#### **2003 PRODUCT USAGE**



		2004	2005	2006	2007 2008			
(actual 2003 data)	2003	(forecast)	(forecast)	(forecast)	(forecast)	(forecast)		
MID-ATLANTIC			All Data i	n Thousands				
HOUSING STOCK								
Owner Occupied	9,547.3	9,677.2	9,808.6	9,949.0	10,092.7	10,241.7		
Renter Occupied TOTAL	5,378.5 14,925.8	5,340.3 15,017.5	5,299.5 15,108.1	5,260.1 15,209.1	5,219.2 15,311.9	5,177.7 15,419.4		
	14,923.0	13,017.3	15,100.1	13,209.1	13,311.9	15,419.4		
EXTERIOR DOORS								
EXTERIOR, INTERIOR, OR PATIO DOORS								
Number of Doors	2.080.2	2 116 7	2 144 5	2 174 2	2 204 6	2 226 0		
Interior doors - all types Hinged patio doors	2,089.2 108.7	2,116.7 109.2	2,144.5 109.8	2,174.2 110.4	2,204.6 111.0	2,236.0 111.6		
Sliding patio doors	147.3	149.5	151.7	154.0	156.4	158.9		
Front doors	357.3	361.4	365.5	369.9	374.3	379.0		
Side or back doors	310.6	314.0	317.4	321.0	324.7	328.5		
TOTAL DOORS	3,013.2	3,050.9	3,088.8	3,129.5	3,171.0	3,214.1		
BACK AND SIDE EXTERIOR DOORS Number of Doors								
Wood - raised panel	37.9	38.5	39.1	39.7	40.3	40.9		
Wood - flush	16.7	16.7	16.8	16.9	16.9	17		
Wood - other	2.9	3.0	3.0	3.1	3.2			
Steel - raised panel	139.6	141.2	142.9	144.6	146.4			
Steel - flush	43.7	44.2 37.5	44.6 37.6	45.1 37.7	45.5 37.8			
Steel - other Fiberglass - smooth	37.4 21.6	21.9	22.2	22.6	22.9			
Fiberglass - woodgrain	8.9	9.1	9.2	9.4	9.6			
Fiberglass - other	1.9	1.9	1.9	2.0	2.0			
TOTAL	310.6	314.0	317.4	321.0	324.7			
FRONT EXTERIOR DOORS						RODUCT		
Number of Doors								
Wood - raised panel	69.9	70.5	71.0	71.6	US	AGE tables		
Wood - flush	15.3	15.5	15.7	15.9				
Wood - other	12.1 148.3	12.2 150.3	12.4 152.4	12.6 154.6	show the estimated			
Steel - raised panel Steel - flush	19.4	19.5	19.6	19.7				
Steel - other	42.9	43.1	43.4	43.7	totai voil	ime of product		
Fiberglass - smooth	14.8	15.0	15.3	15.6		•		
Fiberglass - woodgrain	34.6	35.1	35.6	36.1	purchased	ioi existing		
Fiberglass - other	0.0	0.0	0.0	0.0	homes and inc	dudes data for		
TOTAL	357.3	361.4	365.5					
ALL EXTERIOR DOORS				tr	ne current year a	and a five-year		
Number of Doors	107.0	100.0	110.1	fore	cast. All product	usane data		
Wood - raised panel Wood - flush	107.9 32.0	109.0 32.2	110.1 32.5		· · · · · · · · · · · · · · · · · · ·			
Wood - other	15.0	15.2	15.5	are represented in thousands of units				
Steel - raised panel	287.9	291.6	295.3	•				
Steel - flush	63.1	63.6	64.2	unless otherwise noted.				
Steel - other	80.3	80.6	81.0	G				
Fiberglass - smooth	36.4	36.9	3-					
Fiberglass - woodgrain	43.6	44.2						
Fiberglass - other TOTAL	1.9 668.0	1.9 675.4						
TOTAL	0.800	0/5.4						

## 2003 OWNER OCCUPIED – PURCHASE RATES



NOUSEHOLDS THAT SPENT MONEY ON: DOORS   103   166   162   431   165   162   431   165   162   162   162   162   163   165   163   165   163   165   163   165   163   165   163   165   163   165   163   165   163   165   163   165   163   165   163   163   165   163   163   165   163	
Sample Size	
Projected Households	
EXTERIOR, INTERIOR, OR PATIO DOORS Number of Doors Interior doors	
Number of Doors   Interior doors   3,405   2,383   2,324   2,639   Interior doors   0,056   0,085   0,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,095   1,140   0,045   1,140   0,045   1,140   0,045   1,140   0,045   1,140   0,045   1,140	
Interior doors - all types	
Hinged patio doors	
Silding patio doors	
Front doors 0,396 0,461 0,353 0,409 Side or back doors 0,272 0,423 0,311 0,346 TOTAL DOORS 0,272 0,423 0,311 0,346 TOTAL DOORS 0,272 0,423 0,311 0,346 0,356 0,409 Side or back doors 0,272 0,423 0,311 0,346 0,3681 0,409 Side or back doors 0,436 0,	
Side or back doors	
BACK AND SIDE EXTERIOR DOORS Number of Doors Wood - faised panel 0.030 0.080 0.015 0.015 0.045 Wood - faised panel 0.000 0.010 0.000 0.000 0.010 0.000 0.000 0.004 Steel - raised panel 0.022 0.067 0.036 Steel - flush 0.022 0.067 0.036 Steel - other 0.034 0.018 0.022 0.067 Steel - other 10 0.039 0.024 0.07 Fiberglass - woodgrain 0.000 0.004 Fiberglass - other 0.000 0.006 0.007 Fiberglass - other 0.000 0.006 0.007 Fiberglass - other 0.000 0.006 0.000 0.007 Fiberglass - other 0.000 0.006 0.000 0.006 0.000 0.006 0.000 0.007 Fiberglass - other 0.000 0.001 Fiberglass - other 0.000 0.003 0.004 Fiberglass - other 0.000 0.004 Fiberglass - other 0.000 0.004 Fiberglass - other 0.000 0.003 0.023 RATE tables 0.023 PESENT Exterior Doors 0.013 0.023 Vood - other 0.012 0.0260 0.156 Steel - flush 0.005 0.0020 0.013 Steel - flush 0.005 0.0020 0.004 Fiberglass - smooth 0.007 Fiberglass - smooth 0.033 0.023 0.023 Fiberglass - smooth 0.033 0.023 0.023 Fiberglass - smooth 0.033 0.023 Fiberglass - woodgrain 0.053 0.000 0.004  averages) that represent	
Number of Doors   Wood - raised panel   0.030   0.080   0.015   0.045   0.012   Wood - flush   0.003   0.016   0.015   0.012   Wood - other   0.000   0.010   0.000	
Number of Doors   Wood - raised panel   0.030   0.080   0.015   0.045   0.015   0.045   0.015   0.012   0.006   0.015   0.012   0.007   0.000   0.010   0.00	
Wood - flush	
Wood - other	
Steel - raised panel	
Steel - flush   0.022   0.067   0.036	
Steel - other	
Fiberglass - smooth   0.039   0.028   0.021     Fiberglass - woodgrain   0.000   0.004   0.007     Fiberglass - other   0.000   0.006   0.000     TOTAL   0.272   0.423   0.311     FRONT EXTERIOR DOORS     Number of Doors   Wood - raised panel   0.116   0.044   0.039     Wood - flush   0.000   0.033   0.023     Wood - other   0.012   0.020   0.013     Steel - raised panel   0.120   0.260   0.156     Steel - flush   0.005   0.020   0.023     Steel - other   0.057   0.020   0.049     Fiberglass - smooth   0.033   0.020   0.049     Fiberglass - woodgrain   0.053   0.043     Fiberglass - woodgrain   0.053   0.043     Fiberglass - woodgrain   0.053   0.043     Fiberglass - other   0.000   0.001     Fiberglass - other   0.000   0.000     Fiberglass - other	
Fiberglass - woodgrain   0.000   0.024   0.007     Fiberglass - other   0.000   0.006   0.000     TOTAL   0.272   0.423   0.311     FRONT EXTERIOR DOORS   Number of Doors   Wood - raised panel   0.116   0.044   0.039     Wood - flush   0.000   0.033   0.023     Wood - other   0.012   0.020   0.013     Steel - raised panel   0.120   0.260   0.156     Steel - flush   0.005   0.020   0.023     Steel - flush   0.005   0.020   0.023     Steel - other   0.057   0.020   0.023     Fiberglass - smooth   0.033   0.020   0.049     Fiberglass - woodgrain   0.053   0.043     Fiberglass - other   0.000   0.000     Fiberglass - other   0.000	
TOTAL	
Purchase	
Number of Doors   Wood - raised panel   0.116   0.044   0.039   Wood - flush   0.000   0.033   0.023   RATE tables   Wood - other   0.012   0.260   0.156   0.156   Steel - raised panel   0.120   0.260   0.156   0.023   Steel - other   0.005   0.020   0.023   Steel - other   0.057   0.020   0.049   Coefficients (per-house Fiberglass - smooth   0.053   0.043   0.043   Steel - other   0.053   0.043   0.043   Steel - other   0.055   0.043   0.043   O.055   0.043   O.055   O.043   O.055   O.045   O.0	
Wood - raised panel         0.116         0.044         0.039           Wood - flush         0.000         0.033         0.023           Wood - other         0.012         0.020         0.013           Steel - raised panel         0.120         0.260         0.156         present purchase           Steel - flush         0.005         0.020         0.023         present purchase           Steel - other         0.057         0.020         0.049         coefficients (per-house)           Fiberglass - smooth         0.033         0.020         0.049         averages) that represent           Fiberglass - other         0.000         0.000         averages) that represent	
Wood - flush Wood - other         0.000 0.012         0.033 0.020 0.013         RATE tables           Steel - raised panel Steel - flush Steel - flush O.005         0.020 0.020 0.023         0.156 0.023         present purchase           Steel - other Fiberglass - smooth Fiberglass - smooth Fiberglass - woodgrain Fiberglass - other         0.033 0.043 0.043         0.043 0.043         averages) that represent	ᆫ
Wood - other         0.012         0.020         0.013           Steel - raised panel         0.120         0.260         0.156           Steel - flush         0.005         0.020         0.023           Steel - other         0.057         0.020         0.049           Fiberglass - smooth         0.033         0.020         0.049           Fiberglass - woodgrain         0.053         0.043           Fiberglass - other         0.000         0.000    averages) that represent	
Steel - raised panel   0.120   0.260   0.156   0.023	
Steel - other   0.057   0.020   0.048   Coefficients (per-house problems - smooth   0.053   0.043   0.043   0.000   0.000     o.000	o rato
Fiberglass - smooth  0.033  0.020  0.043  Fiberglass - other  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000  0.000	erale
Fiberglass - woodgrain Fiberglass - other  0.053 0.043 0.000  averages) that represent	ILICA
Fiberglass - other 0.000 averages) that represent	
	ent the
average number of and tvr	
	ypes
ALL EXTERIOR DOORS Number of Doors  of products purchased annua	ually
Wood - raised panel 0.146 0.003 0.124 by households reporting purchase 0.049 by households reporting 0.049 by households 0.049 by househo	ase
Mand after 0.012	
Steel - raised panel 0.012 0.030 These tables are displayed separat	ately
Steel - flush 0.027 0.088	
Steel - other 0.092 0.038 for owner-occupied and renter-occupied	pied
Fiberglass - smooth 0.072 0.048	
Fiberglass - woodgrain 0.053 0.068 households. Fiberglass - other 0.000 0.00′	
TOTAL 0.668 0	

#### **2003 INCIDENCE RATES** FOR OWNER OCCUPIED



#### **EXTERIOR DOORS**

U.S. Total

(actual 2003 data)	Sample Size	Incidence of Purchase	x 1000 Owner Households	Owner HHs That Bought
CT & RI & MA	X,XXX	x.x%	X,XXX.X	XXX,XXX
ME & NH & VT	XXX	x.x%	XXX.X	$XX_rXXX$
lew England	X,XXX	x.x%	x,xxx.x	$\times\!\!\times\!\!\times_{r}\!\!\times\!\!\times\!\!\times$
NJ	901	9.2%	2,133.4	196,981
NY	1,717	7.5%	3,974.3	298,747
PA	1,707	6.9%	3,439.5	236,846
1id Atlantic	4,325	7.7%	9,547.3	732,574
IL	x,xxx	x.x%	x,xxx.x	XXX,XXX
IN	XXX	x.x%	$X_{r}XXX.X$	XXX,XXX
MI	X,XXX	x.x%	X,XXX.X	$XXX_{r}XXX$
OH WI	X,XXX	x.x% x.x%	X,XXX.X	XXX,XX
ast North Central	XXX X,XXX	x.x%	X,XXX.X XX,XXX.X	***
IA & NE KS & MO	XXX	x.x% x.x%	X,XXX.X	
MN	X,XXX XXX	x.x%	X,XXX.X X,XXX.X	
ND & SD	XXX	xx.x%	XXX.X	
Vest North Central	×,×××	x.x%	X,XXX.X	
DE & MD	XXX	x.x%	X,XXX.X	
NO FL	$X_{I}XXX$	x.x%	X,XXX.X	
SO FL	XXX	x.x%	X,XXX.X	CIDENCE
GA NG 0 GG	XXX	x.x%	x,xxx IN	ICIDENCE
NC & SC VA & WV	X,XXX	x.x% x.x%	× RA	ΓE tables
South Atlantic	XXX X,XXX	x.x%	show t	he proportion
AL & MS	xxx	x.x%	of housel	•
KY & TN	X,XXX	x.x%		
ast South Central	X,XXX	x.x%	purchased a	product from
			the related prod	duct category
AR & OK	XXX	x.x%		
LA & E TX	X,XXX	x.x%	(e.g., exterior doo	•
W TX Vest South Central	X,XXX X,XXX	x.x% x.x9	tables are displayed	separately for
AZ & NM & NV			wner-occupied and rei	•
CO & UT	X,XXX XXX		•	itor occupiou
ID & MT & WY	XXX	nou	seholds.	
Mountain	x,xxx			
N CA	X,XXX			
S CA & HI	x,xxx			
OR	XXX			
WA & AK			Hungry for data?	?
Pacific This report is provided solely	for the internal use of the recipient org			

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# 2003 OWNER OCCUPIED - DEMOGRAPHICS OF ALL RESPONDENTS



(actual 2003 data)	NJ .	NY	PA	MID ATL
SAMPLE SIZE	901	1,717	1,707	4,325
OLLARS SPENT IN 2003	\$6,038	\$4,796	\$3,673	\$4,669
EAR DWELLING WAS CONSTRUCTED				
Percentage of Purchasing Households	604	150/	120/	120/
1919 or earlier	6% 5%	15% 6%	13% 6%	12% 6%
1920 to 1929 1930 to 1939	5% 3%	5%	6% 4%	4%
1940 to 1949	7%	8%	8%	8%
1950 to 1959	16%	18%	15%	16%
1960 to 1969	15%	15%	11%	14%
970 to 1974	10%	8%	7%	8%
975 to 1979	6%	6%	8%	7%
980 to 1984	7%	4%	5%	5%
1985 to 1989	9%	6%	7%	7%
1990 to 1994	6%	5%	4%	5%
1995 to 1999	4%	3%	6%	4%
2000 to 2004	5%	2%	5%	4%
Not sure	0%	0%	0%	0%
DTAL	100%	100%	100%	100%
YPE OF EXISTING DWELLING				
ercentage of Purchasing Households				
Single-family detached	78%	75%	78%	
Duplex or triplex	4%	5%	6%	
Mobile home	2%	6%	7% 5%	
Townhouses	7% 7%	4% 8%	2%	
Condominiums/Apartments Other	0%	0%	1%	
Not sure	1%	1%	2%	DEMOGRAPHIC
DTAL	100%	100%	100%	
o inc	100 /0	100 /0	100 %	tables provide the
YPE OF DETACHED HOUSE				•
ercentage of Purchasing Households			9	general characteristi
One story or ranch	29%	29%	79%	
Cape Cod (1 1/2 story)	8%	12% 5%	7% of a	III survey responden
Bi-level or split foyer	8% 42%	5% 44%		and of tables and of
īwo story Split-level	7%	6%	in one	set of tables and of
Other	5%	4%	nurchasa	ro in another set of
Not sure	0%	1%	purchase	rs in another set of
OTAL	100%	100%	tables Thes	o tobles ere dieples
		20070	lables. Thes	e tables are display
QUARE FEET OF FLOOR AREA			congrataly for a	whor occupied and
ercentage of Purchasing Households			separately for t	owner-occupied and
ess than 500	0%	0%	renter ecoupied h	oucobolde
600 to 749	1%	2%	renter-occupied h	ouseriolus.
'50 to 999	2%	4%		
,000 to 1,499	10%	14%		
1,500 to 1,999	13%	15%		
2,000 to 2,499	12%	10%		
2,500 to 2,999	6%	5%		
3,000 to 3,999	7%	40		
,000 or more	3%			
Not sure	46%			
DTAL	100%		Hunary for	

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## FORECAST OF OCCUPIED HOUSING UNITS



(actual 2003 data)	1998	1999	2000	2001	2002	2003	2004 (forecast)	2005 (forecast)	2006 (forecast)	2007 (forecast)	2008 (forecast)
MID-ATLANTIC  All Data In Thousands											
New Jersey Single-Family Detached Single-Family Attached Multifamily Mobile Homes Other Owner Occupied Housing Renter Occupied Housing TOTAL	1,560.3 155.9 198.5 22.8 13.7 1,951.2 987.7 2,938.9	1,582.6 159.2 199.4 22.5 13.8 1,977.5 990.0 2,967.5	1,568.4 189.7 228.8 24.2 0.2 2,011.3 1,053.3 3,064.6	1,598.2 195.4 232.4 25.2 0.2 2,051.5 1,033.4 3,084.9	1,627.9 201.8 236.1 26.2 0.2 2,092.2 1,021.2 3,113.4	1,657.4 208.5 240.2 27.1 0.2 2,133.4 1,004.0 3,137.5	1,687.2 215.3 243.9 28.0 0.2 2,174.6 985.8 3,160.5	1,717.3 222.1 247.7 28.9 0.2 2,216.3 966.8 3,183.1	1,749.2 229.6 251.4 30.1 0.2 2,260.5 947.9 3,208.4	1,781.5 237.1 255.2 31.4 0.2 2,305.4 928.3 3,233.7	1,814.4 244.8 259.2 33.0 0.2 2,351.6 908.1 3,259.7
New York Single-Family Detached Single-Family Attached Multifamily Mobile Homes Other Owner Occupied Housing Renter Occupied Housing TOTAL	2,660.2 200.8 636.8 130.4 30.3 3,658.5 3,148.2 6,806.7	2,679.0 202.1 639.5 130.4 30.4 3,681.4 3,152.1 6,833.5	2,634.1 252.8 714.6 137.0 0.8 3,739.2 3,317.6 7,056.9	2,686.4 259.3 728.1 142.1 0.9 3,816.7 3,264.4 7,081.1	2,739.5 266.4 741.9 146.6 0.9 3,895.3 3,187.1 7,082.4	2,792.3 273.7 756.2 151.2 0.9 3,974.3 3,142.9 7,117.2	2,845.4 281.1 770.1 155.5 1.0 4,053.0 3,095.9 7,148.9	2,898.9 288.4 784.1 160.2 1.0 4,132.7 3,047.0 7,179.6	2,954.5 296.2 798.2 165.7 1.0 4,215.5 2,997.8 7,213.2	3,010.7 304.0 812.6 171.9 1.0 4,300.1 2,947.2 7,247.3	3,067.9 312.0 827' 17
Pennsylvania Single-Family Detached Single-Family Attached Multifamily Mobile Homes Other Owner Occupied Housing Renter Occupied Housing TOTAL	2,499.1 655.6 100.3 166.2 17.0 3,438.2 1,283.4 4,721.6	2,522.0 661.0 100.9 166.3 17.0 3,467.2 1,285.2 4,752.5	2,479.7 643.4 107.2 175.2 0.6 3,406.2 1,370.8 4,777.0	2,486.3 644.1 107.2 177.6 0.7 3,415.9 1,181.5 4,597.4	2,494.4 646.1 107.1 180.5 0.7 3,428.8 1,204.7 4,633.5	2,501.0 648.3 107.1 182.4 0.7 3,439.5 1,231.6 4,671.2	2,507.4 650.4 106.9 184.1 0.7 3,449.6 1,258.5 4,708.1	2,513.5 652.4 106.7 186.3 0.7 3,459.6 1,285.7 4,745.4	2,521.6 655.0 106.4 189.3 0.7 3,473 1,31	2,5	
Mid-Atlantic Single-Family Detached Single-Family Attached Multifamily Mobile Homes Other Owner Occupied Housing Renter Occupied Housing TOTAL	6,719.5 1,012.3 935.7 319.4 61.0 9,047.9 5,419.3 14,467.2	6,783.5 1,022.3 939.8 319.3 61.2 9,126.1 5,427.3 14,553.4	6,682.2 1,085.9 1,050.6 336.4 1.6 9,156.7 5,741.8 14,898.5	6,770.8 1,098.7 1,067.6 345.0 1.8 9,284.0 5,479.3 14,763.4	6,861.8 1,114.3 1,085.1 353.3 1.9 9,416.3 5,413.0 14,829.3	6,950.7 1,130.5 1,103.4 360.7 1.9 9,547.3 5,378.5 14,925.8	7,040.0 1,146.8 1,121.0 367.6 1.9 9,677.2 5,340.3 15,017.5	HOUSING  7,129.8 1,163.0 Out by type of home for the current year, the previous five years, and a forecast of the coming five			
	years.							.5			