.6%	8.3%	7.2%	6.9%	7.7%	5.8%	7.9%	7.7%	9.9%	7.9%
Female	23.0%	22.1%	21.3%	22.0%	22.9%	21.9%	22.2%	23.0%	24.1%	22.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
RACE										
Percentage of Purchasing Households										
White	90.7%	88.7%	89.2%	91.0%	86.0%	88.5%	84.9%	88.0%	80.1%	86.9%
Non-white	5.3%	7.1%	6.8%	5.2%	10.4%	8.5%	12.0%	8.0%	15.5%	9.3%
Unspecified	4.0%	4.2%	4.0%	3.8%	3.6%	3.0%	3.1%	4.0%	4.3%	3.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
EDUCATION										
Percentage of Purchasing Households										
Junior High School	0.8%	0.7%	1.2%	0.6%	1.6%	1.8%	1.2%	0.8%	0.9%	1.1%
High School	18.1%	24.0%	23.9%	20.3%	20.5%	25.0%	20.1%	16.2%	12.4%	20.2%
Some college	31.6%	31.2%	37.2%	41.1%	36.0%	38.3%	36.2%	40.0%	41.3%	36.9%
Bachelors degree	32.2%	26.4%	24.5%	25.4%	25.7%	20.8%	26.0%	26.6%	27.6%	25.9%
Masters degree	13.0%	13.3%	9.9%	9.3%	12.2%	9.5%	11.9%	12.2%	12.5%	11.6%
Doctorate/JD/MD	3.0%	3.1%	2.5%	2.3%	2.9%	3.5%	3.2%	3.2%	3.7%	3.0%
Post Doctorate	1.2%	1.3%	0.8%	0.9%	1.2%	1.1%	1.4%	1.2%	1.6%	1.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
OCCUPATION OF HEAD OF HOUSEHOLD										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	33.6%	30.8%	27.2%	24.0%	28.7%	25.3%	30.0%	26.0%	29.3%	28.4%
Technical / Sales / Administrative support	13.6%	11.8%	12.9%	14.4%	12.3%	13.0%	13.1%	14.2%	12.6%	12.9%
Service / LPN / Policeman	3.9%	3.7%	3.5%	3.2%	3.1%	2.7%	2.7%	3.1%	2.6%	3.1%
Farming / Fishing / Forestry	0.6%	0.4%	0.7%	1.9%	0.3%	0.6%	0.7%	0.7%	0.8%	0.7%
Craftsman / Mechanic / Repairman / Miner	5.5%	4.9%	6.1%	6.4%	4.6%	5.6%	5.0%	5.2%	4.9%	5.2%
Laborer / Operator / Driver / Welder	6.4%	8.3%	13.3%	12.8%	6.2%	10.2%	7.0%	6.1%	4.7%	8.3%
Retired / Student / Armed forces / other	20.2%	22.2%	20.3%	20.2%	26.6%	22.9%	24.8%	28.0%	27.8%	24.0%
Other	15.6%	17.2%	15.4%	16.1%	17.6%	18.7%	16.1%	16.2%	16.2%	16.6%
Not sure	0.7%	0.7%	0.6%	0.9%	0.7%	1.1%	0.5%	0.6%	0.9%	0.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC TABLES

FOR

ALL RENTER-OCCUPIED RESPONDENTS

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
SAMPLE SIZE	533	1,303	1,674	785	1,622	532	1,027	844	1,828	10,148
YEAR DWELLING WAS CONSTRUCTED										
Percentage of Purchasing Households										
1919 or earlier	19.1%	16.3%	9.6%	9.4%	3.2%	4.1%	3.0%	3.8%	3.8%	7.4%
1920 to 1929	6.4%	8.4%	5.6%	4.5%	2.4%	1.9%	1.9%	1.7%	2.4%	4.0%
1930 to 1939	6.7%	6.3%	4.2%	4.5%	1.7%	2.9%	1.2%	3.6%	3.3%	3.6%
1940 to 1949	5.3%	7.7%	7.5%	5.4%	3.3%	5.2%	4.7%	3.9%	5.8%	5.5%
1950 to 1959	13.5%	17.0%	13.0%	12.4%	9.3%	9.3%	9.8%	8.8%	12.8%	12.1%
1960 to 1969	11.7%	9.6%	12.0%	13.4%	9.7%	11.3%	11.1%	10.8%	12.8%	11.2%
1970 to 1974	12.5%	9.3%	11.1%	13.1%	11.7%	13.1%	11.9%	12.1%	14.3%	12.0%
1975 to 1979	6.3%	5.5%	6.8%	6.0%	7.4%	9.5%	9.9%	6.0%	7.3%	7.2%
1980 to 1984	6.3%	5.9%	8.7%	8.6%	12.7%	13.2%	14.4%	11.2%	10.7%	10.3%
1985 to 1989	4.6%	2.7%	5.0%	5.7%	8.9%	5.2%	7.8%	6.4%	6.3%	6.1%
1990 to 1994	3.4%	3.4%	4.6%	4.8%	8.1%	7.2%	4.6%	7.0%	7.0%	5.7%
1995 to 1999	1.7%	2.6%	5.3%	4.6%	10.0%	9.4%	8.9%	12.2%	6.1%	6.7%
2000 to 2005	1.9%	4.4%	5.8%	6.5%	11.1%	7.4%	9.9%	11.7%	6.5%	7.5%
Not sure	0.6%	0.8%	0.8%	1.1%	0.5%	0.1%	1.0%	0.8%	0.8%	0.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF EXISTING DWELLING										
Percentage of Purchasing Households										
Single-family detached	19.7%	22.8%	30.6%	35.4%	31.5%	38.9%	36.7%	35.0%	31.7%	31.0%
Duplex or triplex	24.4%	15.5%	13.6%	10.1%	9.5%	7.4%	8.7%	9.1%	11.3%	11.9%
Mobile home	1.4%	2.6%	4.4%	4.6%	7.9%	9.5%	5.9%	5.5%	3.3%	4.9%
Townhouses	3.1%	5.3%	4.8%	4.9%	8.7%	4.7%	4.5%	4.9%	4.7%	5.4%
Condominiums/Apartments	46.2%	47.0%	41.0%	40.5%	38.4%	35.6%	39.6%	40.8%	45.5%	42.1%
Other	1.2%	2.1%	2.1%	2.2%	2.0%	1.6%	1.9%	2.5%	1.8%	2.0%
Not sure	3.9%	4.6%	3.4%	2.4%	1.9%	2.3%	2.6%	2.1%	1.7%	2.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF DETACHED HOUSE										
Percentage of Purchasing Households										
One story or ranch	33.2%	22.3%	47.0%	51.1%	64.6%	63.3%	83.2%	63.6%	67.4%	55.9%
Cape Cod (1 1/2 story)	8.8%	5.2%	4.5%	4.9%	2.4%	3.3%	0.2%	0.3%	1.5%	3.1%
Bi-level or split foyer	1.7%	2.5%	1.6%	4.2%	3.4%	4.2%	0.3%	3.3%	1.6%	2.3%
Two story	44.1%	58.0%	39.3%	34.1%	20.1%	19.0%	7.4%	20.6%	19.1%	28.8%
Split-level	2.5%	2.8%	1.3%	2.9%	3.0%	2.6%	1.4%	5.5%	2.2%	2.5%
Other	3.5%	7.1%	3.7%	2.0%	3.5%	4.1%	3.9%	4.3%	4.1%	4.2%
Not sure	6.1%	2.1%	2.6%	0.7%	3.1%	3.4%	3.7%	2.6%	4.0%	3.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SQUARE FEET OF FLOOR AREA										
Percentage of Purchasing Households										
Less than 500	1.5%	1.9%	1.2%	0.7%	0.7%	0.4%	0.9%	0.6%	1.4%	1.1%
500 to 749	3.5%	3.1%	2.7%	3.1%	3.2%	1.9%	6.5%	4.1%	4.9%	3.8%
750 to 999	7.1%	4.4%	7.3%	9.0%	8.5%	7.3%	10.2%	10.7%	11.3%	8.5%
1,000 to 1,499	8.3%	6.7%	9.7%	9.6%	14.7%	11.4%	15.3%	16.5%	15.9%	12.4%
1,500 to 1,999	3.8%	2.5%	5.3%	3.9%	6.4%	5.9%	8.0%	7.8%	5.9%	5.5%
2,000 to 2,499	2.4%	0.9%	1.4%	2.4%	2.5%	1.1%	2.6%	4.1%	2.6%	2.1%
2,500 to 2,999	0.8%	0.7%	0.6%	1.0%	0.9%	1.5%	0.9%	0.9%	0.9%	0.9%
3,000 to 3,999	0.5%	0.6%	0.6%	0.7%	0.7%	0.6%	0.5%	0.6%	0.4%	0.6%
4,000 or more	0.4%	0.4%	0.5%	0.2%	0.4%	1.0%	0.7%	0.4%	0.2%	0.4%
Not sure	71.8%	78.8%	70.7%	69.4%	62.1%	68.9%	54.4%	54.3%	56.4%	64.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
YEARS OF RESIDENCY										
Percentage of Purchasing Households										
less than 5 years	64.6%	61.6%	74.1%	74.9%	77.5%	79.6%	79.6%	82.4%	72.1%	73.4%
6 - 10 years	19.3%	17.5%	15.3%	14.0%	14.8%	12.9%	12.7%	11.9%	15.8%	15.1%
11 - 15 years	7.3%	8.8%	5.7%	6.0%	3.8%	3.0%	4.5%	3.5%	5.8%	5.5%
16 - 20 years	2.7%	3.8%	2.6%	2.5%	1.8%	2.0%	1.8%	1.1%	3.4%	2.6%
21 - 25 years	2.9%	3.5%	1.0%	1.1%	0.6%	1.0%	0.5%	0.6%	1.3%	1.4%
25 - 30 years	1.3%	2.4%	0.5%	0.5%	0.6%	0.4%	0.2%	0.1%	1.1%	0.9%
30 years or more	1.8%	2.5%	0.7%	1.0%	0.9%	1.0%	0.7%	0.4%	0.5%	1.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
AGE OF HEAD-OF-HOUSEHOLD										
Percentage of Purchasing Households										
18 - 24 yrs	8.1%	7.2%	11.6%	13.5%	10.7%	11.5%	12.4%	13.2%	7.8%	10.2%
25 - 29 yrs	9.4%	9.7%	10.5%	10.5%	8.8%	10.2%	8.7%	10.7%	9.0%	9.5%
30 - 34 yrs	8.9%	11.1%	10.8%	10.6%	12.1%	11.4%	11.7%	9.5%	12.1%	11.3%
35 - 44 yrs	20.5%	20.3%	20.5%	21.2%	21.3%	20.0%	19.3%	17.8%	20.2%	20.2%
45 - 54 yrs	21.8%	19.9%	17.6%	16.7%	17.6%	16.6%	19.4%	17.0%	19.1%	18.5%
55 - 64 yrs	11.8%	14.0%	12.5%	10.7%	12.0%	10.1%	10.3%	12.3%	12.2%	12.0%
65 - 74 yrs	5.1%	5.0%	4.5%	4.5%	4.1%	4.9%	3.9%	5.4%	5.9%	4.8%
75 or more	6.7%	4.4%	3.0%	2.4%	3.3%	3.3%	3.3%	5.3%	4.1%	3.8%
Not sure	7.6%	8.4%	9.0%	9.8%	10.3%	11.9%	11.1%	8.7%	9.6%	9.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD INCOME										
Percentage of Purchasing Households										
Less than \$20,000	27.2%	29.0%	34.1%	38.4%	27.8%	37.3%	33.7%	32.5%	28.4%	31.1%
\$20,000 - \$29,999	18.2%	20.3%	25.7%	25.2%	20.9%	28.1%	25.6%	23.9%	19.3%	22.4%
\$30,000 - \$39,999	14.7%	14.7%	15.0%	14.4%	17.5%	16.8%	15.6%	15.9%	17.1%	16.0%
\$40,000 - \$49,999	8.7%	9.9%	9.3%	7.7%	11.1%	8.1%	9.5%	10.4%	10.1%	9.8%
\$50,000 - \$59,999	8.8%	8.3%	6.5%	6.1%	8.3%	4.2%	5.7%	5.7%	8.2%	7.2%
\$60,000 - \$74,999	8.7%	7.7%	5.2%	5.0%	6.3%	3.3%	5.1%	5.8%	8.5%	6.5%
\$75,000 - \$99,999	7.9%	5.7%	2.2%	1.0%	4.5%	1.3%	2.9%	2.8%	4.6%	3.9%
\$100,000 - \$149,999	4.3%	3.2%	1.5%	1.8%	2.6%	0.6%	1.5%	2.4%	2.8%	2.4%
\$150,000+	1.5%	1.2%	0.5%	0.3%	1.0%	0.3%	0.4%	0.6%	0.9%	0.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD DESIGN										
Percentage of Purchasing Households										
Couple	42.8%	41.7%	42.6%	44.8%	47.6%	49.9%	48.2%	48.8%	44.1%	45.3%
Male	16.0%	14.9%	14.5%	14.9%	12.5%	7.8%	9.8%	12.2%	16.8%	13.7%
Female	41.2%	43.3%	42.8%	40.3%	39.8%	42.3%	42.0%	39.0%	39.1%	41.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
RACE										
Percentage of Purchasing Households										
White	82.9%	79.1%	82.2%	87.9%	76.4%	79.7%	74.8%	82.1%	73.7%	78.4%
Non-white	11.6%	17.3%	13.5%	9.2%	18.8%	15.4%	21.6%	12.0%	20.9%	17.1%
Unspecified	5.5%	3.5%	4.3%	2.9%	4.8%	4.8%	3.6%	5.9%	5.4%	4.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
EDUCATION										
Percentage of Purchasing Households										
Junior High School	1.4%	2.0%	2.2%	1.2%	1.4%	3.0%	2.6%	1.0%	1.0%	1.7%
High School	29.4%	27.3%	28.6%	29.0%	24.1%	25.4%	24.1%	21.5%	19.0%	24.7%
Some college	38.4%	38.1%	45.4%	43.1%	44.1%	47.3%	47.5%	48.8%	48.0%	44.6%
Bachelors degree	18.1%	21.4%	17.3%	18.9%	20.4%	18.1%	19.6%	20.6%	23.9%	20.4%
Masters degree	10.7%	7.6%	5.1%	5.5%	7.5%	4.8%	4.8%	6.2%	5.7%	6.3%
Doctorate/JD/MD	1.7%	2.9%	1.0%	1.7%	2.0%	1.3%	0.8%	1.2%	1.7%	1.7%
Post Doctorate	0.3%	0.8%	0.5%	0.5%	0.5%	0.2%	0.6%	0.8%	0.7%	0.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
OCCUPATION OF HEAD OF HOUSEHOLD										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	20.6%	20.6%	15.2%	13.7%	22.6%	18.1%	18.8%	19.7%	19.1%	19.2%
Technical / Sales / Administrative support	13.7%	13.3%	14.3%	15.6%	14.3%	11.8%	13.7%	14.7%	17.0%	14.5%
Service / LPN / Policeman	2.8%	4.1%	3.5%	4.5%	3.9%	2.7%	4.6%	4.3%	2.3%	3.6%
Farming / Fishing / Forestry	0.4%	0.4%	0.3%	1.8%	0.4%	0.7%	0.4%	0.3%	0.7%	0.5%
Craftsman / Mechanic / Repairman / Miner	6.2%	4.1%	2.8%	4.9%	5.0%	4.5%	4.5%	4.0%	4.2%	4.3%
Laborer / Operator / Driver / Welder	7.0%	7.7%	15.1%	13.0%	7.0%	10.2%	8.9%	7.4%	7.8%	9.1%
Retired / Student / Armed forces / other	18.1%	16.1%	17.6%	18.9%	17.2%	20.3%	18.7%	22.2%	19.1%	18.3%
Other	25.9%	29.7%	26.8%	24.0%	25.4%	27.9%	27.0%	24.2%	25.8%	26.6%
Not sure	5.4%	4.0%	4.2%	3.7%	4.0%	3.7%	3.5%	3.4%	3.9%	3.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC TABLE
OF
OWNER-OCCUPIED PURCHASERS

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
SAMPLE SIZE	593	1,711	2,591	1,106	2,068	621	1,118	835	1,244	11,887
DOLLARS SPENT	\$12,020	\$10,319	\$8,042	\$7,497	\$9,935	\$6,889	\$6,567	\$8,701	\$13,810	\$9,449
YEAR DWELLING WAS CONSTRUCTED										
Percentage of Purchasing Households										
1919 or earlier	17.1%	14.6%	10.8%	11.4%	2.8%	4.1%	1.3%	2.0%	3.7%	7.3%
1920 to 1929	3.5%	6.0%	5.5%	5.2%	1.7%	1.8%	1.9%	1.1%	3.4%	3.5%
1930 to 1939	4.9%	4.8%	3.6%	2.6%	1.4%	1.7%	1.7%	1.1%	1.6%	2.6%
1940 to 1949	5.3%	8.1%	6.9%	6.1%	2.9%	3.0%	4.0%	2.5%	4.9%	5.1%
1950 to 1959	14.1%	14.9%	15.8%	12.9%	7.9%	9.3%	8.9%	8.9%	13.2%	11.9%
1960 to 1969	13.7%	11.7%	11.6%	12.1%	10.4%	10.8%	11.0%	7.5%	14.3%	11.5%
1970 to 1974	5.3%	7.9%	8.3%	8.3%	6.5%	8.3%	9.5%	10.9%	8.3%	8.0%
1975 to 1979	5.9%	7.4%	7.2%	9.5%	8.5%	10.7%	13.2%	11.9%	11.6%	9.3%
1980 to 1984	5.5%	4.1%	4.0%	5.9%	9.7%	7.3%	12.1%	9.1%	7.7%	7.2%
1985 to 1989	11.1%	6.1%	5.4%	6.9%	14.5%	10.7%	8.9%	8.5%	8.9%	9.0%
1990 to 1994	4.5%	5.4%	6.4%	6.4%	10.1%	9.3%	8.1%	6.9%	7.4%	7.4%
1995 to 1999	6.2%	4.4%	7.4%	7.2%	12.2%	13.8%	10.0%	14.3%	7.8%	9.0%
2000 to 2005	2.7%	4.5%	7.1%	5.6%	11.4%	9.2%	9.4%	15.5%	7.3%	8.2%
Not sure	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF EXISTING DWELLING										
Percentage of Purchasing Households										
Single-family detached	81.3%	82.3%	89.1%	87.5%	81.3%	85.6%	85.6%	84.3%	83.6%	84.5%
Duplex or triplex	5.4%	4.7%	1.6%	1.7%	1.5%	0.8%	0.4%	1.5%	1.3%	2.0%
Mobile home	2.9%	3.3%	4.5%	6.2%	8.4%	11.3%	9.4%	7.5%	7.1%	6.6%
Townhouses	2.4%	4.6%	1.3%	2.4%	4.4%	1.0%	1.0%	3.0%	3.0%	2.8%
Condominiums/Apartments	7.3%	4.4%	2.9%	1.6%	4.2%	1.0%	2.3%	3.4%	4.9%	3.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	0.7%	0.7%	0.7%	0.6%	0.2%	0.3%	1.4%	0.3%	0.1%	0.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF DETACHED HOUSE										
Percentage of Purchasing Households										
One story or ranch	26.4%	23.2%	39.2%	46.2%	60.5%	63.9%	72.9%	59.0%	59.9%	49.9%
Cape Cod (1 1/2 story)	15.0%	9.8%	7.3%	6.0%	2.8%	4.8%	1.4%	0.6%	1.7%	5.1%
Bi-level or split foyer	3.1%	6.7%	5.0%	8.1%	4.4%	2.6%	1.1%	5.8%	2.2%	4.4%
Two story	43.8%	50.1%	39.9%	27.9%	25.3%	22.2%	20.4%	24.8%	29.2%	32.3%
Split-level	5.2%	4.9%	5.1%	7.2%	3.9%	2.3%	1.0%	5.1%	3.6%	4.2%
Other	6.2%	4.9%	3.2%	4.0%	2.7%	3.4%	2.3%	4.6%	2.9%	3.5%
Not sure	0.3%	0.6%	0.5%	0.6%	0.3%	0.7%	1.0%	0.1%	0.6%	0.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SQUARE FEET OF FLOOR AREA										
Percentage of Purchasing Households										
Less than 500	0.0%	0.4%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%
500 to 749	1.7%	1.1%	0.7%	0.7%	0.7%	0.3%	0.7%	0.7%	1.1%	0.8%
750 to 999	3.4%	3.0%	3.7%	5.7%	2.8%	2.1%	2.7%	4.4%	3.9%	3.4%
1,000 to 1,499	15.7%	13.9%	19.8%	19.8%	18.8%	21.2%	18.0%	20.6%	27.0%	19.4%
1,500 to 1,999	20.1%	16.1%	19.6%	19.2%	22.8%	22.4%	26.0%	25.3%	24.6%	21.6%
2,000 to 2,499	13.3%	12.8%	14.7%	12.4%	17.7%	15.6%	18.0%	16.6%	15.8%	15.4%
2,500 to 2,999	5.6%	6.7%	5.9%	6.9%	7.9%	7.2%	8.2%	8.5%	7.9%	7.2%
3,000 to 3,999	5.8%	6.9%	6.6%	5.7%	7.4%	6.5%	8.7%	7.8%	5.9%	6.9%
4,000 or more	3.3%	2.2%	2.0%	2.0%	2.6%	3.5%	2.3%	2.7%	2.1%	2.4%
Not sure	31.0%	36.8%	26.9%	27.5%	19.2%	21.1%	15.5%	13.2%	11.5%	22.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
YEARS OF RESIDENCY										
Percentage of Purchasing Households										
less than 5 years	31.1%	31.7%	35.2%	37.0%	36.5%	39.2%	39.3%	45.1%	35.8%	36.3%
6 - 10 years	24.3%	21.3%	23.7%	23.2%	25.3%	22.9%	22.7%	23.1%	23.0%	23.4%
11 - 15 years	15.2%	11.9%	13.6%	14.6%	15.1%	13.3%	13.7%	13.0%	12.1%	13.6%
16 - 20 years	8.7%	9.4%	9.3%	8.7%	9.3%	8.8%	8.6%	6.0%	9.5%	8.9%
21 - 25 years	7.1%	8.0%	5.6%	7.2%	5.3%	5.9%	5.6%	4.8%	6.8%	6.2%
25 - 30 years	5.2%	7.1%	4.8%	3.9%	3.7%	4.3%	4.7%	4.6%	5.4%	4.9%
30 years or more	8.5%	10.7%	7.8%	5.4%	4.9%	5.5%	5.4%	3.6%	7.3%	6.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
AGE OF HEAD-OF-HOUSEHOLD										
Percentage of Purchasing Households										
18 - 24 yrs	2.0%	0.9%	1.7%	2.4%	1.8%	2.7%	2.4%	1.0%	1.7%	1.8%
25 - 29 yrs	4.2%	4.2%	7.4%	6.3%	4.8%	7.6%	7.2%	7.1%	3.5%	5.7%
30 - 34 yrs	6.8%	8.5%	9.6%	9.4%	8.7%	11.3%	9.2%	8.8%	6.5%	8.7%
35 - 44 yrs	27.6%	25.5%	24.3%	25.4%	21.5%	19.8%	20.1%	21.0%	20.3%	22.7%
45 - 54 yrs	28.0%	27.3%	26.8%	28.0%	26.3%	29.2%	26.2%	25.7%	27.2%	27.0%
55 - 64 yrs	16.7%	20.9%	19.8%	17.9%	20.6%	16.5%	22.2%	19.8%	22.6%	20.2%
65 - 74 yrs	8.2%	8.4%	6.4%	7.5%	9.0%	8.1%	9.0%	11.8%	11.6%	8.8%
75 or more	6.3%	4.0%	3.6%	2.9%	6.8%	4.6%	3.3%	4.5%	6.4%	4.8%
Not sure	0.2%	0.2%	0.2%	0.1%	0.5%	0.1%	0.4%	0.3%	0.2%	0.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD INCOME										
Percentage of Purchasing Households										
Less than \$20,000	13.0%	11.2%	11.9%	14.1%	11.2%	12.1%	14.6%	13.2%	11.8%	12.3%
\$20,000 - \$29,999	7.0%	8.2%	9.2%	12.3%	10.6%	11.6%	11.4%	8.4%	8.0%	9.6%
\$30,000 - \$39,999	7.8%	9.6%	13.3%	13.0%	12.6%	13.8%	12.6%	13.4%	9.9%	11.9%
\$40,000 - \$49,999	9.6%	10.2%	11.6%	12.7%	10.8%	12.7%	9.4%	11.8%	9.9%	10.9%
\$50,000 - \$59,999	8.3%	11.5%	12.2%	10.2%	11.5%	14.3%	10.1%	12.1%	10.2%	11.3%
\$60,000 - \$74,999	17.0%	14.4%	13.6%	15.3%	13.5%	13.9%	12.6%	14.8%	12.2%	13.8%
\$75,000 - \$99,999	17.2%	14.5%	13.9%	11.8%	13.0%	10.4%	13.2%	11.9%	14.0%	13.4%
\$100,000 - \$149,999	15.5%	16.1%	11.0%	7.9%	12.6%	7.6%	10.9%	10.7%	16.9%	12.5%
\$150,000+	4.6%	4.4%	3.3%	2.8%	4.3%	3.5%	5.2%	3.7%	7.2%	4.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD DESIGN										
Percentage of Purchasing Households										
Couple	74.2%	76.3%	76.1%	74.5%	72.5%	77.3%	73.7%	75.2%	71.0%	74.3%
Male	5.4%	4.6%	5.2%	6.0%	6.6%	4.0%	6.6%	4.6%	8.1%	5.9%
Female	20.4%	19.0%	18.6%	19.5%	21.0%	18.7%	19.7%	20.2%	20.9%	19.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
RACE										
Percentage of Purchasing Households										
White	90.2%	90.8%	90.7%	90.8%	88.1%	91.8%	85.4%	88.2%	82.9%	88.6%
Non-white	4.7%	5.7%	5.5%	5.0%	8.8%	5.9%	11.8%	8.0%	13.0%	7.9%
Unspecified	5.1%	3.5%	3.7%	4.2%	3.1%	2.3%	2.8%	3.9%	4.1%	3.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
EDUCATION										
Percentage of Purchasing Households										
Junior High School	0.5%	0.5%	0.8%	0.5%	1.1%	1.9%	1.7%	0.5%	0.6%	0.9%
High School	13.6%	19.9%	19.8%	16.2%	18.1%	23.1%	17.6%	14.4%	8.7%	17.1%
Some college	36.2%	32.2%	38.4%	42.7%	36.8%	38.3%	36.7%	40.3%	43.9%	38.1%
Bachelors degree	32.6%	29.0%	27.7%	27.1%	27.3%	22.4%	27.9%	29.3%	28.8%	27.9%
Masters degree	12.5%	13.9%	10.3%	9.8%	12.1%	9.8%	11.5%	12.1%	13.9%	11.9%
Doctorate/JD/MD	3.6%	3.0%	2.3%	2.6%	3.4%	3.6%	3.0%	2.7%	3.0%	3.0%
Post Doctorate	1.0%	1.5%	0.7%	1.0%	1.2%	0.9%	1.6%	0.7%	1.1%	1.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
OCCUPATION OF HEAD OF HOUSEHOLD										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	36.2%	35.1%	32.0%	26.8%	32.7%	30.9%	34.9%	30.5%	32.7%	32.6%
Technical / Sales / Administrative support	15.0%	12.4%	13.5%	16.5%	12.8%	12.6%	12.3%	14.8%	11.7%	13.2%
Service / LPN / Policeman	3.8%	4.3%	3.6%	3.7%	3.2%	3.7%	3.3%	3.6%	2.9%	3.5%
Farming / Fishing / Forestry	0.6%	0.4%	0.8%	0.8%	0.2%	0.1%	0.8%	0.9%	1.1%	0.6%
Craftsman / Mechanic / Repairman / Miner	6.8%	5.7%	7.0%	7.0%	6.0%	6.0%	5.1%	5.4%	6.8%	6.2%
Laborer / Operator / Driver / Welder	7.2%	8.3%	13.8%	14.3%	6.4%	9.3%	7.3%	7.4%	4.2%	8.7%
Retired / Student / Armed forces / other	14.8%	17.7%	14.5%	15.3%	22.2%	18.8%	17.6%	21.5%	24.0%	18.8%
Other	15.4%	15.6%	14.5%	15.5%	16.3%	18.5%	18.4%	15.9%	16.3%	16.1%
Not sure	0.2%	0.5%	0.3%	0.1%	0.2%	0.2%	0.2%	0.1%	0.4%	0.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC TABLE
OF
RENTER-OCCUPIED PURCHASERS

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
SAMPLE SIZE	96	212	271	112	244	71	124	111	231	1,472
YEAR DWELLING WAS CONSTRUCTED										
Percentage of Purchasing Households										
1919 or earlier	30.2%	15.6%	11.8%	12.8%	3.3%	5.3%	5.7%	4.7%	4.9%	9.6%
1920 to 1929	5.1%	12.6%	11.5%	6.5%	4.2%	3.1%	1.5%	1.8%	4.3%	6.4%
1930 to 1939	4.4%	8.3%	4.9%	6.3%	2.0%	1.1%	3.2%	8.6%	5.4%	5.0%
1940 to 1949	8.5%	8.4%	12.7%	5.8%	2.6%	8.2%	5.8%	3.0%	11.0%	7.6%
1950 to 1959	13.8%	23.8%	13.9%	12.0%	13.3%	13.2%	16.6%	11.5%	17.2%	16.1%
1960 to 1969	10.7%	7.2%	15.4%	18.4%	10.1%	18.0%	13.8%	11.6%	12.4%	12.1%
1970 to 1974	7.9%	5.5%	7.2%	12.2%	13.1%	10.5%	10.6%	10.3%	11.6%	9.7%
1975 to 1979	7.0%	7.1%	6.3%	5.1%	7.9%	12.5%	8.6%	5.7%	5.4%	7.1%
1980 to 1984	3.0%	4.1%	4.7%	6.0%	10.9%	14.2%	13.2%	9.4%	8.8%	8.0%
1985 to 1989	3.2%	1.9%	4.3%	4.2%	10.7%	4.1%	5.3%	7.6%	4.3%	5.3%
1990 to 1994	1.3%	2.2%	2.3%	3.0%	6.3%	2.6%	4.3%	9.3%	6.2%	4.3%
1995 to 1999	3.9%	2.0%	2.8%	4.7%	9.1%	7.1%	6.0%	7.7%	3.7%	5.0%
2000 to 2005	0.8%	1.4%	1.9%	2.9%	6.2%	0.0%	5.5%	7.8%	4.8%	3.7%
Not sure	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.0%	1.1%	0.0%	0.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF EXISTING DWELLING										
Percentage of Purchasing Households										
Single-family detached	34.3%	30.3%	47.7%	60.4%	51.4%	59.4%	56.1%	51.8%	49.4%	47.2%
Duplex or triplex	25.1%	21.2%	17.5%	7.7%	11.3%	6.8%	10.9%	10.0%	10.0%	14.0%
Mobile home	0.8%	2.7%	3.5%	5.9%	9.7%	8.7%	9.5%	12.7%	1.8%	5.7%
Townhouses	4.5%	4.1%	1.8%	3.2%	7.8%	4.6%	3.4%	3.4%	6.1%	4.7%
Condominiums/Apartments	34.2%	39.0%	27.9%	20.0%	18.8%	20.5%	18.0%	21.3%	31.2%	26.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	1.1%	2.8%	1.5%	2.7%	1.0%	0.0%	2.1%	0.9%	1.3%	1.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TYPE OF DETACHED HOUSE										
Percentage of Purchasing Households										
One story or ranch	31.3%	22.2%	45.3%	50.1%	62.8%	62.7%	90.4%	66.5%	71.7%	55.0%
Cape Cod (1 1/2 story)	15.6%	4.3%	7.1%	5.9%	1.6%	2.2%	0.0%	0.0%	0.0%	3.5%
Bi-level or split foyer	0.0%	5.1%	0.0%	1.8%	2.1%	3.8%	0.0%	5.7%	0.0%	1.9%
Two story	48.0%	58.2%	45.3%	38.3%	23.5%	18.0%	7.2%	13.6%	18.2%	31.7%
Split-level	2.2%	3.5%	0.0%	2.8%	1.5%	3.9%	2.4%	7.4%	4.6%	2.9%
Other	2.8%	4.5%	2.3%	1.0%	5.1%	3.9%	0.0%	3.4%	4.7%	3.5%
Not sure	0.0%	2.1%	0.0%	0.0%	3.2%	5.4%	0.0%	3.4%	0.8%	1.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SQUARE FEET OF FLOOR AREA										
Percentage of Purchasing Households										
Less than 500	0.0%	2.3%	1.6%	0.0%	0.4%	1.4%	0.6%	0.0%	0.5%	0.9%
500 to 749	5.6%	2.6%	1.2%	3.5%	2.5%	2.3%	1.6%	5.2%	6.1%	3.2%
750 to 999	8.3%	3.3%	7.1%	8.8%	10.2%	11.0%	9.4%	12.0%	11.7%	8.6%
1,000 to 1,499	15.2%	13.2%	16.4%	15.2%	15.5%	18.0%	17.1%	18.9%	24.0%	17.0%
1,500 to 1,999	8.7%	4.7%	8.3%	8.3%	2.0%	10.7%	13.7%	12.2%	10.7%	8.7%
2,000 to 2,499	2.0%	1.8%	1.6%	4.6%	4.5%	2.6%	5.9%	5.4%	3.7%	3.4%
2,500 to 2,999	3.0%	1.8%	0.3%	1.5%	2.4%	2.8%	0.7%	1.7%	2.8%	1.8%
3,000 to 3,999	1.2%	2.0%	0.9%	2.0%	1.6%	0.0%	0.6%	0.7%	0.9%	1.2%
4,000 or more	0.0%	0.7%	1.5%	0.0%	0.5%	2.6%	1.8%	0.7%	0.0%	0.8%
Not sure	56.1%	67.7%	61.0%	62.3%	53.7%	48.5%	48.6%	43.2%	39.5%	54.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
YEARS OF RESIDENCY										
Percentage of Purchasing Households										
less than 5 years	53.3%	58.0%	68.7%	70.9%	80.8%	79.6%	77.0%	80.2%	70.3%	70.6%
6 - 10 years	24.6%	18.6%	16.4%	14.4%	11.9%	18.0%	12.8%	15.1%	14.5%	15.6%
11 - 15 years	11.8%	9.0%	7.2%	8.9%	4.3%	2.4%	5.0%	2.3%	8.0%	6.7%
16 - 20 years	3.1%	6.2%	3.2%	1.6%	2.5%	0.0%	2.4%	0.7%	4.0%	3.3%
21 - 25 years	1.0%	4.7%	1.6%	0.7%	0.0%	0.0%	0.6%	0.9%	1.4%	1.5%
25 - 30 years	2.6%	1.8%	1.2%	2.6%	0.6%	0.0%	0.0%	0.8%	1.2%	1.2%
30 years or more	3.6%	1.7%	1.7%	0.9%	0.0%	0.0%	2.3%	0.0%	0.4%	1.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
AGE OF HEAD-OF-HOUSEHOLD										
Percentage of Purchasing Households										
18 - 24 yrs	8.3%	4.3%	7.4%	7.4%	16.6%	9.4%	12.6%	12.8%	7.2%	9.6%
25 - 29 yrs	12.0%	8.2%	5.8%	12.9%	7.0%	6.4%	9.3%	11.3%	10.5%	8.7%
30 - 34 yrs	9.1%	12.5%	14.2%	11.0%	14.5%	10.8%	9.4%	7.2%	15.8%	12.6%
35 - 44 yrs	26.5%	25.6%	26.2%	22.4%	22.1%	22.4%	18.9%	27.9%	20.7%	23.4%
45 - 54 yrs	21.7%	21.7%	20.7%	25.2%	18.7%	21.7%	22.4%	16.9%	23.6%	21.3%
55 - 64 yrs	13.3%	14.8%	15.6%	7.9%	9.9%	11.9%	10.7%	11.6%	12.7%	12.4%
65 - 74 yrs	2.9%	4.5%	2.9%	5.4%	3.7%	5.8%	5.0%	4.8%	5.3%	4.3%
75 or more	4.1%	6.1%	4.5%	1.9%	3.2%	3.0%	6.4%	0.0%	1.6%	3.8%
Not sure	2.3%	2.2%	2.7%	5.9%	4.2%	8.6%	5.2%	7.6%	2.6%	3.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD INCOME										
Percentage of Purchasing Households										
Less than \$20,000	21.1%	25.8%	30.6%	32.1%	29.9%	30.4%	34.6%	39.9%	19.6%	28.3%
\$20,000 - \$29,999	12.5%	20.4%	26.4%	26.5%	21.0%	28.9%	26.8%	23.1%	21.4%	22.6%
\$30,000 - \$39,999	17.3%	12.5%	17.8%	16.3%	15.9%	25.6%	13.2%	13.2%	17.3%	15.9%
\$40,000 - \$49,999	9.4%	12.2%	11.3%	10.9%	12.9%	6.1%	7.5%	11.4%	10.7%	10.9%
\$50,000 - \$59,999	10.9%	11.7%	5.1%	7.1%	5.8%	1.2%	7.5%	6.2%	10.0%	7.8%
\$60,000 - \$74,999	10.2%	8.9%	5.5%	3.6%	7.2%	4.8%	6.8%	3.5%	8.8%	7.1%
\$75,000 - \$99,999	9.7%	5.2%	2.2%	3.5%	3.7%	1.2%	1.5%	2.7%	7.2%	4.3%
\$100,000 - \$149,999	7.5%	2.7%	0.0%	0.0%	3.0%	1.7%	2.1%	0.0%	5.0%	2.6%
\$150,000+	1.5%	0.7%	1.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD DESIGN										
Percentage of Purchasing Households										
Couple	47.8%	56.8%	49.5%	48.4%	54.9%	51.6%	54.3%	57.2%	49.3%	52.7%
Male	7.9%	11.0%	10.4%	11.3%	9.9%	5.5%	6.6%	7.1%	10.5%	9.5%
Female	44.3%	32.2%	40.0%	40.3%	35.2%	42.9%	39.0%	35.7%	40.1%	37.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
RACE										
Percentage of Purchasing Households										
White	86.8%	84.3%	88.3%	87.4%	85.5%	79.2%	82.4%	83.8%	75.0%	83.5%
Non-white	6.9%	10.4%	5.7%	8.5%	11.9%	12.9%	12.4%	8.2%	19.7%	11.4%
Unspecified	6.3%	5.3%	6.0%	4.1%	2.6%	7.9%	5.2%	8.1%	5.4%	5.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
EDUCATION										
Percentage of Purchasing Households										
Junior High School	0.8%	2.9%	1.0%	1.0%	0.4%	4.7%	1.5%	1.5%	1.7%	1.6%
High School	27.6%	25.6%	26.7%	23.8%	23.9%	19.9%	24.4%	22.6%	18.1%	23.7%
Some college	39.0%	44.9%	49.1%	51.9%	48.5%	53.5%	47.9%	51.8%	49.7%	48.1%
Bachelors degree	20.9%	16.1%	18.6%	18.5%	18.6%	18.3%	21.6%	19.8%	23.6%	19.5%
Masters degree	10.0%	6.6%	3.0%	2.3%	6.9%	2.4%	3.3%	3.4%	4.8%	5.1%
Doctorate/JD/MD	0.0%	2.1%	1.0%	0.9%	1.4%	1.1%	0.0%	0.0%	0.3%	0.9%
Post Doctorate	1.7%	1.8%	0.6%	1.6%	0.4%	0.0%	1.3%	0.8%	1.9%	1.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
OCCUPATION OF HEAD OF HOUSEHOLD										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	27.3%	20.2%	16.7%	15.2%	23.4%	22.5%	17.5%	27.2%	23.2%	21.2%
Technical / Sales / Administrative support	12.6%	13.3%	14.2%	16.9%	12.8%	15.6%	8.0%	15.7%	16.9%	13.8%
Service / LPN / Policeman	0.9%	4.4%	4.2%	5.4%	5.5%	0.0%	5.3%	5.1%	2.0%	4.0%
Farming / Fishing / Forestry	0.0%	1.5%	0.5%	6.9%	1.4%	0.0%	0.8%	0.8%	1.3%	1.3%
Craftsman / Mechanic / Repairman / Miner	11.9%	7.6%	3.4%	6.6%	9.6%	4.6%	6.4%	6.8%	7.3%	7.2%
Laborer / Operator / Driver / Welder	10.2%	12.5%	20.7%	15.6%	5.5%	14.0%	9.6%	9.2%	7.4%	11.1%
Retired / Student / Armed forces / other	12.2%	15.3%	15.4%	15.2%	20.1%	18.5%	23.1%	11.3%	19.2%	17.4%
Other	23.0%	24.5%	23.8%	16.3%	20.8%	22.5%	27.0%	22.9%	21.4%	22.7%
Not sure	1.9%	0.8%	1.2%	1.9%	1.0%	2.3%	2.3%	1.1%	1.4%	1.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX E

HOUSING STOCK TABLES

