

# 2008

# CONSUMER PRACTICES REPORT

Annual Builder and  
Consumer Practices Surveys



# **CONSUMER PRACTICES REPORT**

**UNITED STATES  
RESIDENTIAL REPAIR AND REMODELING**

**2008**

**PREPARED BY:  
THE NAHB RESEARCH CENTER  
400 PRINCE GEORGES BOULEVARD  
UPPER MARLBORO, MD 20774**

**ANNUAL BUILDER AND CONSUMER  
PRACTICES SURVEYS**

*PROJECT NUMBER: 5950*

© Copyright 2009. NAHB Research Center, Inc.

Published by:



NAHB Research Center, Inc.  
400 Prince George's Boulevard  
Upper Marlboro, Maryland 20774

**DISCLAIMER**

Neither the NAHB Research Center, Inc., nor any person acting in its behalf, makes any warranty, express or implied, with respect to the use of any information, apparatus, method, or process disclosed in this publication or that such use may not infringe privately owned rights, or assumes any liabilities with respect to the use of, or for damages resulting from the use of any information, apparatus, method, or process disclosed in this publication, or is responsible for statements made or opinions expressed by individual authors.

This report is provided solely for the internal use of the recipient organization, which agrees to treat this report as confidential and to not reproduce, distribute, or disseminate it or any information contained therein to any other person or entity without prior written permission from the NAHB Research Center, Inc.

# TABLE OF CONTENTS

---

INTRODUCTION .....	1
GEOGRAPHIC SAMPLING .....	2
METHODOLOGY .....	3
Consumer Practices Survey Methodology .....	3
Programming Methodology.....	3
STATISTICAL ESTIMATES .....	5
FACTORS AFFECTING CONSUMER REMODELING EXPENDITURES .....	6
The American Housing Survey .....	6
Household Income vs. Repair and Remodeling Expenditures.....	7
Age of Householder vs. Repair and Remodeling Expenditures .....	8
THE CONSUMER REPORTS AND DATA TABLES .....	9
Product Usage Tables - Appendix A.....	9
Purchase Rate Tables - Appendix B.....	10
Incidence Rate Tables - Appendix C .....	11
Demographic Tables - Appendix D.....	12
APPENDICES .....	13

## LIST OF FIGURES

---

Figure 1: Consumer Practices Survey Responses .....	1
Figure 2: United States Census Divisions Map.....	2
Figure 3: Distribution of Respondents by Household Income .....	7
Figure 4: Distribution of Respondents by Age of Head of Household .....	8
Figure 5: Sample of Product Usage Table (Data Fabricated for Illustration).....	9
Figure 6: Sample of Purchase Rate Table (Data Fabricated for Illustration).....	10
Figure 7: Sample of Incidence Rate Table (Data Fabricated for Illustration) .....	11
Figure 8: Sample of Demographic Data Table (Data Fabricated for Illustration) .....	12

## 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 home improvement, maintenance, and repair purchases is obtained through the Consumer Practices Survey (CPS), an annual online survey of U.S. and Canadian households<sup>1</sup>. The survey results are tabulated to show demand for building products and materials purchased for the repair and remodeling industry. These reports also provide key information on purchasing and installation practices, as well as demographic information of the respondents.

For many years, the CPS was fielded as a mail-based survey that received about 8,000 responses from owner-occupied households. In 2003, the NAHB Research Center expanded the CPS to capture data on remodeling projects in renter-occupied houses and implemented online fielding of the survey, yielding more than 46,000 usable responses. For the 2008 CPS, expected responses are over 40,000 U.S. and about 5,000 Canadian households reflecting a typical 80/20 split of owners vs. renters which holds true from previous CPS responses. The following chart illustrates the number of responses to the latest CPS, which collected data for products and materials purchased in 2008 for repair and remodeling projects.

2008 ANNUAL CONSUMER PRACTICES SURVEY (CPS) RESPONSES			
United States Owner-Occupied	United States Renter-Occupied	Canadian Owner-Occupied	Canadian Renter-Occupied
31,915	9,118	4,140	1,476
Total US Responses:			41,033
Total Canadian Responses:			5,616
<b>TOTAL CPS RESPONSES:</b>			<b>46,649</b>

**Figure 1: Consumer Practices Survey Responses**

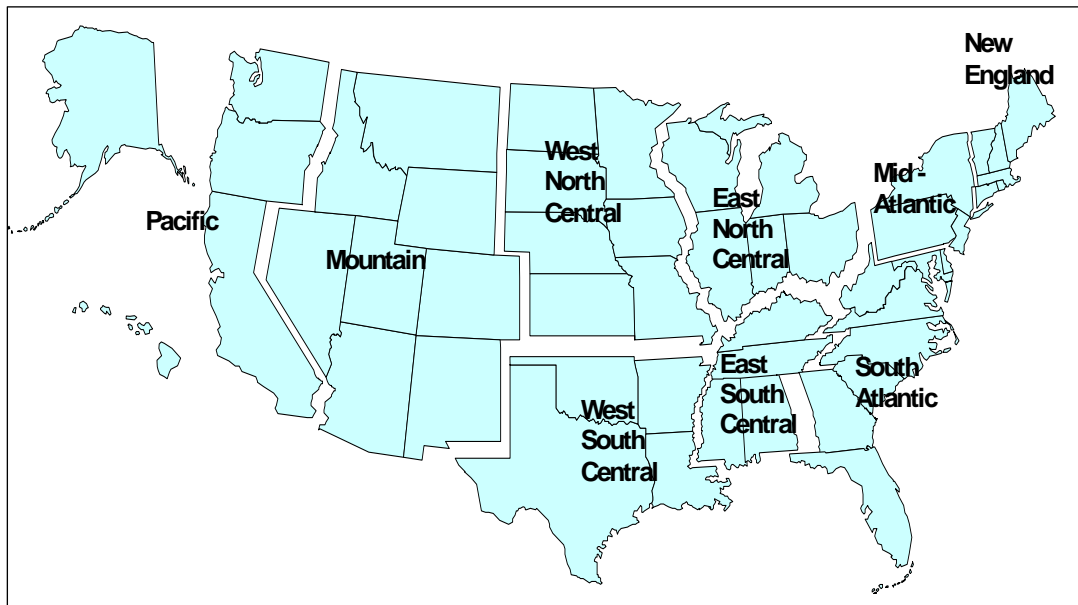
The Consumer Practices Reports present data tables for *Product Usage*, *Incidence Rates*, *Purchase Rates*, *Demographics*, and *Households* for purchases on residential repair and remodeling activities. *Product Usage* tables present the estimated total volume of product purchased for existing homes for the 50 states, the nine U.S. Census Divisions, and U.S. Total. It also includes 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 household reporting purchases in a related product category. The *Incidence Rate* tables show the proportion of all U.S. households that purchased a product from the related product category, such as exterior finishes or appliances, 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 product within a related product category in another series of tables. The *Purchase Rates* and the *Demographics* tables are tabulated separately for owner-occupied and renter-occupied households. The *Households* table shows numbers of homes of each type for the current year, the previous five years, and a forecast of the coming five years.

<sup>1</sup> 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](http://www.census.gov/hhes/www/housing/ahs/ahs01/appendixa.pdf), pg A-9)

## GEOGRAPHIC SAMPLING

Tabulations for the standard reports are produced by the 32 State-Market-Areas (which includes data for all 50 states), nine U.S. Census Divisions, and U.S. totals. All data for owner-occupied households are tabulated for each of the 32 State-Market-Areas, while data for renter-occupied households are tabulated by the nine U.S. Census Divisions only. States with relatively low housing starts are grouped together with another state or states to create a single State-Market-Area, while three states with a high level of new home construction activity (California, Florida, and Texas) 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.



**Figure 2: United States Census Divisions Map**

The 32 State-Market-Areas utilized by the Consumer Practices Survey 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
- North Florida
- Central and South Florida
- 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 (CPS) questionnaire was fielded in the first quarter of 2008. The sample of owner and renter-occupied U.S. households, supplied by Survey Sampling, Inc., was sent an e-mail invitation to participate in the online survey, and nearly 47,000 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. In order to obtain the broadest number of remodeling activities, respondents were asked to report all projects carried out by the survey respondent, professional remodelers, another household member, insurance company, property owner, and property manager.

### PROGRAMMING METHODOLOGY

The Consumer Practices Survey 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 self-selection bias—those having purchases to report being more likely to respond—and corrections for geographic and demographic bias that is typical in sample surveys.

*Owner-Occupied Household Tabulations.* Tabulations for owner-occupied households are calculated for 32 separate U.S. geographic areas that share similar characteristics, referred to as “State-Market-Areas”. A State-Market-Area may consist of a single state or, in some cases, such as for states with very large housing stock, a State-Market-Area may occupy only part of a state. Further, groups of states with smaller housing stocks may be combined into a single State-Market-Area. In cases when states are either split or combined with other states, dividing lines between State-Market-Areas generally assure that geographic similarities, climatic characteristics, or architectural preferences are maintained within a single area.

*Renter-Occupied Households.* The renter-occupied household data are tabulated by the nine U.S. Census Divisions—not the 32 State-Market-Areas like the owner-occupied household tabulations—due to the more limited number of respondents of this category in the sample. U.S. renter-occupied tabulations are compiled by using the Census Division tabulations weighted by the proportion of renter-occupied households within each Census Division of the U.S. total number of renter-occupied households.

*Product Usage Data.* Consumer Practices Reports provide Product Usage data for each of the 50 states, 9 Census Divisions, and U.S. Total. These data represent the total purchases by product and materials category for each product category, combining renter- and owner-occupied household purchases. These data are developed by multiplying owner-occupied purchase rates—the per-house averages—by incidence rates and by the number of housing starts in this category of home. The same is done for renter-occupied households, using renter purchase rates, incidence rates, and housing stock. Product usage data combines both renter- and owner-occupied product purchases and are supplied for each individual state, Census Division and for the U.S. as a whole. Additionally, a five-year market demand projection is made using current year purchase rates and incidence rates with state-level housing stock forecasts.



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 2007 American Housing Survey (AHS). The AHS and its significance is discussed further in the section titled "Factors Affecting Consumer Remodeling Expenditures" on page 6.

The tabulation method also corrects for sample imbalances. Each respondent is assigned a weight based on the degree to which it is over- or under-represented in the sample relative to household income and age of the head of household—factors shown to be most strongly associated with remodeling expenditure volume and type. This weight is obtained by comparing the unadjusted CPS sample to demographic data found on the American Housing Survey.

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 Product Usage, (total volume estimates), 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 2008 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:  $\sigma_p$  = 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  $\sigma_p$  cannot be computed exactly. Still, a reasonable approximation can be made by using the observed proportion  $p$  to estimate  $\sigma_p$ . 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  $n = 31,915$  owner-occupied households and an observed incidence rate of  $p = 0.0395$  (or 3.95 percent), would be computed as follows:

$$\sigma_p = \sqrt{\frac{(0.0395)(0.9605)}{31,915}} = 0.0011$$

As a result, the 95 percent confidence interval is:

$$P = 0.0395 \pm (1.96 \times 0.0011), \text{ or } 0.0373 \leq P \leq 0.0417$$

This calculation indicates that it is highly likely that the true value of  $P$  lies between 3.73 percent and 4.17 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

A reliable public source on U.S. housing data is the American Housing Survey (AHS), conducted by the Bureau of the Census for the Department of Housing and Urban Development. The AHS actually consists of two surveys, a national survey and a metropolitan area survey. The national survey interviews the occupants of about 60,000 housing units<sup>2</sup> every two years. The metropolitan area survey consists of 47 metropolitan areas, where householders are interviewed every six years. 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.<sup>3</sup>

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 of Harvard University conducted an analysis of the 1995 American Housing Survey (AHS) database.<sup>4</sup> They discovered several key determinants for remodeling expenditures by demographic factors and house characteristics. Two of 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.

---

<sup>2</sup> 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](http://www.census.gov/hhes/www/housing/ahs/ahs01/appendixa.pdf), pg 10 of 30)

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

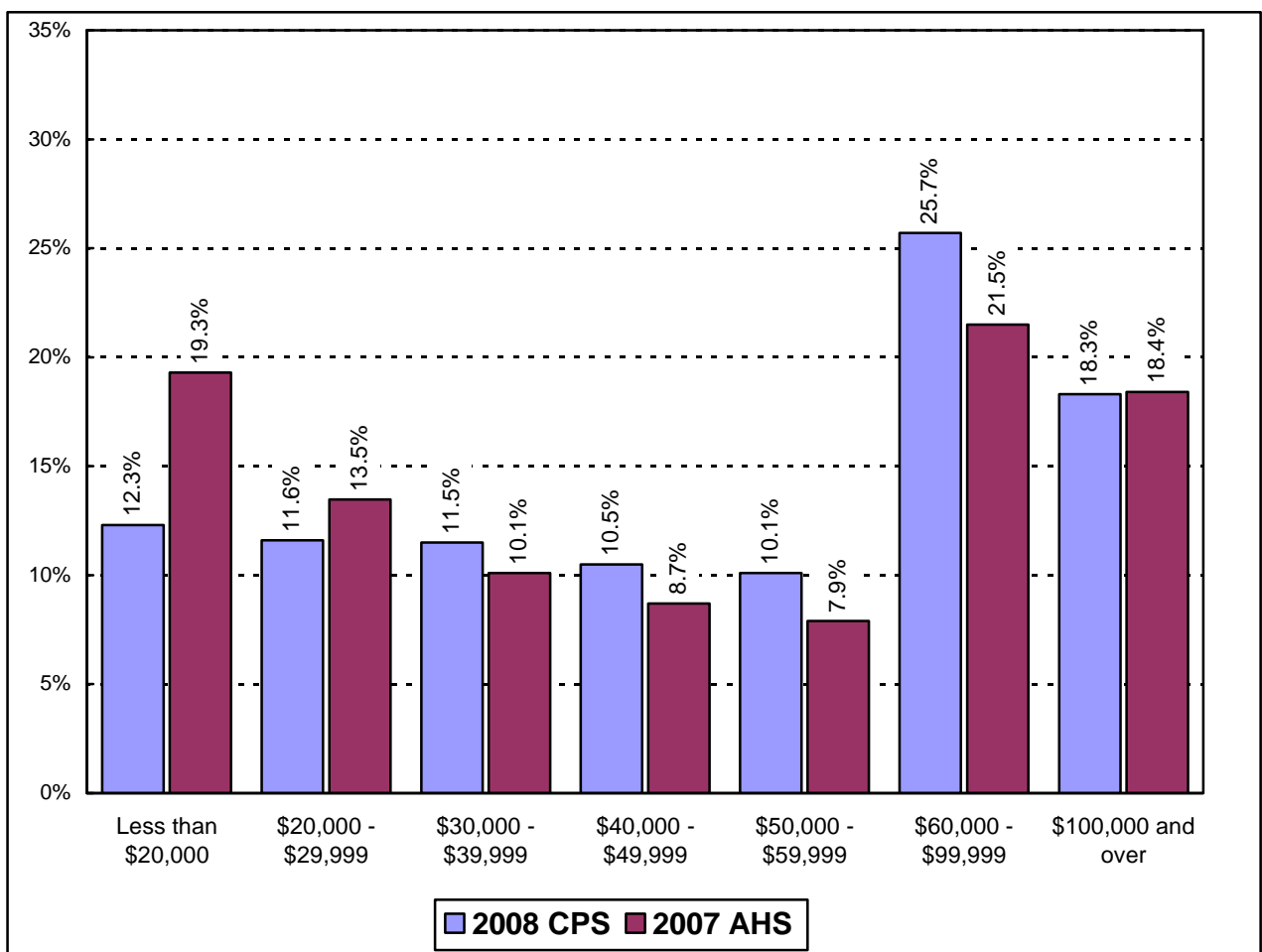
<sup>4</sup> Joint Center for Housing Studies of Harvard University, *Improving America's Housing*. 1999, [http://www.jchs.harvard.edu/publications/remodeling/remod\\_IAH\\_99.pdf](http://www.jchs.harvard.edu/publications/remodeling/remod_IAH_99.pdf)

**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 roofing and siding.

Figure 3 shows the distribution of respondents by income for the 2007 National American Housing Survey<sup>5</sup> and the 2008 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.

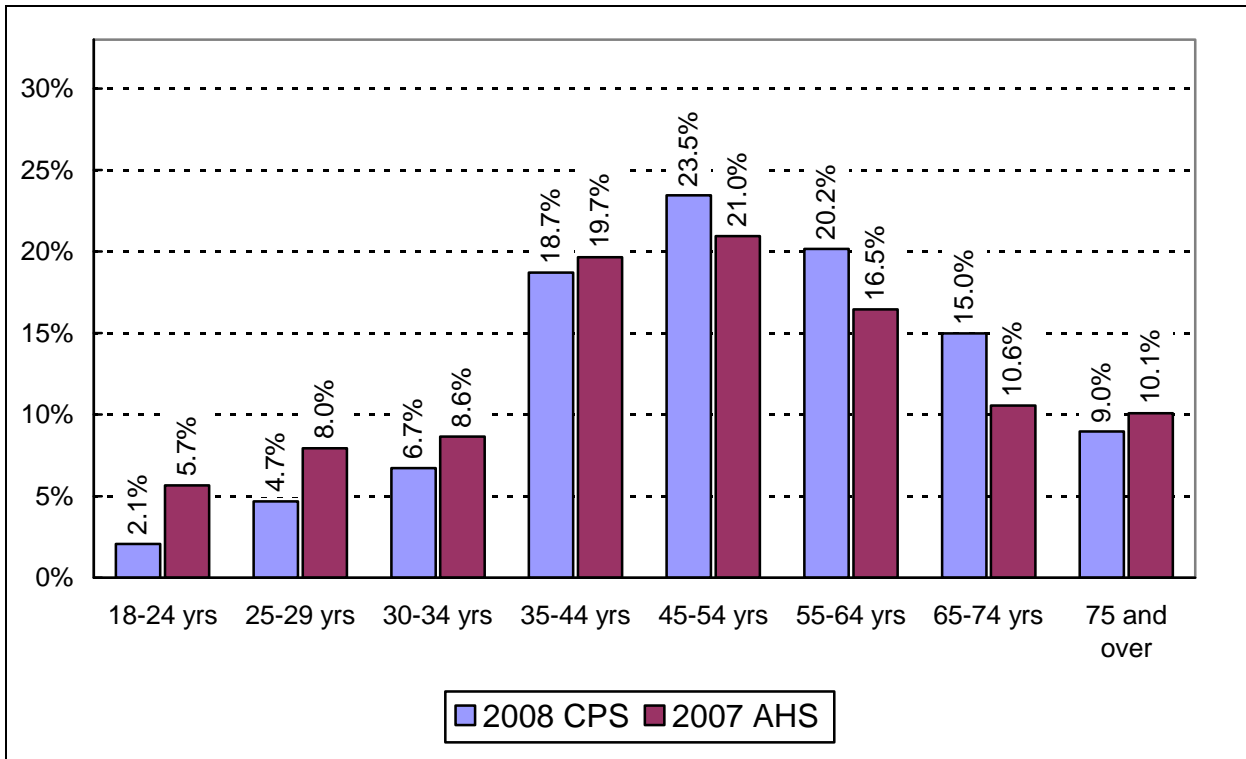


**Figure 3: Distribution of Respondents by Household Income**

<sup>5</sup> <http://www.census.gov/prod/2008pubs/h150-07.pdf> , Table 2-12. Income Characteristics-Occupied Units, Household Income, pg 96

**AGE OF HOUSEHOLDER AND 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 2008 CPS and the 2007 AHS National surveys<sup>6</sup>. The result of the comparison shows that the composition of both samples correspond closely, even though the AHS data are a year older than the CPS data.



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

<sup>6</sup> <http://www.census.gov/prod/2008pubs/h150-07.pdf> , Table 2-9, Household Composition-Occupied Units, Pg 86

## THE CONSUMER REPORTS AND DATA TABLES

The following data tables are generally included in the standard 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 2008, 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 (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 2008, NAHB Research Center, Inc.		PURCH		
		NEW ENG	MID ATL	E N CEN
<b>CABINETS</b>				
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 of Purchase Rate Table (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 2008, NAHB Research Center, Inc.		2008 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 (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 2008, NAHB Research Center, Inc.		DEMOG		
		NEW ENG	MID ATL	E N CEN
<b>SAMPLE SIZE ①</b>		1,234	4,567	6,789
DOLLARS SPENT IN 2004		\$7,654	\$7,890	\$8,901
<b>YEAR DWELLING WAS CONSTRUCTED ②</b>				
Percentage of Purchasing Households	<b>③</b>			
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 of Demographic Data Table (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

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
UNITED STATES						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	79,121.6	79,584.6	80,283.5	81,421.6	83,022.3	84,586.8
Renter Occupied	37,353.9	38,213.3	39,192.6	40,386.4	41,816.7	43,260.4
TOTAL	116,475.5	117,797.9	119,476.1	121,808.1	124,838.9	127,847.2
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	126.2	127.0	128.2	129.9	132.3	134.7
Solar domestic hot water	147.1	148.1	149.5	151.7	154.7	157.6
Solar pool heater	93.2	93.6	94.2	95.1	96.5	97.9
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	68.0	68.2	68.3	68.7	69.2	69.7
Flat panel collectors installed on supports attached to the ground	28.4	28.9	29.5	30.3	31.3	32.4
Integrated (BIPV) into the roofing or other element of the home	11.1	11.3	11.5	11.8	12.3	12.8
Another type of PV system	13.8	13.8	14.0	14.1	14.3	14.5
Not sure	4.9	4.9	5.0	5.0	5.2	5.3
TOTAL	126.2	127.0	128.2	129.9	132.3	134.7
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	62.6	63.2	64.0	65.2	66.8	68.3
Home is not connected to electrical grid	6.3	6.3	6.4	6.4	6.6	6.7
Had easy-to-read energy monitor	43.3	43.5	43.7	44.0	44.5	45.0
Net Metering enabled	48.7	48.9	49.2	49.6	50.3	50.9
Not sure	7.6	7.6	7.7	7.8	7.9	8.0
None of the above	4.7	4.6	4.7	4.7	4.7	4.7
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	31.7	32.0	32.3	32.8	33.5	34.3
3 KW to 5 KW	25.1	25.2	25.3	25.6	25.9	26.3
More than 5 KW	43.6	43.8	44.1	44.5	45.2	45.9
Not sure	25.8	26.1	26.5	27.0	27.7	28.3
TOTAL	126.2	127.0	128.2	129.9	132.3	134.7
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	60.1	60.1	60.3	60.6	61.0	61.4
Homeowner / Building Owner	39.5	40.0	40.7	41.8	43.3	44.8
Electrician	14.4	14.6	14.8	15.1	15.3	15.6
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	7.2	7.2	7.2	7.3	7.3	7.4
Not sure	5.0	5.1	5.1	5.2	5.3	5.4
TOTAL	126.2	127.0	128.2	129.9	132.3	134.7

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
UNITED STATES						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	45.4	45.6	45.9	46.5	47.3	48.1
Homeowner / Building Owner	39.3	39.6	40.0	40.6	41.4	42.2
Plumber	36.1	36.3	36.6	37.1	37.8	38.4
Utility company	5.7	5.7	5.7	5.7	5.8	5.8
Other	8.5	8.6	8.7	9.0	9.2	9.5
Not sure	12.2	12.4	12.6	12.8	13.1	13.4
TOTAL	147.1	148.1	149.5	151.7	154.7	157.6
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	58.2	58.3	58.4	58.7	59.2	59.6
Homeowner / Building Owner	23.3	23.5	23.8	24.3	24.9	25.6
Plumber	7.2	7.3	7.4	7.6	7.8	8.1
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.0	2.0	2.0	2.1	2.1	2.1
Not sure	2.5	2.5	2.5	2.5	2.5	2.5
TOTAL	93.2	93.6	94.2	95.1	96.5	97.9
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	96.2	96.8	97.6	98.8	100.6	102.4
Federal government	92.2	92.6	93.2	94.3	95.8	97.3
State government	99.9	100.3	100.8	101.7	102.8	103.9
Local government	15.1	15.2	15.4	15.7	16.2	16.7
Public utility	54.9	55.0	55.1	55.4	55.8	56.1
Another source offered incentives	30.3	30.5	30.9	31.4	32.1	32.8
Not sure	29.5	29.8	30.1	30.4	30.9	31.4

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
NEW ENGLAND						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	3,710.1	3,713.5	3,721.0	3,734.8	3,755.2	3,774.9
Renter Occupied	1,679.4	1,648.7	1,620.2	1,594.6	1,571.9	1,549.0
TOTAL	5,389.5	5,362.2	5,341.2	5,329.4	5,327.1	5,323.9
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	5.0	5.0	5.0	5.1	5.1	5.1
Solar domestic hot water	2.6	2.6	2.6	2.6	2.7	2.7
Solar pool heater	0.0	0.0	0.0	0.0	0.0	0.0
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	5.0	5.0	5.0	5.1	5.1	5.1
Flat panel collectors installed on supports attached to the ground	0.0	0.0	0.0	0.0	0.0	0.0
Integrated (BIPV) into the roofing or other element of the home	0.0	0.0	0.0	0.0	0.0	0.0
Another type of PV system	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	5.0	5.0	5.0	5.1	5.1	5.1
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	5.0	5.0	5.0	5.1	5.1	5.1
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	5.0	5.0	5.0	5.1	5.1	5.1
Net Metering enabled	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	2.9	2.9	2.9	2.9	2.9	2.9
3 KW to 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
More than 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.1	2.1	2.1	2.2	2.2	2.2
TOTAL	5.0	5.0	5.0	5.1	5.1	5.1
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	2.1	2.1	2.1	2.2	2.2	2.2
Electrician	2.9	2.9	2.9	2.9	2.9	2.9
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	5.0	5.0	5.0	5.1	5.1	5.1

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
NEW ENGLAND						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	2.6	2.6	2.6	2.6	2.7	2.7
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	2.6	2.6	2.6	2.6	2.7	2.7
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	5.0	5.0	5.0	5.1	5.1	5.1
Federal government	2.6	2.6	2.6	2.6	2.7	2.7
State government	0.0	0.0	0.0	0.0	0.0	0.0
Local government	0.0	0.0	0.0	0.0	0.0	0.0
Public utility	0.0	0.0	0.0	0.0	0.0	0.0
Another source offered incentives	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
MID-ATLANTIC						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	9,606.8	9,613.4	9,628.8	9,657.1	9,699.4	9,739.6
Renter Occupied	5,564.3	5,682.9	5,807.6	5,941.0	6,084.4	6,228.7
TOTAL	15,171.1	15,296.3	15,436.4	15,598.1	15,783.9	15,968.3
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	22.8	23.0	23.3	23.5	23.8	24.1
Solar domestic hot water	23.0	23.0	23.0	23.1	23.1	23.2
Solar pool heater	6.8	6.8	6.8	6.9	6.9	6.9
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	6.9	6.9	6.9	6.9	6.9	7.0
Flat panel collectors installed on supports attached to the ground	11.3	11.5	11.7	11.9	12.2	12.4
Integrated (BIPV) into the roofing or other element of the home	1.9	1.9	1.9	1.9	2.0	2.0
Another type of PV system	2.7	2.7	2.7	2.7	2.7	2.7
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	22.8	23.0	23.3	23.5	23.8	24.1
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	17.4	17.6	17.8	18.0	18.3	18.6
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	11.0	11.0	11.0	11.0	11.1	11.1
Net Metering enabled	2.8	2.8	2.8	2.8	2.8	2.8
Not sure	2.7	2.7	2.7	2.7	2.7	2.7
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	2.7	2.7	2.7	2.7	2.7	2.7
3 KW to 5 KW	7.1	7.2	7.2	7.2	7.2	7.2
More than 5 KW	3.9	3.9	3.9	3.9	3.9	3.9
Not sure	9.1	9.3	9.5	9.7	10.0	10.2
TOTAL	22.8	23.0	23.3	23.5	23.8	24.1
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	6.6	6.6	6.6	6.7	6.7	6.7
Homeowner / Building Owner	7.1	7.1	7.1	7.1	7.1	7.2
Electrician	9.1	9.3	9.5	9.7	10.0	10.2
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	22.8	23.0	23.3	23.5	23.8	24.1



	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
MID-ATLANTIC						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	11.1	11.1	11.1	11.1	11.2	11.2
Plumber	8.5	8.5	8.5	8.6	8.6	8.6
Utility company	3.4	3.4	3.4	3.4	3.4	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	23.0	23.0	23.0	23.1	23.1	23.2
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	3.9	3.9	3.9	3.9	4.0	4.0
Homeowner / Building Owner	2.9	2.9	2.9	2.9	2.9	2.9
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	6.8	6.8	6.8	6.9	6.9	6.9
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	22.3	22.4	22.4	22.4	22.5	22.6
Federal government	11.5	11.5	11.5	11.6	11.6	11.6
State government	30.7	30.9	31.1	31.4	31.7	32.0
Local government	4.4	4.4	4.4	4.4	4.4	4.4
Public utility	10.5	10.5	10.5	10.5	10.6	10.6
Another source offered incentives	2.7	2.7	2.7	2.7	2.7	2.7
Not sure	3.2	3.2	3.2	3.2	3.2	3.2

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
EAST NORTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	13,086.8	13,100.0	13,127.0	13,179.4	13,262.5	13,343.6
Renter Occupied	5,127.7	5,248.9	5,377.0	5,517.2	5,672.1	5,828.8
TOTAL	18,214.6	18,348.9	18,504.0	18,696.6	18,934.7	19,172.4
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	3.4	3.4	3.4	3.4	3.4	3.5
Solar domestic hot water	12.4	12.4	12.4	12.5	12.6	12.7
Solar pool heater	4.8	4.8	4.8	4.8	4.8	4.8
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	3.4	3.4	3.4	3.4	3.4	3.5
Flat panel collectors installed on supports attached to the ground	0.0	0.0	0.0	0.0	0.0	0.0
Integrated (BIPV) into the roofing or other element of the home	0.0	0.0	0.0	0.0	0.0	0.0
Another type of PV system	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	3.4	3.4	3.4	3.4	3.4	3.5
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	3.4	3.4	3.4	3.4	3.4	3.5
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	3.4	3.4	3.4	3.4	3.4	3.5
Net Metering enabled	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	0.0	0.0	0.0	0.0	0.0	0.0
3 KW to 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
More than 5 KW	3.4	3.4	3.4	3.4	3.4	3.5
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	3.4	3.4	3.4	3.4	3.4	3.5
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	3.4	3.4	3.4	3.4	3.4	3.5
Electrician	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	3.4	3.4	3.4	3.4	3.4	3.5

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
EAST NORTH CENTRAL						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	6.4	6.4	6.4	6.4	6.5	6.5
Plumber	6.0	6.0	6.1	6.1	6.1	6.2
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	12.4	12.4	12.4	12.5	12.6	12.7
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	2.3	2.3	2.3	2.3	2.3	2.3
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.5	2.5	2.5	2.5	2.5	2.5
TOTAL	4.8	4.8	4.8	4.8	4.8	4.8
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	0.0	0.0	0.0	0.0	0.0	0.0
Federal government	3.2	3.2	3.3	3.3	3.3	3.3
State government	9.9	10.0	10.0	10.1	10.2	10.3
Local government	0.0	0.0	0.0	0.0	0.0	0.0
Public utility	3.2	3.2	3.3	3.3	3.3	3.3
Another source offered incentives	5.8	5.8	5.8	5.8	5.9	5.9
Not sure	0.0	0.0	0.0	0.0	0.0	0.0

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
WEST NORTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	5,855.8	5,870.1	5,891.6	5,926.0	5,978.0	6,027.8
Renter Occupied	2,332.4	2,369.4	2,409.9	2,456.5	2,511.3	2,566.3
TOTAL	8,188.3	8,239.5	8,301.5	8,382.5	8,489.4	8,594.1
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	4.7	4.7	4.7	4.7	4.8	4.8
Solar domestic hot water	0.0	0.0	0.0	0.0	0.0	0.0
Solar pool heater	0.0	0.0	0.0	0.0	0.0	0.0
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	2.3	2.3	2.3	2.3	2.3	2.3
Flat panel collectors installed on supports attached to the ground	0.0	0.0	0.0	0.0	0.0	0.0
Integrated (BIPV) into the roofing or other element of the home	2.4	2.4	2.4	2.4	2.4	2.5
Another type of PV system	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	4.7	4.7	4.7	4.7	4.8	4.8
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	2.3	2.3	2.3	2.3	2.3	2.3
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	0.0	0.0	0.0	0.0	0.0	0.0
Net Metering enabled	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.4	2.4	2.4	2.4	2.4	2.5
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	2.3	2.3	2.3	2.3	2.3	2.3
3 KW to 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
More than 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.4	2.4	2.4	2.4	2.4	2.5
TOTAL	4.7	4.7	4.7	4.7	4.8	4.8
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	2.3	2.3	2.3	2.3	2.3	2.3
Electrician	2.4	2.4	2.4	2.4	2.4	2.5
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	4.7	4.7	4.7	4.7	4.8	4.8

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
WEST NORTH CENTRAL						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	0.0	0.0	0.0	0.0	0.0	0.0
Federal government	0.0	0.0	0.0	0.0	0.0	0.0
State government	0.0	0.0	0.0	0.0	0.0	0.0
Local government	0.0	0.0	0.0	0.0	0.0	0.0
Public utility	0.0	0.0	0.0	0.0	0.0	0.0
Another source offered incentives	2.3	2.3	2.3	2.3	2.3	2.3
Not sure	2.4	2.4	2.4	2.4	2.4	2.5

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
SOUTH ATLANTIC						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	16,624.9	16,761.0	16,963.5	17,311.3	17,801.9	18,298.1
Renter Occupied	6,947.9	7,125.7	7,333.9	7,606.5	7,947.0	8,301.1
TOTAL	23,572.8	23,886.7	24,297.4	24,917.9	25,748.9	26,599.2
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	19.5	19.8	20.2	21.0	22.0	23.1
Solar domestic hot water	34.9	35.2	35.6	36.3	37.2	38.2
Solar pool heater	21.2	21.3	21.4	21.7	22.1	22.5
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	6.0	6.0	6.1	6.2	6.3	6.4
Flat panel collectors installed on supports attached to the ground	6.7	6.8	7.0	7.4	7.9	8.3
Integrated (BIPV) into the roofing or other element of the home	6.8	6.9	7.1	7.4	7.9	8.3
Another type of PV system	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	19.5	19.8	20.2	21.0	22.0	23.1
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	10.4	10.5	10.8	11.2	11.8	12.4
Home is not connected to electrical grid	4.1	4.1	4.1	4.2	4.2	4.3
Had easy-to-read energy monitor	4.5	4.6	4.8	5.0	5.4	5.8
Net Metering enabled	6.4	6.6	6.7	7.1	7.5	8.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	10.4	10.5	10.8	11.2	11.8	12.4
3 KW to 5 KW	2.3	2.3	2.3	2.4	2.4	2.4
More than 5 KW	6.8	6.9	7.1	7.4	7.9	8.3
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	19.5	19.8	20.2	21.0	22.0	23.1
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	6.2	6.3	6.4	6.5	6.7	6.9
Homeowner / Building Owner	10.9	11.1	11.5	12.1	12.9	13.8
Electrician	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.3	2.3	2.3	2.4	2.4	2.4
TOTAL	19.5	19.8	20.2	21.0	22.0	23.1

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
SOUTH ATLANTIC						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	18.0	18.1	18.2	18.4	18.8	19.2
Homeowner / Building Owner	6.1	6.2	6.3	6.5	6.8	7.1
Plumber	2.6	2.6	2.6	2.6	2.7	2.7
Utility company	2.3	2.3	2.3	2.4	2.4	2.4
Other	5.9	6.0	6.2	6.3	6.6	6.8
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	34.9	35.2	35.6	36.3	37.2	38.2
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	17.3	17.4	17.6	17.8	18.2	18.5
Homeowner / Building Owner	3.8	3.9	3.9	3.9	4.0	4.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	21.2	21.3	21.4	21.7	22.1	22.5
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	18.7	18.8	18.9	19.3	19.7	20.2
Federal government	11.7	11.8	12.0	12.3	12.8	13.3
State government	14.7	14.8	15.0	15.3	15.7	16.1
Local government	6.6	6.7	6.9	7.2	7.7	8.1
Public utility	5.8	5.8	5.8	5.9	6.0	6.0
Another source offered incentives	16.6	16.8	17.1	17.6	18.2	18.8
Not sure	2.4	2.4	2.5	2.5	2.5	2.5

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
EAST SOUTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	5,348.6	5,399.7	5,470.4	5,577.6	5,728.0	5,872.8
Renter Occupied	1,990.6	2,024.2	2,065.6	2,121.3	2,193.9	2,265.0
TOTAL	7,339.1	7,423.9	7,535.9	7,698.8	7,921.9	8,137.8
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	0.0	0.0	0.0	0.0	0.0	0.0
Solar domestic hot water	3.4	3.4	3.4	3.5	3.6	3.7
Solar pool heater	2.5	2.5	2.5	2.6	2.7	2.7
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	0.0	0.0	0.0	0.0	0.0	0.0
Flat panel collectors installed on supports attached to the ground	0.0	0.0	0.0	0.0	0.0	0.0
Integrated (BIPV) into the roofing or other element of the home	0.0	0.0	0.0	0.0	0.0	0.0
Another type of PV system	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	0.0	0.0	0.0	0.0	0.0	0.0
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	0.0	0.0	0.0	0.0	0.0	0.0
Net Metering enabled	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	0.0	0.0	0.0	0.0	0.0	0.0
3 KW to 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
More than 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Electrician	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0



	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
EAST SOUTH CENTRAL						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	3.4	3.4	3.4	3.5	3.6	3.7
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	3.4	3.4	3.4	3.5	3.6	3.7
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	2.5	2.5	2.5	2.6	2.7	2.7
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	2.5	2.5	2.5	2.6	2.7	2.7
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	0.0	0.0	0.0	0.0	0.0	0.0
Federal government	0.0	0.0	0.0	0.0	0.0	0.0
State government	0.0	0.0	0.0	0.0	0.0	0.0
Local government	0.0	0.0	0.0	0.0	0.0	0.0
Public utility	3.4	3.4	3.4	3.5	3.6	3.7
Another source offered incentives	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
WEST SOUTH CENTRAL						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	8,832.0	8,973.7	9,173.2	9,462.5	9,842.4	10,199.2
Renter Occupied	4,266.6	4,364.0	4,492.0	4,667.3	4,892.4	5,111.4
TOTAL	13,098.5	13,337.8	13,665.2	14,129.8	14,734.8	15,310.7
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	16.8	17.0	17.4	17.9	18.6	19.3
Solar domestic hot water	18.1	18.4	18.8	19.4	20.1	20.8
Solar pool heater	5.3	5.4	5.6	5.8	6.1	6.4
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	4.8	4.9	5.0	5.1	5.3	5.4
Flat panel collectors installed on supports attached to the ground	2.8	2.9	3.0	3.2	3.5	3.7
Integrated (BIPV) into the roofing or other element of the home	0.0	0.0	0.0	0.0	0.0	0.0
Another type of PV system	6.4	6.5	6.6	6.7	6.9	7.1
Not sure	2.7	2.7	2.8	2.8	2.9	3.0
TOTAL	16.8	17.0	17.4	17.9	18.6	19.3
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	11.6	11.8	12.1	12.4	13.0	13.5
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	0.0	0.0	0.0	0.0	0.0	0.0
Net Metering enabled	2.7	2.7	2.8	2.8	2.9	3.0
Not sure	2.5	2.5	2.6	2.6	2.7	2.8
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	2.4	2.4	2.4	2.5	2.6	2.6
3 KW to 5 KW	6.4	6.5	6.6	6.7	6.9	7.1
More than 5 KW	2.7	2.7	2.8	2.8	2.9	3.0
Not sure	5.3	5.4	5.6	5.8	6.2	6.5
TOTAL	16.8	17.0	17.4	17.9	18.6	19.3
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	2.5	2.5	2.6	2.6	2.7	2.8
Homeowner / Building Owner	11.6	11.8	12.1	12.4	13.0	13.5
Electrician	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.7	2.7	2.8	2.8	2.9	3.0
TOTAL	16.8	17.0	17.4	17.9	18.6	19.3

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
WEST SOUTH CENTRAL						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	4.1	4.1	4.2	4.3	4.4	4.6
Homeowner / Building Owner	5.7	5.8	6.0	6.2	6.5	6.8
Plumber	8.4	8.5	8.6	8.8	9.1	9.3
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	18.1	18.4	18.8	19.4	20.1	20.8
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	0.0	0.0	0.0	0.0	0.0	0.0
Homeowner / Building Owner	5.3	5.4	5.6	5.8	6.1	6.4
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	5.3	5.4	5.6	5.8	6.1	6.4
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	16.6	16.9	17.4	18.0	18.8	19.6
Federal government	12.5	12.6	12.8	13.1	13.5	13.9
State government	3.1	3.2	3.2	3.3	3.4	3.5
Local government	0.0	0.0	0.0	0.0	0.0	0.0
Public utility	0.0	0.0	0.0	0.0	0.0	0.0
Another source offered incentives	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.7	2.7	2.8	2.8	2.9	3.0

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
MOUNTAIN						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	5,721.6	5,761.0	5,828.4	5,943.6	6,102.8	6,257.3
Renter Occupied	2,474.1	2,533.2	2,604.4	2,696.0	2,806.9	2,917.2
TOTAL	8,195.8	8,294.2	8,432.7	8,639.6	8,909.7	9,174.5
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	8.1	8.2	8.2	8.2	8.3	8.4
Solar domestic hot water	9.4	9.5	9.7	9.9	10.3	10.6
Solar pool heater	4.4	4.4	4.5	4.5	4.6	4.6
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	4.7	4.7	4.7	4.7	4.8	4.8
Flat panel collectors installed on supports attached to the ground	1.3	1.3	1.3	1.3	1.3	1.3
Integrated (BIPV) into the roofing or other element of the home	0.0	0.0	0.0	0.0	0.0	0.0
Another type of PV system	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	2.2	2.2	2.2	2.2	2.2	2.2
TOTAL	8.1	8.2	8.2	8.2	8.3	8.4
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	4.8	4.8	4.8	4.8	4.9	4.9
Home is not connected to electrical grid	0.0	0.0	0.0	0.0	0.0	0.0
Had easy-to-read energy monitor	2.2	2.2	2.2	2.2	2.2	2.2
Net Metering enabled	3.4	3.4	3.4	3.4	3.5	3.5
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
None of the above	0.0	0.0	0.0	0.0	0.0	0.0
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	2.6	2.6	2.6	2.6	2.6	2.7
3 KW to 5 KW	0.0	0.0	0.0	0.0	0.0	0.0
More than 5 KW	3.4	3.4	3.4	3.4	3.5	3.5
Not sure	2.2	2.2	2.2	2.2	2.2	2.2
TOTAL	8.1	8.2	8.2	8.2	8.3	8.4
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	5.6	5.6	5.6	5.6	5.7	5.7
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Electrician	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.6	2.6	2.6	2.6	2.6	2.7
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	8.1	8.2	8.2	8.2	8.3	8.4

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
MOUNTAIN						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	4.8	4.9	5.0	5.2	5.5	5.8
Homeowner / Building Owner	2.1	2.1	2.1	2.1	2.1	2.1
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.6	2.6	2.6	2.6	2.6	2.7
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	9.4	9.5	9.7	9.9	10.3	10.6
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	2.4	2.4	2.4	2.4	2.5	2.5
Homeowner / Building Owner	0.0	0.0	0.0	0.0	0.0	0.0
Plumber	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.0	2.0	2.0	2.1	2.1	2.1
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	4.4	4.4	4.5	4.5	4.6	4.6
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	4.2	4.3	4.3	4.3	4.3	4.3
Federal government	13.3	13.4	13.6	13.9	14.3	14.7
State government	8.5	8.6	8.6	8.7	8.7	8.8
Local government	0.0	0.0	0.0	0.0	0.0	0.0
Public utility	6.0	6.0	6.0	6.1	6.1	6.2
Another source offered incentives	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0

	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
PACIFIC						
All Data in Thousands						
HOUSING STOCK						
Owner Occupied	10,335.0	10,392.2	10,479.6	10,629.3	10,851.8	11,073.4
Renter Occupied	6,970.9	7,216.3	7,482.0	7,786.2	8,136.7	8,492.9
TOTAL	17,305.9	17,608.5	17,961.6	18,415.5	18,988.5	19,566.3
<b>SOLAR</b>						
SOLAR ENERGY SYSTEMS						
Households that Spent Money on:						
Solar electric (photovoltaic, or PV) system	46.0	46.0	46.0	46.1	46.3	46.4
Solar domestic hot water	43.3	43.6	43.9	44.4	45.0	45.7
Solar pool heater	48.3	48.4	48.5	48.9	49.4	49.8
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Flat panel collectors installed on the roof	35.0	35.0	35.0	35.0	35.1	35.2
Flat panel collectors installed on supports attached to the ground	6.3	6.3	6.4	6.4	6.5	6.6
Integrated (BIPV) into the roofing or other element of the home	0.0	0.0	0.0	0.0	0.0	0.0
Another type of PV system	4.7	4.6	4.7	4.7	4.7	4.7
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	46.0	46.0	46.0	46.1	46.3	46.4
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Had battery storage	7.9	7.9	7.9	7.9	8.0	8.1
Home is not connected to electrical grid	2.2	2.2	2.2	2.3	2.3	2.4
Had easy-to-read energy monitor	17.3	17.3	17.3	17.3	17.3	17.3
Net Metering enabled	33.5	33.5	33.5	33.5	33.6	33.7
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
None of the above	4.7	4.6	4.7	4.7	4.7	4.7
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Less than 3 KW	8.6	8.6	8.6	8.6	8.6	8.6
3 KW to 5 KW	9.2	9.2	9.3	9.3	9.4	9.5
More than 5 KW	23.5	23.5	23.5	23.5	23.6	23.6
Not sure	4.7	4.6	4.7	4.7	4.7	4.7
TOTAL	46.0	46.0	46.0	46.1	46.3	46.4
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS						
Number of Solar Electric Systems						
Solar contractor	39.2	39.1	39.1	39.2	39.2	39.3
Homeowner / Building Owner	2.2	2.2	2.2	2.3	2.3	2.4
Electrician	0.0	0.0	0.0	0.0	0.0	0.0
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.7	4.6	4.7	4.7	4.7	4.7
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	46.0	46.0	46.0	46.1	46.3	46.4

	2008	2009 <i>(forecast)</i>	2010 <i>(forecast)</i>	2011 <i>(forecast)</i>	2012 <i>(forecast)</i>	2013 <i>(forecast)</i>
PACIFIC						
All Data in Thousands						
PRIMARY INSTALLER OF SOLAR WATER HEATER						
Number of Solar Water Heating Systems						
Solar contractor	15.9	15.9	15.9	15.9	15.9	15.9
Homeowner / Building Owner	4.7	4.7	4.7	4.7	4.7	4.8
Plumber	10.5	10.6	10.7	10.9	11.2	11.6
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	12.2	12.4	12.6	12.8	13.1	13.4
TOTAL	43.3	43.6	43.9	44.4	45.0	45.7
PRIMARY INSTALLER OF SOLAR POOL HEATER						
Number of Solar Pool Heating Systems						
Solar contractor	32.2	32.2	32.2	32.2	32.2	32.2
Homeowner / Building Owner	8.8	8.8	8.9	9.1	9.3	9.5
Plumber	7.2	7.3	7.4	7.6	7.8	8.1
Utility company	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
Not sure	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	48.3	48.4	48.5	48.9	49.4	49.8
INCENTIVE SOURCES FOR SOLAR SYSTEMS						
Number of Solar Electric or Solar Water Heating Systems						
Paid in full - no incentives	29.4	29.4	29.6	29.8	30.2	30.6
Federal government	37.3	37.3	37.4	37.5	37.7	37.8
State government	32.9	32.9	32.9	33.0	33.0	33.1
Local government	4.1	4.1	4.1	4.1	4.2	4.2
Public utility	26.0	26.0	26.0	26.1	26.2	26.2
Another source offered incentives	2.9	2.9	2.9	2.9	2.9	2.9
Not sure	18.8	19.0	19.2	19.5	19.8	20.1

## 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
<b>SOLAR</b>										
HOUSEHOLDS THAT SPENT MONEY ON: SOLAR ENERGY SYSTEMS										
Sample Size	3	12	6	2	23	2	11	8	25	92
Projected Households	7,621	39,181	17,130	4,671	68,248	5,815	33,267	19,439	88,673	284,044
SOLAR ENERGY SYSTEMS										
Households that Spent Money on:										
Solar electric (photovoltaic, or PV) system	0.658	0.350	0.196	1.000	0.303	0.000	0.414	0.419	0.470	0.391
Solar domestic hot water	0.342	0.587	0.722	0.000	0.505	0.577	0.428	0.486	0.326	0.452
Solar pool heater	0.000	0.175	0.278	0.000	0.357	0.423	0.159	0.228	0.451	0.310
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Flat panel collectors installed on the roof	0.658	0.176	0.196	0.486	0.095	0.000	0.145	0.241	0.346	0.226
Flat panel collectors installed on supports attached to the ground	0.000	0.056	0.000	0.000	0.098	0.000	0.085	0.066	0.071	0.068
Integrated (BIPV) into the roofing or other element of the home	0.000	0.049	0.000	0.514	0.109	0.000	0.000	0.000	0.000	0.041
Another type of PV system	0.000	0.069	0.000	0.000	0.000	0.000	0.103	0.000	0.052	0.038
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.081	0.112	0.000	0.017
TOTAL	0.658	0.350	0.196	1.000	0.303	0.000	0.414	0.419	0.470	0.391
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Had battery storage	0.658	0.210	0.196	0.486	0.160	0.000	0.258	0.244	0.062	0.171
Home is not connected to electrical grid	0.000	0.000	0.000	0.000	0.070	0.000	0.000	0.000	0.024	0.024
Had easy-to-read energy monitor	0.658	0.281	0.196	0.000	0.066	0.000	0.000	0.112	0.146	0.137
Net Metering enabled	0.000	0.071	0.000	0.000	0.102	0.000	0.081	0.175	0.355	0.167
Not sure	0.000	0.069	0.000	0.514	0.000	0.000	0.075	0.000	0.000	0.027
None of the above	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.052	0.016
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Less than 3 KW	0.378	0.069	0.000	0.486	0.160	0.000	0.071	0.132	0.070	0.105
3 KW to 5 KW	0.000	0.183	0.000	0.000	0.034	0.000	0.103	0.000	0.104	0.078
More than 5 KW	0.000	0.098	0.196	0.000	0.109	0.000	0.081	0.175	0.243	0.149
Not sure	0.280	0.000	0.000	0.514	0.000	0.000	0.159	0.112	0.052	0.059
TOTAL	0.658	0.350	0.196	1.000	0.303	0.000	0.414	0.419	0.470	0.391
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Solar contractor	0.000	0.169	0.000	0.000	0.101	0.000	0.075	0.287	0.393	0.199
Homeowner / Building Owner	0.280	0.181	0.196	0.486	0.168	0.000	0.258	0.000	0.024	0.130
Electrician	0.378	0.000	0.000	0.514	0.000	0.000	0.000	0.000	0.000	0.019
Utility company	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.132	0.052	0.025
Not sure	0.000	0.000	0.000	0.000	0.034	0.000	0.081	0.000	0.000	0.018
TOTAL	0.658	0.350	0.196	1.000	0.303	0.000	0.414	0.419	0.470	0.391

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
<b>PRIMARY INSTALLER OF SOLAR WATER HEATER</b>										
Number of Solar Water Heating Systems										
Solar contractor	0.342	0.000	0.000	0.000	0.316	0.000	0.123	0.247	0.140	0.160
Homeowner / Building Owner	0.000	0.283	0.371	0.000	0.089	0.577	0.171	0.106	0.053	0.139
Plumber	0.000	0.218	0.351	0.000	0.038	0.000	0.134	0.000	0.091	0.105
Utility company	0.000	0.086	0.000	0.000	0.034	0.000	0.000	0.000	0.000	0.020
Other	0.000	0.000	0.000	0.000	0.028	0.000	0.000	0.132	0.000	0.016
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.013
<b>TOTAL</b>	<b>0.342</b>	<b>0.587</b>	<b>0.722</b>	<b>0.000</b>	<b>0.505</b>	<b>0.577</b>	<b>0.428</b>	<b>0.486</b>	<b>0.326</b>	<b>0.452</b>
<b>PRIMARY INSTALLER OF SOLAR POOL HEATER</b>										
Number of Solar Pool Heating Systems										
Solar contractor	0.000	0.101	0.134	0.000	0.280	0.000	0.000	0.124	0.270	0.182
Homeowner / Building Owner	0.000	0.074	0.000	0.000	0.077	0.423	0.159	0.000	0.099	0.087
Plumber	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.082	0.026
Utility company	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.104	0.000	0.007
Not sure	0.000	0.000	0.144	0.000	0.000	0.000	0.000	0.000	0.000	0.009
<b>TOTAL</b>	<b>0.000</b>	<b>0.175</b>	<b>0.278</b>	<b>0.000</b>	<b>0.357</b>	<b>0.423</b>	<b>0.159</b>	<b>0.228</b>	<b>0.451</b>	<b>0.310</b>
<b>INCENTIVE SOURCES FOR SOLAR SYSTEMS</b>										
Number of Solar Electric or Solar Water Heating Systems										
Paid in full - no incentives	0.658	0.571	0.000	0.000	0.299	0.000	0.409	0.218	0.225	0.301
Federal government	0.342	0.295	0.188	0.000	0.210	0.000	0.257	0.686	0.421	0.320
State government	0.000	0.552	0.580	0.000	0.246	0.000	0.094	0.439	0.371	0.327
Local government	0.000	0.112	0.000	0.000	0.105	0.000	0.000	0.000	0.047	0.055
Public utility	0.000	0.268	0.188	0.000	0.116	0.577	0.000	0.309	0.294	0.201
Another source offered incentives	0.000	0.069	0.338	0.486	0.177	0.000	0.000	0.000	0.033	0.091
Not sure	0.000	0.082	0.000	0.514	0.049	0.000	0.081	0.000	0.107	0.074

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
<b>SOLAR</b>										
HOUSEHOLDS THAT SPENT MONEY ON: SOLAR ENERGY SYSTEMS										
Sample Size	0	1	0	0	1	0	0	0	1	3
Projected Households	0	9,125	0	0	4,516	0	0	0	5,925	19,567
SOLAR ENERGY SYSTEMS										
Households that Spent Money on:										
Solar electric (photovoltaic, or PV) system	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
Solar domestic hot water	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	1.000	0.533
Solar pool heater	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
TYPE OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Flat panel collectors installed on the roof	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Flat panel collectors installed on supports attached to the ground	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
Integrated (BIPV) into the roofing or other element of the home	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Another type of PV system	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
TOTAL	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Had battery storage	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
Home is not connected to electrical grid	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Had easy-to-read energy monitor	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Net Metering enabled	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
None of the above	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
CAPACITIES OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Less than 3 KW	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
3 KW to 5 KW	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
More than 5 KW	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Not sure	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
TOTAL	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS										
Number of Solar Electric Systems										
Solar contractor	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Homeowner / Building Owner	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Electrician	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
Utility company	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
TOTAL	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
<b>PRIMARY INSTALLER OF SOLAR WATER HEATER</b>										
Number of Solar Water Heating Systems										
Solar contractor	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Homeowner / Building Owner	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Plumber	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Utility company	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.231
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.302
<b>TOTAL</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>1.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>1.000</b>	<b>0.533</b>
<b>PRIMARY INSTALLER OF SOLAR POOL HEATER</b>										
Number of Solar Pool Heating Systems										
Solar contractor	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Homeowner / Building Owner	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Plumber	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Utility company	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<b>TOTAL</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
<b>INCENTIVE SOURCES FOR SOLAR SYSTEMS</b>										
Number of Solar Electric or Solar Water Heating Systems										
Paid in full - no incentives	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Federal government	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
State government	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467
Local government	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Public utility	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Another source offered incentives	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.231
Not sure	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.302

## APPENDIX C

---

## INCIDENCE RATE TABLES

INCIDENCE RATE TABLE  
FOR  
OWNER-OCCUPIED HOUSEHOLDS



2008 INCIDENCE RATES  
 FOR  
 OWNER OCCUPIED

SOLAR

	Sample Size	Incidence of Purchase	x 1000 Owner Households	Owner HHs That Bought
CT & RI & MA			2,745.0	2,882
ME & NH & VT			965.1	4,739
New England	1,427	0.2%	3,710.1	7,621
NJ			2,130.9	3,857
NY			3,873.8	33,199
PA			3,602.1	2,125
Mid Atlantic	3,906	0.4%	9,606.8	39,181
IL			3,353.5	5,466
IN			1,858.6	9,367
MI			3,012.8	0
OH			3,280.4	2,296
WI			1,581.6	0
East North Central	6,225	0.1%	13,086.8	17,130
IA & NE			1,384.8	0
KS & MO			2,472.1	2,274
MN			1,587.1	2,397
ND & SD			411.8	0
West North Central	2,665	0.1%	5,855.8	4,671
DE & MD			1,862.4	4,451
NO FL			3,395.1	31,371
SO FL			2,089.7	14,126
GA			2,519.1	2,746
NC & SC			3,950.8	3,200
VA & WV			2,807.7	12,354
South Atlantic	6,295	0.4%	16,624.9	68,248
AL & MS			2,271.6	0
KY & TN			3,076.9	5,815
East South Central	1,918	0.1%	5,348.6	5,815
AR & OK			1,883.0	8,003
LA & E TX			3,590.0	7,898
W TX			3,359.0	17,366
West South Central	3,138	0.4%	8,832.0	33,267
AZ & NM & NV			2,892.2	9,602
CO & UT			1,944.7	7,643
ID & MT & WY			884.8	2,194
Mountain	2,606	0.3%	5,721.6	19,439
N CA			3,316.2	24,639
S CA & HI			4,153.0	53,034
OR			979.4	8,472
WA & AK			1,886.4	2,528
Pacific	3,735	0.9%	10,335.0	88,673
U.S. Total	31,915	0.4%	79,121.6	284,044

INCIDENCE RATE TABLE  
FOR  
RENTER-OCCUPIED HOUSEHOLDS

2008 INCIDENCE RATES  
 FOR  
 RENTER OCCUPIED

SOLAR

	Sample Size	Incidence of Purchase	x 1000 Renter Households	Renter HHs That Bought
CT & RI & MA			1,342.1	0
ME & NH & VT			337.3	0
New England	424	0.0%	1,679.4	0
NJ			1,035.4	1,698
NY			3,169.5	5,198
PA			1,359.5	2,230
Mid Atlantic	994	0.2%	5,564.3	9,125
IL			1,513.7	0
IN			639.5	0
MI			956.6	0
OH			1,352.9	0
WI			665.0	0
East North Central	1,447	0.0%	5,127.7	0
IA & NE			528.6	0
KS & MO			1,031.6	0
MN			584.0	0
ND & SD			188.2	0
West North Central	672	0.0%	2,332.4	0
DE & MD			843.0	548
NO FL			1,380.0	897
SO FL			849.4	552
GA			1,174.6	763
NC & SC			1,625.0	1,056
VA & WV			1,075.9	699
South Atlantic	1,757	0.1%	6,947.9	4,516
AL & MS			802.5	0
KY & TN			1,188.1	0
East South Central	446	0.0%	1,990.6	0
AR & OK			816.7	0
LA & E TX			1,680.6	0
W TX			1,769.3	0
West South Central	969	0.0%	4,266.6	0
AZ & NM & NV			1,360.0	0
CO & UT			789.1	0
ID & MT & WY			325.0	0
Mountain	858	0.0%	2,474.1	0
N CA			2,451.1	2,083
S CA & HI			3,057.4	2,599
OR			500.0	425
WA & AK			962.4	818
Pacific	1,551	0.1%	6,970.9	5,925
U.S. Total	9,118	0.1%	37,353.9	19,567

# 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
<b>SAMPLE SIZE</b>	1,427	3,906	6,225	2,665	6,295	1,918	3,138	2,606	3,735	31,915
<b>DOLLARS SPENT</b>	\$3,804	\$3,853	\$2,809	\$2,682	\$2,813	\$2,646	\$3,434	\$2,940	\$4,367	\$3,246
<b>YEAR DWELLING WAS CONSTRUCTED</b>										
Percentage of Purchasing Households										
1919 or earlier	13.5%	11.4%	8.2%	10.0%	1.8%	2.6%	2.0%	2.5%	2.8%	5.4%
1920 to 1929	4.8%	6.3%	4.5%	3.8%	1.2%	1.3%	1.1%	1.2%	2.2%	2.9%
1930 to 1939	2.9%	4.5%	3.2%	3.4%	1.1%	2.0%	1.2%	1.0%	1.9%	2.3%
1940 to 1949	4.5%	6.8%	5.2%	4.7%	2.7%	4.1%	2.8%	1.7%	4.5%	4.1%
1950 to 1959	13.1%	16.9%	14.6%	10.9%	7.3%	7.1%	8.0%	6.5%	12.4%	10.9%
1960 to 1969	11.9%	11.1%	11.9%	10.7%	8.4%	9.9%	9.8%	7.0%	12.8%	10.4%
1970 to 1974	7.3%	7.0%	7.4%	6.9%	6.8%	8.0%	7.5%	9.3%	9.0%	7.6%
1975 to 1979	7.5%	5.7%	7.3%	8.2%	7.4%	7.5%	10.9%	9.2%	10.4%	8.2%
1980 to 1984	5.3%	4.3%	4.2%	6.9%	9.1%	6.6%	10.1%	7.6%	7.3%	7.0%
1985 to 1989	9.1%	6.7%	5.8%	6.6%	11.7%	8.7%	7.4%	8.1%	8.5%	8.2%
1990 to 1994	4.4%	4.4%	5.8%	6.3%	8.8%	8.7%	6.2%	7.6%	7.1%	6.8%
1995 to 1999	6.1%	5.7%	8.9%	8.3%	12.4%	13.6%	11.7%	12.8%	7.7%	9.8%
2000 to 2006	8.5%	8.4%	12.0%	12.0%	19.4%	17.9%	18.7%	23.6%	12.3%	15.0%
Not sure	1.1%	0.8%	0.9%	1.2%	2.1%	2.0%	2.7%	2.0%	1.1%	1.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>TYPE OF EXISTING DWELLING</b>										
Percentage of Purchasing Households										
Single-family detached	81.9%	79.1%	84.2%	85.4%	77.2%	83.7%	83.7%	80.4%	79.5%	81.1%
Duplex or triplex	3.8%	4.8%	1.6%	1.8%	1.3%	0.6%	0.6%	0.9%	1.2%	1.8%
Mobile home	4.0%	4.0%	5.6%	6.6%	10.5%	12.9%	11.8%	9.8%	9.2%	8.4%
Townhouses	2.8%	4.4%	2.3%	3.5%	5.2%	0.6%	1.2%	4.0%	3.5%	3.3%
Condominiums/Apartments	6.7%	6.9%	5.9%	2.1%	5.0%	1.5%	1.5%	3.7%	5.4%	4.6%
Other	0.1%	0.3%	0.1%	0.2%	0.2%	0.2%	0.4%	0.5%	0.5%	0.3%
Not sure	0.7%	0.5%	0.4%	0.4%	0.5%	0.6%	0.8%	0.7%	0.8%	0.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>TYPE OF DETACHED HOUSE</b>										
Percentage of Purchasing Households										
One story or ranch	27.4%	27.3%	45.2%	48.6%	59.3%	61.5%	74.9%	61.5%	59.7%	52.9%
Cape Cod (1 1/2 story)	13.9%	8.7%	5.7%	4.0%	2.6%	2.5%	1.5%	0.5%	1.1%	4.0%
Bi-level or split foyer	4.6%	5.6%	4.3%	7.2%	2.7%	3.7%	0.5%	3.4%	1.9%	3.5%
Two story	44.2%	47.8%	36.8%	27.7%	28.9%	24.7%	18.2%	25.5%	30.2%	31.6%
Split-level	4.8%	5.9%	4.6%	7.2%	2.7%	3.1%	1.6%	4.8%	3.7%	4.0%
Other	4.6%	4.1%	2.6%	4.4%	3.0%	3.5%	2.2%	3.2%	2.4%	3.1%
Not sure	0.6%	0.7%	0.8%	0.9%	0.8%	1.1%	1.1%	1.1%	1.0%	0.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>SQUARE FEET OF FLOOR AREA</b>										
Percentage of Purchasing Households										
Less than 500	0.2%	0.3%	0.2%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%
500 to 749	4.3%	7.1%	4.5%	4.4%	3.9%	5.0%	2.9%	3.4%	4.0%	4.4%
750 to 999	5.5%	5.6%	7.1%	7.8%	4.4%	3.9%	4.2%	5.6%	4.9%	5.4%
1,000 to 1,499	23.6%	22.7%	26.9%	27.6%	22.4%	25.1%	23.8%	25.1%	26.3%	24.7%
1,500 to 1,999	23.1%	21.2%	24.3%	22.5%	25.3%	25.3%	26.2%	25.9%	26.8%	24.7%
2,000 to 2,499	16.3%	16.8%	16.4%	16.2%	17.9%	17.7%	19.1%	17.5%	16.7%	17.2%
2,500 to 2,999	9.6%	9.0%	8.0%	8.3%	9.7%	8.7%	10.5%	10.1%	9.2%	9.2%
3,000 to 3,999	7.6%	8.7%	7.0%	7.7%	9.6%	8.8%	8.5%	7.4%	7.3%	8.2%
4,000 or more	8.3%	7.4%	5.1%	4.6%	5.8%	4.8%	4.4%	4.6%	4.3%	5.4%
Not sure	1.4%	1.4%	0.5%	0.9%	0.9%	0.6%	0.4%	0.4%	0.5%	0.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*This report is provided solely for the internal use of the recipient organization. This report is confidential and may not be reproduced, distributed, or disseminated without prior written permission.*

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
<b>YEARS OF RESIDENCY</b>										
Percentage of Purchasing Households										
less than 5 years	25.1%	23.5%	28.4%	31.0%	32.6%	34.3%	35.3%	39.6%	28.0%	30.6%
6 - 10 years	20.1%	20.1%	22.1%	22.1%	24.1%	23.1%	22.8%	24.2%	22.0%	22.5%
11 - 15 years	54.8%	56.4%	49.6%	46.9%	43.3%	42.7%	41.9%	36.2%	50.0%	46.9%
16 - 20 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21 - 25 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
25 - 30 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30 years or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
<b>AGE OF HEAD-OF-HOUSEHOLD</b>										
Percentage of Purchasing Households										
18 - 24 yrs	1.5%	1.6%	2.2%	2.3%	2.4%	2.3%	2.0%	2.5%	1.5%	2.1%
25 - 29 yrs	3.6%	4.3%	4.9%	5.2%	4.7%	4.3%	5.1%	5.8%	4.0%	4.7%
30 - 34 yrs	6.1%	6.3%	7.2%	8.0%	6.4%	9.2%	7.0%	7.2%	4.7%	6.7%
35 - 44 yrs	19.5%	18.3%	19.7%	19.6%	17.7%	21.6%	18.8%	18.2%	17.3%	18.7%
45 - 54 yrs	25.6%	24.2%	24.5%	23.0%	22.4%	24.0%	23.9%	21.5%	23.2%	23.5%
55 - 64 yrs	20.5%	22.1%	20.4%	19.5%	20.2%	18.9%	18.3%	19.7%	20.9%	20.2%
65 - 74 yrs	14.5%	13.9%	13.5%	14.6%	15.5%	12.8%	15.2%	17.1%	17.3%	15.0%
75 or more	8.6%	9.2%	7.4%	7.7%	10.3%	6.8%	9.3%	7.8%	10.8%	9.0%
Not sure	0.2%	0.2%	0.3%	0.0%	0.3%	0.2%	0.3%	0.2%	0.2%	0.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>HOUSEHOLD INCOME</b>										
Percentage of Purchasing Households										
Less than \$20,000	9.3%	10.2%	12.8%	12.8%	12.4%	15.6%	13.0%	12.6%	11.9%	12.3%
\$20,000 - \$29,999	8.7%	10.8%	11.5%	13.4%	11.9%	14.2%	12.9%	11.3%	10.0%	11.6%
\$30,000 - \$39,999	9.8%	10.0%	12.5%	12.9%	11.7%	13.1%	11.3%	12.3%	9.8%	11.5%
\$40,000 - \$49,999	10.0%	9.6%	10.6%	11.1%	10.2%	11.5%	10.7%	12.6%	9.4%	10.5%
\$50,000 - \$59,999	10.5%	9.2%	10.9%	10.5%	9.8%	11.2%	9.4%	11.6%	9.4%	10.1%
\$60,000 - \$74,999	11.8%	13.4%	13.3%	13.4%	12.3%	12.1%	12.0%	13.1%	11.9%	12.6%
\$75,000 - \$99,999	14.8%	14.7%	12.8%	13.5%	12.5%	11.6%	13.0%	12.3%	13.6%	13.1%
\$100,000 - \$149,999	18.5%	15.0%	11.9%	9.2%	13.6%	8.4%	13.2%	10.7%	16.1%	13.1%
\$150,000+	6.6%	7.1%	3.7%	3.2%	5.7%	2.3%	4.6%	3.4%	7.8%	5.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>HOUSEHOLD DESIGN</b>										
Percentage of Purchasing Households										
Couple	68.7%	67.7%	68.1%	69.2%	66.2%	70.5%	69.8%	67.3%	63.2%	67.4%
Male	13.1%	12.4%	12.8%	11.7%	13.2%	10.9%	10.4%	14.1%	14.5%	12.7%
Female	18.2%	20.0%	19.1%	19.1%	20.6%	18.5%	19.7%	18.5%	22.3%	19.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>RACE</b>										
Percentage of Purchasing Households										
White	81.9%	81.5%	82.7%	84.4%	76.5%	82.0%	75.5%	80.5%	70.6%	78.7%
Non-white	9.8%	12.9%	11.2%	9.4%	16.9%	12.2%	18.3%	12.6%	22.5%	14.8%
Unspecified	8.2%	5.5%	6.1%	6.3%	6.6%	5.9%	6.2%	6.9%	6.9%	6.4%
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
<b>EDUCATION</b>										
Percentage of Purchasing Households										
Junior High School	1.3%	1.8%	1.7%	1.6%	1.6%	3.0%	2.2%	0.9%	1.7%	1.7%
High School	21.8%	25.9%	26.5%	24.8%	21.8%	27.1%	24.0%	19.8%	16.7%	23.1%
Some college	31.4%	30.2%	34.7%	37.2%	34.0%	36.6%	36.0%	38.8%	38.0%	35.0%
Bachelors degree	27.5%	24.9%	23.9%	23.2%	25.7%	21.4%	24.1%	26.1%	27.1%	25.0%
Masters degree	13.1%	13.1%	10.4%	9.3%	12.5%	8.5%	10.2%	10.4%	11.9%	11.3%
Doctorate/JD/MD	3.9%	3.1%	2.4%	3.1%	3.7%	2.6%	3.0%	3.4%	3.5%	3.2%
Post Doctorate	0.9%	0.9%	0.5%	0.8%	0.7%	0.8%	0.4%	0.5%	1.1%	0.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>OCCUPATION OF HEAD OF HOUSEHOLD</b>										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	27.9%	25.7%	23.7%	20.7%	24.4%	22.3%	24.2%	21.5%	25.8%	24.1%
Technical / Sales / Administrative support	10.9%	10.5%	9.4%	9.7%	10.4%	8.3%	9.5%	11.5%	9.1%	9.9%
Service / LPN / Policeman	3.4%	3.5%	2.9%	3.4%	2.4%	2.8%	2.8%	2.5%	2.7%	2.9%
Farming / Fishing / Forestry	0.6%	0.4%	0.8%	2.0%	0.5%	0.7%	0.7%	0.5%	0.7%	0.7%
Craftsman / Mechanic / Repairman / Miner	6.3%	4.7%	5.6%	6.4%	4.6%	6.1%	5.2%	5.3%	4.7%	5.2%
Laborer / Operator / Driver / Welder	7.8%	8.3%	11.6%	11.6%	5.7%	11.2%	7.3%	6.4%	5.7%	8.1%
Retired / Student / Armed forces / other	22.9%	26.8%	25.3%	26.8%	30.2%	25.3%	28.4%	29.6%	30.7%	27.9%
Other	18.5%	18.7%	19.4%	18.0%	20.3%	21.4%	20.5%	21.1%	18.8%	19.6%
Not sure	1.7%	1.4%	1.3%	1.3%	1.5%	1.8%	1.6%	1.5%	1.8%	1.5%
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
<b>SAMPLE SIZE</b>	424	994	1,447	672	1,757	446	969	858	1,551	9,118
<b>YEAR DWELLING WAS CONSTRUCTED</b>										
Percentage of Purchasing Households										
1919 or earlier	16.0%	13.8%	10.1%	9.0%	3.2%	3.9%	1.5%	2.8%	3.7%	6.6%
1920 to 1929	6.5%	5.9%	4.2%	3.7%	1.0%	1.3%	1.4%	2.6%	3.0%	3.1%
1930 to 1939	3.3%	5.7%	4.3%	2.7%	1.5%	2.4%	1.1%	1.3%	2.1%	2.8%
1940 to 1949	10.0%	8.5%	5.4%	5.2%	3.8%	4.7%	3.3%	2.3%	5.3%	5.2%
1950 to 1959	12.8%	15.5%	12.2%	14.5%	6.7%	11.5%	8.2%	6.8%	10.9%	10.7%
1960 to 1969	7.6%	13.3%	12.8%	11.0%	10.4%	10.0%	10.1%	7.5%	12.4%	11.2%
1970 to 1974	9.0%	9.5%	11.8%	11.9%	9.7%	10.9%	10.7%	12.6%	12.1%	10.9%
1975 to 1979	6.9%	5.0%	7.0%	5.1%	7.2%	8.1%	6.6%	7.9%	8.9%	7.0%
1980 to 1984	8.3%	7.8%	9.5%	10.0%	11.9%	9.6%	13.6%	11.1%	9.9%	10.3%
1985 to 1989	5.6%	3.4%	4.4%	6.4%	8.5%	5.7%	8.0%	7.3%	7.0%	6.3%
1990 to 1994	4.9%	4.2%	5.0%	6.2%	9.0%	5.6%	7.6%	7.0%	6.1%	6.4%
1995 to 1999	3.7%	2.5%	4.9%	4.8%	9.0%	11.0%	8.3%	10.3%	6.8%	6.7%
2000 to 2006	4.9%	4.5%	7.7%	8.3%	16.5%	12.3%	17.4%	18.5%	10.7%	11.4%
Not sure	0.5%	0.4%	0.9%	1.3%	1.6%	2.9%	2.1%	2.0%	1.3%	1.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>TYPE OF EXISTING DWELLING</b>										
Percentage of Purchasing Households										
Single-family detached	21.5%	25.0%	33.4%	40.4%	37.4%	37.4%	40.1%	40.2%	35.3%	34.6%
Duplex or triplex	17.0%	13.2%	12.3%	10.2%	7.0%	9.4%	8.0%	8.1%	10.3%	10.2%
Mobile home	3.4%	2.6%	3.7%	4.7%	10.8%	10.7%	6.8%	6.4%	4.4%	5.9%
Townhouses	4.0%	5.3%	5.6%	5.2%	6.3%	4.6%	2.6%	4.8%	4.0%	4.8%
Condominiums/Apartments	49.3%	50.3%	41.7%	37.0%	35.0%	32.6%	38.2%	37.4%	42.3%	40.7%
Other	1.3%	1.0%	1.4%	0.6%	1.2%	1.0%	2.5%	1.1%	1.7%	1.4%
Not sure	3.5%	2.7%	2.0%	1.8%	2.3%	4.4%	1.8%	2.0%	1.9%	2.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>TYPE OF DETACHED HOUSE</b>										
Percentage of Purchasing Households										
One story or ranch	30.5%	29.4%	48.5%	49.5%	67.0%	68.1%	76.1%	58.2%	66.8%	56.6%
Cape Cod (1 1/2 story)	13.0%	2.4%	3.8%	1.7%	1.3%	1.8%	1.2%	0.6%	0.7%	2.2%
Bi-level or split foyer	1.1%	3.3%	2.2%	5.0%	2.4%	1.6%	0.5%	4.0%	2.0%	2.4%
Two story	35.8%	49.0%	36.0%	32.1%	17.5%	14.4%	10.5%	24.8%	21.1%	26.6%
Split-level	7.8%	5.9%	2.3%	2.0%	2.7%	1.7%	2.2%	5.2%	2.8%	3.4%
Other	4.7%	5.8%	4.0%	5.1%	5.0%	7.0%	5.6%	3.1%	3.7%	4.8%
Not sure	7.1%	4.3%	3.2%	4.6%	4.0%	5.3%	3.9%	4.0%	3.0%	4.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>SQUARE FEET OF FLOOR AREA</b>										
Percentage of Purchasing Households										
Less than 500	0.7%	0.8%	0.4%	0.9%	0.1%	0.0%	0.6%	0.2%	0.3%	0.4%
500 to 749	28.5%	30.2%	24.6%	24.4%	19.8%	23.4%	19.0%	18.2%	21.8%	23.1%
750 to 999	17.4%	12.9%	16.5%	16.5%	14.5%	16.4%	18.4%	20.8%	19.5%	16.7%
1,000 to 1,499	23.1%	22.8%	26.8%	27.2%	30.9%	28.9%	30.7%	27.7%	28.8%	27.8%
1,500 to 1,999	11.4%	12.6%	14.0%	13.0%	13.9%	13.5%	14.9%	14.4%	13.4%	13.6%
2,000 to 2,499	5.0%	6.9%	5.9%	6.9%	8.2%	8.7%	7.8%	8.1%	7.1%	7.3%
2,500 to 2,999	2.2%	2.1%	3.4%	3.4%	3.9%	2.4%	2.8%	3.3%	2.7%	3.0%
3,000 to 3,999	2.8%	2.3%	2.1%	2.4%	3.3%	2.4%	1.9%	2.7%	1.9%	2.4%
4,000 or more	6.9%	6.3%	4.1%	4.1%	3.8%	3.0%	2.7%	3.0%	3.1%	4.0%
Not sure	2.0%	3.1%	2.1%	1.3%	1.5%	1.4%	1.2%	1.6%	1.4%	1.8%
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
<b>YEARS OF RESIDENCY</b>										
Percentage of Purchasing Households										
less than 5 years	68.0%	61.5%	75.9%	81.2%	77.6%	77.5%	83.6%	82.5%	73.4%	75.0%
6 - 10 years	18.0%	16.5%	13.2%	9.1%	13.0%	16.2%	9.5%	8.6%	13.5%	13.1%
11 - 15 years	14.0%	22.0%	10.9%	9.6%	9.4%	6.4%	6.8%	8.9%	13.1%	11.9%
16 - 20 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21 - 25 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
25 - 30 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30 years or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
<b>AGE OF HEAD-OF-HOUSEHOLD</b>										
Percentage of Purchasing Households										
18 - 24 yrs	7.5%	8.9%	12.3%	14.4%	11.2%	13.2%	11.3%	12.1%	9.8%	11.0%
25 - 29 yrs	11.3%	11.6%	12.2%	12.3%	12.0%	13.0%	14.2%	12.5%	10.7%	12.1%
30 - 34 yrs	10.7%	10.2%	9.8%	10.7%	10.3%	13.3%	12.5%	10.0%	10.3%	10.7%
35 - 44 yrs	23.3%	24.1%	23.2%	18.9%	24.3%	23.2%	21.3%	21.0%	22.0%	22.7%
45 - 54 yrs	24.6%	20.6%	20.3%	20.1%	21.6%	21.5%	19.3%	21.5%	21.8%	21.1%
55 - 64 yrs	12.0%	13.6%	12.5%	14.5%	12.5%	9.6%	11.5%	11.3%	13.5%	12.6%
65 - 74 yrs	5.6%	5.3%	4.9%	5.4%	4.9%	2.9%	4.8%	6.0%	6.3%	5.2%
75 or more	3.2%	5.0%	4.0%	3.0%	2.2%	2.7%	4.1%	4.7%	4.3%	3.8%
Not sure	1.6%	0.6%	0.8%	0.7%	1.0%	0.5%	0.8%	0.9%	1.2%	0.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>HOUSEHOLD INCOME</b>										
Percentage of Purchasing Households										
Less than \$20,000	32.3%	32.4%	40.9%	41.4%	35.6%	45.7%	32.5%	32.9%	31.8%	35.4%
\$20,000 - \$29,999	17.7%	20.2%	21.4%	21.6%	17.9%	18.6%	19.2%	20.6%	18.4%	19.4%
\$30,000 - \$39,999	14.5%	13.1%	13.9%	13.9%	15.4%	12.0%	15.6%	14.8%	13.3%	14.1%
\$40,000 - \$49,999	10.4%	9.8%	7.8%	9.3%	9.3%	8.3%	8.6%	9.7%	9.1%	9.1%
\$50,000 - \$59,999	6.7%	7.2%	5.0%	4.1%	7.1%	5.5%	7.0%	6.8%	7.9%	6.7%
\$60,000 - \$74,999	8.4%	7.3%	4.8%	4.2%	6.2%	4.9%	7.7%	6.8%	7.9%	6.6%
\$75,000 - \$99,999	6.2%	3.4%	3.3%	2.5%	4.9%	2.4%	5.4%	4.4%	5.5%	4.4%
\$100,000 - \$149,999	3.1%	5.0%	1.7%	2.1%	2.3%	1.9%	3.2%	2.9%	4.6%	3.2%
\$150,000+	0.7%	1.6%	1.2%	0.9%	1.2%	0.7%	0.8%	1.1%	1.5%	1.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>HOUSEHOLD DESIGN</b>										
Percentage of Purchasing Households										
Couple	39.9%	38.3%	38.9%	40.0%	42.5%	44.8%	44.2%	46.3%	42.2%	41.6%
Male	25.1%	23.6%	24.8%	27.4%	23.5%	22.2%	23.1%	23.6%	25.5%	24.3%
Female	35.0%	38.1%	36.3%	32.6%	34.0%	33.0%	32.7%	30.1%	32.3%	34.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>RACE</b>										
Percentage of Purchasing Households										
White	73.5%	65.6%	73.5%	75.6%	62.4%	68.9%	65.1%	72.6%	63.9%	67.3%
Non-white	19.7%	28.5%	20.7%	16.0%	31.1%	25.6%	29.3%	20.6%	31.1%	26.6%
Unspecified	6.8%	5.9%	5.8%	8.5%	6.5%	5.5%	5.6%	6.8%	5.0%	6.0%
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
<b>EDUCATION</b>										
Percentage of Purchasing Households										
Junior High School	3.0%	2.2%	2.0%	2.7%	3.2%	3.6%	2.4%	1.9%	2.1%	2.5%
High School	33.6%	32.7%	35.1%	31.4%	33.5%	35.7%	29.7%	26.3%	27.7%	31.6%
Some college	40.2%	36.1%	41.3%	41.2%	39.7%	43.5%	42.0%	47.8%	44.8%	41.5%
Bachelors degree	14.2%	18.7%	15.8%	18.4%	17.1%	11.9%	17.7%	18.1%	17.9%	17.1%
Masters degree	7.0%	7.9%	4.5%	4.7%	5.2%	4.0%	5.8%	4.3%	5.4%	5.5%
Doctorate/JD/MD	1.6%	1.4%	1.0%	1.0%	1.0%	0.7%	1.5%	1.0%	1.4%	1.2%
Post Doctorate	0.4%	0.9%	0.2%	0.5%	0.4%	0.5%	1.0%	0.7%	0.8%	0.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>OCCUPATION OF HEAD OF HOUSEHOLD</b>										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	12.9%	16.0%	10.4%	12.8%	16.7%	10.6%	17.8%	13.3%	15.1%	14.6%
Technical / Sales / Administrative support	8.6%	9.3%	8.3%	7.6%	10.3%	7.9%	10.2%	11.9%	10.6%	9.6%
Service / LPN / Policeman	3.9%	2.7%	3.6%	3.7%	2.9%	3.3%	2.8%	4.1%	2.8%	3.1%
Farming / Fishing / Forestry	1.0%	0.5%	0.6%	1.7%	0.5%	0.7%	0.7%	0.7%	0.9%	0.7%
Craftsman / Mechanic / Repairman / Miner	4.4%	3.5%	4.3%	3.9%	5.3%	5.4%	4.7%	5.1%	5.2%	4.7%
Laborer / Operator / Driver / Welder	9.8%	10.0%	15.2%	10.3%	9.1%	12.6%	10.5%	10.6%	10.2%	10.8%
Retired / Student / Armed forces / other	15.7%	16.7%	16.5%	18.5%	15.2%	15.5%	14.6%	16.3%	18.8%	16.5%
Other	35.7%	34.6%	35.0%	36.1%	31.9%	36.8%	31.0%	33.9%	30.3%	33.2%
Not sure	8.0%	6.8%	6.2%	5.4%	8.1%	7.3%	7.7%	4.2%	6.2%	6.8%
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
<b>SAMPLE SIZE</b>	3	12	6	2	23	2	11	8	25	92
<b>DOLLARS SPENT</b>	\$9,273	\$26,631	\$12,856	\$16,221	\$8,821	\$6,154	\$42,514	\$12,430	\$28,552	\$21,951
<b>YEAR DWELLING WAS CONSTRUCTED</b>										
Percentage of Purchasing Households										
1919 or earlier	37.8%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
1920 to 1929	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1930 to 1939	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	8.0%	0.0%	0.0%	1.9%
1940 to 1949	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	2.7%
1950 to 1959	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	13.2%	3.6%	2.9%
1960 to 1969	0.0%	18.3%	19.6%	0.0%	9.1%	0.0%	7.9%	10.4%	30.0%	16.9%
1970 to 1974	34.2%	6.9%	36.4%	0.0%	11.9%	0.0%	16.6%	13.4%	0.0%	9.8%
1975 to 1979	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	10.3%	12.4%	2.2%	5.4%
1980 to 1984	0.0%	8.6%	0.0%	0.0%	4.2%	100.0%	0.0%	0.0%	13.9%	8.6%
1985 to 1989	0.0%	0.0%	0.0%	51.4%	3.6%	0.0%	14.5%	28.8%	14.6%	9.9%
1990 to 1994	0.0%	11.2%	29.7%	0.0%	9.7%	0.0%	0.0%	21.8%	4.3%	8.5%
1995 to 1999	0.0%	23.2%	0.0%	48.6%	9.6%	0.0%	9.4%	0.0%	5.8%	9.2%
2000 to 2006	28.0%	19.4%	0.0%	0.0%	26.4%	0.0%	33.4%	0.0%	16.4%	18.8%
Not sure	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	3.7%	3.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>TYPE OF EXISTING DWELLING</b>										
Percentage of Purchasing Households										
Single-family detached	72.0%	73.7%	82.4%	100.0%	89.4%	100.0%	100.0%	88.8%	84.2%	86.3%
Duplex or triplex	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mobile home	28.0%	26.3%	0.0%	0.0%	2.9%	0.0%	0.0%	11.2%	9.1%	8.7%
Townhouses	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	6.8%	4.0%
Condominiums/Apartments	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>TYPE OF DETACHED HOUSE</b>										
Percentage of Purchasing Households										
One story or ranch	62.2%	24.8%	16.2%	48.6%	65.3%	42.3%	57.8%	64.3%	53.7%	51.3%
Cape Cod (1 1/2 story)	37.8%	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.0%	2.6%
Bi-level or split foyer	0.0%	12.5%	13.4%	0.0%	6.5%	0.0%	7.1%	0.0%	0.0%	4.9%
Two story	0.0%	52.5%	31.9%	0.0%	21.9%	57.7%	21.7%	24.4%	40.3%	32.4%
Split-level	0.0%	10.2%	18.8%	0.0%	0.0%	0.0%	0.0%	11.3%	2.5%	4.1%
Other	0.0%	0.0%	19.6%	51.4%	6.3%	0.0%	0.0%	0.0%	0.0%	3.6%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>SQUARE FEET OF FLOOR AREA</b>										
Percentage of Purchasing Households										
Less than 500	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
500 to 749	0.0%	0.0%	13.4%	0.0%	2.9%	0.0%	17.9%	0.0%	12.3%	7.5%
750 to 999	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	8.5%	0.0%	0.0%	3.0%
1,000 to 1,499	28.0%	33.9%	33.8%	48.6%	13.6%	0.0%	22.8%	0.0%	23.3%	21.5%
1,500 to 1,999	0.0%	13.6%	0.0%	0.0%	7.0%	0.0%	7.9%	34.9%	19.5%	12.9%
2,000 to 2,499	72.0%	25.7%	0.0%	0.0%	14.4%	57.7%	15.6%	24.7%	21.1%	20.2%
2,500 to 2,999	0.0%	0.0%	19.6%	0.0%	15.7%	0.0%	7.1%	0.0%	0.0%	5.8%
3,000 to 3,999	0.0%	26.8%	0.0%	0.0%	21.9%	42.3%	8.0%	29.8%	5.4%	14.5%
4,000 or more	0.0%	0.0%	33.2%	51.4%	16.1%	0.0%	12.3%	10.6%	18.4%	14.6%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

	NEW ENG	MID ATL	E N CEN	W N CEN	S ATL	E S CEN	W S CEN	MTN	PAC	US TOTAL
<b>YEARS OF RESIDENCY</b>										
Percentage of Purchasing Households										
less than 5 years	0.0%	17.0%	33.8%	0.0%	42.4%	57.7%	61.6%	47.2%	17.6%	31.7%
6 - 10 years	34.2%	51.9%	0.0%	0.0%	24.0%	0.0%	21.1%	10.6%	22.0%	23.9%
11 - 15 years	65.8%	31.1%	66.2%	100.0%	33.6%	42.3%	17.3%	42.2%	60.4%	44.4%
16 - 20 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21 - 25 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
25 - 30 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30 years or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
<b>AGE OF HEAD-OF-HOUSEHOLD</b>										
Percentage of Purchasing Households										
18 - 24 yrs	34.2%	8.6%	16.2%	0.0%	0.0%	57.7%	9.4%	0.0%	8.1%	7.9%
25 - 29 yrs	0.0%	0.0%	31.0%	0.0%	4.1%	0.0%	13.4%	0.0%	5.3%	6.1%
30 - 34 yrs	0.0%	38.8%	0.0%	0.0%	12.0%	0.0%	12.3%	0.0%	3.3%	10.7%
35 - 44 yrs	28.0%	17.3%	0.0%	0.0%	19.6%	0.0%	49.0%	37.9%	0.0%	16.2%
45 - 54 yrs	0.0%	16.0%	14.4%	48.6%	31.2%	42.3%	8.5%	34.3%	15.3%	20.4%
55 - 64 yrs	37.8%	19.4%	19.6%	51.4%	25.7%	0.0%	7.5%	17.5%	33.5%	24.4%
65 - 74 yrs	0.0%	0.0%	18.8%	0.0%	7.5%	0.0%	0.0%	10.4%	10.4%	6.9%
75 or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	7.5%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
<b>HOUSEHOLD INCOME</b>										
Percentage of Purchasing Households										
Less than \$20,000	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	8.0%	13.2%	10.5%	6.1%
\$20,000 - \$29,999	0.0%	0.0%	16.2%	48.6%	3.8%	57.7%	7.5%	12.4%	5.8%	7.4%
\$30,000 - \$39,999	28.0%	5.9%	13.4%	0.0%	2.9%	0.0%	11.8%	0.0%	3.6%	5.6%
\$40,000 - \$49,999	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	22.5%	21.6%	6.2%	8.5%
\$50,000 - \$59,999	34.2%	5.4%	0.0%	0.0%	10.8%	42.3%	7.1%	10.6%	6.3%	8.6%
\$60,000 - \$74,999	0.0%	16.8%	31.9%	0.0%	15.3%	0.0%	0.0%	11.3%	13.7%	13.0%
\$75,000 - \$99,999	37.8%	22.7%	0.0%	0.0%	11.3%	0.0%	30.9%	13.4%	9.9%	14.5%
\$100,000 - \$149,999	0.0%	22.4%	19.6%	0.0%	29.4%	0.0%	12.3%	0.0%	22.9%	19.9%
\$150,000+	0.0%	19.9%	18.8%	0.0%	16.1%	0.0%	0.0%	17.5%	18.4%	14.7%
TOTAL	100.0%	100.0%	100.0%	48.6%	100.0%	100.0%	100.0%	100.0%	97.2%	98.3%
<b>HOUSEHOLD DESIGN</b>										
Percentage of Purchasing Households										
Couple	62.2%	56.4%	56.0%	48.6%	72.7%	100.0%	81.8%	74.2%	63.4%	67.6%
Male	37.8%	15.2%	0.0%	0.0%	20.1%	0.0%	10.3%	0.0%	9.4%	12.1%
Female	0.0%	28.3%	44.0%	51.4%	7.2%	0.0%	8.0%	25.8%	27.1%	20.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>RACE</b>										
Percentage of Purchasing Households										
White	65.8%	71.9%	100.0%	0.0%	76.6%	100.0%	70.2%	100.0%	62.4%	72.7%
Non-white	34.2%	28.1%	0.0%	48.6%	23.5%	0.0%	21.3%	0.0%	28.3%	22.6%
Unspecified	0.0%	0.0%	0.0%	51.4%	0.0%	0.0%	8.5%	0.0%	9.2%	4.7%
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
<b>EDUCATION</b>										
Percentage of Purchasing Households										
Junior High School	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	10.5%	4.2%
High School	0.0%	19.7%	16.2%	0.0%	8.0%	0.0%	15.6%	10.4%	2.4%	8.9%
Some college	28.0%	16.0%	31.0%	48.6%	14.0%	100.0%	23.5%	23.7%	24.4%	23.0%
Bachelors degree	72.0%	36.2%	18.8%	51.4%	35.4%	0.0%	30.9%	35.3%	31.6%	33.3%
Masters degree	0.0%	18.3%	34.0%	0.0%	23.1%	0.0%	12.3%	30.7%	15.7%	18.5%
Doctorate/JD/MD	0.0%	0.0%	0.0%	0.0%	13.0%	0.0%	10.3%	0.0%	15.4%	9.1%
Post Doctorate	0.0%	9.8%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	2.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>OCCUPATION OF HEAD OF HOUSEHOLD</b>										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	72.0%	21.0%	38.4%	0.0%	46.8%	0.0%	47.1%	53.2%	25.8%	35.6%
Technical / Sales / Administrative support	0.0%	0.0%	0.0%	0.0%	13.9%	0.0%	0.0%	10.6%	8.2%	6.6%
Service / LPN / Policeman	0.0%	18.6%	17.6%	0.0%	0.0%	0.0%	21.3%	0.0%	2.4%	6.9%
Farming / Fishing / Forestry	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	1.9%
Craftsman / Mechanic / Repairman / Miner	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	8.5%	0.0%	2.5%	2.9%
Laborer / Operator / Driver / Welder	0.0%	14.5%	0.0%	0.0%	3.8%	0.0%	7.7%	0.0%	0.0%	3.8%
Retired / Student / Armed forces / other	0.0%	20.7%	0.0%	48.6%	20.9%	42.3%	7.5%	23.8%	46.8%	26.6%
Other	28.0%	10.1%	44.0%	51.4%	9.9%	57.7%	0.0%	12.4%	11.9%	13.8%
Not sure	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	1.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



DEMOGRAPHIC TABLE  
OF  
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
<b>SAMPLE SIZE</b>	0	1	0	0	1	0	0	0	1	3
<b>YEAR DWELLING WAS CONSTRUCTED</b>										
Percentage of Purchasing Households										
1919 or earlier	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1920 to 1929	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1930 to 1939	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1940 to 1949	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1950 to 1959	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1960 to 1969	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1970 to 1974	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1975 to 1979	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	30.2%
1980 to 1984	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
1985 to 1989	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
1990 to 1994	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1995 to 1999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2000 to 2006	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>TYPE OF EXISTING DWELLING</b>										
Percentage of Purchasing Households										
Single-family detached	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	53.3%
Duplex or triplex	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mobile home	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Townhouses	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
Condominiums/Apartments	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>TYPE OF DETACHED HOUSE</b>										
Percentage of Purchasing Households										
One story or ranch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	30.2%
Cape Cod (1 1/2 story)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bi-level or split foyer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Two story	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Split-level	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	53.3%
<b>SQUARE FEET OF FLOOR AREA</b>										
Percentage of Purchasing Households										
Less than 500	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
500 to 749	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
750 to 999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1,000 to 1,499	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	30.2%
1,500 to 1,999	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
2,000 to 2,499	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2,500 to 2,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3,000 to 3,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4,000 or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	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
<b>YEARS OF RESIDENCY</b>										
Percentage of Purchasing Households										
less than 5 years	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
6 - 10 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11 - 15 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
16 - 20 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21 - 25 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
25 - 30 years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30 years or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>AGE OF HEAD-OF-HOUSEHOLD</b>										
Percentage of Purchasing Households										
18 - 24 yrs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	30.2%
25 - 29 yrs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30 - 34 yrs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
35 - 44 yrs	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
45 - 54 yrs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
55 - 64 yrs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
65 - 74 yrs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
75 or more	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>HOUSEHOLD INCOME</b>										
Percentage of Purchasing Households										
Less than \$20,000	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	53.3%
\$20,000 - \$29,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$30,000 - \$39,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$40,000 - \$49,999	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
\$50,000 - \$59,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$60,000 - \$74,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$75,000 - \$99,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$150,000+	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>HOUSEHOLD DESIGN</b>										
Percentage of Purchasing Households										
Couple	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Male	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
Female	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	53.3%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>RACE</b>										
Percentage of Purchasing Households										
White	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
Non-white	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	30.2%
Unspecified	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	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
<b>EDUCATION</b>										
Percentage of Purchasing Households										
Junior High School	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
High School	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	76.9%
Some college	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bachelors degree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masters degree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Doctorate/JD/MD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Post Doctorate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
<b>OCCUPATION OF HEAD OF HOUSEHOLD</b>										
Percentage of Purchasing Households										
Professional / Managerial / RN / Teacher	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	30.2%
Technical / Sales / Administrative support	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Service / LPN / Policeman	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
Farming / Fishing / Forestry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craftsman / Mechanic / Repairman / Miner	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Laborer / Operator / Driver / Welder	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Retired / Student / Armed forces / other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%
Not sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%

# APPENDIX E

---

## HOUSING STOCK TABLES

	2003	2004	2005	2006	2007	2008	2009 (forecast)	2010 (forecast)	2011 (forecast)	2012 (forecast)	2013 (forecast)
ALL DATA IN THOUSANDS											
New England											
Single-Family Detached	2,894.0	2,918.5	2,947.0	2,967.1	2,981.6	2,988.3	2,990.8	2,997.0	3,008.5	3,025.5	3,041.5
Single-Family Attached	144.1	149.6	154.4	158.5	160.3	161.2	161.9	162.7	163.9	165.7	167.5
Multifamily	420.0	421.4	423.6	425.4	426.1	426.3	426.2	426.3	426.6	427.3	428.3
Mobile Homes	125.2	127.3	129.6	131.2	132.6	133.4	133.7	134.1	134.8	135.7	136.5
Other	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	1.0
Owner Occupied Housing	3,584.2	3,617.7	3,655.5	3,683.2	3,701.6	3,710.1	3,713.5	3,721.0	3,734.8	3,755.2	3,774.9
Renter Occupied Housing	1,676.6	1,719.3	1,756.3	1,669.4	1,734.9	1,679.4	1,648.7	1,620.2	1,594.6	1,571.9	1,549.0
TOTAL	5,260.8	5,337.0	5,411.8	5,352.6	5,436.4	5,389.5	5,362.2	5,341.2	5,329.4	5,327.1	5,323.9
Mid-Atlantic											
Single-Family Detached	6,807.1	6,855.9	6,911.0	6,952.6	6,982.0	6,999.3	7,005.8	7,020.3	7,046.3	7,084.2	7,119.8
Single-Family Attached	1,121.1	1,130.7	1,139.2	1,146.5	1,148.5	1,148.4	1,148.2	1,148.1	1,148.5	1,149.7	1,151.0
Multifamily	1,063.3	1,068.7	1,075.5	1,081.2	1,082.1	1,081.8	1,081.2	1,080.9	1,080.9	1,081.6	1,082.4
Mobile Homes	355.7	360.8	365.8	369.8	373.2	375.4	376.3	377.6	379.6	382.1	384.5
Other	1.8	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9
Owner Occupied Housing	9,349.0	9,418.0	9,493.4	9,552.0	9,587.6	9,606.8	9,613.4	9,628.8	9,657.1	9,699.4	9,739.6
Renter Occupied Housing	5,461.6	5,271.8	5,220.3	5,330.1	5,374.7	5,564.3	5,682.9	5,807.6	5,941.0	6,084.4	6,228.7
TOTAL	14,810.6	14,689.8	14,713.6	14,882.1	14,962.3	15,171.1	15,296.3	15,436.4	15,598.1	15,783.9	15,968.3
East North Central											
Single-Family Detached	10,723.0	10,856.9	10,988.6	11,077.2	11,133.3	11,157.0	11,167.9	11,191.1	11,236.5	11,308.2	11,377.5
Single-Family Attached	501.9	523.5	540.0	557.2	562.8	565.5	567.0	569.2	572.9	579.1	585.5
Multifamily	629.4	632.8	635.8	639.1	640.1	640.1	639.8	639.8	640.2	641.6	643.0
Mobile Homes	692.3	701.7	709.4	714.8	718.4	720.7	721.8	723.5	726.3	730.2	734.1
Other	3.3	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.5	3.5
Owner Occupied Housing	12,550.0	12,718.3	12,877.1	12,991.6	13,058.0	13,086.8	13,100.0	13,127.0	13,179.4	13,262.5	13,343.6
Renter Occupied Housing	4,619.5	4,402.3	4,686.6	4,840.4	5,033.7	5,127.7	5,248.9	5,377.0	5,517.2	5,672.1	5,828.8
TOTAL	17,169.5	17,120.6	17,563.8	17,832.0	18,091.7	18,214.5	18,348.9	18,504.0	18,696.6	18,934.7	19,172.4
West North Central											
Single-Family Detached	4,839.8	4,901.0	4,974.8	5,029.4	5,069.7	5,091.5	5,103.7	5,122.5	5,152.7	5,198.4	5,241.8
Single-Family Attached	196.5	209.2	215.8	221.6	223.6	224.9	225.7	226.7	228.4	231.1	233.9
Multifamily	137.2	138.7	139.6	140.5	140.8	141.0	141.1	141.2	141.5	142.1	142.7
Mobile Homes	377.1	382.4	386.9	390.3	393.1	395.4	396.6	398.2	400.4	403.4	406.4
Other	2.8	2.9	2.9	2.9	3.0	3.0	3.0	3.0	3.0	3.0	3.1
Owner Occupied Housing	5,553.4	5,634.1	5,720.0	5,784.7	5,830.1	5,855.8	5,870.1	5,891.6	5,926.0	5,978.0	6,027.8
Renter Occupied Housing	2,001.2	2,097.7	2,140.7	2,210.0	2,355.8	2,332.4	2,369.4	2,409.9	2,456.5	2,511.3	2,566.3
TOTAL	7,554.6	7,731.8	7,860.7	7,994.7	8,185.9	8,188.3	8,239.5	8,301.5	8,382.5	8,489.4	8,594.1
South Atlantic											
Single-Family Detached	11,227.2	11,554.1	11,948.4	12,261.7	12,453.4	12,674.8	12,801.0	12,989.2	13,312.2	13,764.5	14,220.3
Single-Family Attached	1,045.5	1,090.5	1,127.1	1,159.8	1,173.6	1,180.3	1,184.0	1,189.1	1,197.5	1,211.2	1,226.0
Multifamily	826.8	846.3	867.4	886.3	896.7	901.0	903.4	906.6	912.8	923.1	934.3
Mobile Homes	1,754.4	1,779.8	1,806.9	1,826.0	1,839.5	1,849.8	1,853.6	1,859.4	1,869.3	1,883.2	1,897.2
Other	16.8	17.4	18.0	18.5	18.8	19.0	19.1	19.2	19.5	19.9	20.3
Owner Occupied Housing	14,870.7	15,288.1	15,767.8	16,152.4	16,381.9	16,624.9	16,761.0	16,963.5	17,311.3	17,801.9	18,298.1
Renter Occupied Housing	5,991.3	5,908.0	6,325.3	6,462.8	6,677.1	6,947.9	7,125.7	7,333.9	7,606.5	7,947.0	8,301.1
TOTAL	20,861.9	21,196.2	22,093.1	22,615.2	23,059.0	23,572.8	23,886.7	24,297.4	24,917.9	25,748.9	26,599.2
East South Central											
Single-Family Detached	4,017.0	4,078.9	4,162.1	4,242.2	4,305.9	4,368.7	4,412.2	4,473.1	4,566.7	4,699.5	4,827.0
Single-Family Attached	89.8	92.9	95.8	99.4	101.4	103.3	104.6	106.0	108.0	110.5	113.0
Multifamily	64.7	65.6	66.2	67.1	67.6	68.3	68.7	69.1	69.7	70.5	71.2
Mobile Homes	744.5	755.8	770.2	782.6	793.7	803.3	809.2	817.1	828.0	842.3	856.1
Other	4.6	4.7	4.8	4.9	4.9	5.0	5.0	5.1	5.2	5.3	5.5
Owner Occupied Housing	4,920.5	4,997.8	5,099.0	5,196.2	5,273.5	5,348.6	5,399.7	5,470.4	5,577.6	5,728.0	5,872.8
Renter Occupied Housing	1,778.5	1,755.6	1,768.7	1,931.3	2,026.6	1,990.6	2,024.2	2,065.6	2,121.3	2,193.9	2,265.0
TOTAL	6,699.0	6,753.5	6,867.8	7,127.5	7,300.1	7,339.1	7,423.9	7,535.9	7,698.8	7,921.9	8,137.8
West South Central											
Single-Family Detached	6,696.9	6,823.7	7,003.8	7,182.2	7,310.4	7,481.6	7,608.0	7,788.1	8,051.5	8,399.0	8,724.7
Single-Family Attached	166.3	173.4	178.6	184.3	187.7	190.9	193.1	195.4	198.5	202.8	207.1
Multifamily	119.3	120.9	122.5	124.2	125.5	126.7	127.5	128.3	129.4	131.1	132.7
Mobile Homes	925.0	939.5	961.9	979.3	995.8	1,013.0	1,025.0	1,040.8	1,061.9	1,087.5	1,111.9
Other	17.6	18.0	18.5	19.0	19.4	19.8	20.1	20.6	21.2	22.0	22.8
Owner Occupied Housing	7,925.0	8,075.5	8,285.4	8,489.0	8,638.8	8,832.0	8,973.7	9,173.2	9,462.5	9,842.4	10,199.2
Renter Occupied Housing	4,097.8	3,946.7	3,921.6	4,035.6	4,150.4	4,266.6	4,492.0	4,492.0	4,667.3	4,892.4	5,111.4
TOTAL	12,022.9	12,022.2	12,207.0	12,524.6	12,789.2	13,098.5	13,337.8	13,665.2	14,129.8	14,734.8	15,310.7
Mountain											
Single-Family Detached	4,017.9	4,171.7	4,348.7	4,481.8	4,567.9	4,633.7	4,668.9	4,730.1	4,835.3	4,979.8	5,119.6
Single-Family Attached	247.6	263.9	274.6	286.4	292.1	296.5	298.5	301.0	305.1	311.7	318.5
Multifamily	157.5	159.6	161.9	164.6	166.2	167.4	168.0	168.7	169.9	171.9	173.9
Mobile Homes	564.3	572.0	581.3	589.5	595.2	599.6	601.1	603.8	608.1	613.7	619.0
Other	20.8	21.8	22.9	23.7	24.2	24.5	24.6	24.8	25.2	25.8	26.3
Owner Occupied Housing	5,008.1	5,189.0	5,389.4	5,545.9	5,645.7	5,721.6	5,761.0	5,828.4	5,943.6	6,102.8	6,257.3
Renter Occupied Housing	2,183.0	2,175.7	2,237.7	2,270.4	2,393.8	2,474.1	2,533.2	2,604.4	2,696.0	2,806.9	2,917.2
TOTAL	7,191.1	7,364.8	7,627.1	7,816.4	8,039.5	8,195.8	8,294.2	8,432.7	8,639.6	8,909.7	9,174.5
Pacific											
Single-Family Detached	7,852.7	8,003.1	8,167.3	8,285.2	8,361.6	8,440.2	8,495.4	8,579.3	8,722.3	8,933.9	9,144.7
Single-Family Attached	601.6	609.4	617.0	625.6	627.6	628.5	628.8	629.4	630.8	633.6	636.6
Multifamily	501.8	507.3	512.0	517.7	519.2	519.9	520.1	520.5	521.7	523.9	526.3
Mobile Homes	675.0	686.3	698.2	707.5	713.2	716.6	717.8	720.0	723.5	728.3	732.9
Other	27.4	28.0	28.6	29.1	29.4	29.8	30.1	30.4	31.1	32.0	33.0
Owner Occupied Housing	9,658.3	9,834.0	10,023.1	10,165.1	10,251.0	10,335.0	10,392.2	10,479.6	10,629.3	10,851.8	11,073.4
Renter Occupied Housing	6,222.2	6,146.6	6,231.1	6,247.5	6,737.3	6,970.9	7,216.3	7,482.0	7,786.2	8,136.7	8,492.9
TOTAL	15,880.6	15,980.6	16,254.2	16,412.6	16,988.2	17,305.9	17,608.5	17,961.6	18,415.5	18,988.5	19,566.3
U.S. TOTAL											
Single-Family Detached	59,075.5	60,163.9	61,451.8	62,479.4	63,165.7	63,835.2	64,253.6	64,890.6	65,932.0	67,393.0	68,816.8
Single-Family Attached	4,114.3	4,243.0	4,342.5	4,439.1	4,477.6	4,499.6	4,511.8	4,527.7	4,553.6	4,595.2	4,639.1
Multifamily	3,920.0	3,961.3	4,004.6	4,046.0	4,064.3	4,072.4	4,075.9	4,081.3	4,092.7	4,113.1	4,134.9
Mobile Homes	6,213.4	6,305.6	6,410.0	6,491.1	6,554.7	6,607.2	6,635.1	6,674.5	6,731.9	6,806.5	6,878.7
Other	96.1	98.8	101.8	104.3	105.9	107.3	108.1	109.4	111.5	114.4	117.2
Owner Occupied Housing	73,419.2	74,772.7	76,310.6	77,560.0	78,368.2	79,121.6	79,584.6	80,283.5	81,421.6	83,022.3	84,586.8
Renter Occupied Housing	34,031.8	33,423.7	34,288.4	34,997.6	36,484.1	37,353.9	38,213.3	39,192.6	40,386.4	41,816.7	43,260.4
TOTAL	107,451.0	108,196.4	110,599.1	112,557.5	114,852.4	116,475.5	117,797.9	119,476.1	121,808.1	124,838.9	127,847.2