



Buying Products for Home Building & Remodeling: Who and Where

Special Studies, November 9, 2012

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Economics and Housing Policy

In the course of their business, home builders and remodelers buy many different products—ranging from basic lumber and many other wood products, to electrical and plumbing fixtures, a variety of materials used to finish various areas of the house, appliances, and even tools.

The National Association of Home Builders (NAHB) recently surveyed both its single-family builders and its remodelers, asking them who's most often responsible for choosing these products and, in a separate question, where these products are purchased irrespective of who chooses them (it turns out that, even when they're not the ones driving the product choice, builders and remodelers often know where the product is being purchased). The basic findings include the following:

- Well over half of the time, builders and remodelers themselves have the greatest influence on product selection.
- In remodeling, several products are chosen most often by the customer: e.g., appliances, flooring, lighting, countertops and cabinets.
- Subcontractors are most likely to make the choice for a few select products like electrical and HVAC equipment.
- In general, the most common sources for products used in home building and remodeling are lumber yards, wholesale distributors, and specialty retailers.
- The channels of distribution that are less often used in general are nevertheless important sources for particular products.
- Trusses, cabinets and countertops are often purchased direct from the factory.
- Manufacturer's distribution centers have a large share of the market for paint.
- Home improvement centers have a dominant share of the market (over 40 percent) for hand and power tools.
- Twenty-five percent of the builders and 44 percent of the remodelers who buy their tools at home improvement centers also purchase at least one other product while there.

Several fairly obvious conclusions emerge from these results. First, because builders and remodelers themselves most often control the choice of product, manufacturers should be able to market their products most effectively by targeting builders and remodelers directly. And because builders and remodelers go to home improvement centers so often to buy tools, home improvement centers should have a good opportunity to market many of the other products they sell to builders and remodelers.

The following sections describe the survey and discuss the results in more detail. Complete tabulation of the survey results, along with the questionnaires used to collect the data, are available in the "Additional Resources" box at the top of this article when viewed on NAHB's web page.

Builders and Remodelers

NAHB's builder members are divided into several categories. In its most recent [member census](#), 56 percent of NAHB's builder members say their primary business is building single-family homes, and 28 percent say it's residential remodeling. So together single-family builders and residential remodelers account for 84 percent of all NAHB's builder members, with the rest divided among categories such as multifamily or commercial construction, land development, etc.

NAHB canvasses its single-family builders once a month in the survey for the NAHB/Wells Fargo [Housing Market Index](#) (HMI), and its residential remodelers once a quarter for the NAHB [Remodeling Market Index](#) (RMI) survey. Both surveys often include special questions on a topic of current interest to the industry. The October 2012 HMI and 3rd-quarter 2012 RMI surveys both contained special questions on where building products are purchased, and who has the greatest influence over product selection. Four hundred builders and 447 remodelers responded to these questions.

One thing the endeavor demonstrated is that builders and remodelers buy a lot of different products. The HMI/RMI surveys asked about 24 distinct product categories, many of which were fairly general in nature:

- | | | | |
|----|------------------------------|----|------------------------|
| 1 | Sawn (Dimension) Lumber | 13 | Paint |
| 2 | Engineered Lumber & I-joists | 14 | Cabinets |
| 3 | Trusses | 15 | Countertops |
| 4 | Plywood & OSB | 16 | Ceramic Tile |
| 5 | Windows & Doors | 17 | Carpeting |
| 6 | Trim & Other Millwork | 18 | Other Flooring |
| 7 | Roofing | 19 | HVAC Equipment & Ducts |
| 8 | Siding | 20 | Plumbing Fixtures |
| 9 | Masonry & Masonry Supplies | 21 | Lighting |
| 10 | House Wrap | 22 | Electrical |
| 11 | Insulation | 23 | Appliances |
| 12 | Gypsum Wallboard | 24 | Hand & Power Tools |

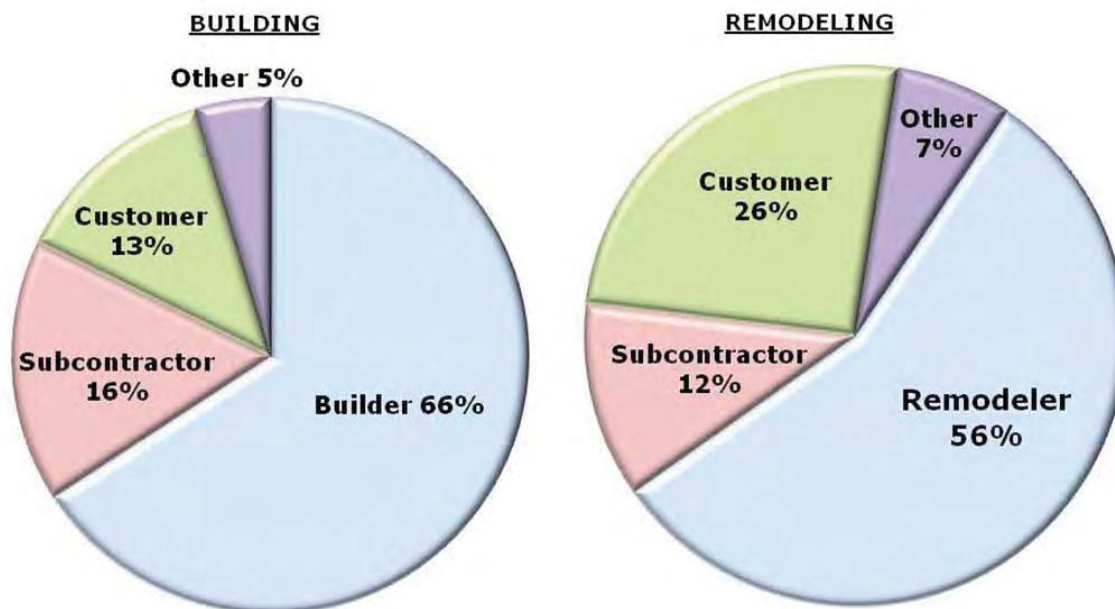
A large majority of both builders and remodelers reported purchasing products in all 24 categories, despite differences in the nature of their businesses. Individual remodeling projects can be considerably smaller and more limited in scope than building an entire new structure and the overall size of the operations differ, depending on the firm's specialty. In the NAHB member census, median volume of business for firms who classified themselves as single-family builders was \$1.56 million in 2011—almost triple the \$536,000 reported by residential remodelers.

However, like the typical NAHB remodeler, the typical NAHB single-family builder is a very small business by many standards. According to the U.S. Small Business Administration's [size standards](#), the ceiling for a small residential construction business (specializing either in new construction or remodeling) is \$33.5 million per year.

Who Chooses?

The October HMI and 3rd-quarter RMI surveys both asked “Who has the greatest influence on product selection?” Although this varied from product to product, there were also some general tendencies that can be summarized by averaging the responses over all 24 building product categories (Figure 1).

**Figure 1. Who Has Greatest Influence on Product Selection?
Average for 24 Products**

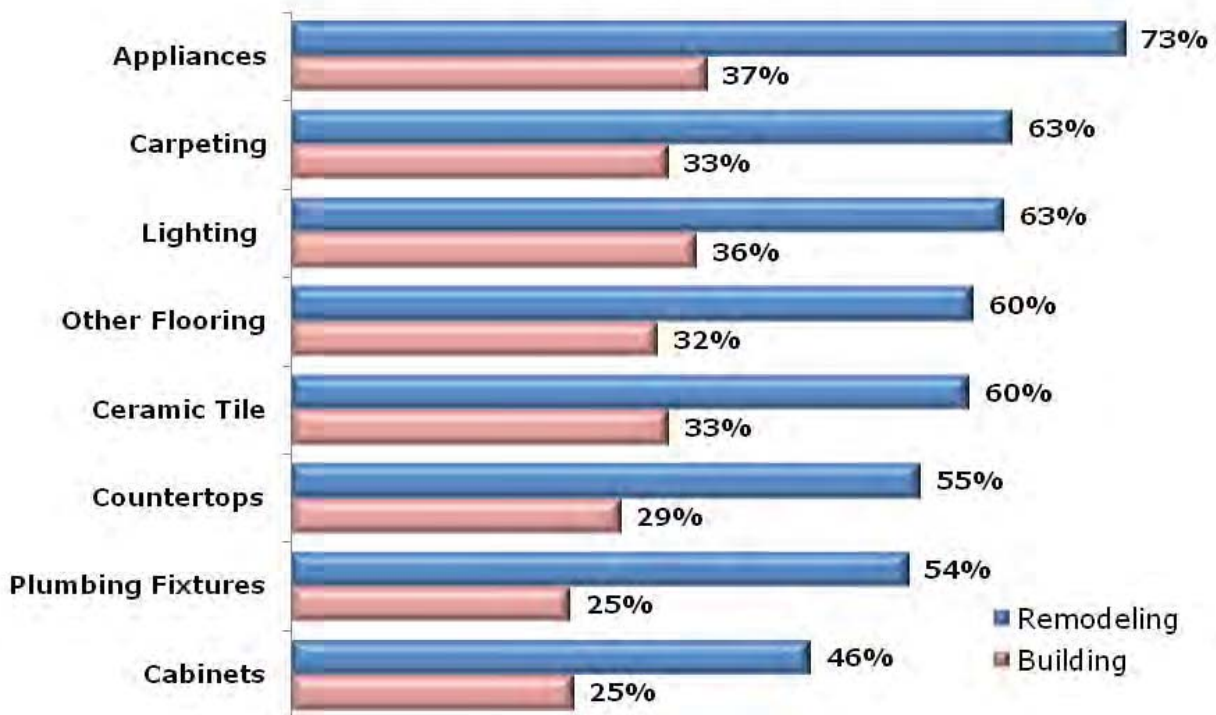


The most obvious tendency is that builders and remodelers most often control the choice of building products themselves, although cases where the choice is driven by customers or subcontractors are also relatively common. Cases of where an architect or supplier controls the decision occur but are infrequent, especially in new construction. In remodeling, about 16 percent of the time either the architect or a supplier has the strongest influence on the selection of engineered lumber and trusses. For other building products, purchases driven by an architect or supplier are considerable less common even than this.

Compared to new construction, customers are somewhat more likely to have the ultimate say when a product is chosen for residential remodeling—a logical result, given that a share of single-family homes are built spec, before a specific customer is even identified (although, even in these cases, builders may offer options on items like appliances).

The influence of the customer varies considerably depending on the type of building product being purchased. Figure 2 shows products where a remodelers' customer makes the choice at least one-third of the time. Appliances are at the top of the chart, chosen by customers almost three quarters of the time in remodeling projects. Of the other items in Figure 2, several (carpeting, tile, countertops) fall into the category of finishing materials that are used to cover surfaces, and for which the decorative qualities are usually quite important. The products most often chosen by the customer are generally the same in home building and remodeling, although the percentages in home building tend to be only about half as large.

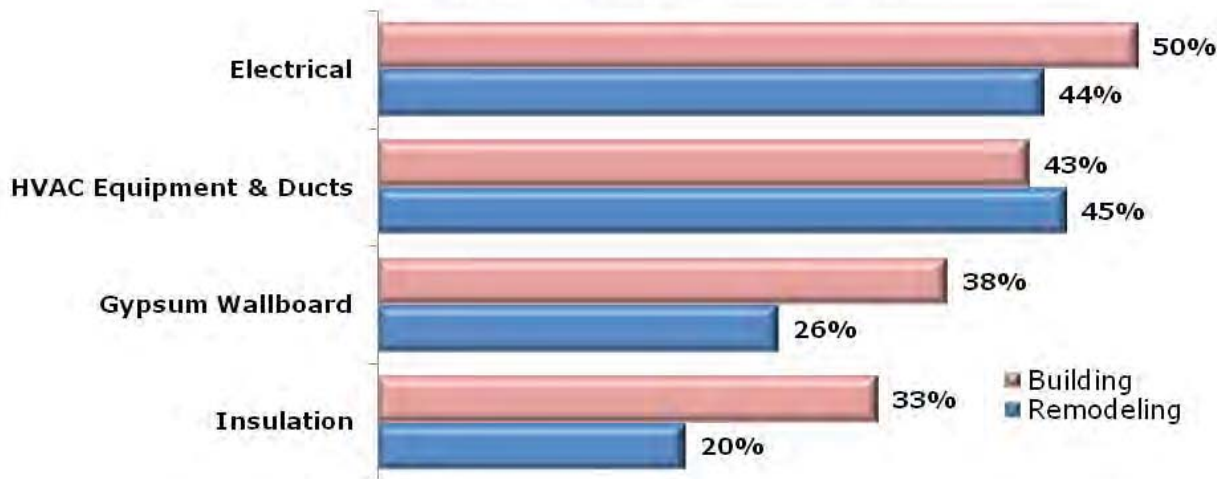
Figure 2. Products Most Often Chosen by the CUSTOMER
 (Cases where at least 1/3 of Remodelers say the customer has the greatest influence)



Compared to remodeling, subcontractors are more likely to influence product selection in new construction. Part of the reason may be that builders simply tend to use more subs. In the July 2012 HMI survey, builders reported using an average of 25 subcontractors per home. In the 4th quarter 2009 RMI survey, remodelers on average reported using a total of 18 different subs over the course of an entire year.

The products most often chosen by subcontractors in home building are electrical, HVAC, wallboard, and insulation (Figure 3). The top sub-chosen products are similar in remodeling. The greatest difference is a relatively modest one for masonry & masonry supplies, where subs choose the product 28 percent of the time in remodeling, and 24 percent of the time in new single-family construction.

Figure 3. Products Most Often Chosen by the SUBCONTRACTOR
(Cases where at least 1/3 of Builders say the subcontractor has the greatest influence)



Common Places to Buy

In addition to questions on who controls the choice of building products, the HMI/RMI surveys also asked where products are purchased irrespective of who purchases them. In prior surveys, when given a choice simply to say subcontractors purchased a product, builders very often checked that option. On reflection, however, it seemed that builders may sometimes know where their subs go for materials—as builders manage scheduling, try to control quality, and eventually simply become familiar with the tendencies of regularly-used subs. In remodeling, where products are more often chosen by customers, a similar conjecture applies—i.e., remodelers may sometimes know where their customers are going to purchase the products. In some cases, remodelers may recommend particular sellers of lighting, appliances, etc.

These conjectures turned out to be true. When the questions were broadened to ask where products were purchased irrespective of who actually purchases them, the vast majority of builders and remodelers were able to supply definite answers.

In general, there are three major channels of distribution for residential building products—with roughly one quarter of the business going to lumber yards, wholesale distributors, and specialty retailers each, at least when averaged over all 24 products in the survey (Figure 4). The remaining one-fourth of the business is divided among a handful of less common sources for materials, and builders and remodelers who don't know where their subs or customers go to buy certain products. At this broad level, the picture is similar in both home building and remodeling, but again it varies based on the type of product purchased.

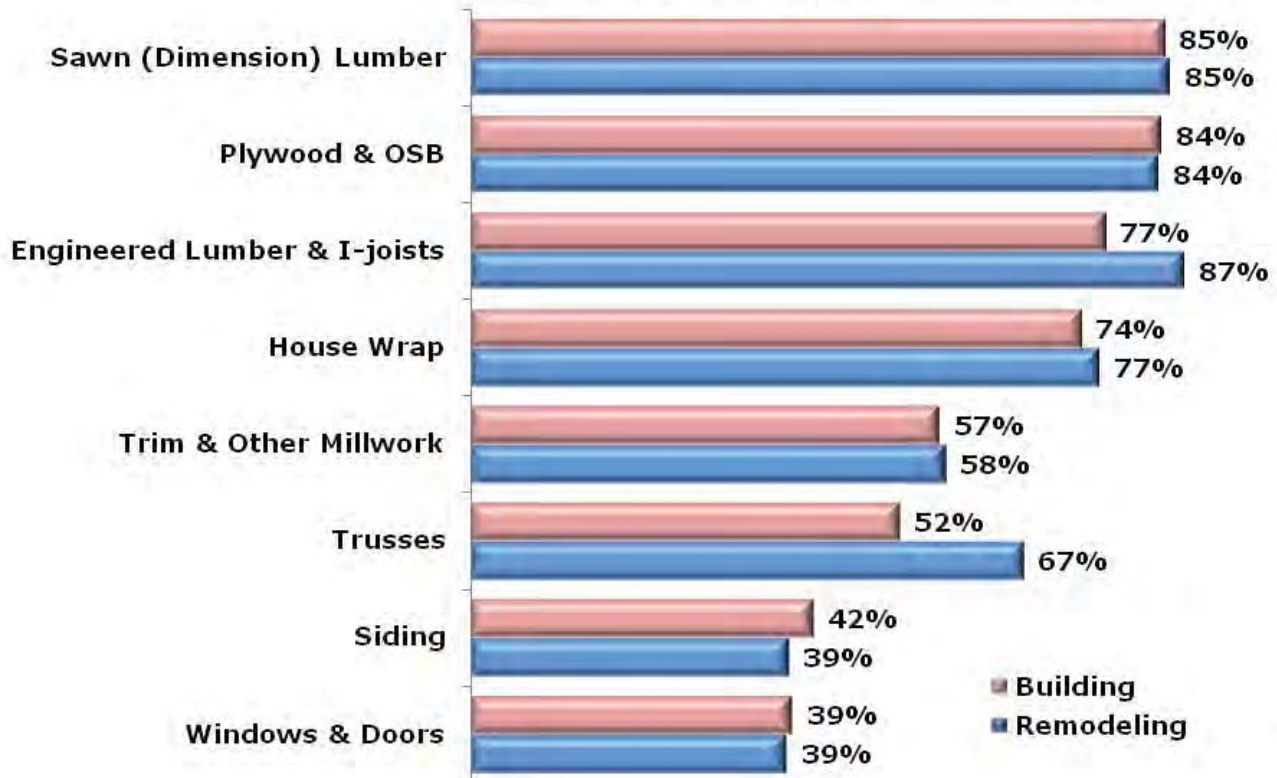
Figure 4. Where Products are Purchased: Average for 24 Products



For basic lumber products and house wrap, lumber yards have three quarters of the business or more (Figure 5). Nearly 60 percent of the time, lumber yards are also the source for trim and other millwork. Lumber yards get about two-thirds of the business in trusses purchased for remodeling, but only half when trusses are purchased for new single-family construction, as new home builders tend to buy trusses direct from the factory. Siding and windows & doors are each purchased from lumber yards about 40 percent of the time (Figure 5).

Figure 5. Products Most Often Purchased from LUMBER YARDS

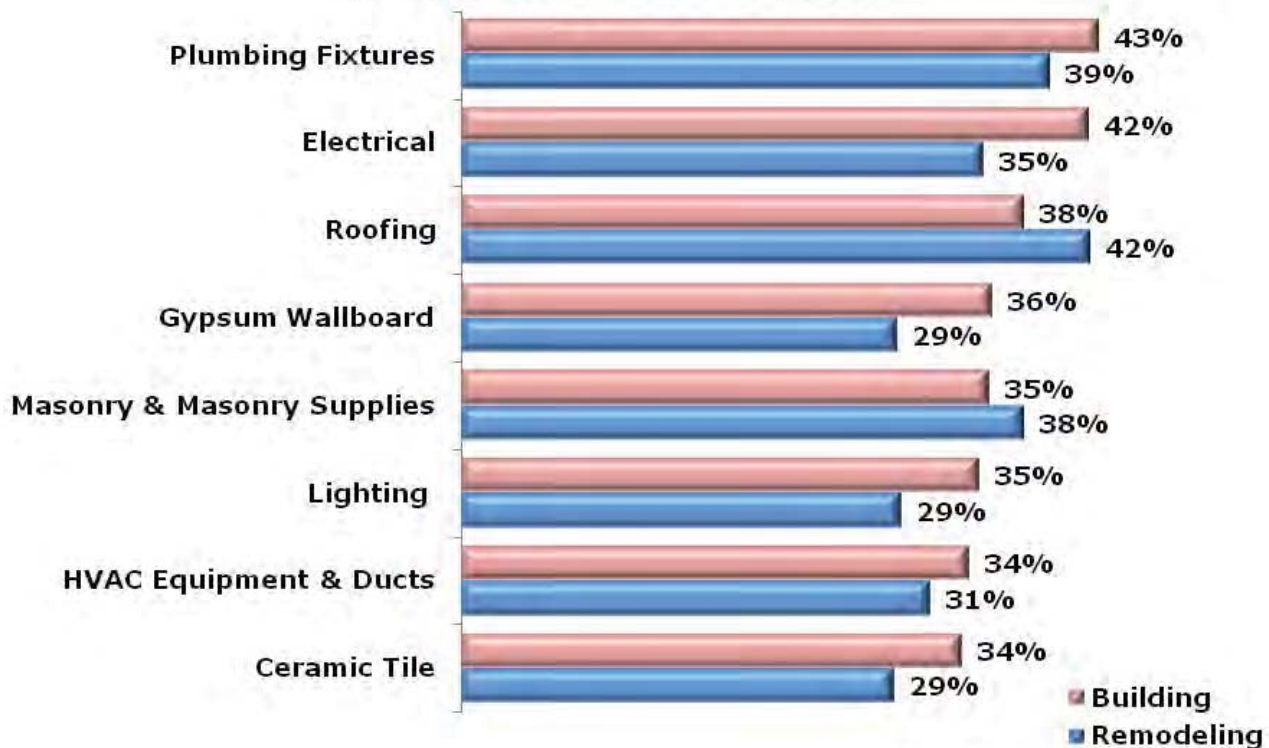
(Cases where at least 1/3 of Builders say the product is generally purchased from a lumber yards)



Wholesale distributors are the source for one-third to slightly over 40 percent of the plumbing fixtures, electrical, roofing, wallboard, masonry, lighting, HVAC equipment, and ceramic tile used in single-family home building. These are also the products most often purchased from wholesalers for residential remodeling projects, although, with the exception of roofing and masonry, remodelers tend to buy products from wholesale distributors slightly less often than builders do (Figure 6).

Figure 6. Products Most Often Purchased from WHOLESALE DISTRIBUTORS

(Cases where at least 1/3 of Builders say the product is generally purchased from a wholesale distributor)

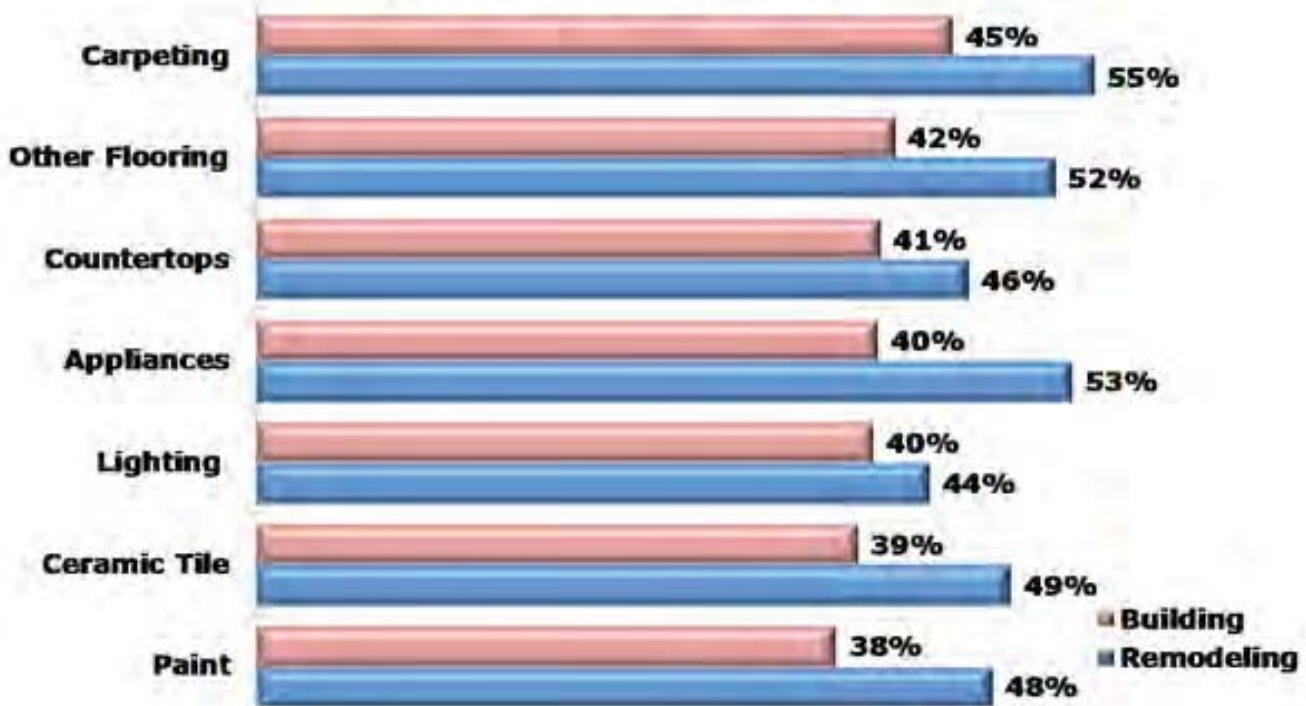


For most of the products shown in Figure 6, wholesale distributors are the most common channel of distribution. The exceptions are lighting and ceramic tile, each of which is purchased from specialty retailers slightly more often (by both single-family builders and remodelers).

Besides lighting and ceramic tile, five other products covered by the survey are purchased from specialty retailers over one-third of the time in single-family construction. These are carpeting, other (i.e., not carpeting or tile) flooring, countertops, appliances, and paint (Figure 7). In each case, remodelers rely on specialty retailers somewhat more often than builders do. Also in each case, specialty retailers are the number one channel of distribution for the product.

Figure 7. Products Most Often Purchased from SPECIALTY RETAILERS

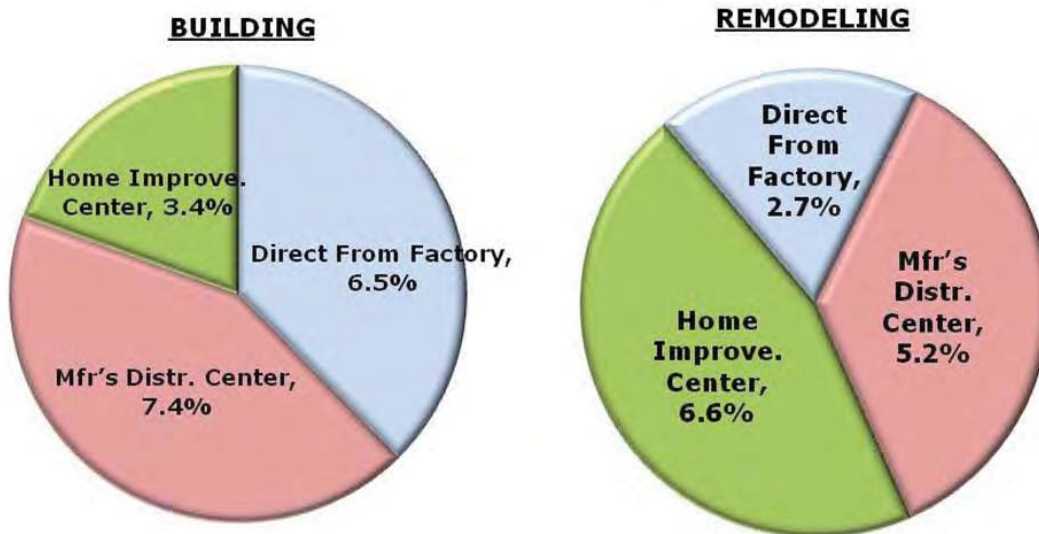
(Cases where at least 1/3 of Builders say the product is generally purchased from specialty retailers)



Tools from Home Improvement Centers & Other Special Cases

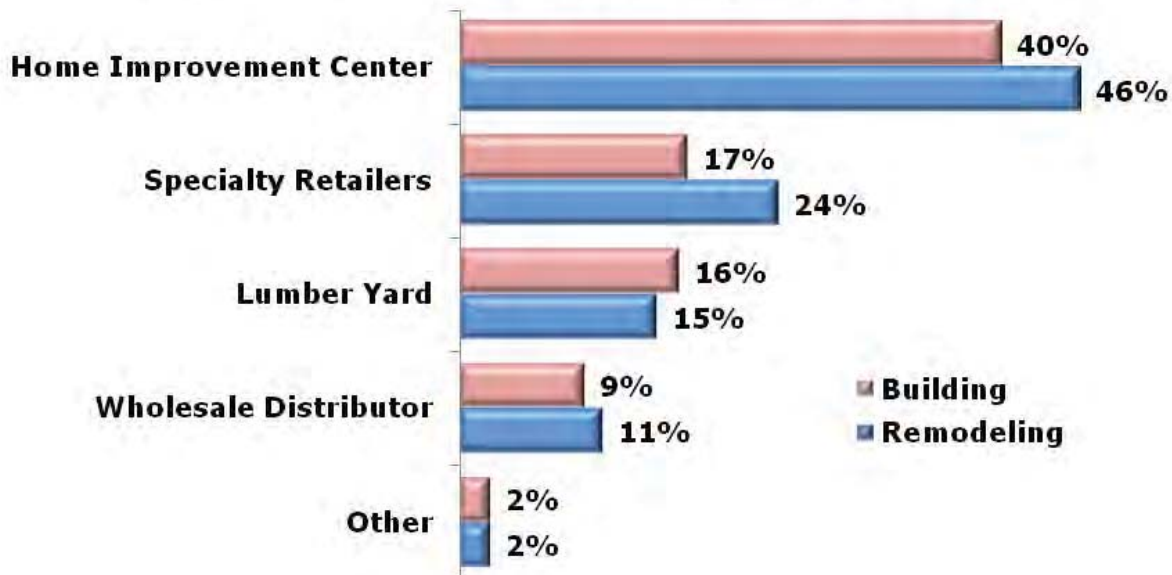
Differences between home builders and remodelers are most apparent in some of the (generally) less common channels of distribution. On average (over the 24 building products covered in the surveys), builders are somewhat more likely than remodelers to use manufacturer's distribution centers, and over twice as likely to buy products direct from the factory. Remodelers, on the other hand, are nearly twice as likely to buy products from home improvement centers (Figure 8).

**Figure 8. Other, Less Common Places Products are Purchased:
Average for 24 Products**



Home improvements centers are an interesting special case. They have a dominant (at least 40 percent) share of the market for tools purchased by both builders and remodelers (Figure 9), but only a minor share each of the 23 other products captured in the HMI/RMI surveys. Yet, home improvement centers typically offer most if not all of these other products. Because builders and remodelers are both in home improvement centers so often to purchase tools, it would seem home improvement centers have a good opportunity to market and perhaps increase their share of sales to builders and remodelers in other product categories.

Figure 9. Where Hand & Power Tools Are Purchased



This may be happening to some extent. Twenty-five percent of the builders and 44 percent of the remodelers who buy their tools at home improvement centers also purchase at least one other product while there. Over 10 percent of builders who buy tools at a home improvement center also buy lighting there, and the same is true of appliances. Over 10 percent of remodelers who buy tools at a home improvement center also buy each of the following products there: sawn lumber, plywood & OSB, trim & other millwork, house wrap, insulation, wallboard, lighting, electrical and appliances.

The aforementioned trusses and cabinets are the products single-family builders most often buy direct from the factory (about one-fourth of the time). In residential remodeling, trusses and cabinets are purchased direct from the factory roughly 13 and 19 percent of the time, respectively. Buying countertops direct from the factory is also a relatively common practice (17 percent of the time in home building, 13 percent in remodeling).

Manufacturer’s distribution centers have a little over 10 percent of the market for masonry, HVAC equipment, plumbing fixtures, and appliances in home building; a little under 10 percent of the market for these items in remodeling. Manufacturer’s distribution centers are a particularly important channel of distribution for paint, where they have 13 percent of the market in remodeling, and 20 percent in new single-family construction.

Complete tables showing where each of the 24 products tends to be purchased are available at the end this article.

Summary and Conclusion

In the course of their work, builders and remodelers buy many products, either directly or indirectly through agents such as subcontractors. Recent NAHB surveys collected information from both single-family builders and remodelers on who's most often responsible for choosing products, and where the products tend to be purchased. Even when builders and remodelers don't choose the products themselves, they often know where the products are being purchased.

The survey results show that, irrespective of who actually makes the purchase, it is the builders and remodelers themselves who most often influence product selection and therefore should most often be the prime targets for manufacturers looking to effectively market building products.

Exceptions to the general rule include several products (appliances, flooring, lighting, countertops and cabinets) that are often chosen directly by the customer, especially in remodeling projects. There are also products chosen most often by subcontractors, but these are limited to electrical and HVAC equipment and ducts.

The results also showed that, in general, the most common places to buy products for new single-family construction and remodeling are lumber yards, wholesale distributors, and specialty retailers. Not surprisingly, lumber yards are the places builders and remodelers most often go for sawn lumber, many other lumber products, and house wrap. Lumber yards are also the places builders and remodelers most often go to purchase trusses. In addition, a fairly large share (25 percent) of single-family builders buy trusses direct from the factory.

Wholesale distributors are the places builders and remodelers most often go to buy plumbing fixtures, electrical, roofing, wallboard, masonry and HVAC equipment. Specialty retailers are the places builders and remodelers most often go to buy carpeting, countertops, appliances, lighting, ceramic tile, flooring other than tile or carpet, paint and cabinets.

Besides trusses, it is also fairly common for single-family builders and remodelers to purchase cabinets and countertops direct from the factory. Manufacturer's distribution centers are a particularly important channel of distribution for paint.

Home improvement centers have over 40 percent of the market for tools purchased by single-family builders and remodelers, but only a minor share of the market for the other products covered by the HMI and RMI surveys, despite the fact that home improvement centers typically sell most if not all of these products.

Nevertheless, 25 percent of builders and 44 percent of remodelers who buy tools from home improvement centers also stop to buy at least one other product while there. This indicates that home improvement have made some progress in selling products other than tools to builders and remodelers, but the low overall market shares also suggest that there is more progress to be made.

National Association of Home Builders

Housing Market Index: Special Questions on Purchasing Materials

October 2012

Economics and Housing Policy Group



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Introduction:

For more than 25 years, the National Association of Home Builders (NAHB) has conducted a monthly survey of its builder members that is used to generate the NAHB/Wells Fargo Housing Market Index (HMI). The main section of the HMI survey asks builders to rate market conditions for the sale of new homes at the present time and expected over the next 6 months, as well as the traffic of prospective buyers. The results are combined into a single composite index that measures the overall strength of the market for new single-family housing.

Throughout its history, the HMI has generally performed well as a leading indicator of single-family housing starts and is widely reported in business media and used by government and Wall Street analysts.

This month survey was sent electronically to a panel of roughly 2,500 builder members. Results are broken down by the four census regions, number of for-sale units started in 2011 and by Member of NAHB Board of Director or of a NAHB Standing Committee. The survey sample is refreshed annually to keep the panel consistent overtime.

In addition to the questions that provide the data needed to compute the HMI, the survey often also includes a set of “special” questions on a topic of current interest to the housing industry. The special questions for October 2012 cover the purchasing building materials—where they are purchased, and also who has the greatest influence on product selection. The results in this report are based on 400 responses to these special questions.

**Q3. Where do you or your subcontractors generally purchase the following materials for residential construction?
(Percent of Respondents)**

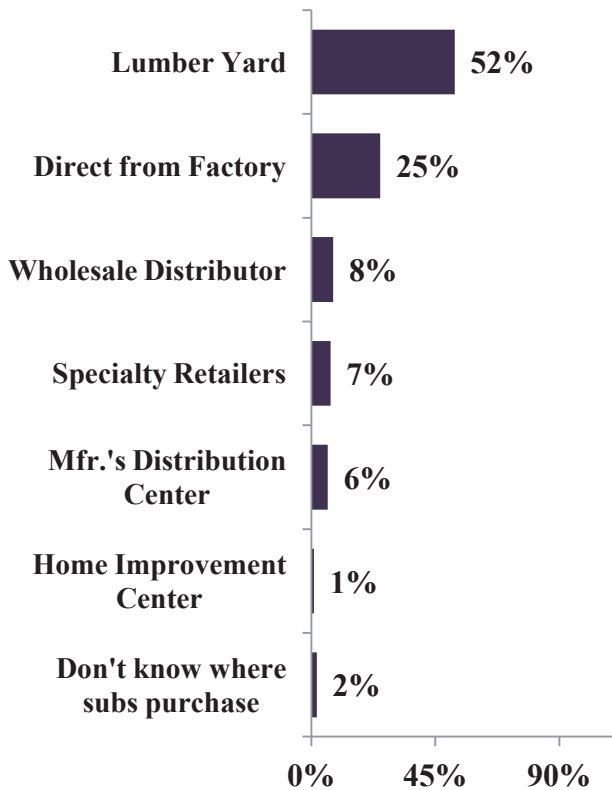
SAWN (DIMENSION) LUMBER



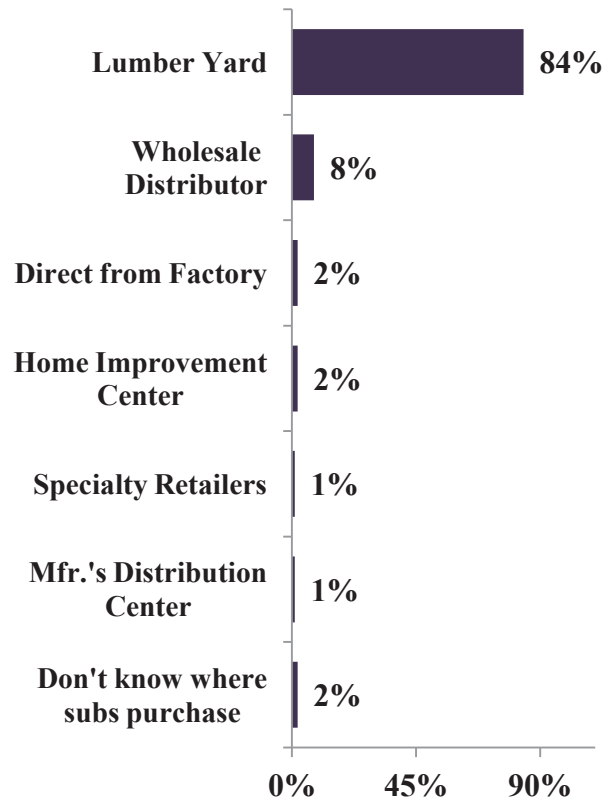
ENGINEERED LUMBER & I-JOISTS



TRUSSES

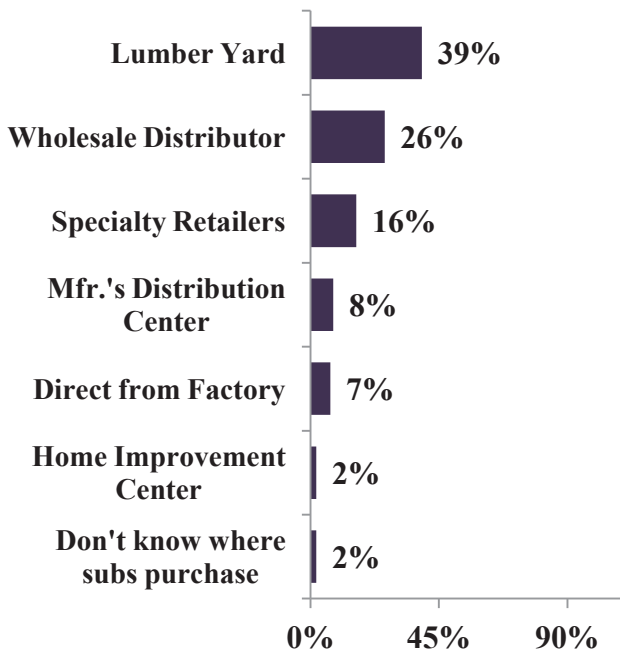


PLYWOOD & OSB



**Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - continued
(Percent of Respondents)**

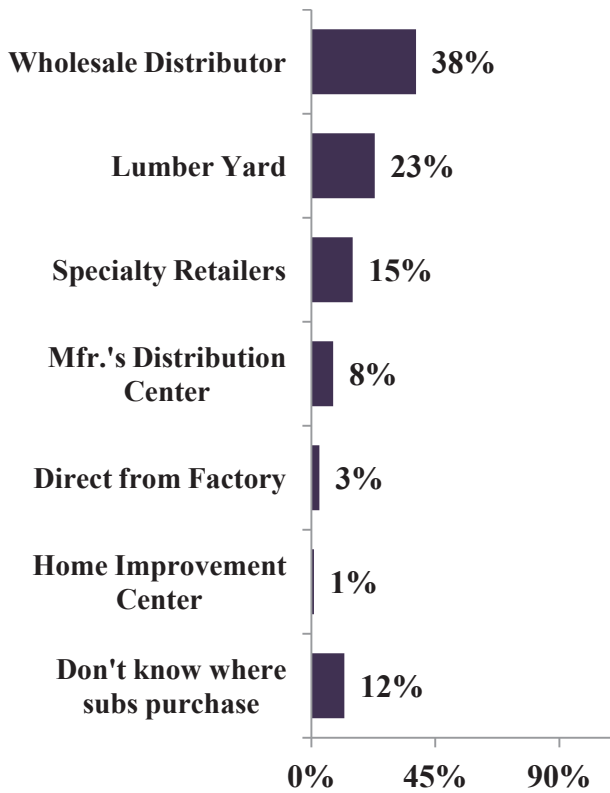
WINDOWS & DOORS



TRIM & OTHER MILLWORK



ROOFING



SIDING



**Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - continued
(Percent of Respondents)**

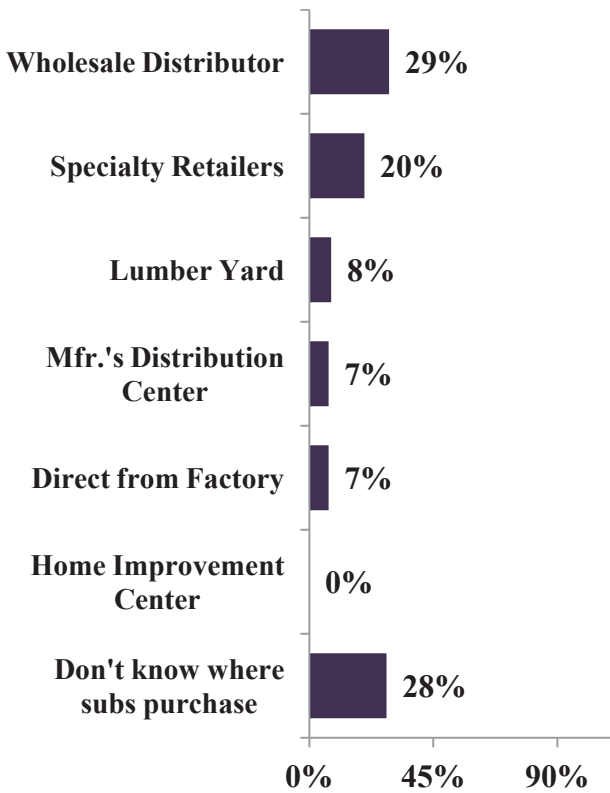
MASONRY & MASONRY SUPPLIES



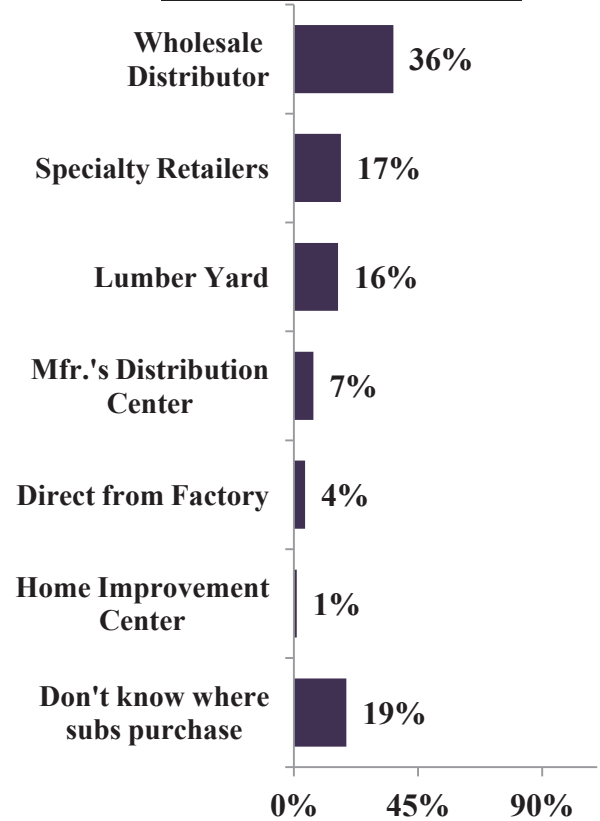
HOUSE WRAP



INSULATION

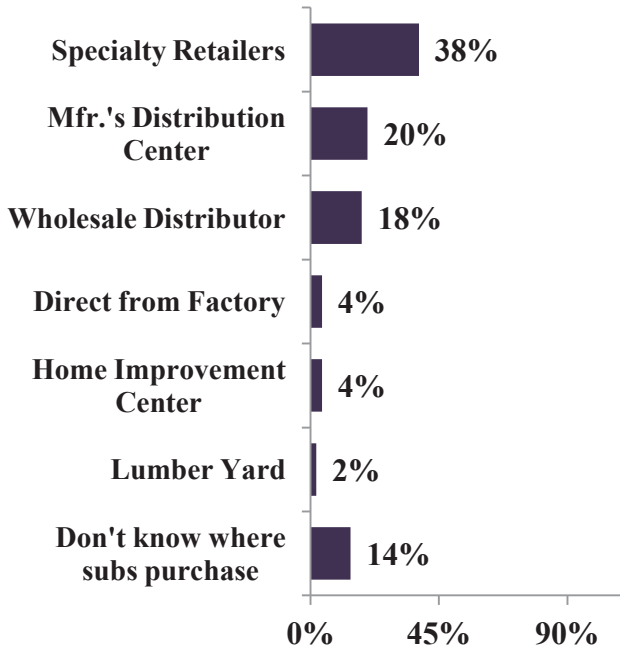


GYPSUM WALLBOARD



**Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - continued
(Percent of Respondents)**

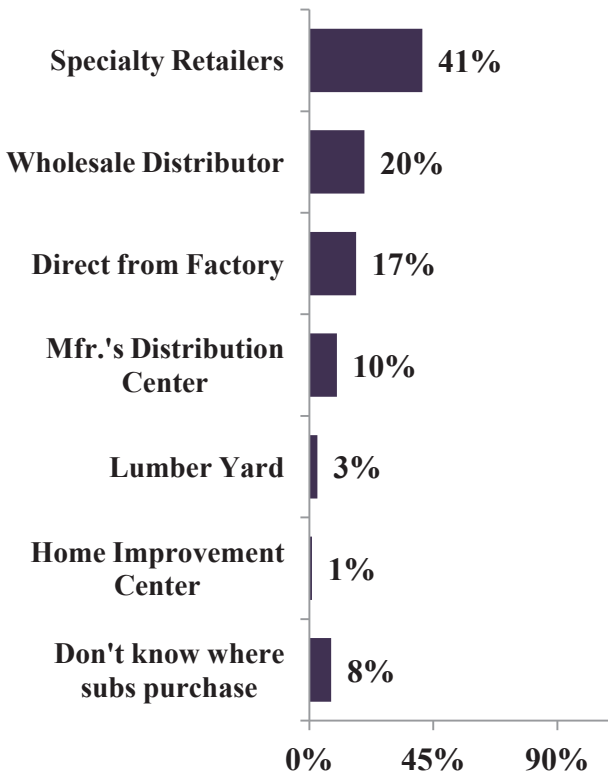
PAIN



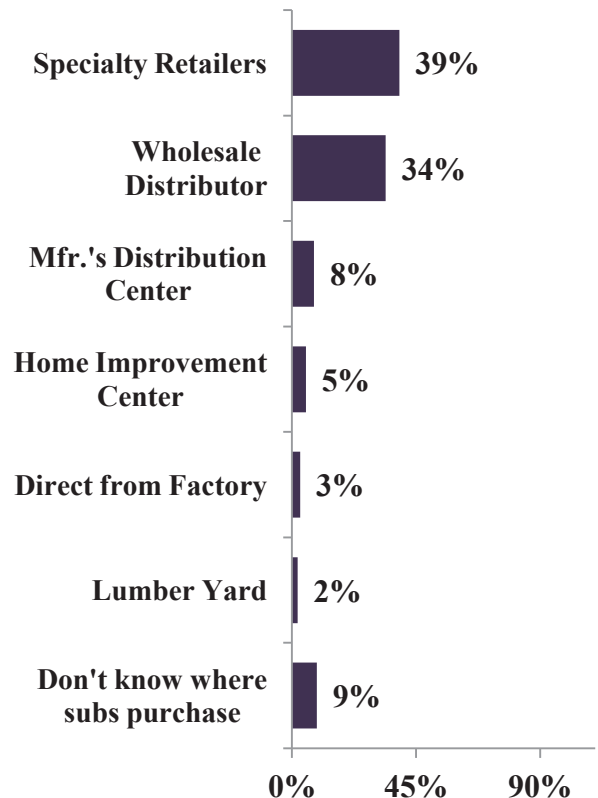
CABINETS



COUNTERTOPS



CERAMIC TILE

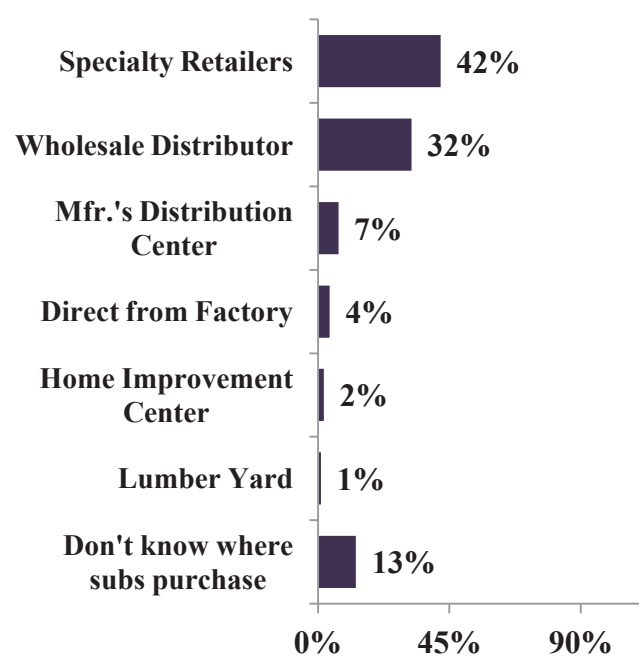


**Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - continued
(Percent of Respondents)**

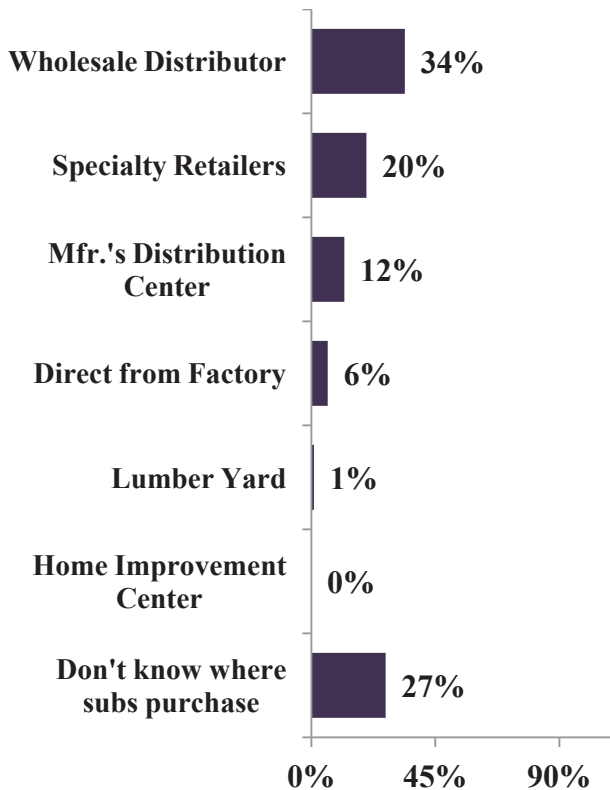
CARPETING



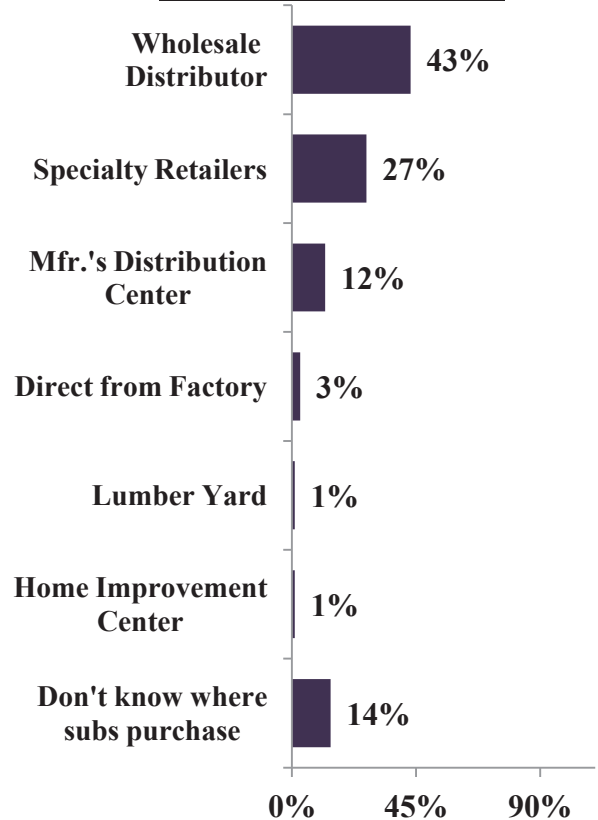
OTHER FLOORING



HVAC EQUIPMENT & DUCTS

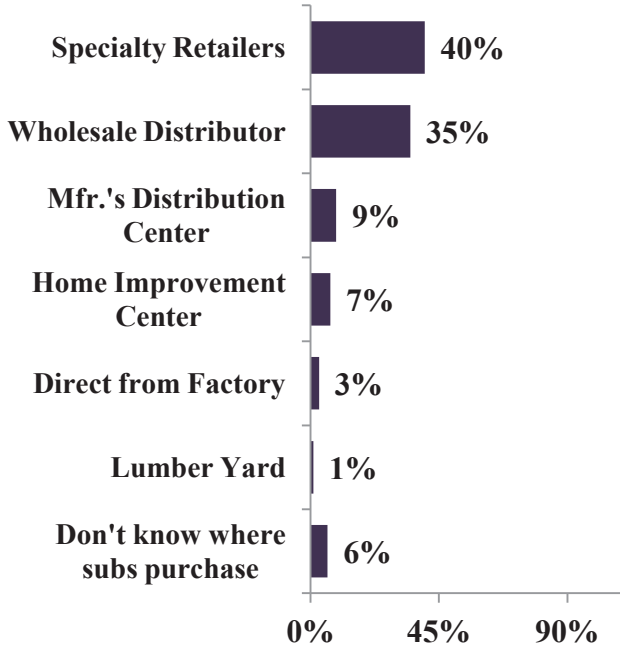


PLUMBING FIXTURES

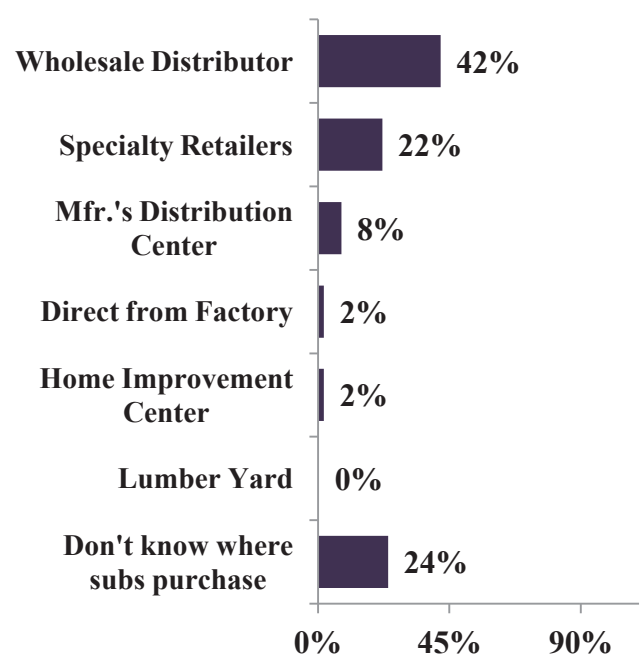


Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - *continued*
(Percent of Respondents)

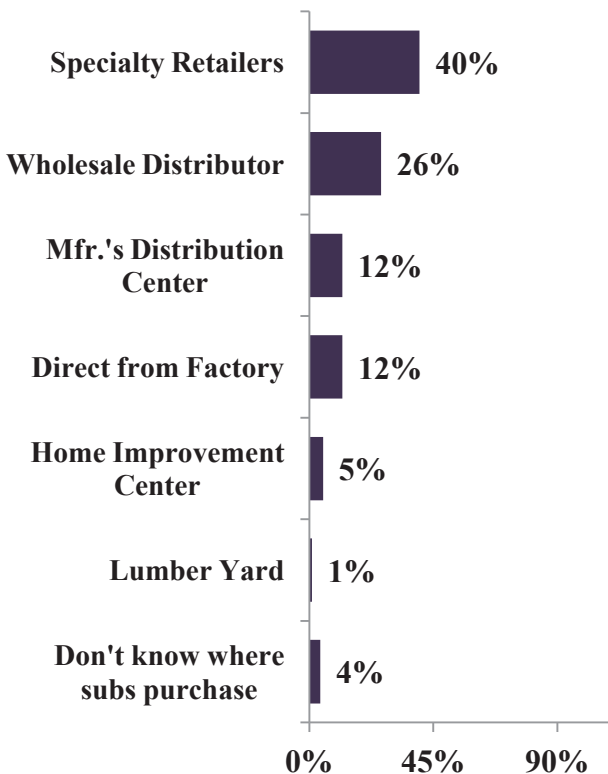
LIGHTING



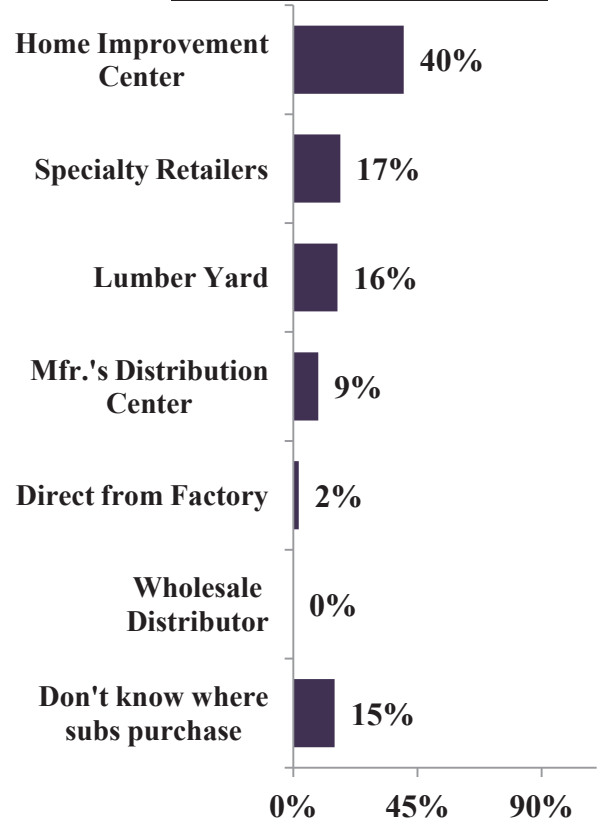
ELECTRICAL



APPLIANCES

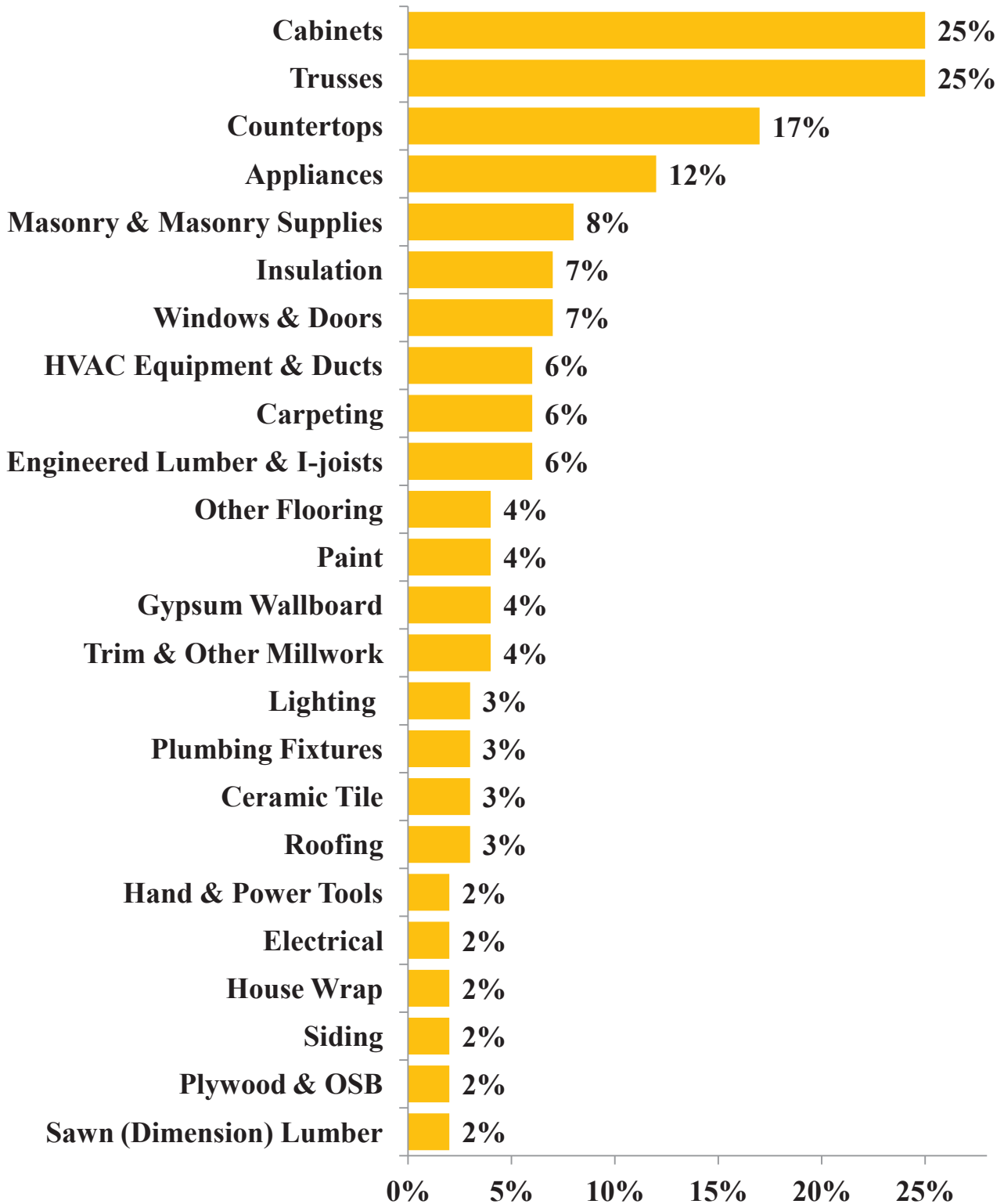


HAND & POWER TOOLS



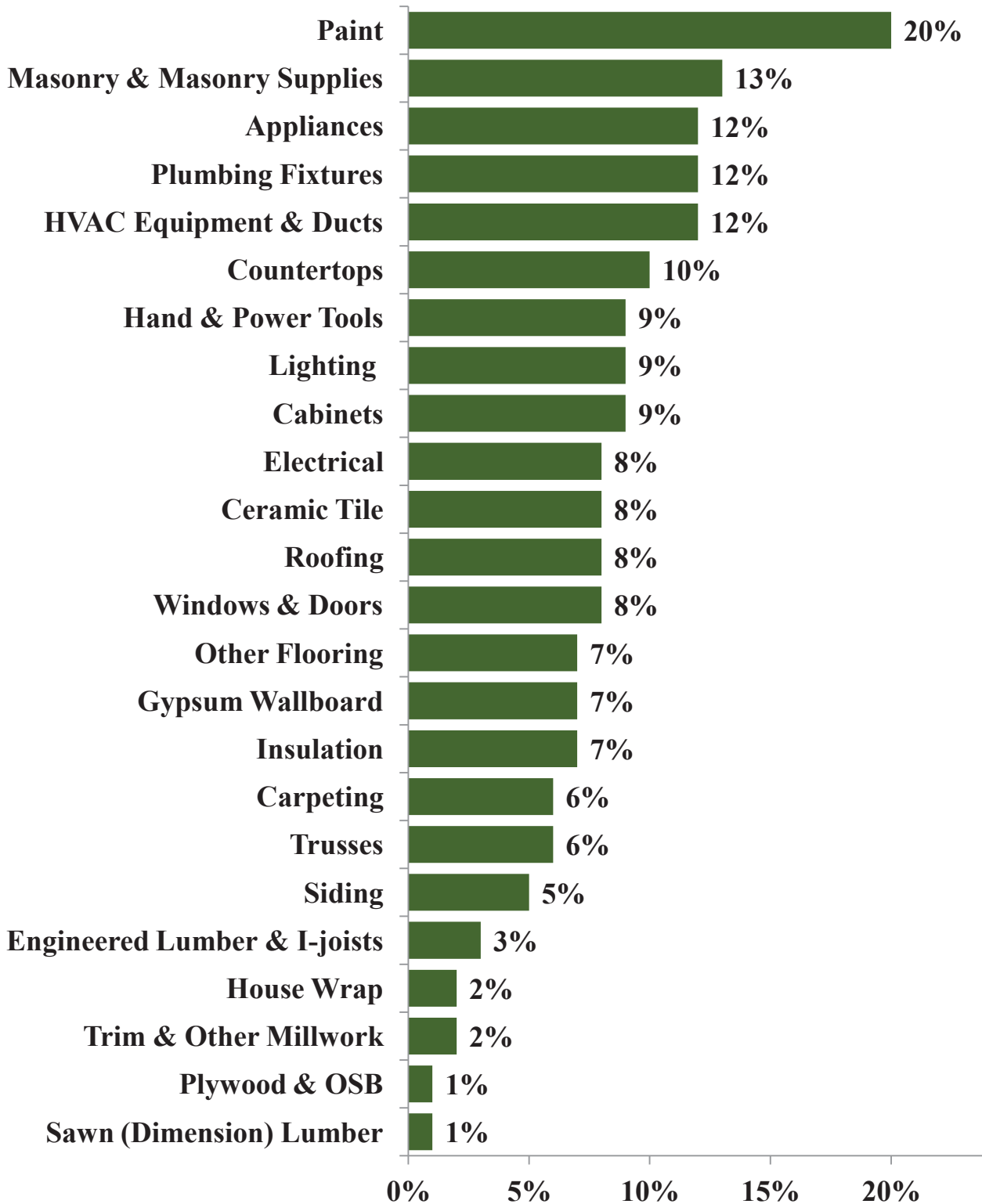
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - *continued*
(Percent of Respondents)

Direct From Factory



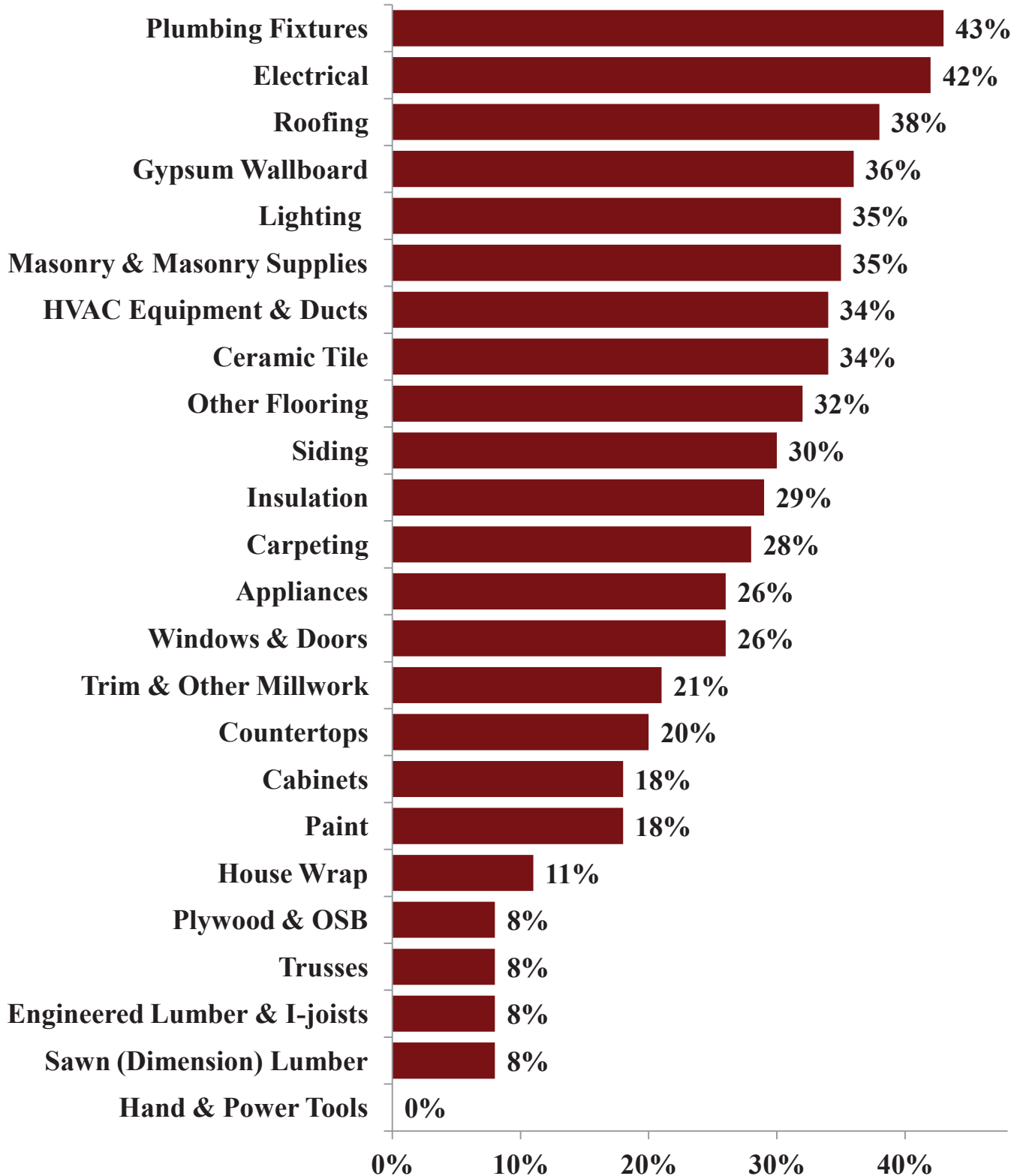
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - continued
(Percent of Respondents)

Manufacturer's Distribution Center



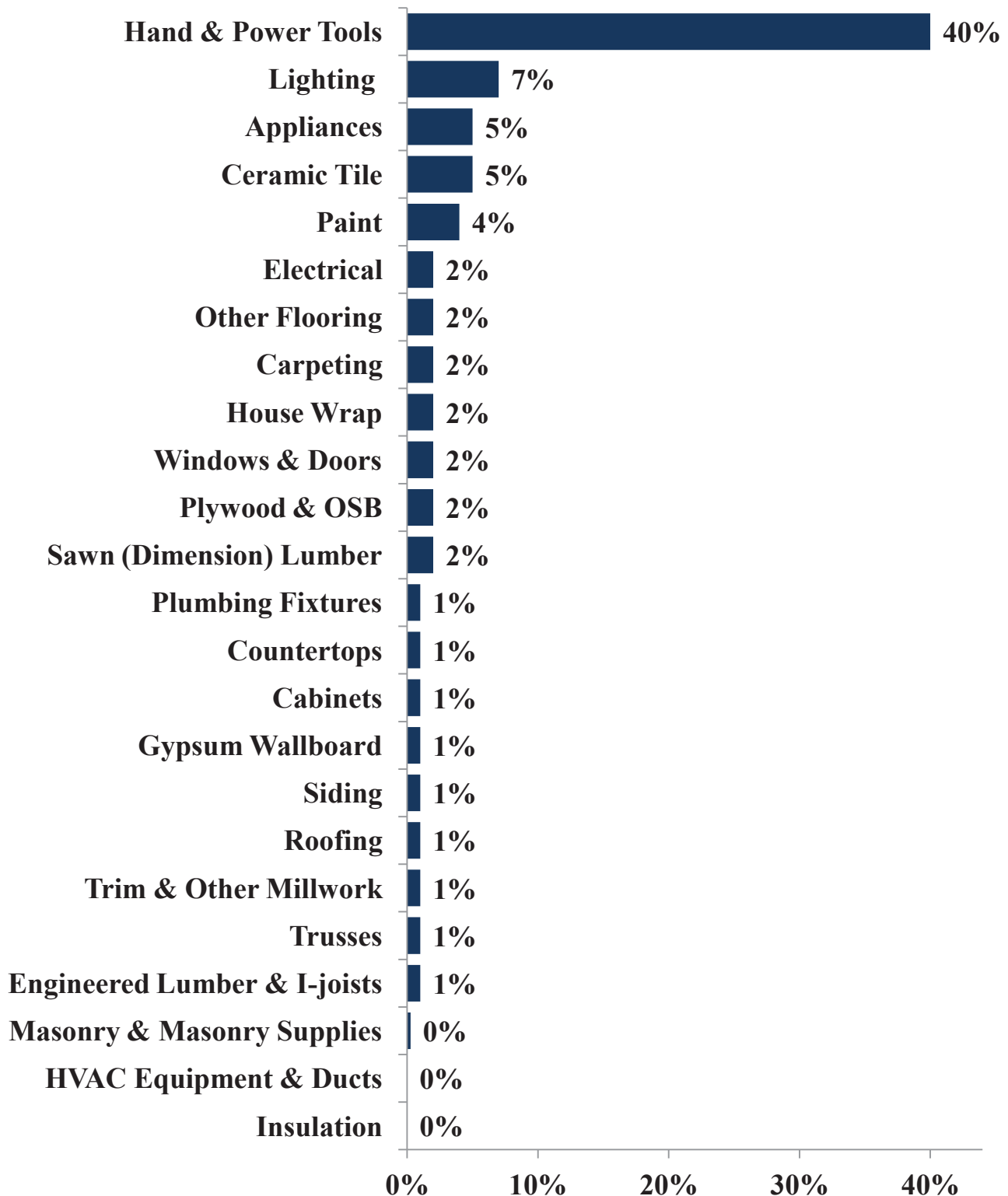
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - *continued*
(Percent of Respondents)

Wholesale Distributor



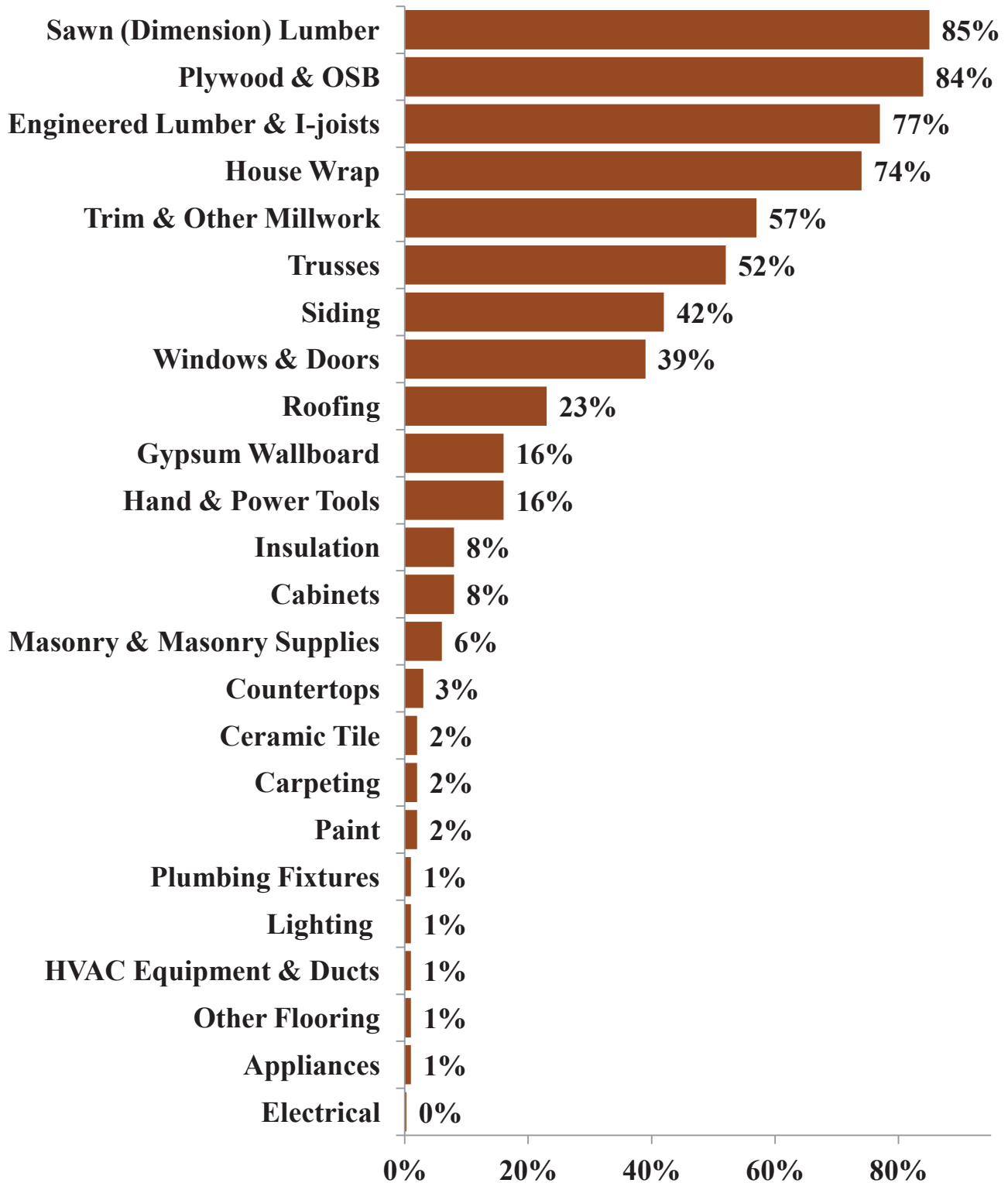
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - *continued*
(Percent of Respondents)

Home Improvement Center



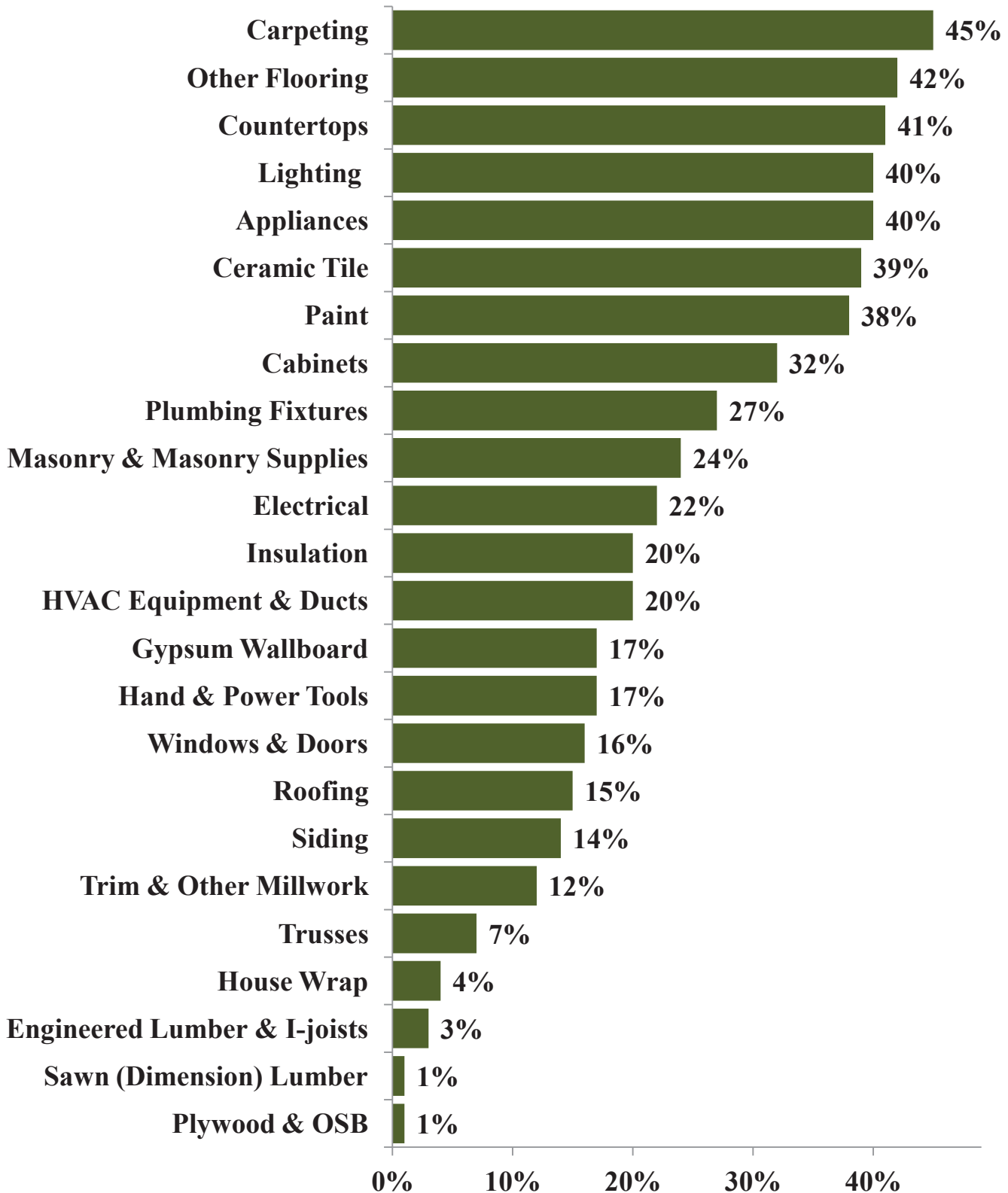
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - continued
(Percent of Respondents)

Lumber Yard



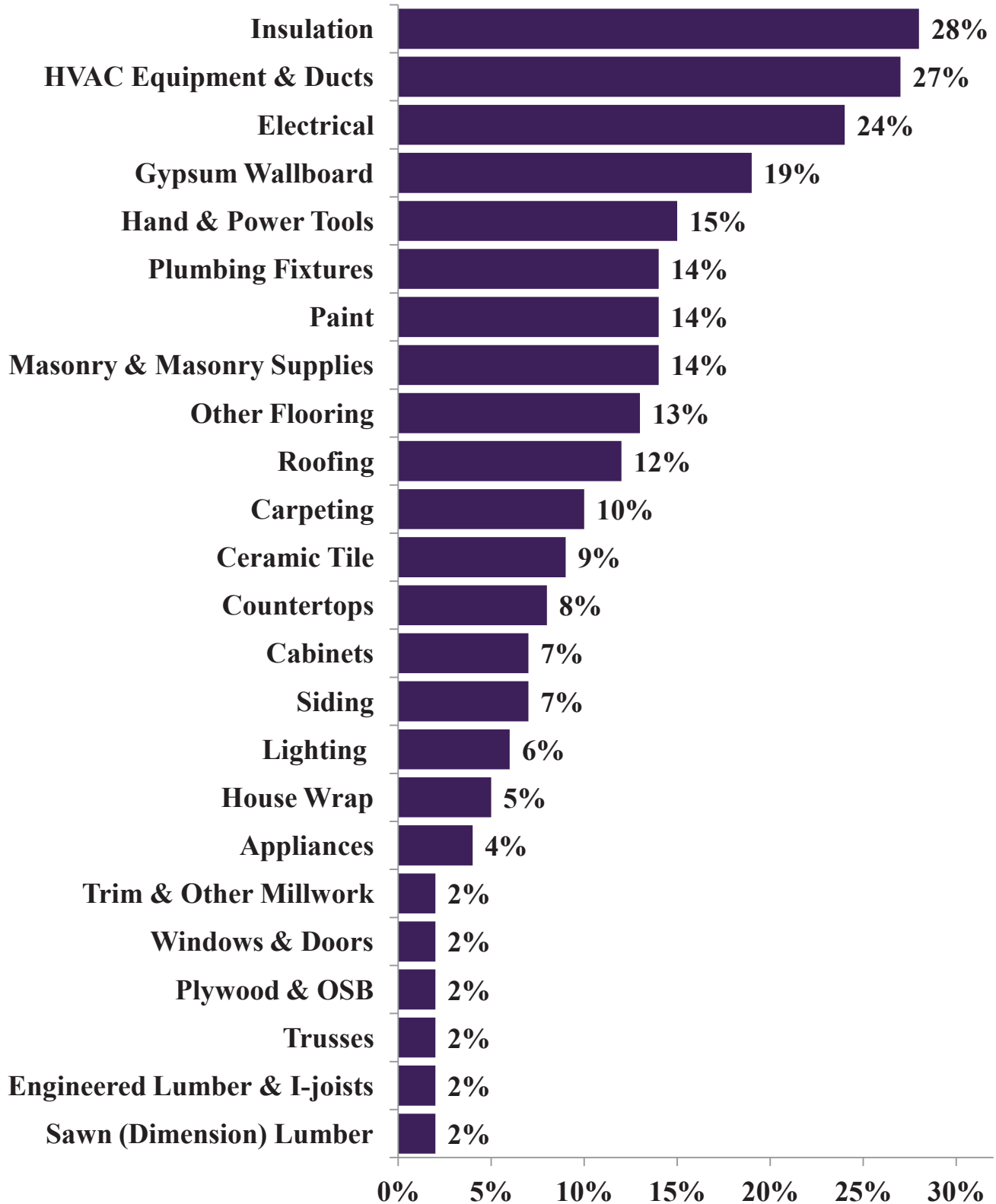
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - *continued*
(Percent of Respondents)

Specialty Retailers



Q3. Where do you or your subcontractors generally purchase the following materials for residential construction? - *continued*
(Percent of Respondents)

Don't know where Subs purchase



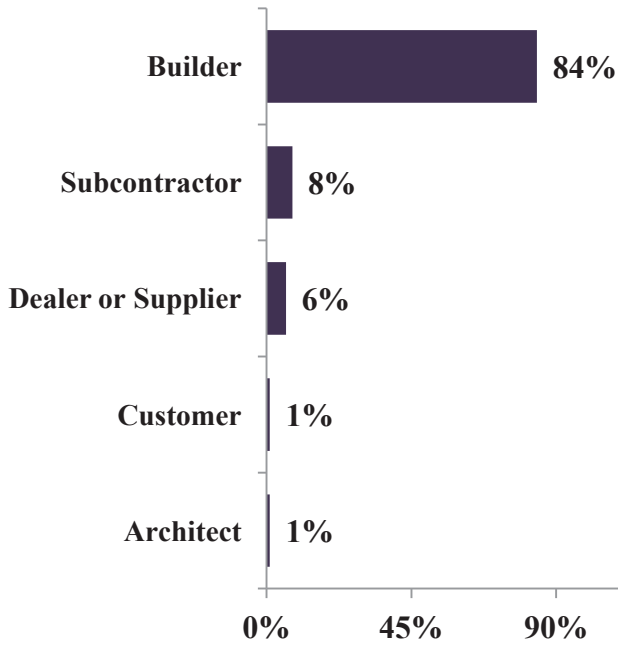
Q3. Where do you or your subcontractors generally purchase the following materials for residential construction?

(Percent of Respondents)

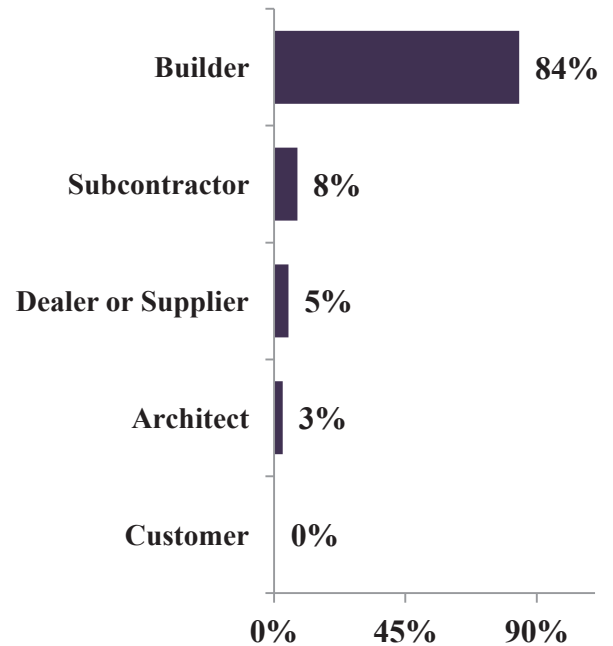
		Direct From Factory	Mfr's Distr. Center	Wholesale Distributor	Home Improvement Center	Lumber Yard	Specialty Retailers	Don't know where Subs purchase?
1	Sawn (Dimension) Lumber	2.05	1.28	7.67	1.53	84.65	0.77	2.05
2	Engineered Lumber & I-joists	5.97	2.86	8.31	0.78	77.40	3.12	1.56
3	Trusses	24.93	5.63	7.77	0.54	52.28	6.97	1.88
4	Plywood & OSB	1.79	1.28	8.42	2.04	84.18	0.77	1.53
5	Windows & Doors	7.44	8.21	26.15	1.54	39.23	15.64	1.79
6	Trim & Other Millwork	4.08	2.30	21.17	1.02	57.14	11.99	2.30
7	Roofing	3.33	7.69	37.69	1.28	23.33	14.87	11.79
8	Siding	2.13	4.79	29.52	0.53	41.76	13.83	7.45
9	Masonry & Masonry Supplies	8.12	12.83	35.34	0.26	6.28	23.56	13.61
10	House Wrap	1.85	2.11	10.82	1.58	74.41	4.49	4.75
11	Insulation	7.37	6.84	29.21	0.00	8.42	19.74	28.42
12	Gypsum Wallboard	4.47	6.84	35.53	0.53	16.32	17.37	18.95
13	Paint	3.91	20.05	18.49	3.91	2.08	37.76	13.80
14	Cabinets	24.66	9.12	18.50	1.07	7.51	32.17	6.97
15	Countertops	16.89	9.76	20.32	0.79	3.17	40.63	8.44
16	Ceramic Tile	2.68	8.04	33.51	4.83	2.41	39.14	9.38
17	Carpeting	5.60	6.13	28.27	2.40	1.87	45.33	10.40
18	Other Flooring	3.80	7.07	31.52	2.17	1.36	41.58	12.50
19	HVAC Equipment & Ducts	5.88	12.03	33.96	0.00	0.80	20.05	27.27
20	Plumbing Fixtures	2.88	12.04	42.67	0.79	0.79	26.96	13.87
21	Lighting	3.15	8.92	34.65	6.56	0.79	40.16	5.77
22	Electrical	1.60	7.98	42.02	1.60	0.27	22.34	24.20
23	Appliances	11.90	11.64	26.19	5.03	1.06	40.48	3.70
24	Hand & Power Tools	0.00	2.33	9.30	40.12	16.28	16.86	15.12
	Average	6.52	7.41	24.88	3.37	25.16	22.36	10.31

**Q4. For each product checked above in question 3, who has the greatest influence on product selection?
(Percent of Respondents)**

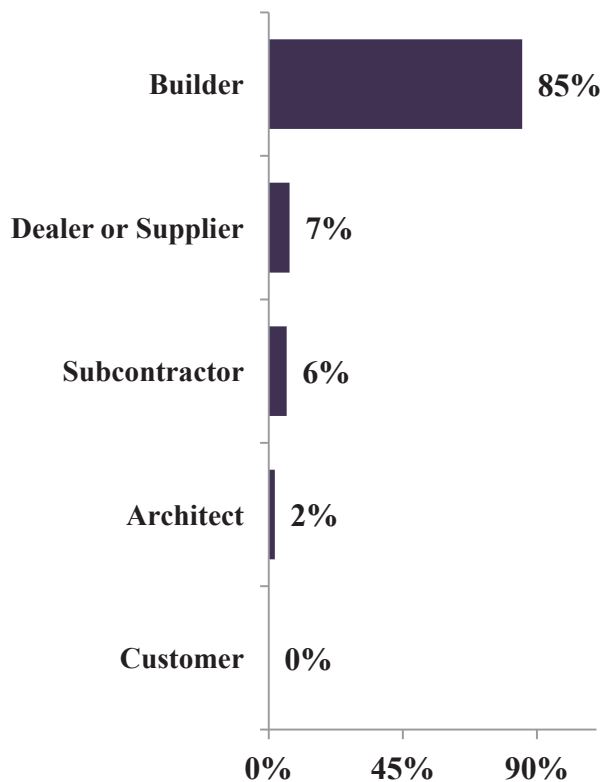
SAWN (DIMENSION) LUMBER



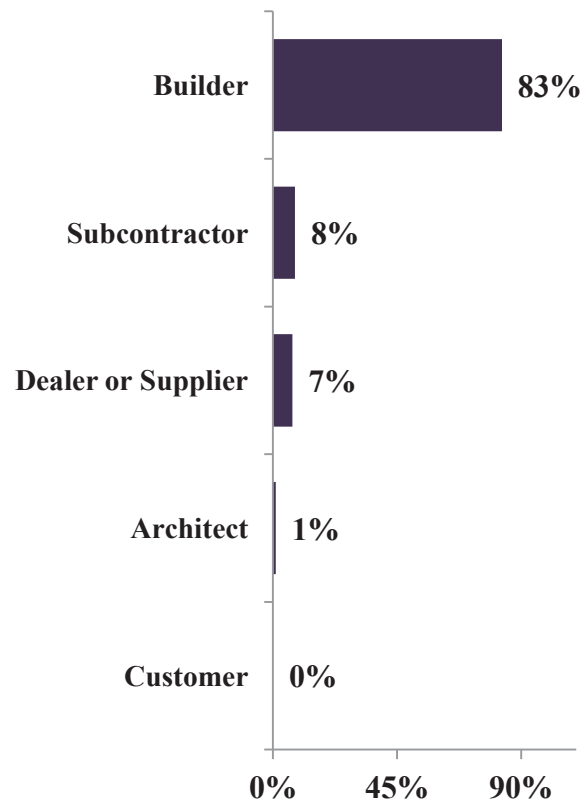
ENGINEERED LUMBER & I-JOISTS



TRUSSES

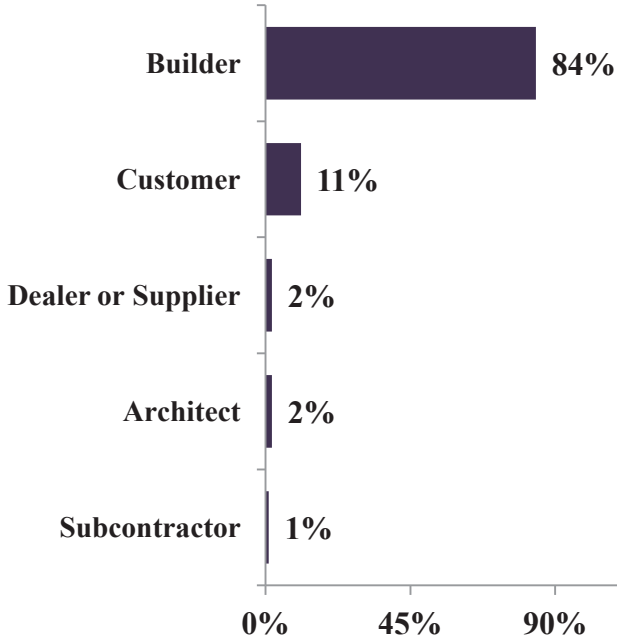


PLYWOOD & OSB

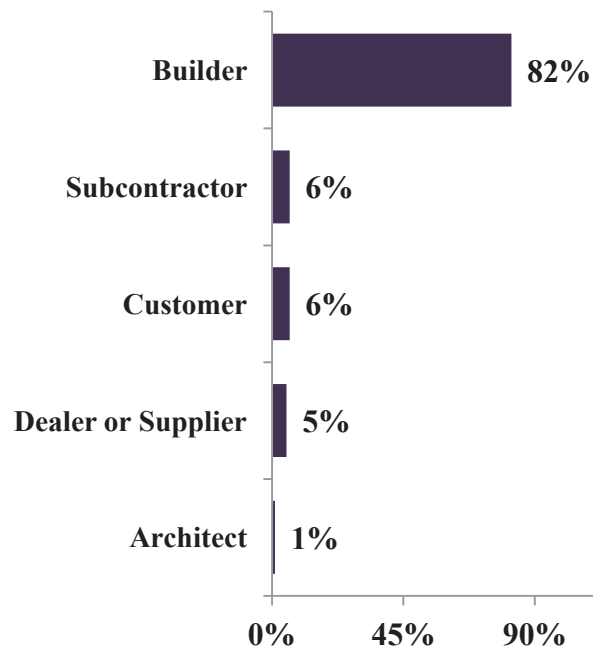


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

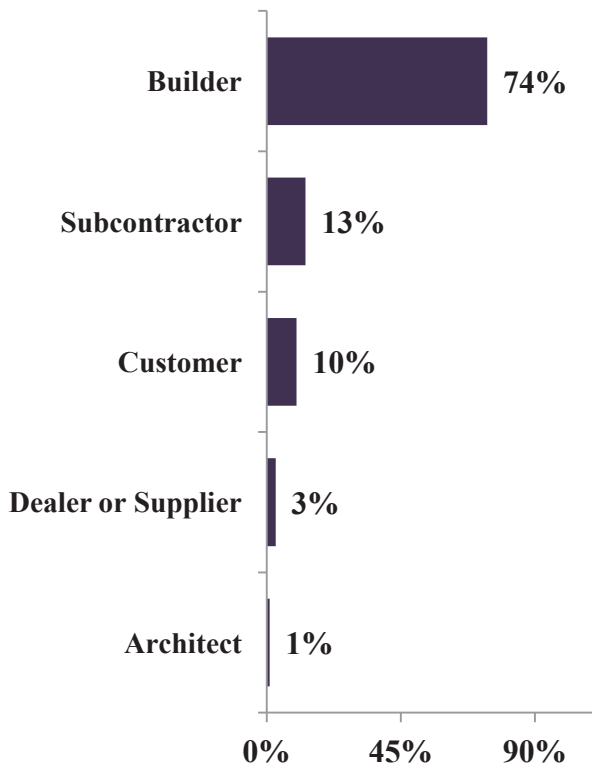
WINDOWS & DOORS



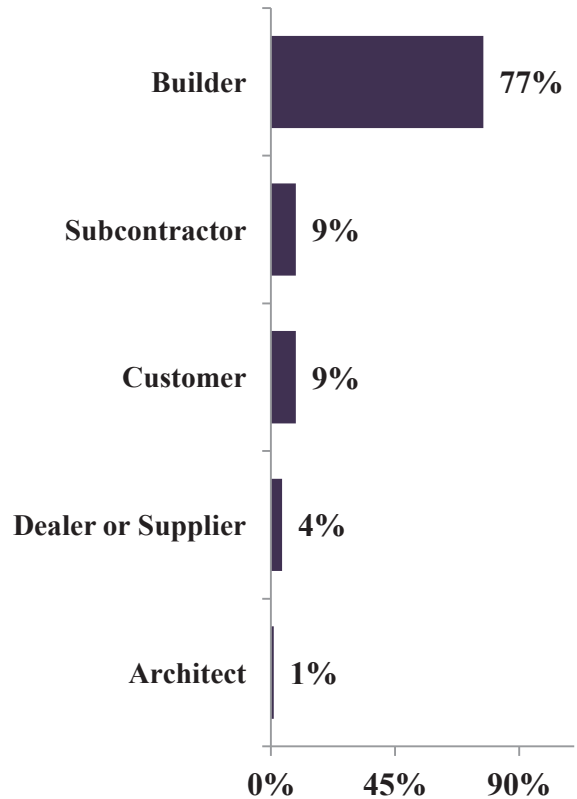
TRIM & OTHER MILLWORK



ROOFING

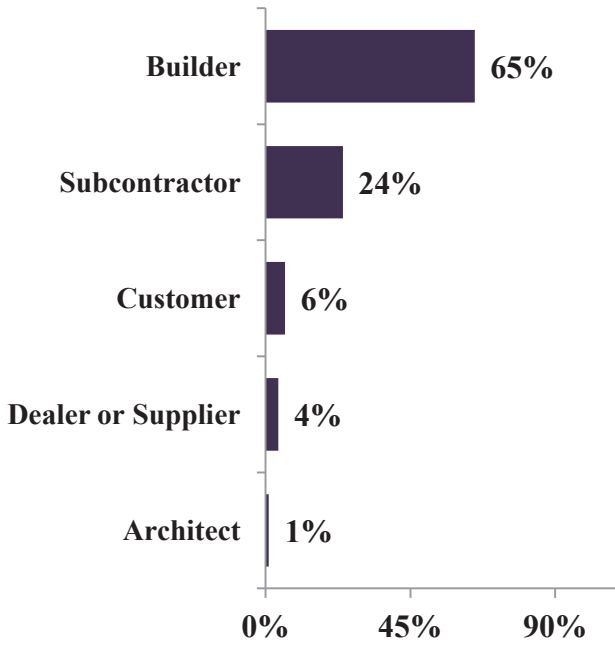


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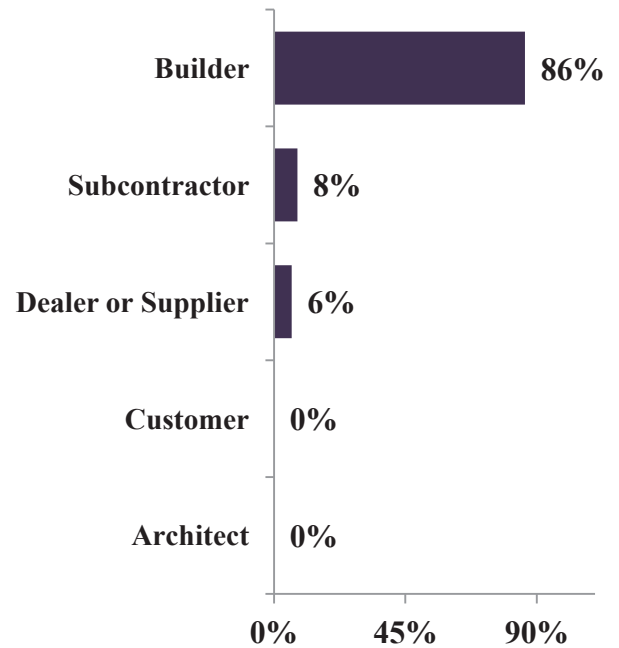


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

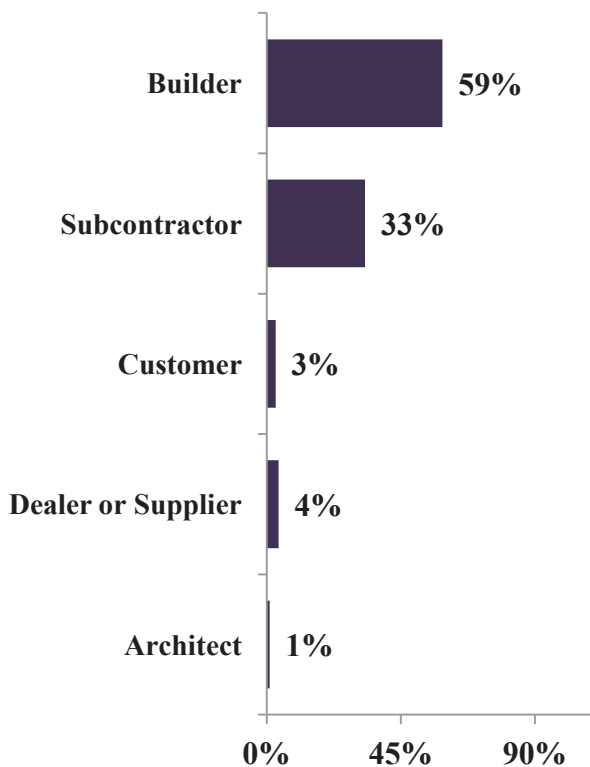
MASONRY & MASONRY SUPPLIES



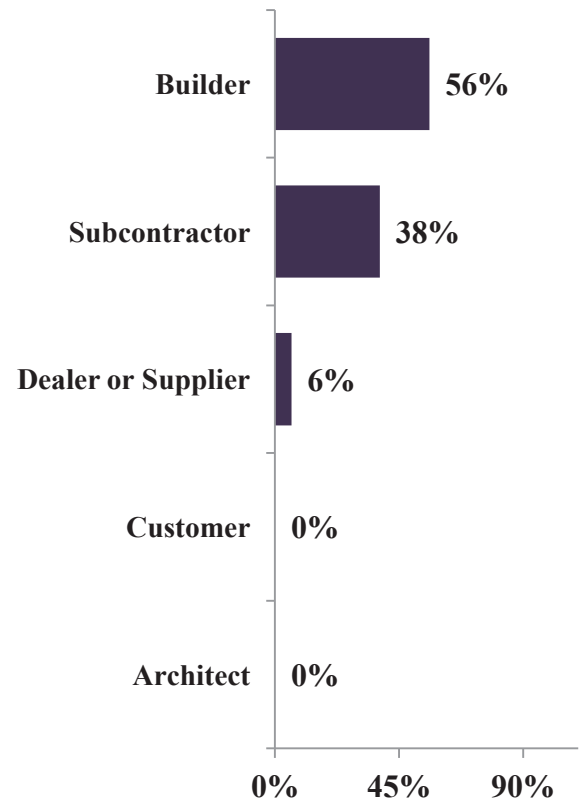
HOUSE WRAP



INSULATION

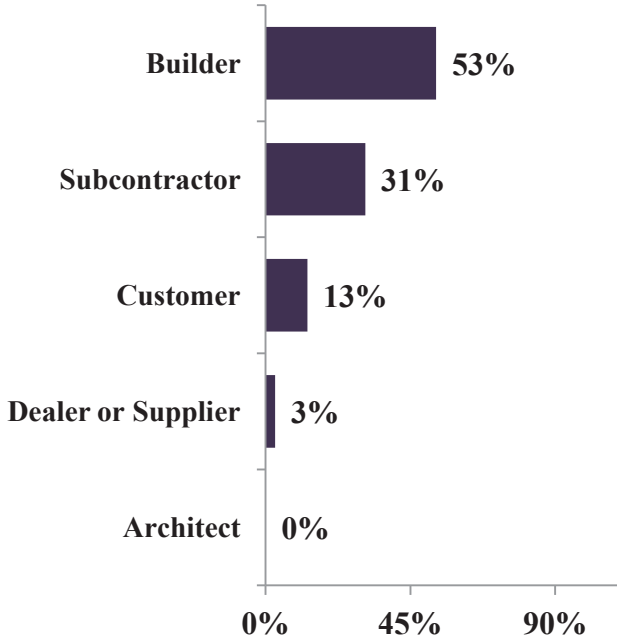


GYPSUM WALLBOARD

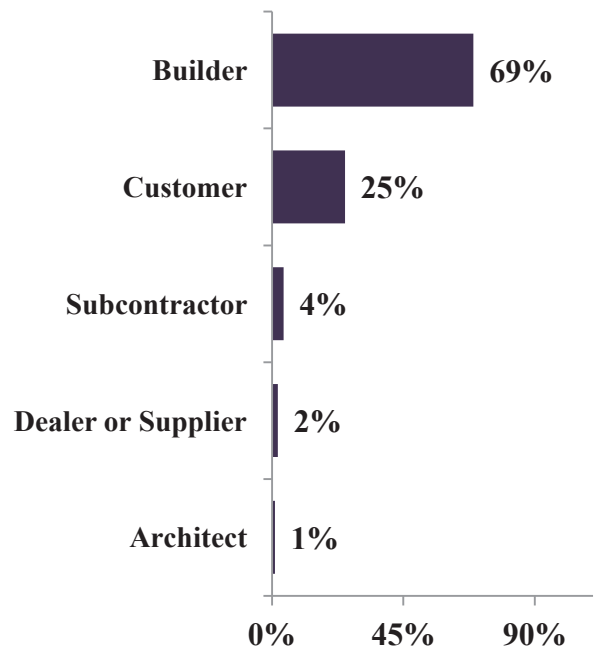


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

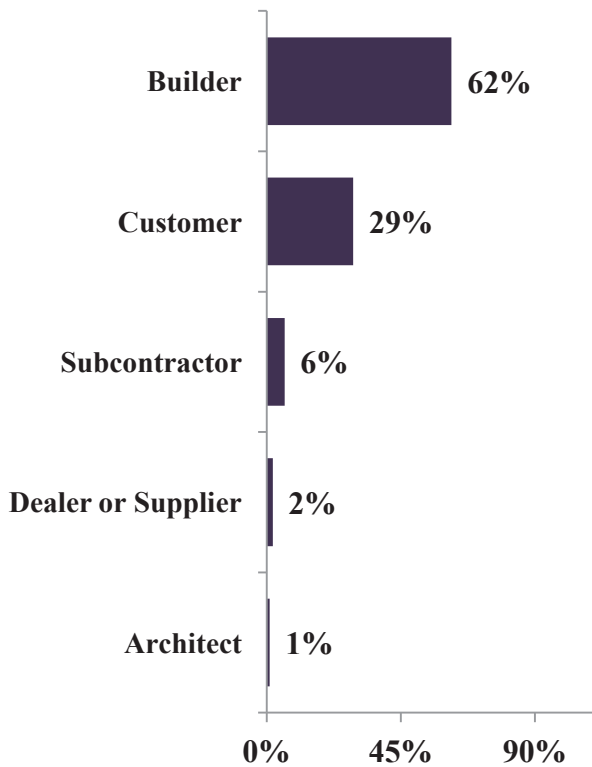
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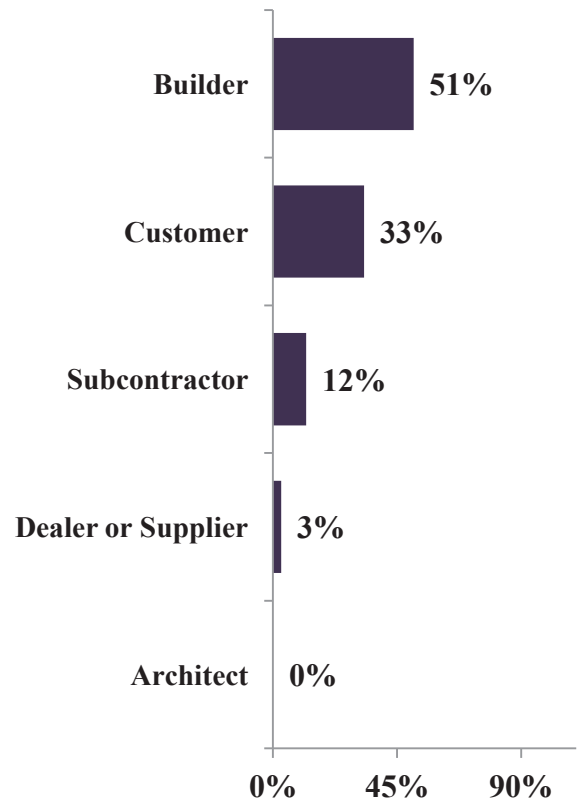
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COUNTERTOPS

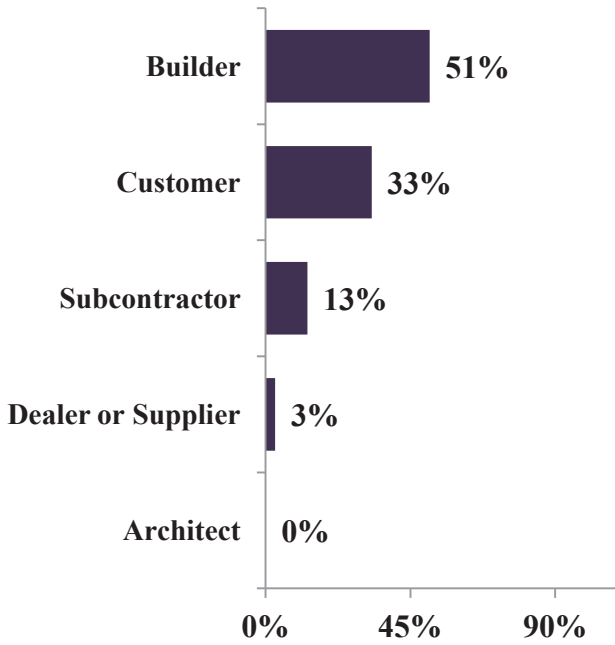


CERAMIC TILE

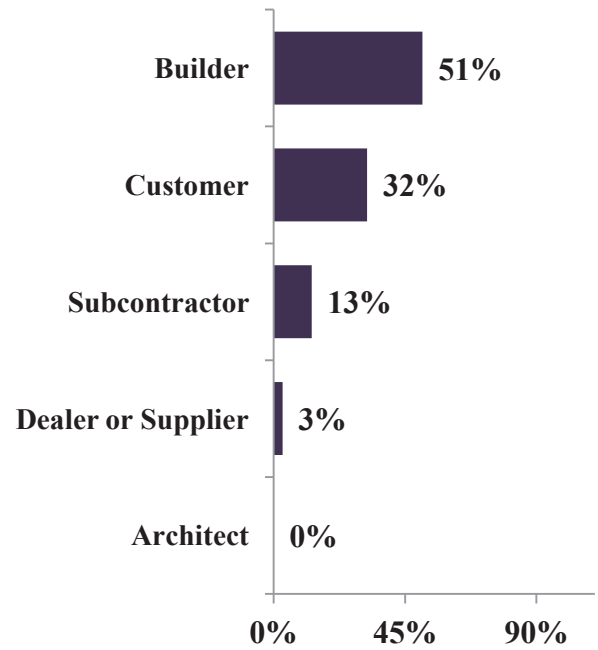


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

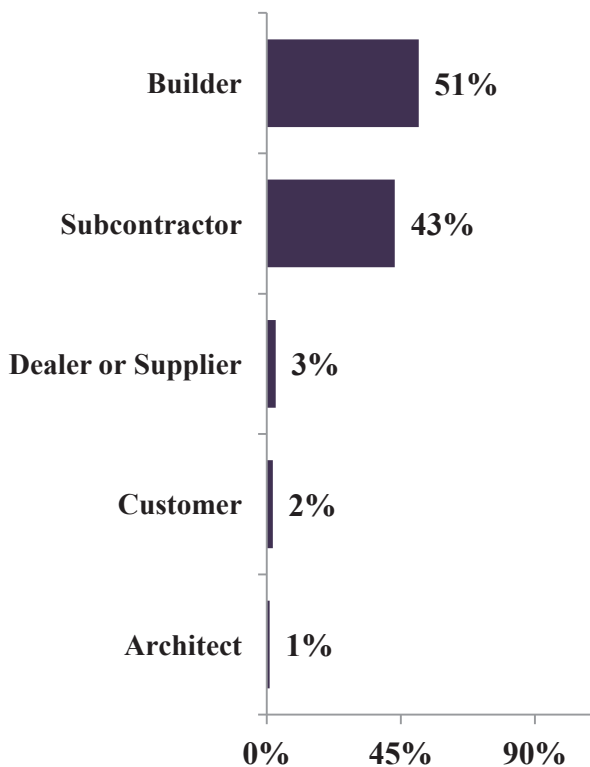
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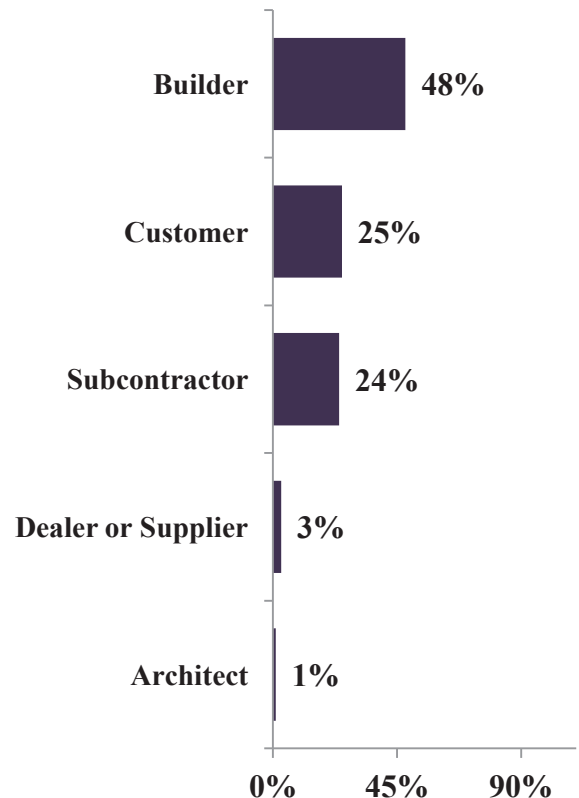
OTHER FLOORING



HVAC EQUIPMENT & DUCTS

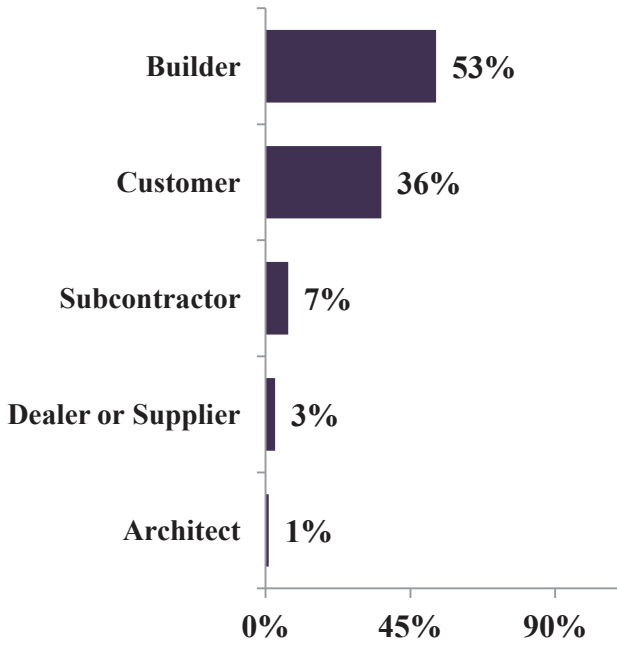


PLUMBING FIXTURES

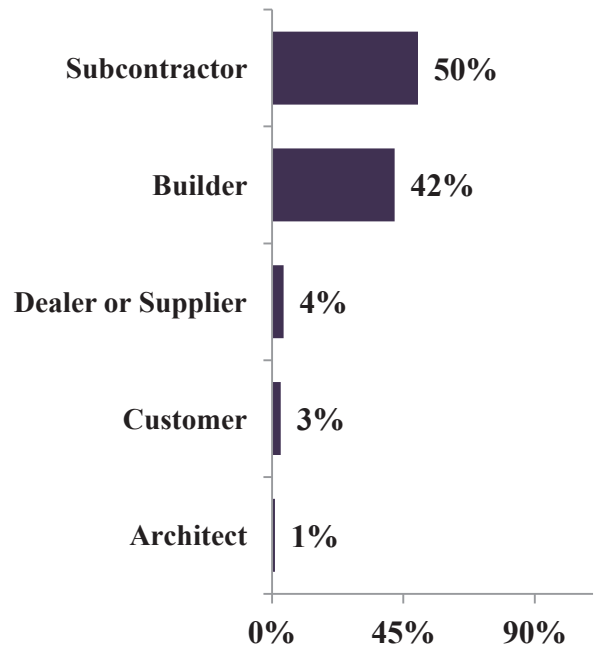


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

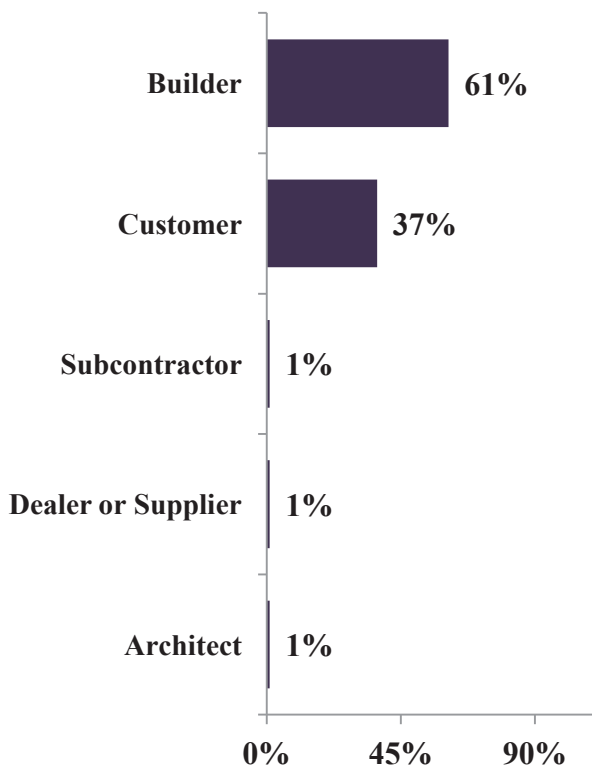
LIGHTING



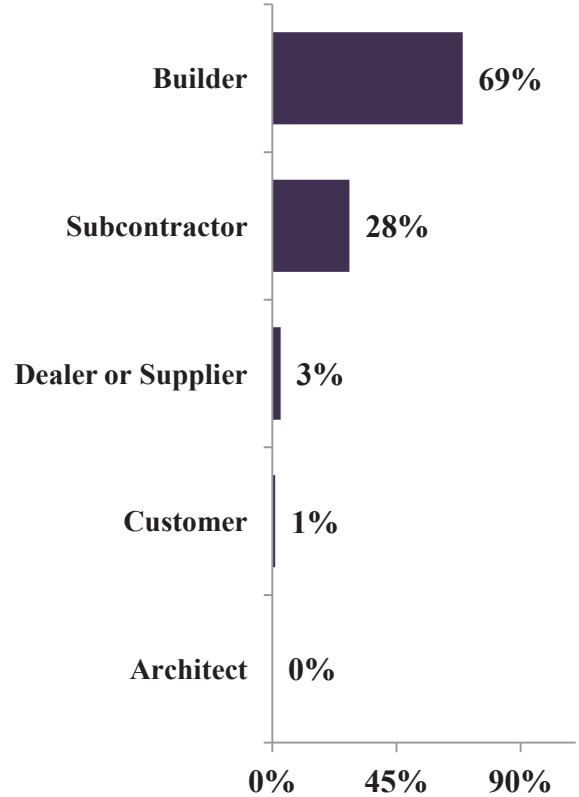
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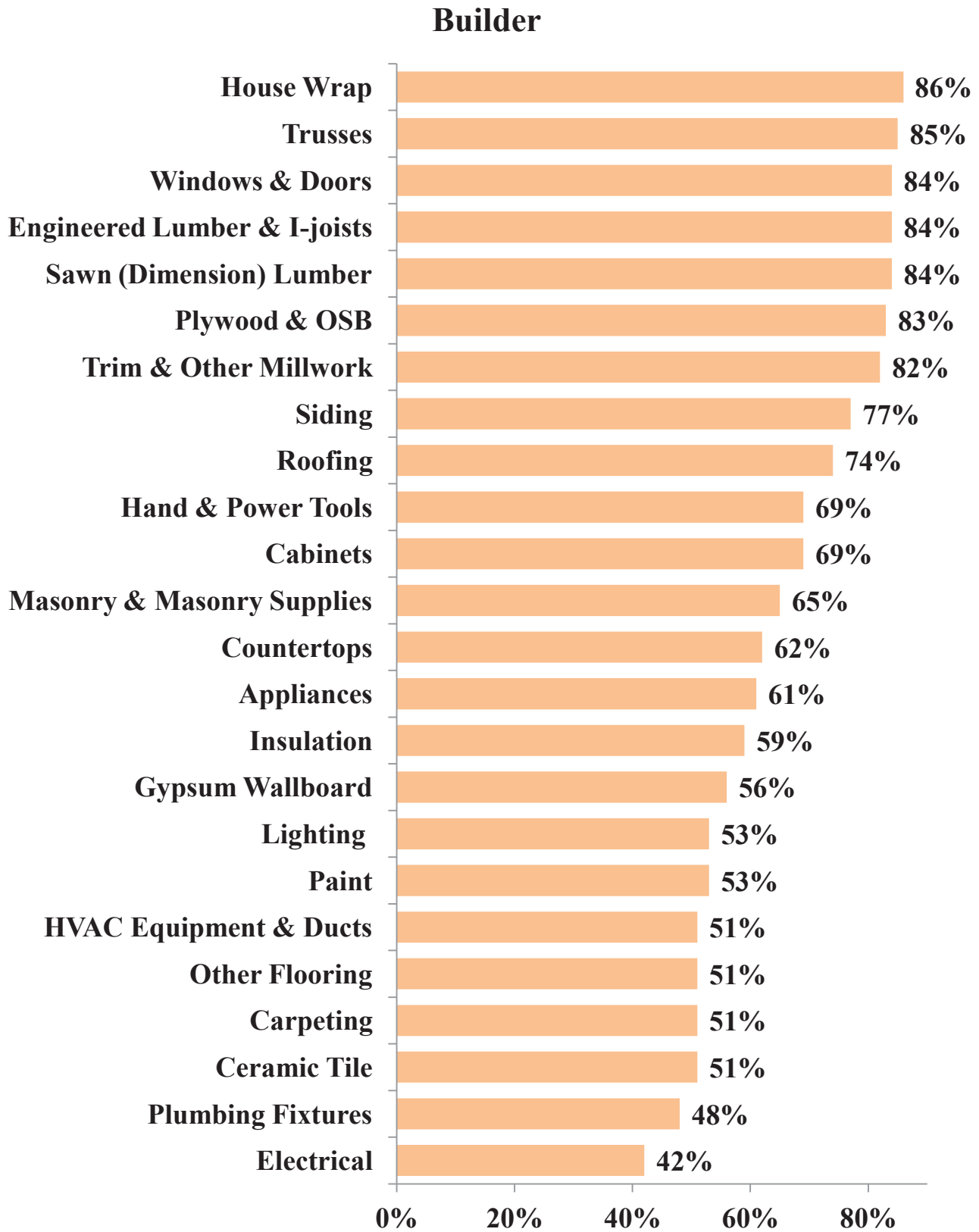
APPLIANCES



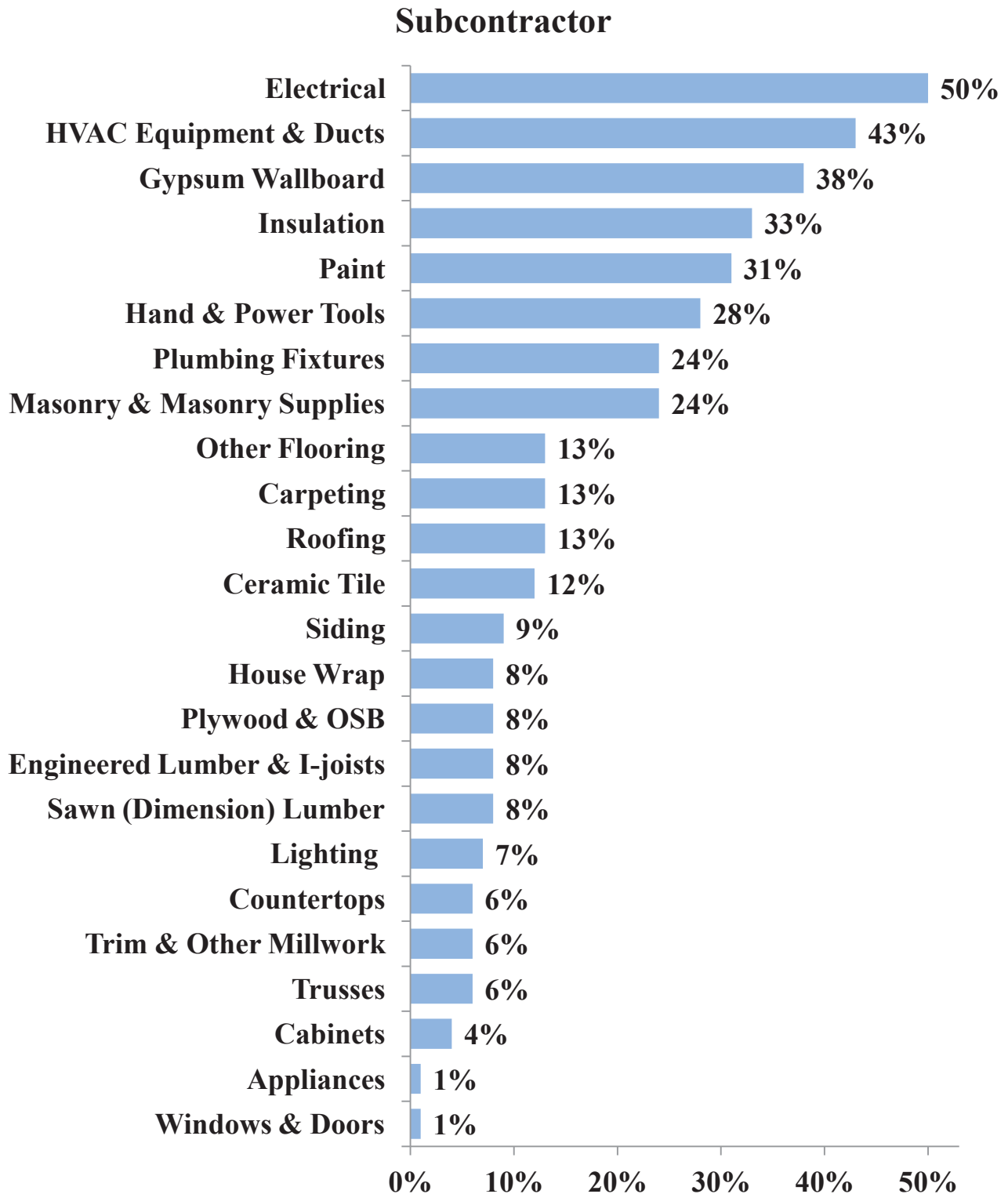
HAND & POWER TOOLS



**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

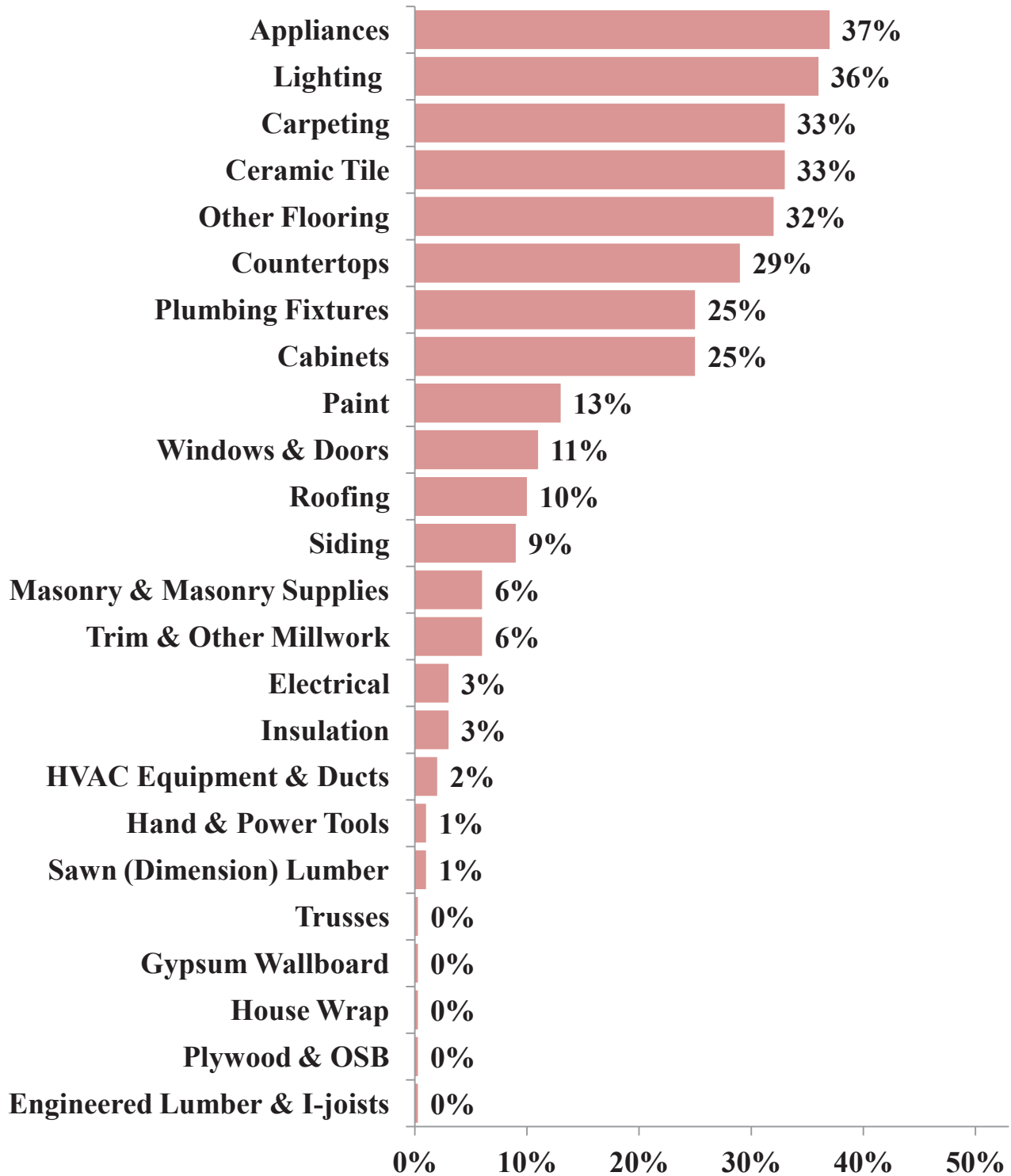


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

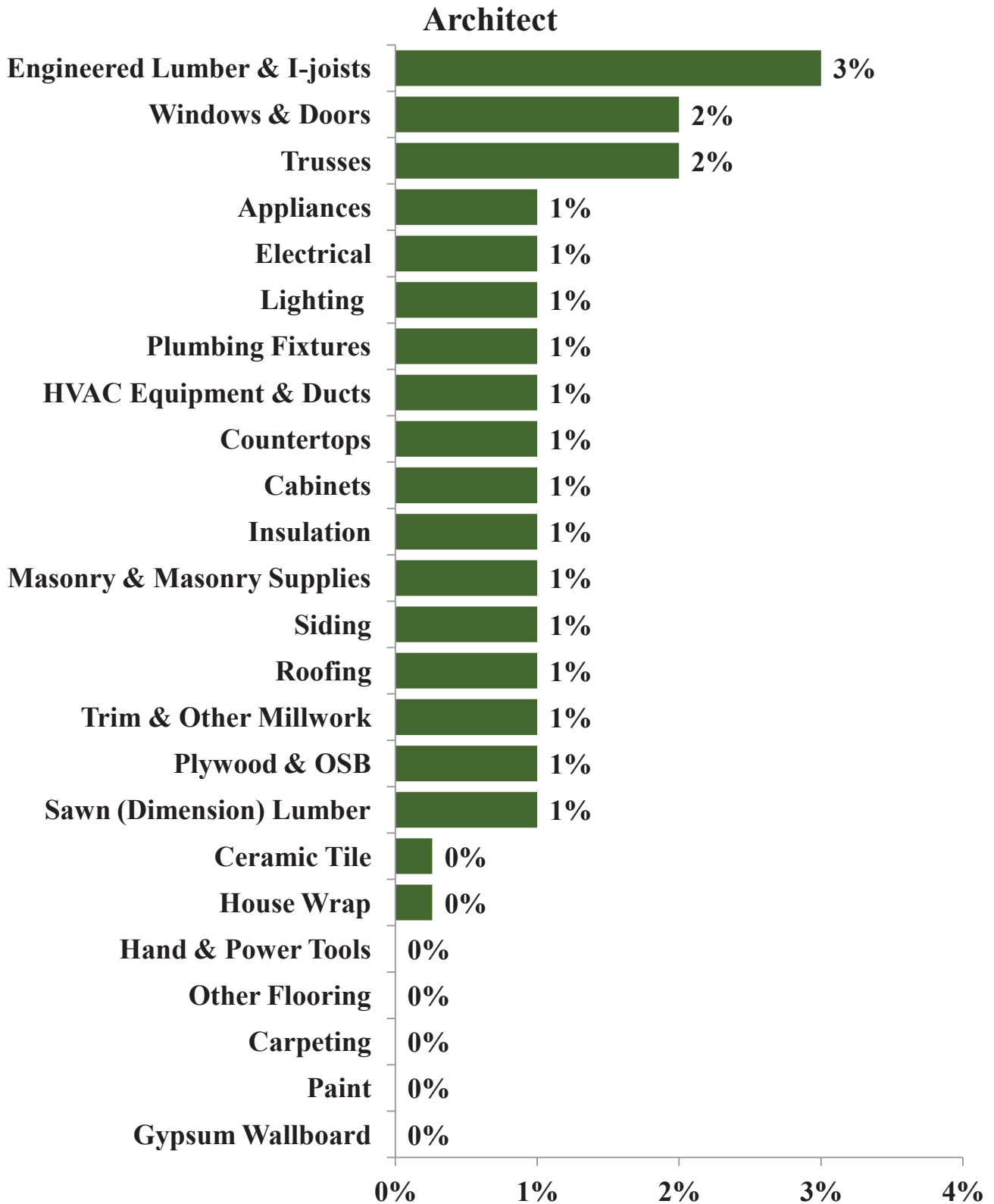


**Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

Customer

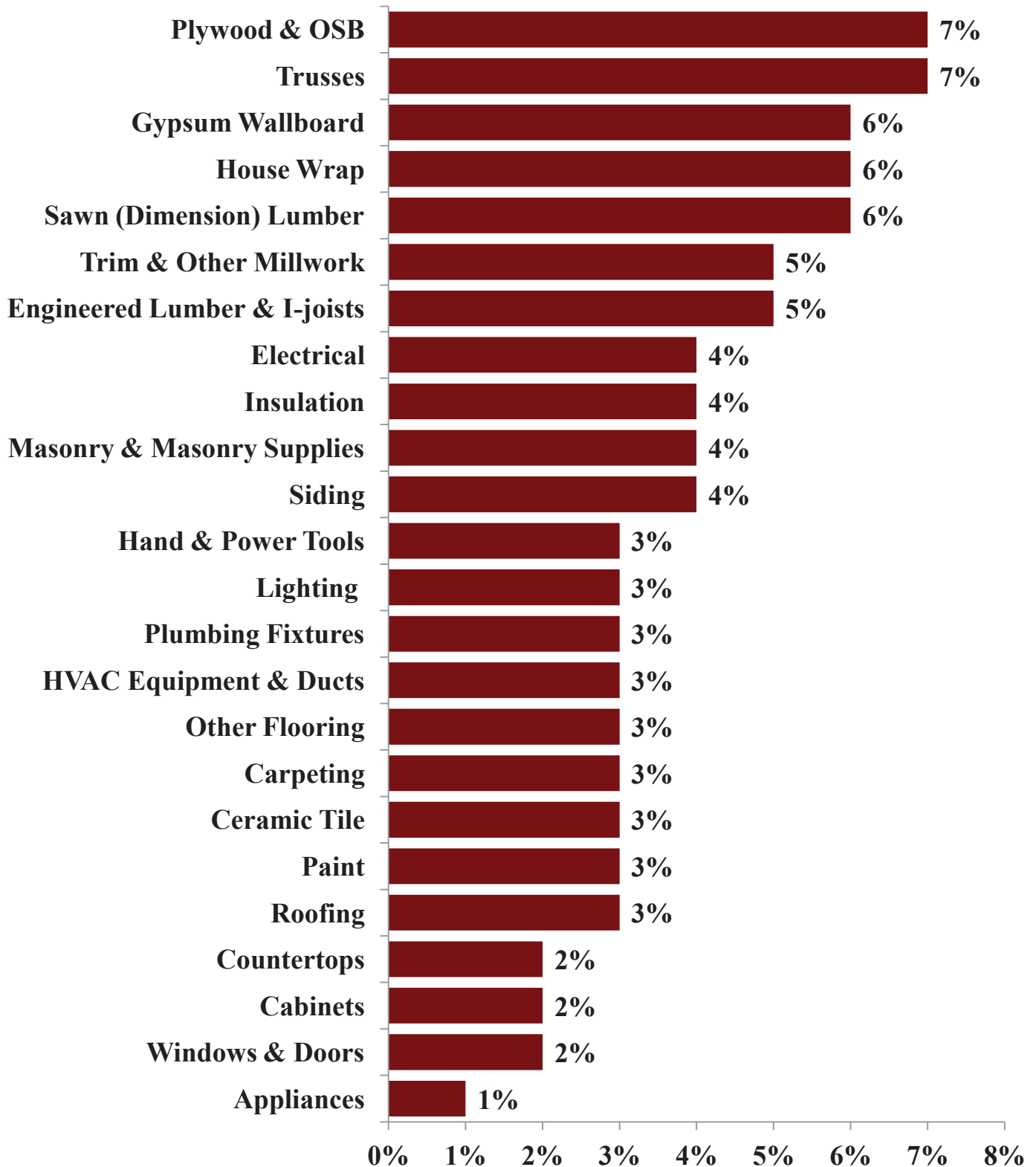


Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)



Q4. For each product checked above in question 3, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)

Dealer or Supplier



Q4. For each product purchased in question 3, who has the greatest influence on product selection?

(Percent of Respondents)

		Builder	Subcontractor	Customer	Architect	Dealer or Supplier
1	Sawn (Dimension) Lumber	84.24	8.27	0.52	1.03	5.94
2	Engineered Lumber & I-joists	83.85	7.55	0.26	2.86	5.47
3	Trusses	84.95	5.65	0.27	2.15	6.99
4	Plywood & OSB	83.29	8.48	0.26	0.77	7.20
5	Windows & Doors	84.32	1.29	10.54	1.54	2.31
6	Trim & Other Millwork	81.96	6.19	5.93	1.03	4.90
7	Roofing	73.70	12.50	9.64	1.04	3.13
8	Siding	76.84	9.21	9.21	1.05	3.68
9	Masonry & Masonry Supplies	65.26	24.21	5.53	1.05	3.95
10	House Wrap	86.02	7.65	0.26	0.26	5.80
11	Insulation	58.70	32.99	3.38	0.52	4.42
12	Gypsum Wallboard	56.17	37.53	0.26	0.00	6.04
13	Paint	53.37	31.09	12.69	0.00	2.85
14	Cabinets	68.59	4.19	24.87	0.79	1.57
15	Countertops	62.44	6.22	29.02	0.52	1.81
16	Ceramic Tile	51.43	12.47	33.25	0.26	2.60
17	Carpeting	50.79	12.89	33.16	0.00	3.16
18	Other Flooring	50.92	13.39	32.28	0.00	3.41
19	HVAC Equipment & Ducts	51.17	42.86	2.08	0.78	3.12
20	Plumbing Fixtures	47.55	24.29	24.55	0.78	2.84
21	Lighting	53.23	6.98	35.66	1.03	3.10
22	Electrical	41.71	50.00	3.37	0.52	4.40
23	Appliances	60.53	1.05	36.58	0.53	1.32
24	Hand & Power Tools	68.96	27.76	0.60	0.00	2.69
	<i>Average</i>	65.83	16.45	13.09	0.77	3.86

Appendix I: Survey Questionnaire: BEC Special Questions for October 2012

3. Where do you or your subcontractors generally purchase the following materials for residential construction?

	Direct From Factory	Mfr's Distr. Center	Wholesale Distributor	Home Improvement Center	Lumber Yard	Specialty Retailers	Don't know where Subs purchase	N/A
1 Sawn (Dimension) Lumber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Engineered Lumber & I-joists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Trusses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Plywood & OSB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Windows & Doors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Trim & Other Millwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Roofing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Siding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Masonry & Masonry Supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 House Wrap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Insulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 Gypsum Wallboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Paint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 Countertops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Ceramic Tile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Carpeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Other Flooring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 HVAC Equipment & Ducts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 Plumbing Fixtures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 Electrical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23 Appliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 Hand & Power Tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. For each product checked above, who has the greatest influence on product selection? *Check (✓) ONLY ONE for each product*

	Builder	Subcontractor	Customer	Architect	Dealer or Supplier	N/A
1 Sawn (Dimension) Lumber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Engineered Lumber & I-joists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Trusses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Plywood & OSB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Windows & Doors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Trim & Other Millwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Roofing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Siding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Masonry & Masonry Supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 House Wrap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Insulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 Gypsum Wallboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Paint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 Countertops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Ceramic Tile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Carpeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Other Flooring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 HVAC Equipment & Ducts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 Plumbing Fixtures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 Electrical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23 Appliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 Hand & Power Tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THANK YOU

National Association of Home Builders

Remodeling Market Index: Special Questions on Purchasing Materials

3rd Quarter 2012
Based on 447 Responses

Economics and Housing Policy Group



Table of Contents

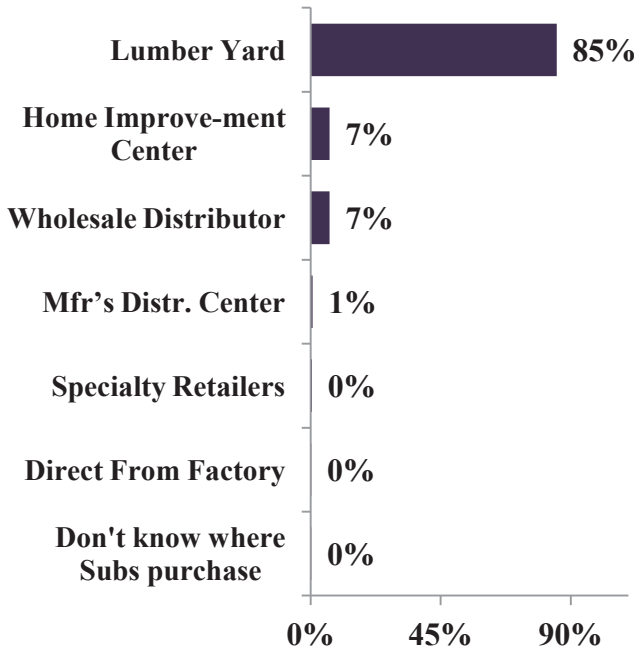
Introduction:	1
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects?	2
Q5. For each product checked above in question 4, who has the greatest influence on product selection?	16
Appendix I: Survey Questionnaire: RMI Special Questions for 3 rd Quarter 2012	28

Introduction:

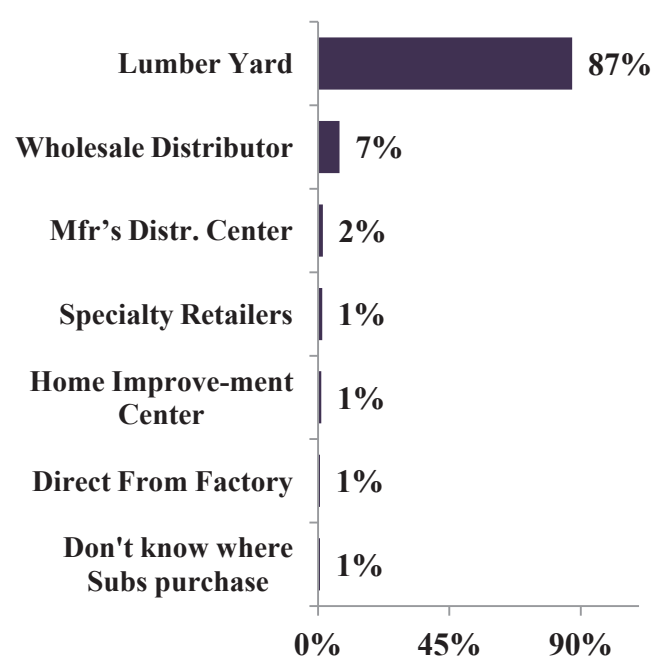
The Remodeling Market Index (RMI) is based on a survey of professional remodelers that NAHB has been conducting quarterly since 2001. In addition to the questions that provide the data needed to compute the RMI, the survey often also includes a set of “special” questions on a topic of current interest to the remodeling industry. The special questions for the third quarter of 2012 cover the purchasing building materials—where they are purchased, and also who has the greatest influence on product selection. The results in this report are based on 447 responses to these special questions.

**Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects?
(Percent of Respondents)**

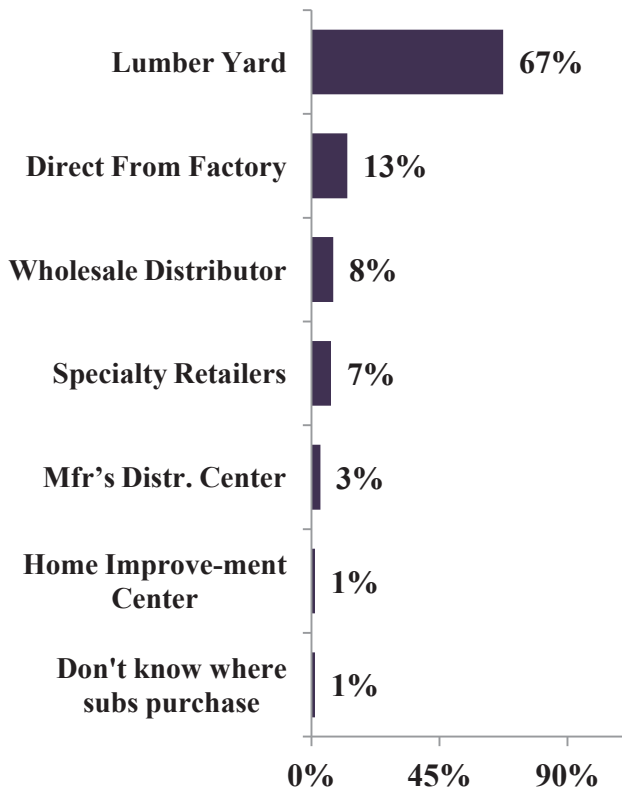
SAWN (DIMENSION) LUMBER



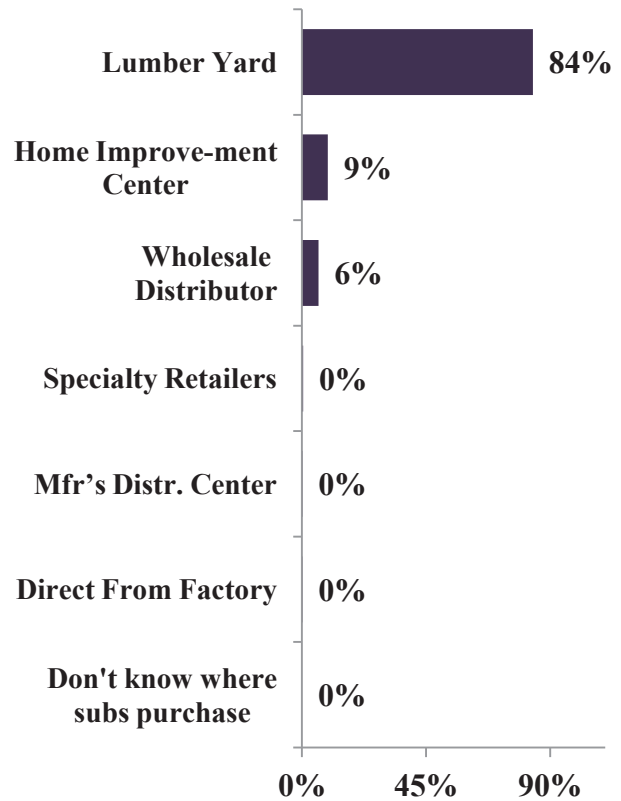
ENGINEERED LUMBER & I-JOISTS



TRUSSES



PLYWOOD & OSB



Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

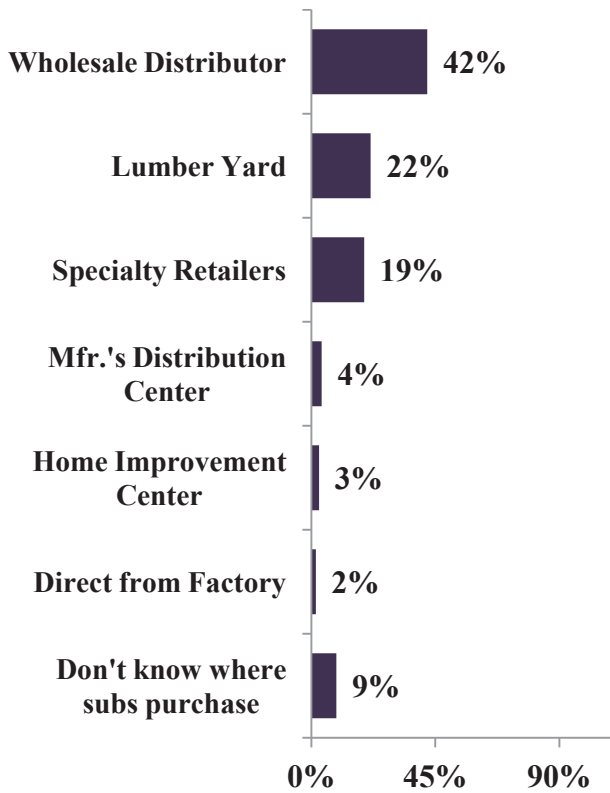
WINDOWS & DOORS



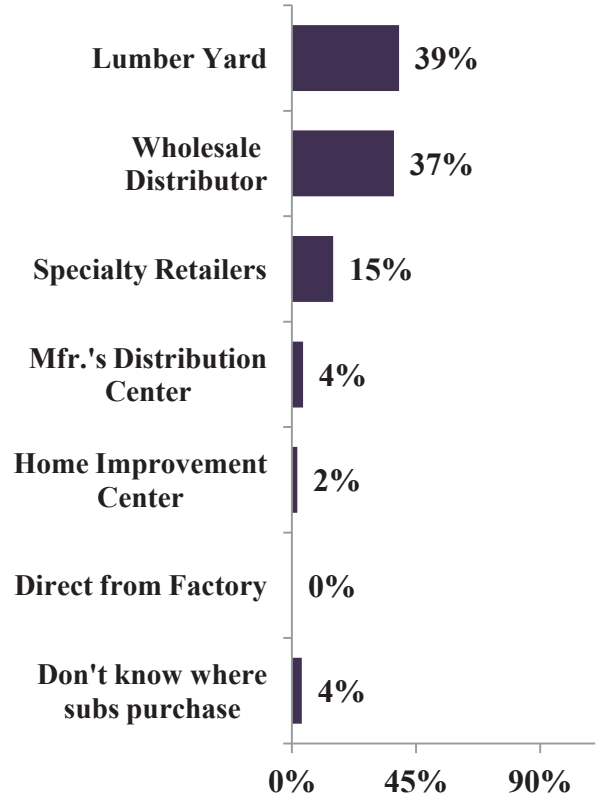
TRIM & OTHER MILLWORK



ROOFING



SIDING



**Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects?- continued
(Percent of Respondents)**

MASONRY & MASONRY SUPPLIES



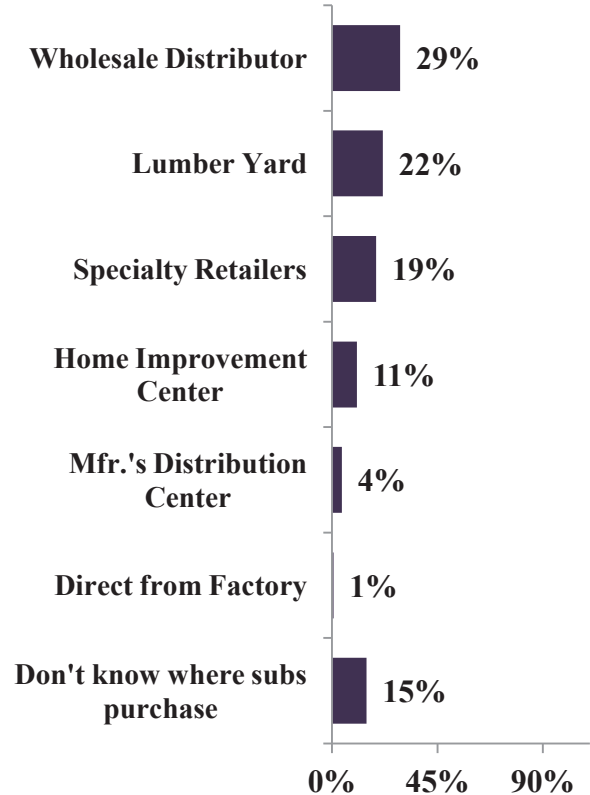
HOUSE WRAP



INSULATION



GYPSUM WALLBOARD



Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - continued
(Percent of Respondents)

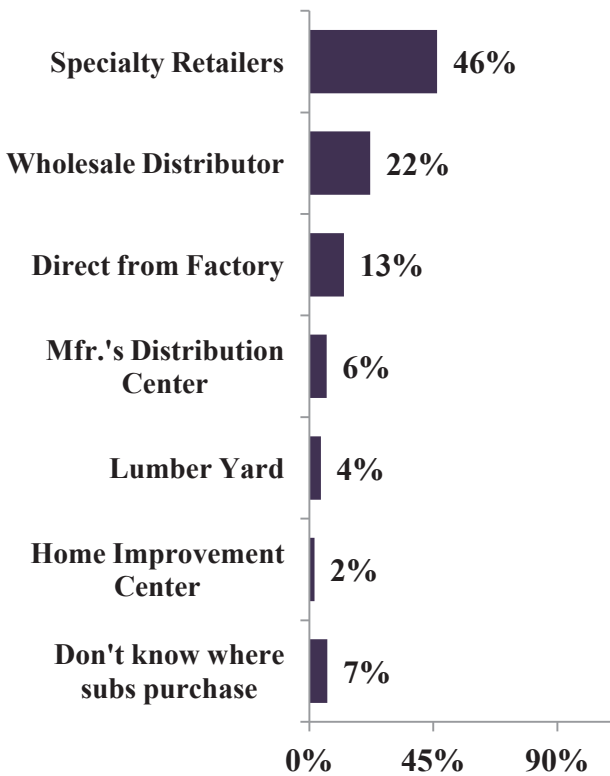
PAIN



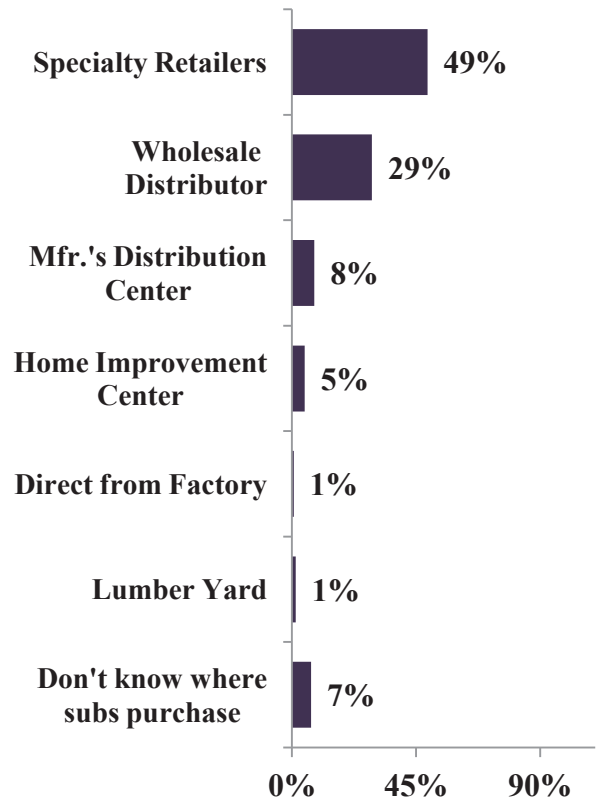
CABINETS



COUNTERTOPS



CERAMIC TILE

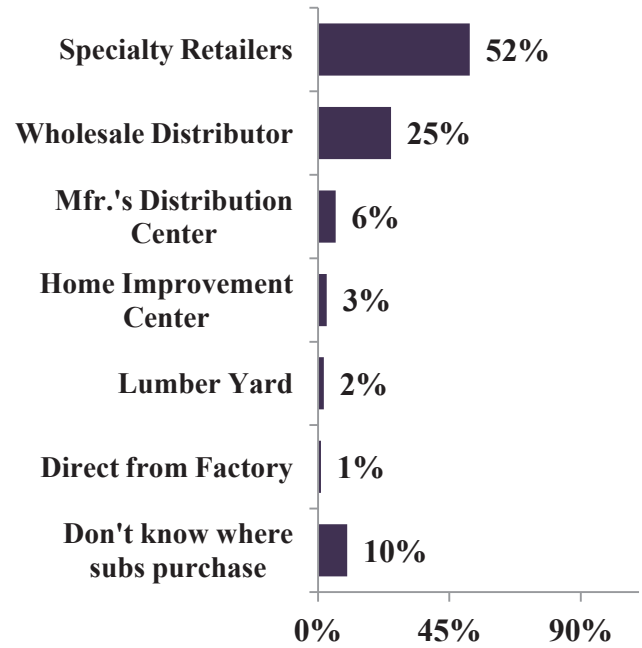


Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - continued
(Percent of Respondents)

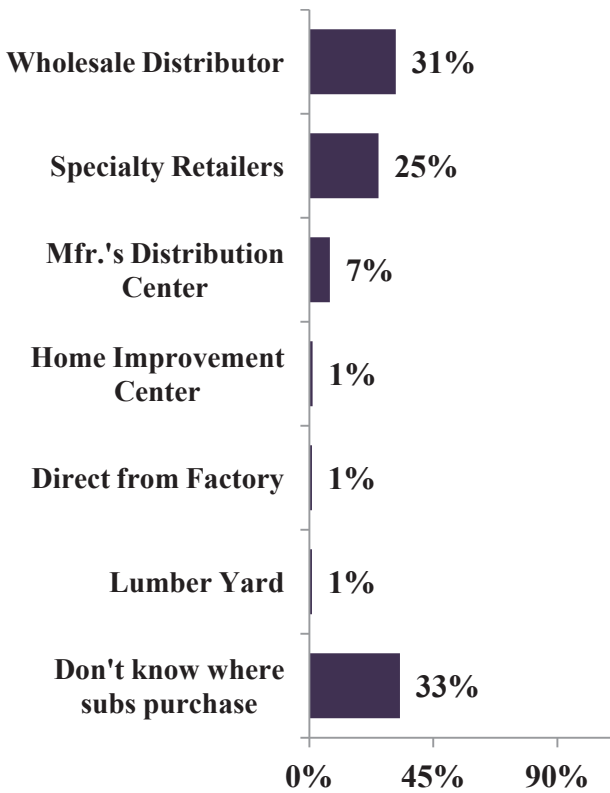
CARPETING



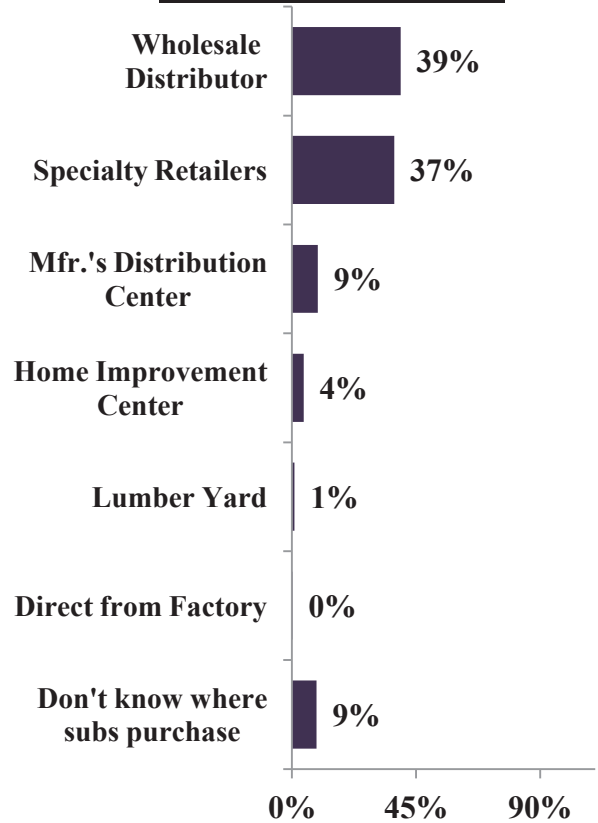
OTHER FLOORING



HVAC EQUIPMENT & DUCTS

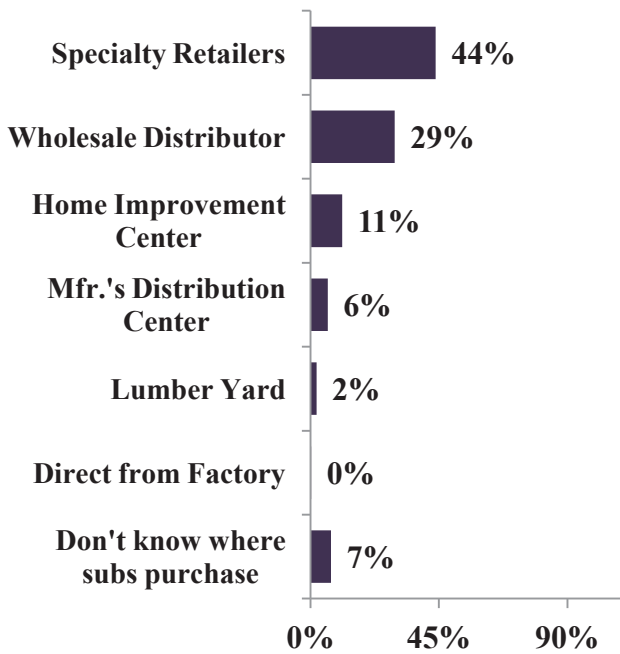


PLUMBING FIXTURES



Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - continued
(Percent of Respondents)

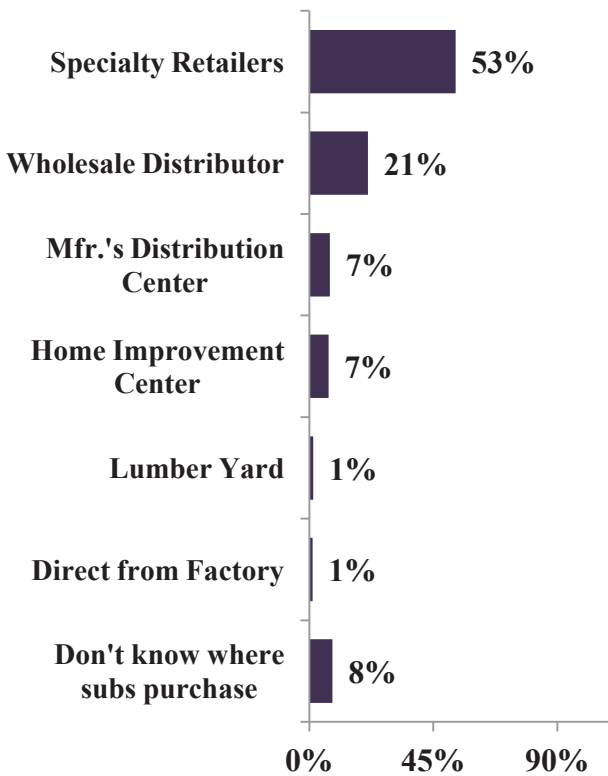
LIGHTING



ELECTRICAL



APPLIANCES

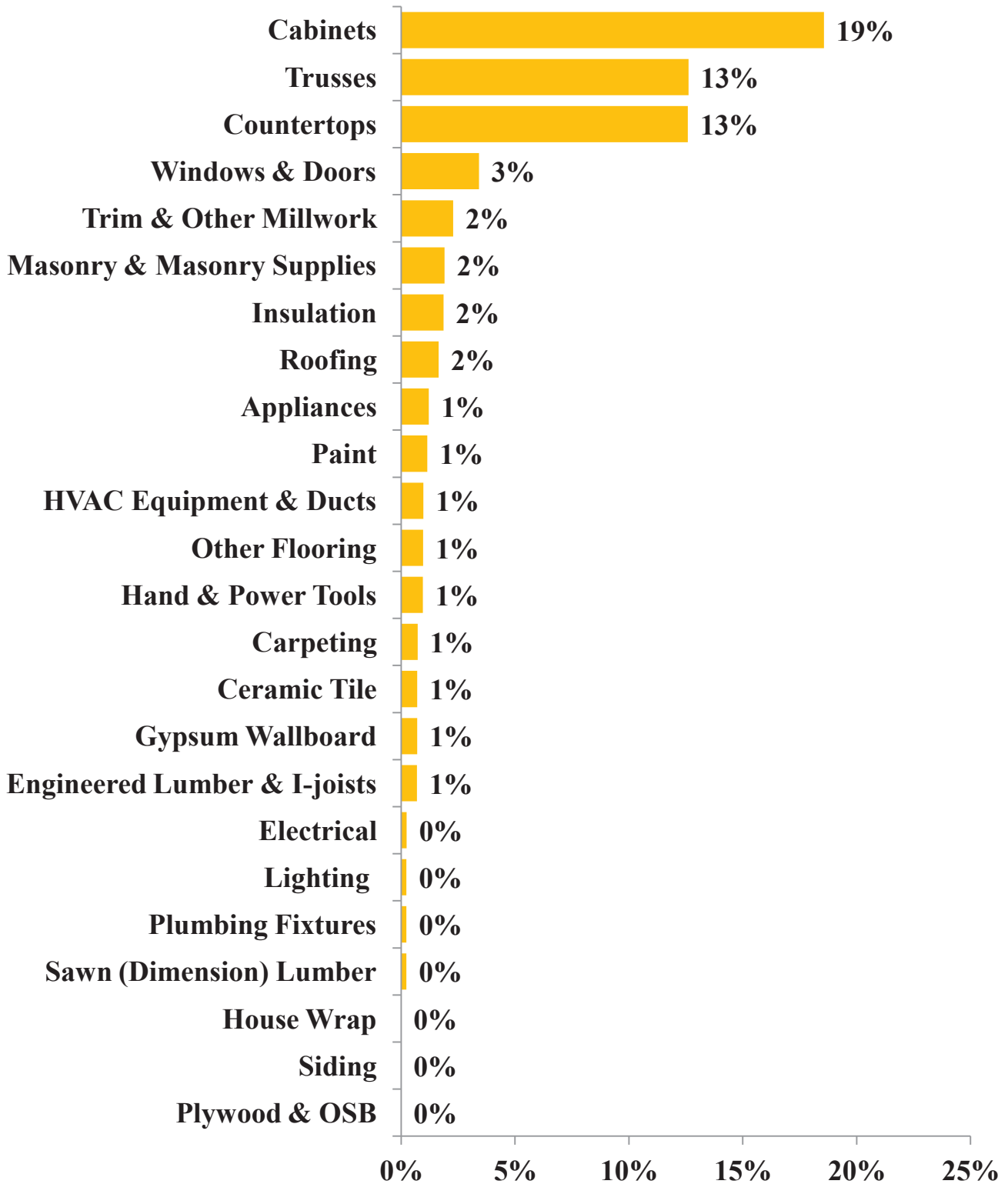


HAND & POWER TOOLS



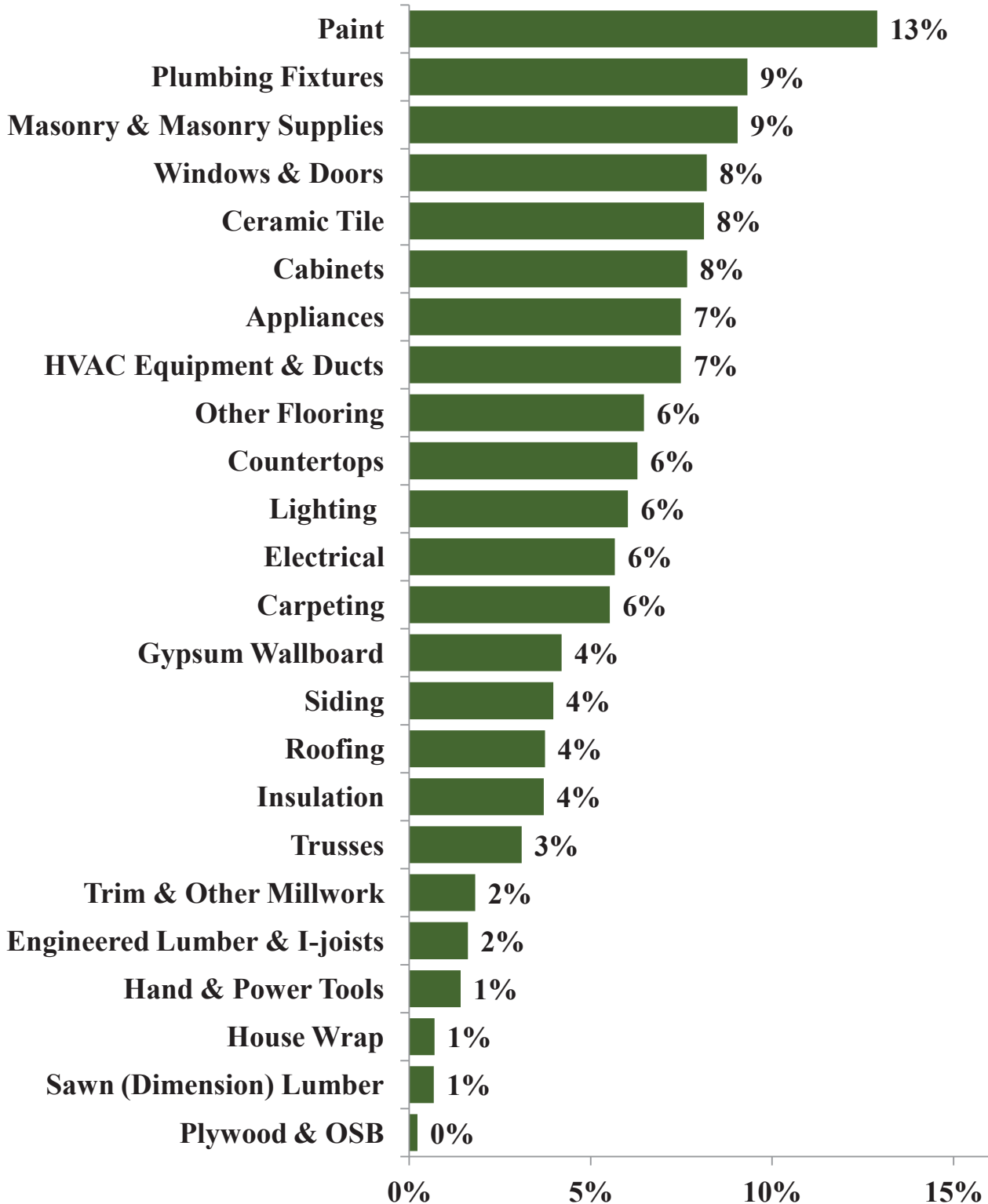
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

Direct From Factory



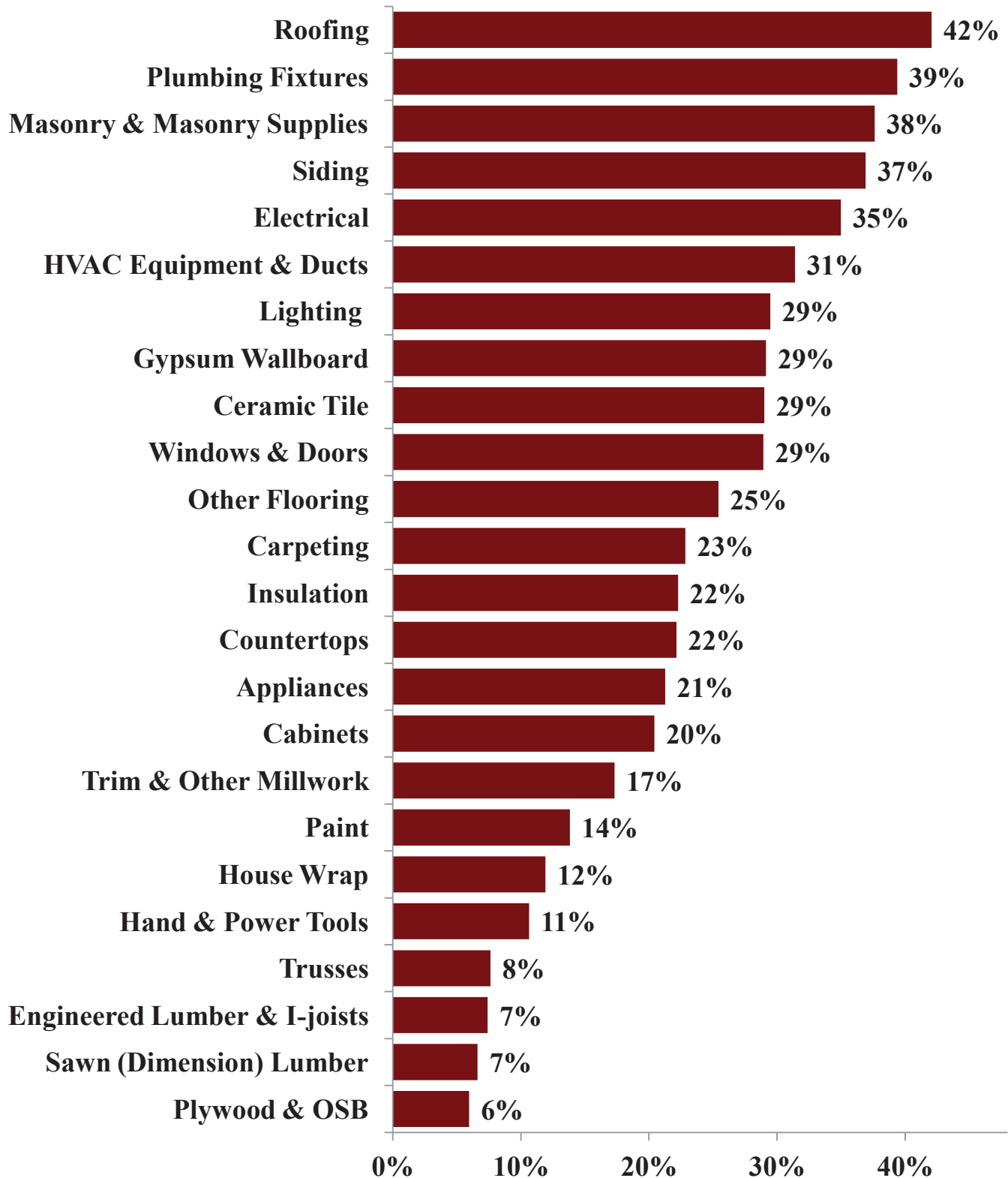
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

Manufacturer's Distribution Center



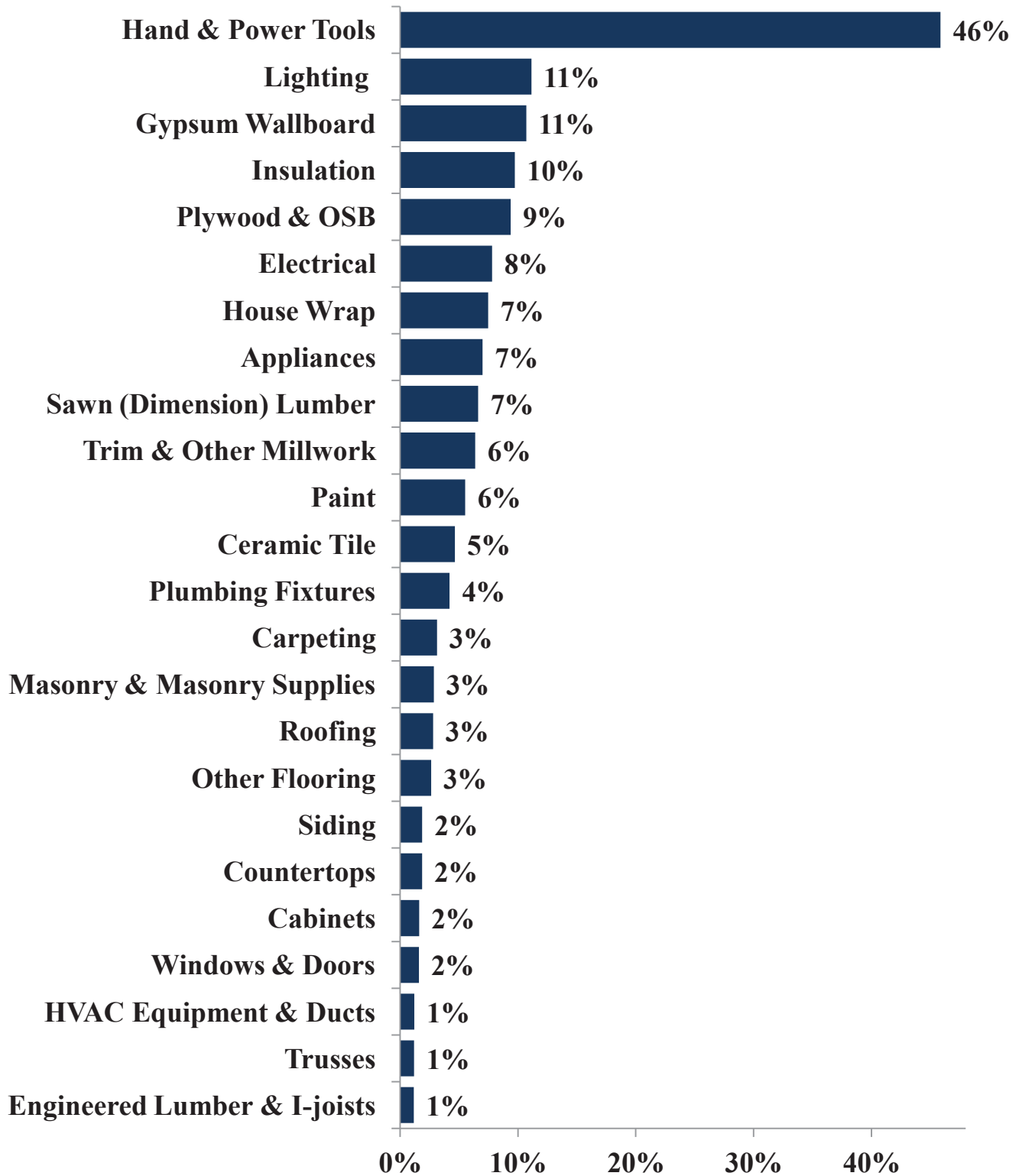
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

Wholesale Distributor



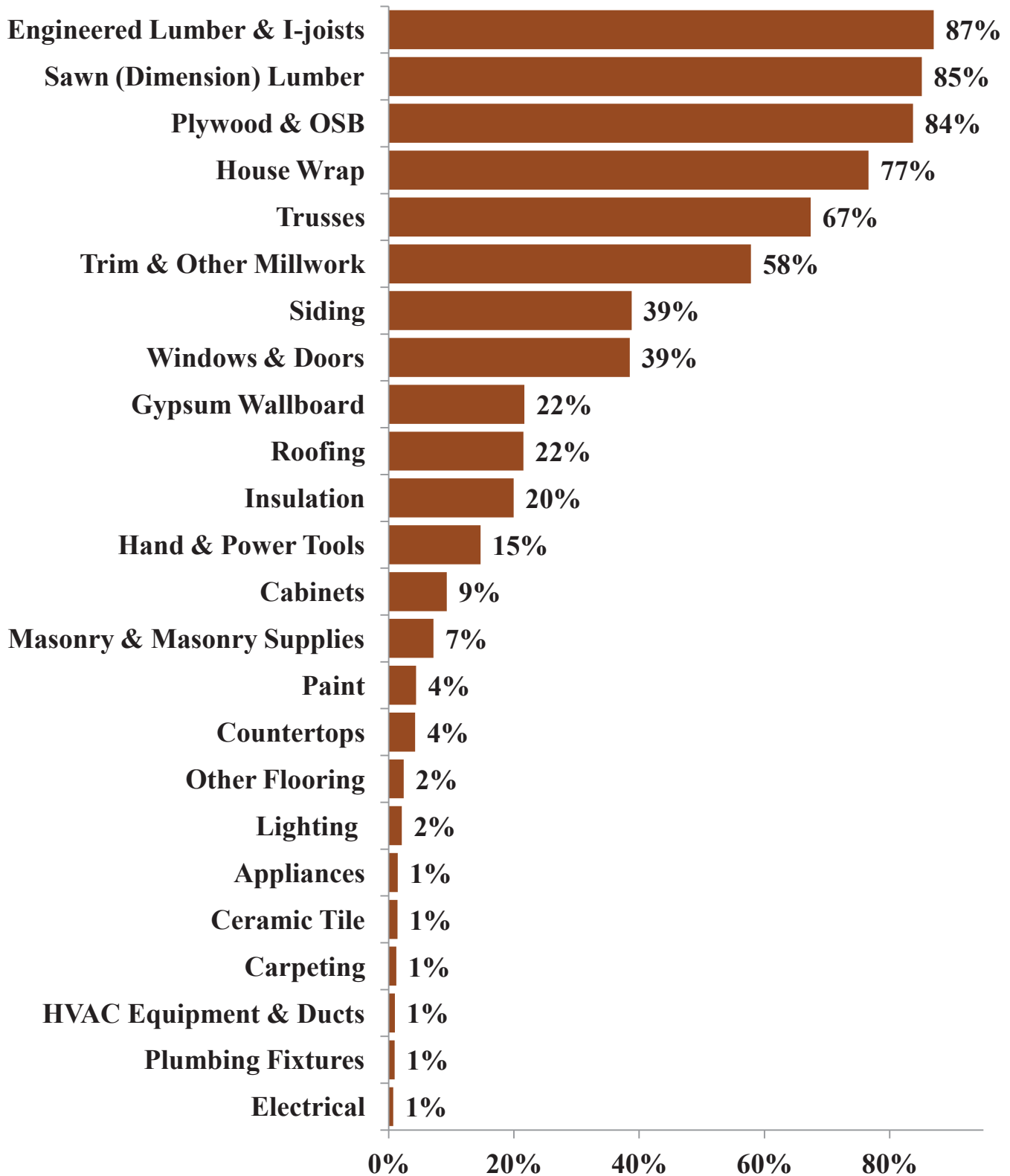
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

Home Improvement Center



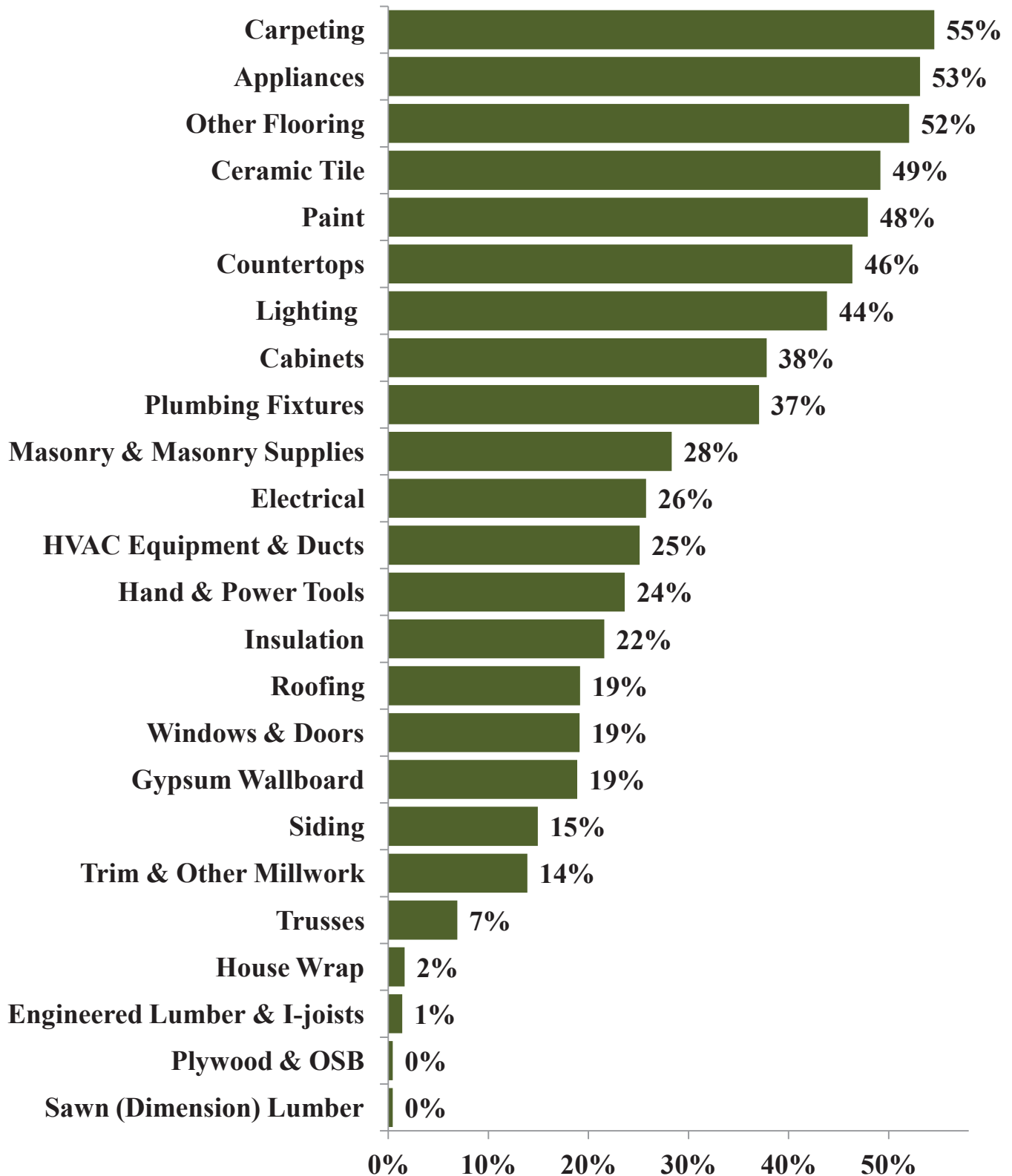
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - continued
(Percent of Respondents)

Lumber Yard



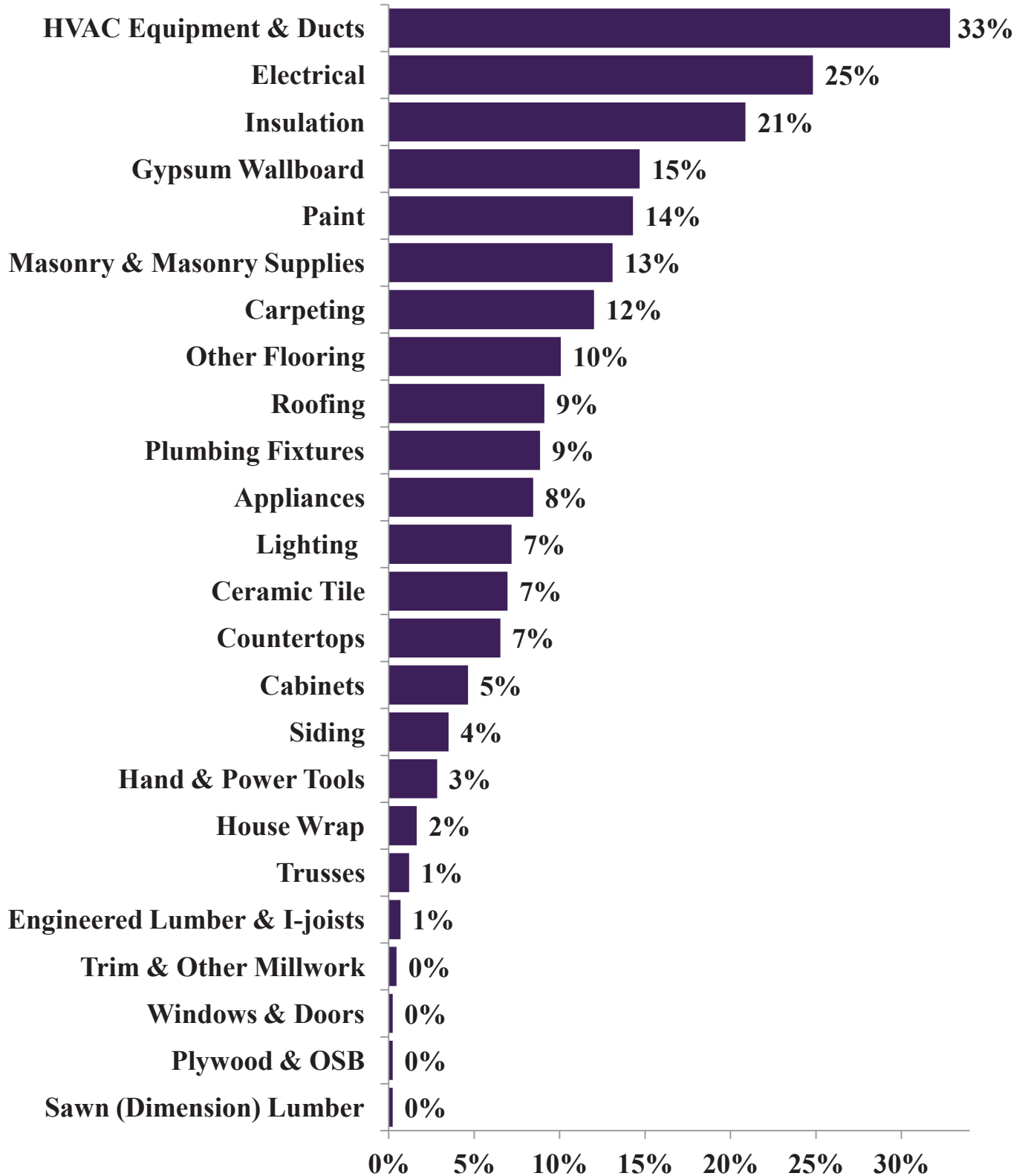
Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

Specialty Retailers



Q4. Where do you or your subcontractors, or customers generally purchase the following materials for remodeling projects? - *continued*
(Percent of Respondents)

Don't know where Subs/Customers purchase



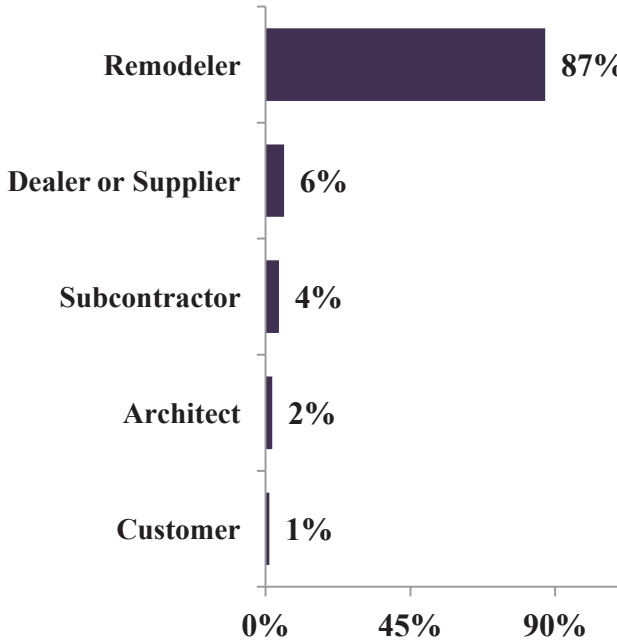
Q4. Where do you, your subcontractors, or customers generally purchase the following materials for remodeling projects?

(Percent of Respondents)

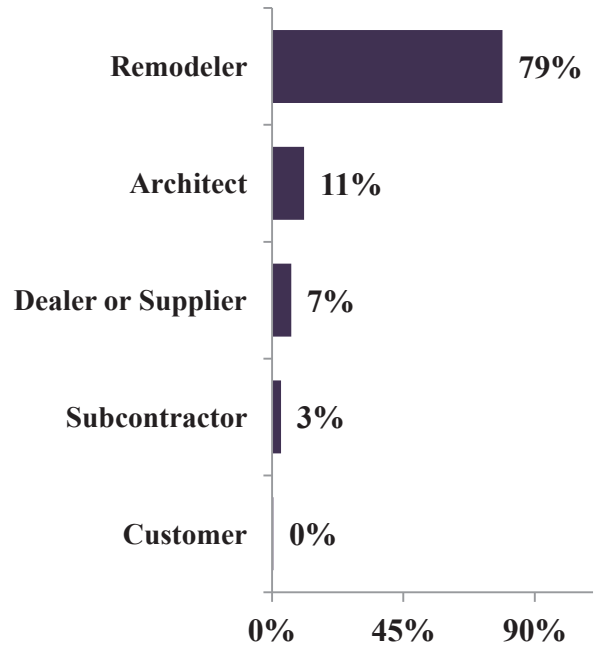
		Direct From Factory	Mfr's Distr. Center	Wholesale Distributor	Home Improvement Center	Lumber Yard	Specialty Retailers	Don't know where Subs purchase
1	Sawn (Dimension) Lumber	0.23	0.68	6.62	6.62	85.16	0.46	0.23
2	Engineered Lumber & I-joists	0.69	1.62	7.41	1.16	87.04	1.39	0.69
3	Trusses	12.62	3.10	7.62	1.19	67.38	6.90	1.19
4	Plywood & OSB	0.00	0.23	5.95	9.38	83.75	0.46	0.23
5	Windows & Doors	3.42	8.20	28.93	1.59	38.50	19.13	0.23
6	Trim & Other Millwork	2.28	1.82	17.31	6.38	57.86	13.90	0.46
7	Roofing	1.64	3.74	42.06	2.80	21.50	19.16	9.11
8	Siding	0.00	3.97	36.92	1.87	38.79	14.95	3.50
9	Masonry & Masonry Supplies	1.90	9.05	37.62	2.86	7.14	28.33	13.10
10	House Wrap	0.00	0.70	11.92	7.48	76.64	1.64	1.64
11	Insulation	1.86	3.71	22.27	9.74	19.95	21.58	20.88
12	Gypsum Wallboard	0.70	4.20	29.14	10.72	21.68	18.88	14.69
13	Paint	1.15	12.90	13.82	5.53	4.38	47.93	14.29
14	Cabinets	18.56	7.66	20.42	1.62	9.28	37.82	4.64
15	Countertops	12.59	6.29	22.14	1.86	4.20	46.39	6.53
16	Ceramic Tile	0.70	8.12	29.00	4.64	1.39	49.19	6.96
17	Carpeting	0.72	5.53	22.84	3.13	1.20	54.57	12.02
18	Other Flooring	0.96	6.47	25.42	2.64	2.40	52.04	10.07
19	HVAC Equipment & Ducts	0.97	7.49	31.40	1.21	0.97	25.12	32.85
20	Plumbing Fixtures	0.23	9.32	39.39	4.20	0.93	37.06	8.86
21	Lighting	0.23	6.03	29.47	11.14	2.09	43.85	7.19
22	Electrical	0.24	5.67	34.99	7.80	0.71	25.77	24.82
23	Appliances	1.21	7.49	21.26	7.00	1.45	53.14	8.45
24	Hand & Power Tools	0.95	1.42	10.64	45.86	14.66	23.64	2.84
	Average	2.66	5.23	23.11	6.60	27.04	26.80	8.56

**Q5. For each product checked above in question 4, who has the greatest influence on product selection?
(Percent of Respondents)**

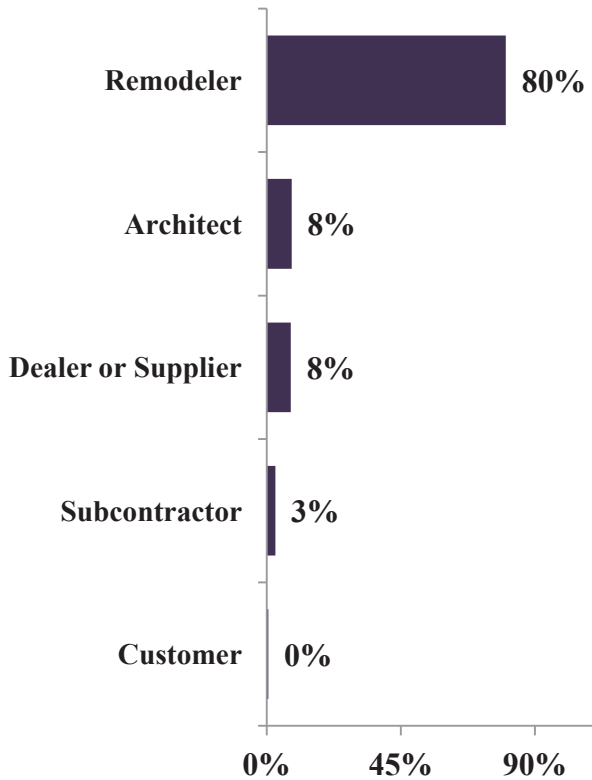
SAWN (DIMENSION) LUMBER



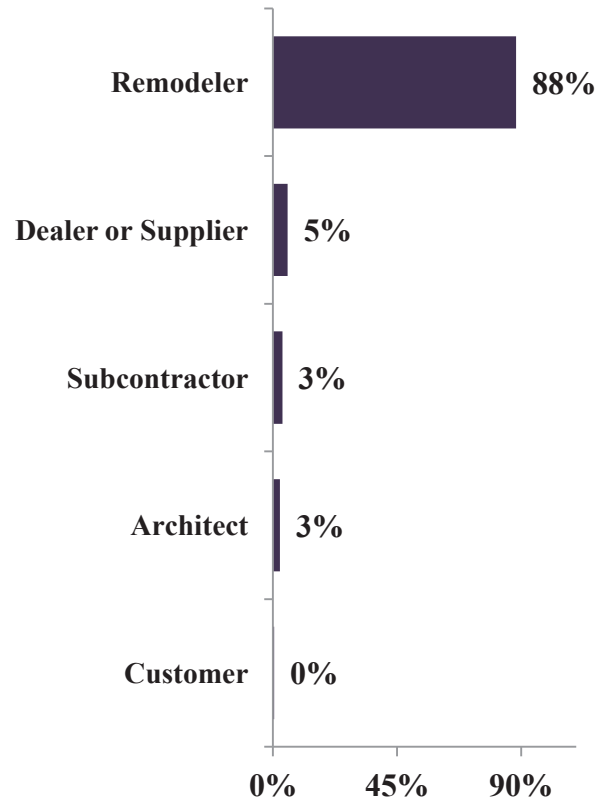
ENGINEERED LUMBER & I-JOISTS



TRUSSES

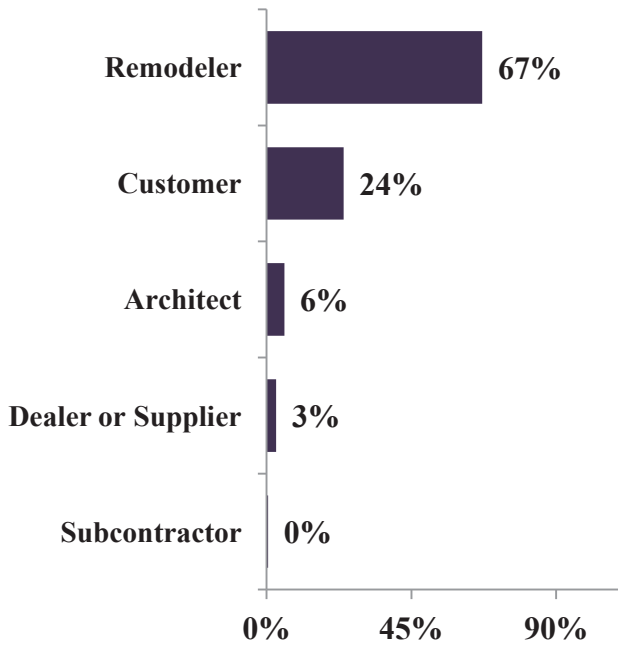


PLYWOOD & OSB

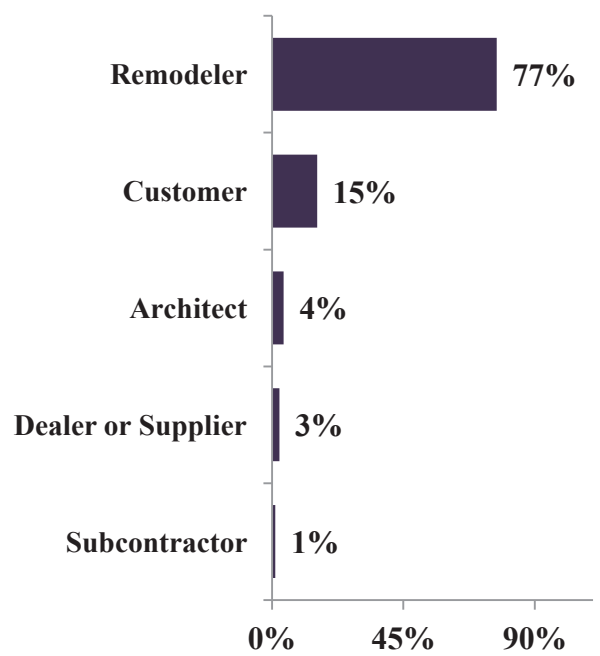


**Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

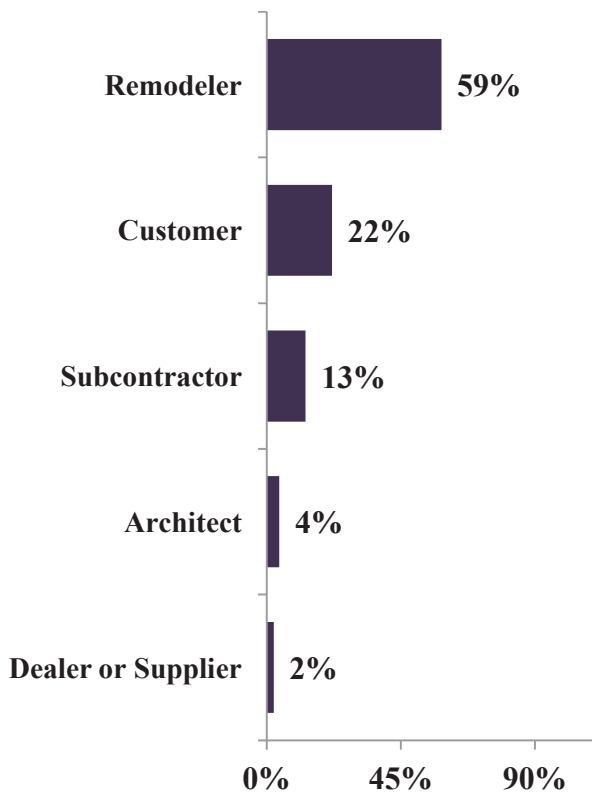
WINDOWS & DOORS



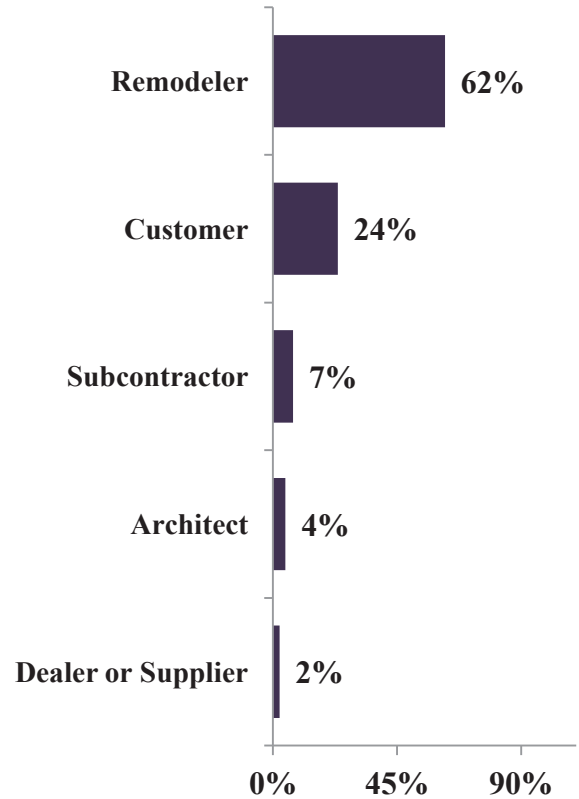
TRIM & OTHER MILLWORK



ROOFING

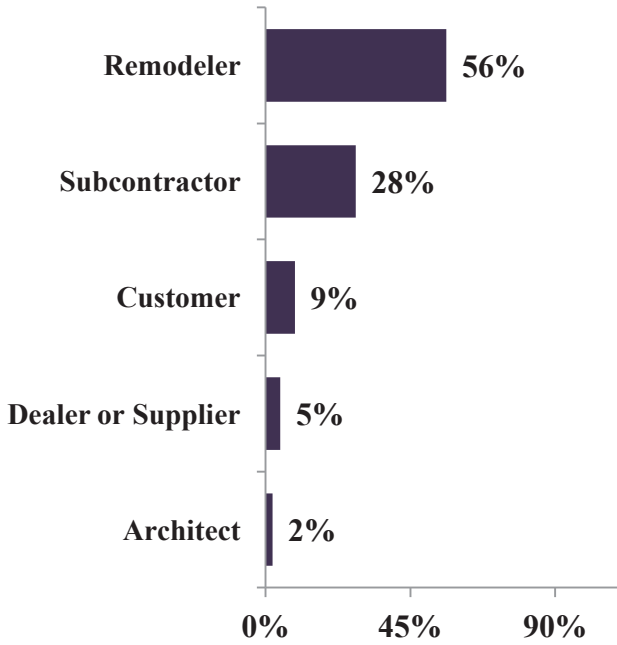


SIDING

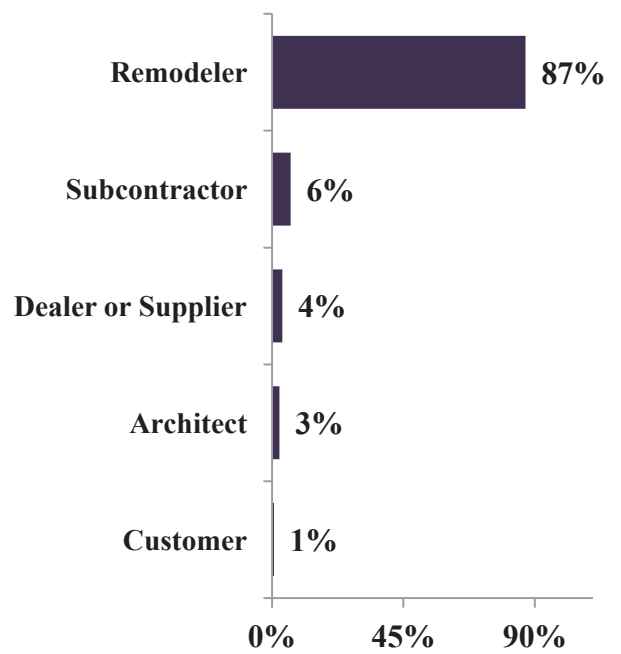


**Q4. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

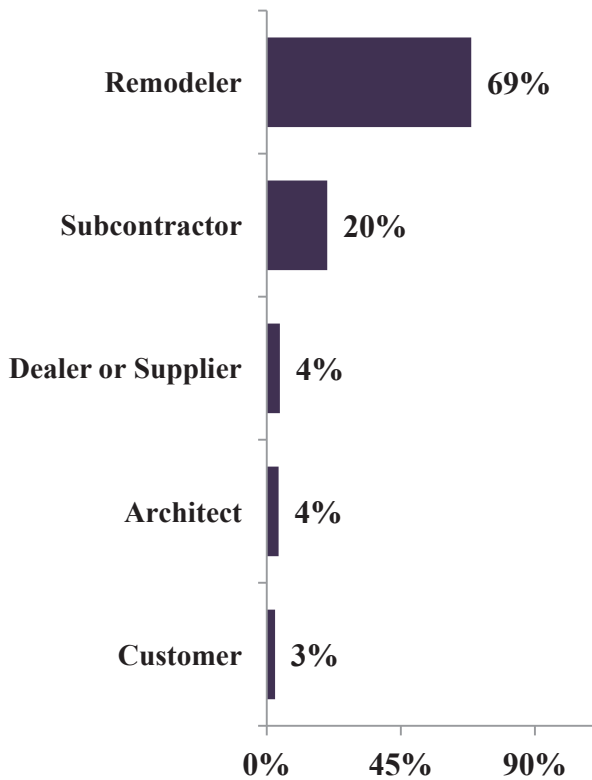
MASONRY & MASONRY SUPPLIES



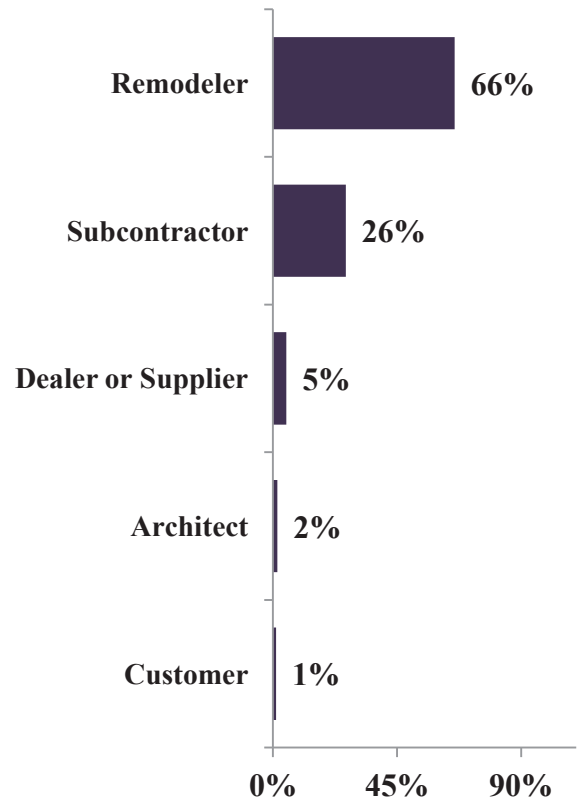
HOUSE WRAP



INSULATION

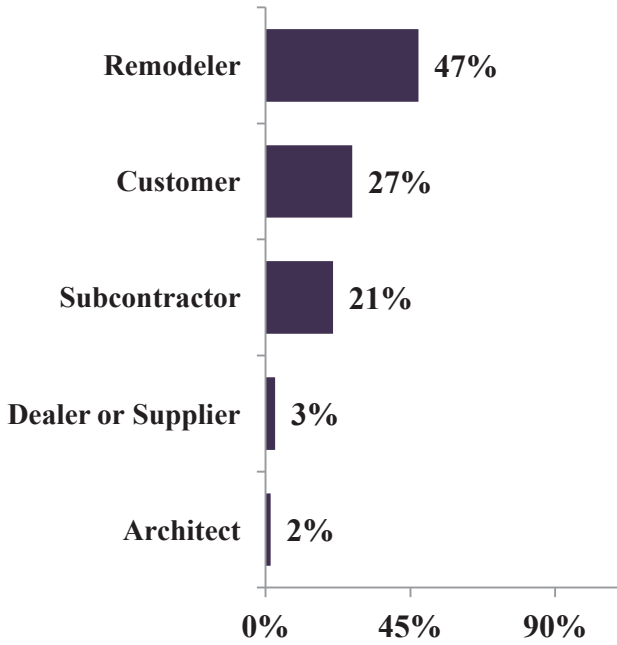


GYPSUM WALLBOARD

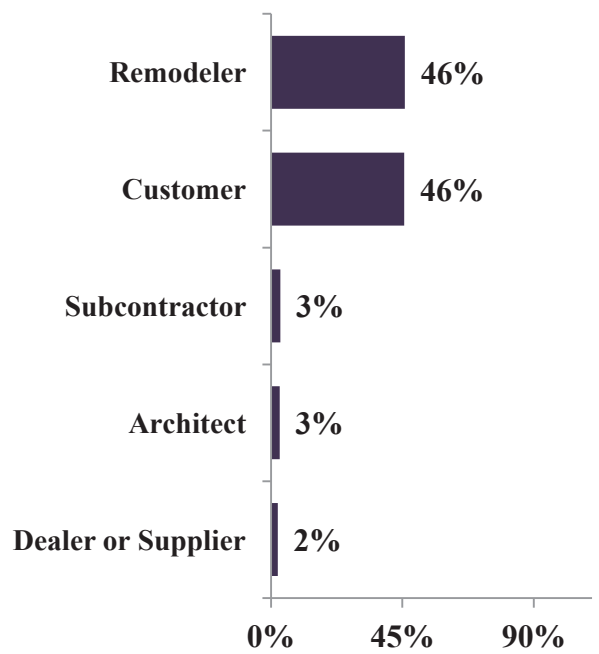


**Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

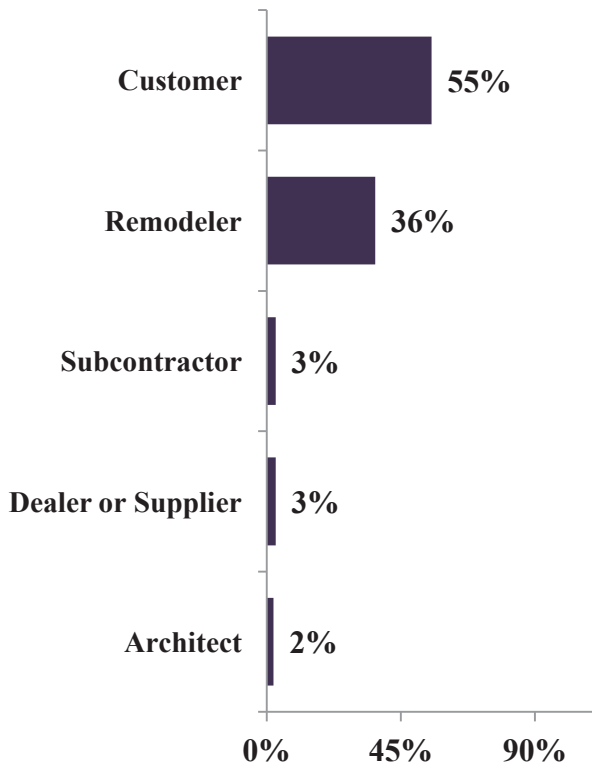
PAIN



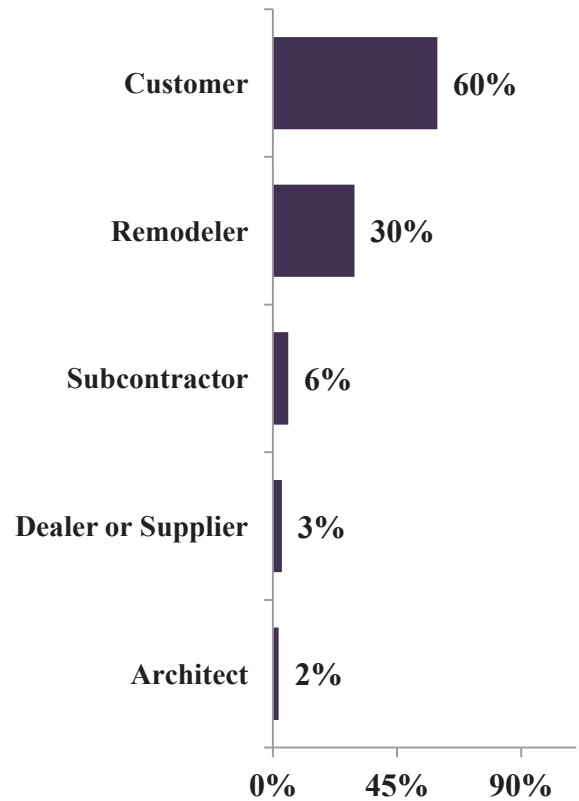
CABINETS



COUNTERTOPS

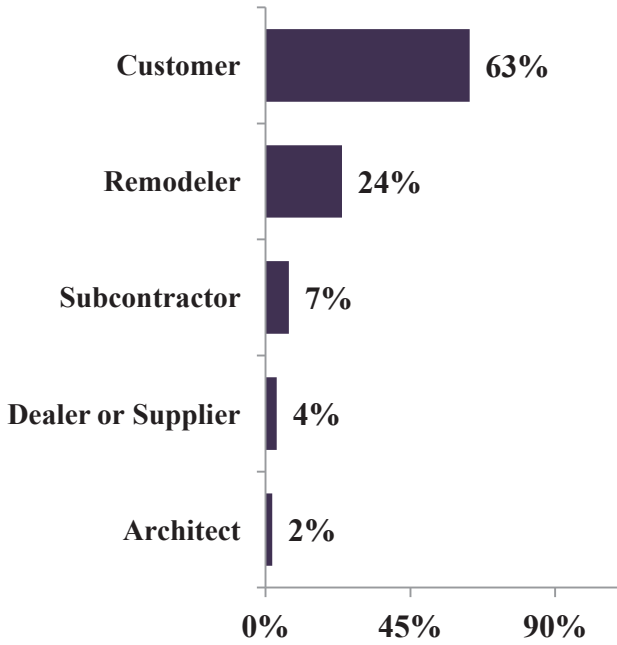


CERAMIC TILE

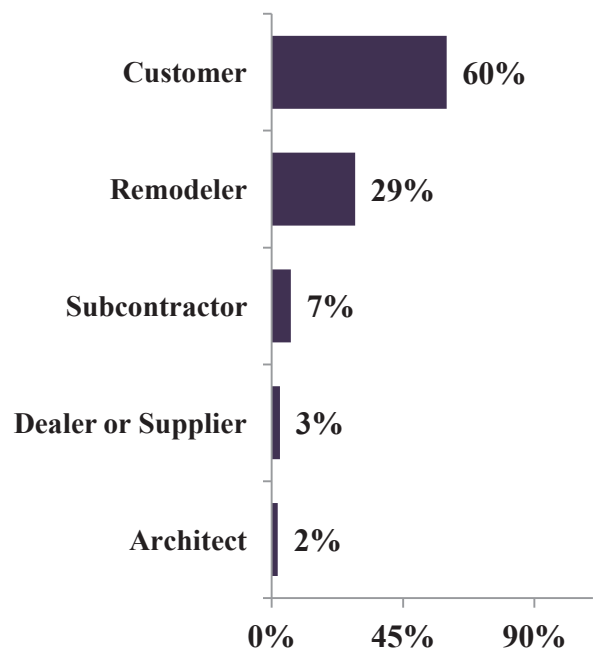


**Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

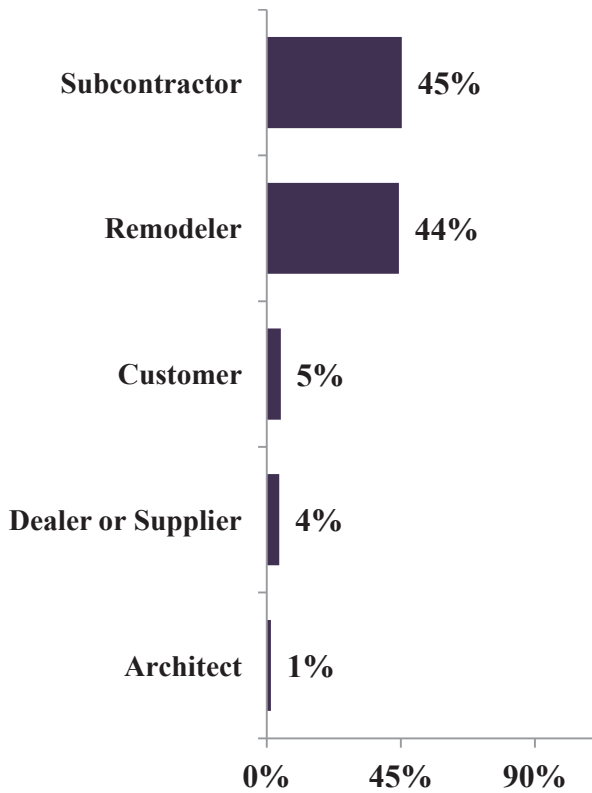
CARPETING



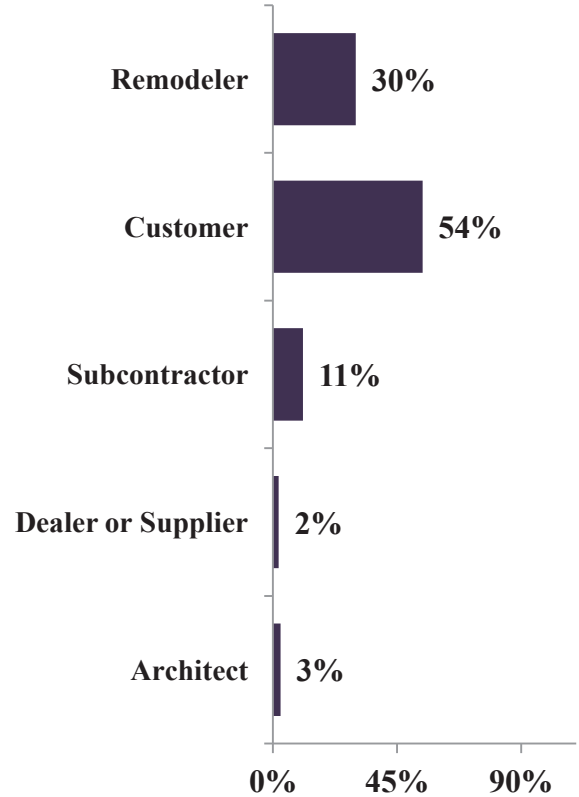
OTHER FLOORING



HVAC EQUIPMENT & DUCTS

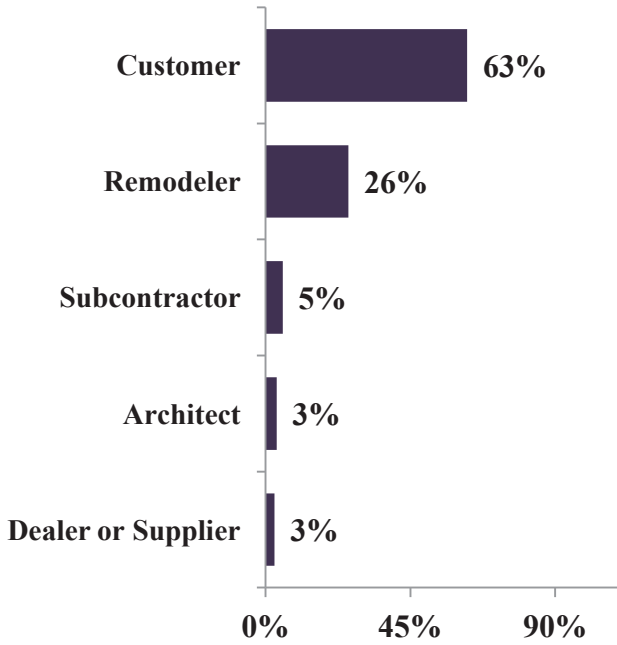


PLUMBING FIXTURES

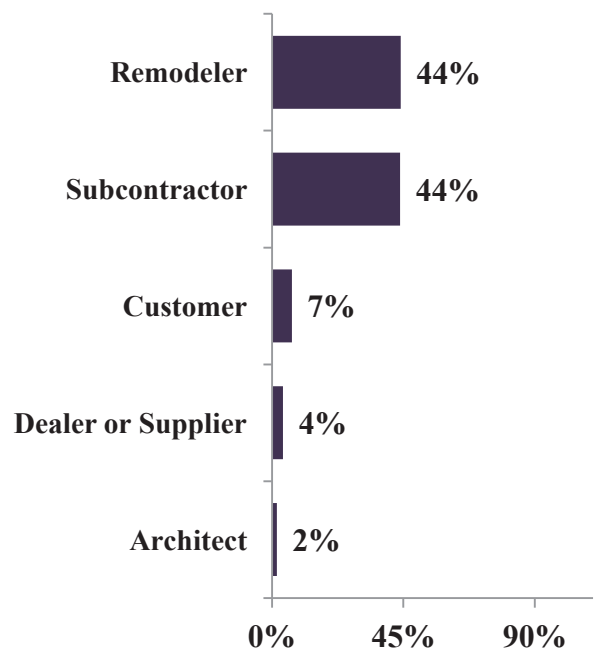


**Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**

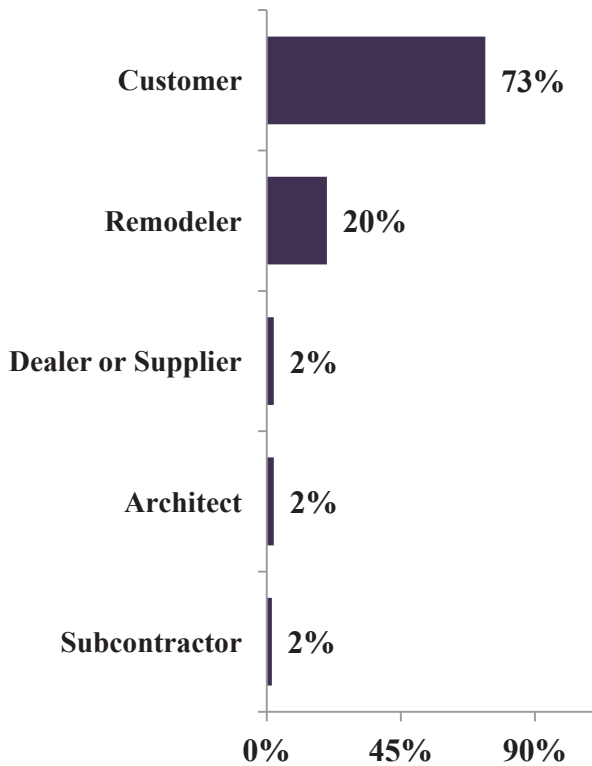
LIGHTING



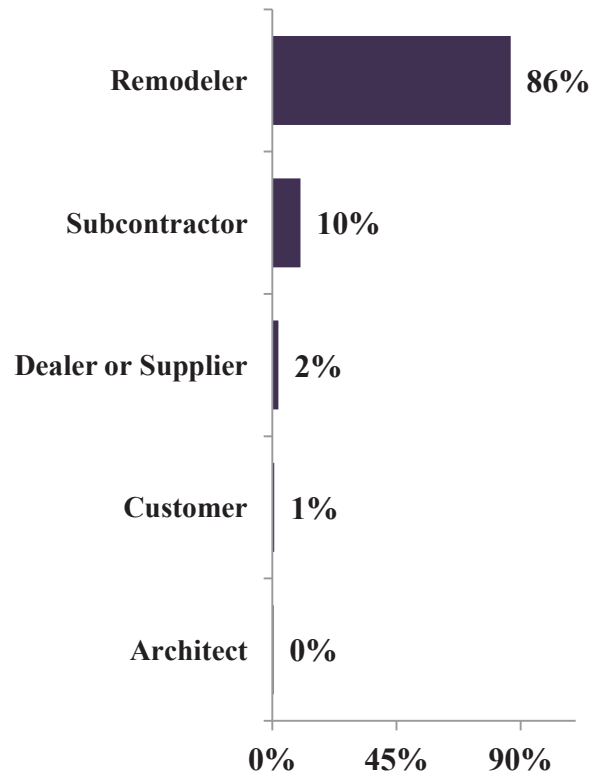
ELECTRICAL



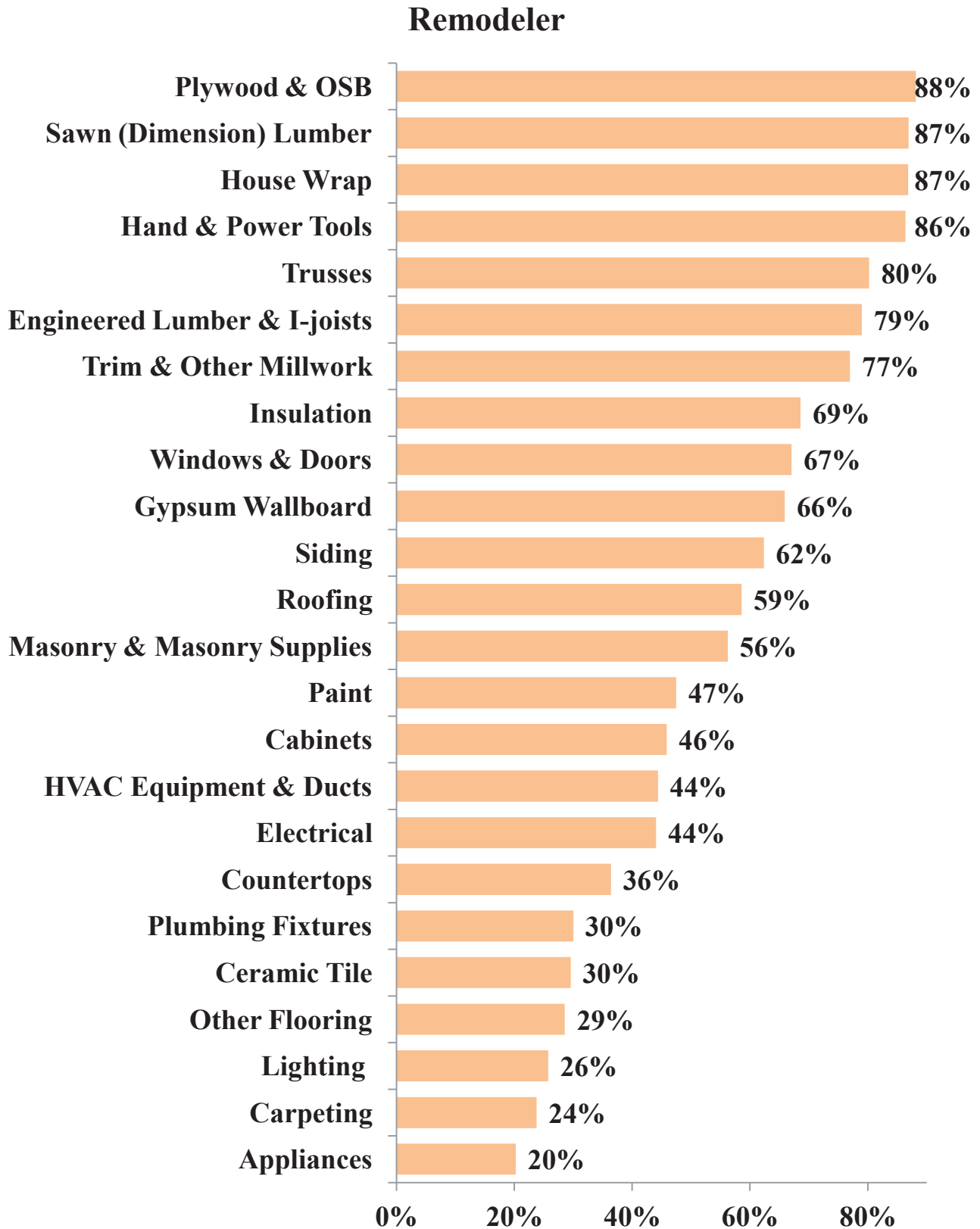
APPLIANCES



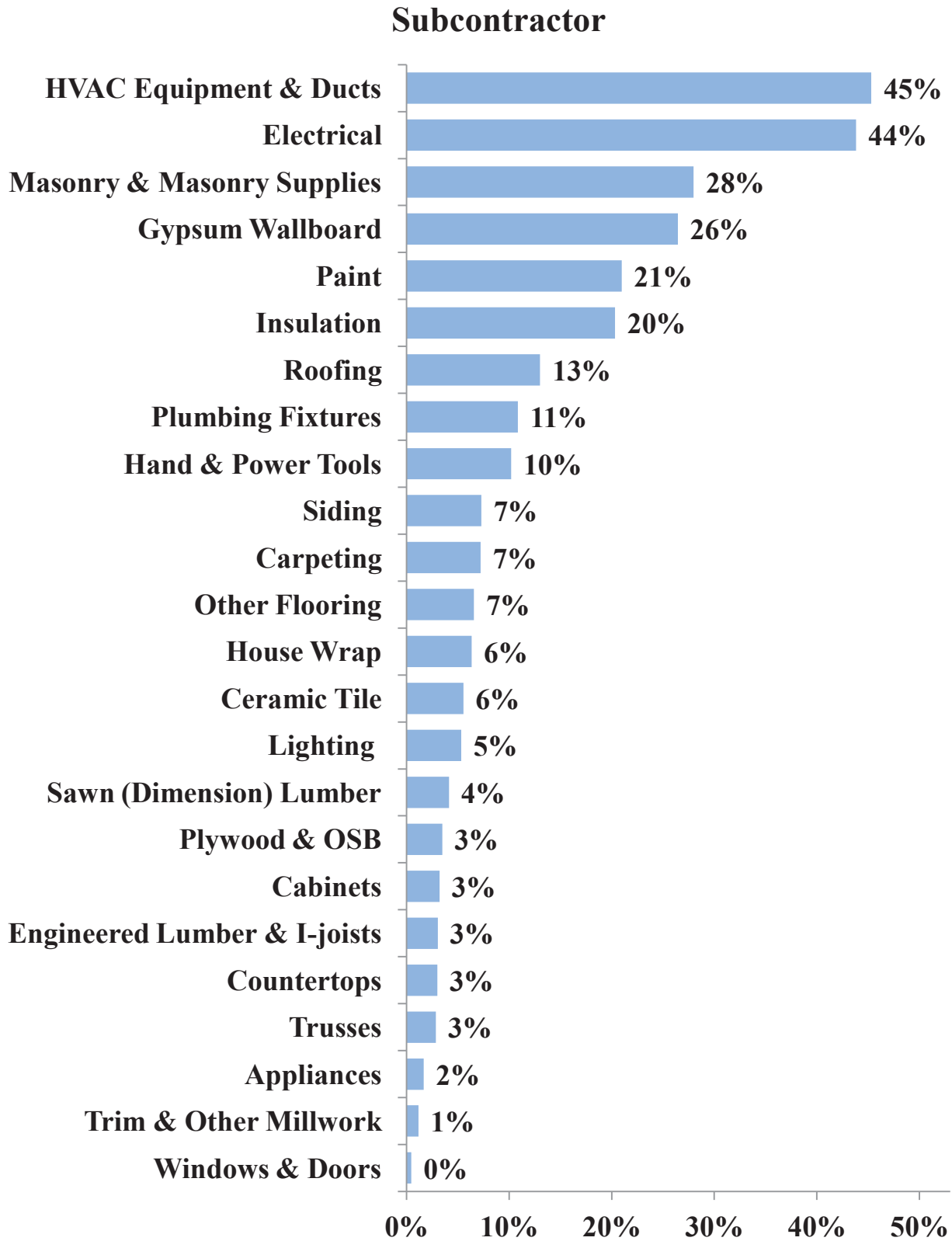
HAND & POWER TOOLS



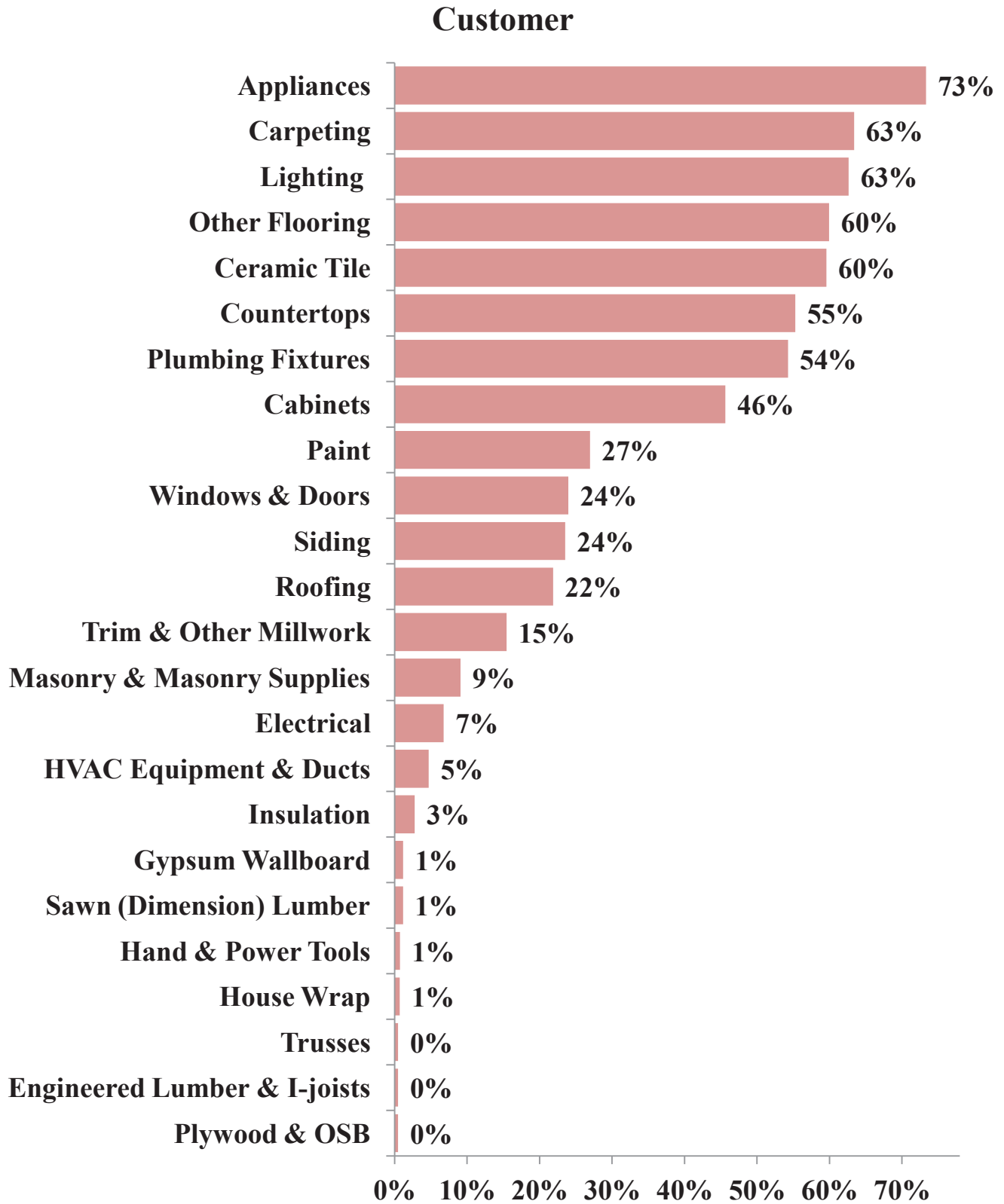
**Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**



Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
(Percent of Respondents)



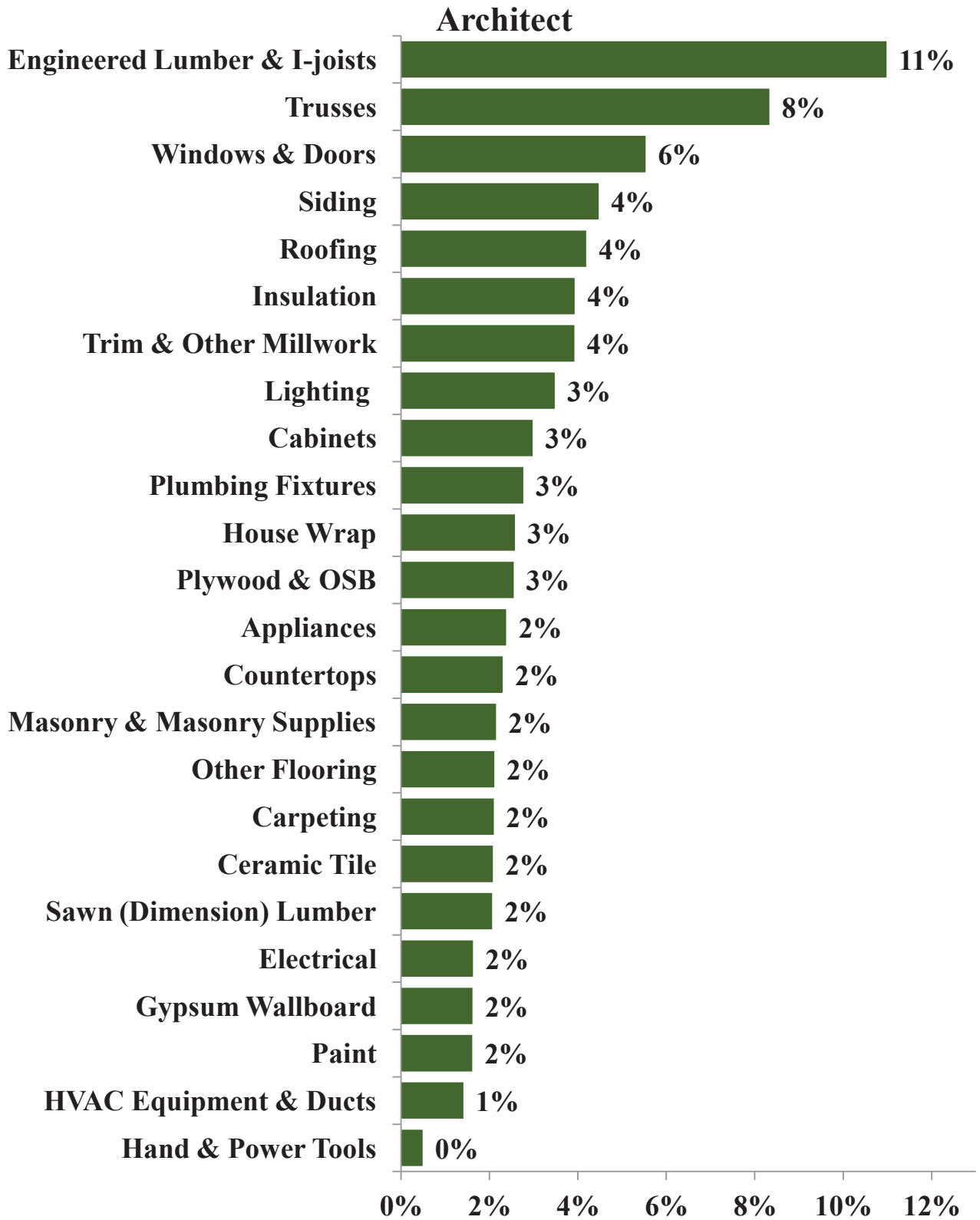
**Q5. For each product checked above in question 4, who has the greatest influence on product selection? -
continued
 (Percent of Respondents)**



Q5. For each product checked above in question 4, who has the greatest influence on product selection? -

continued

(Percent of Respondents)

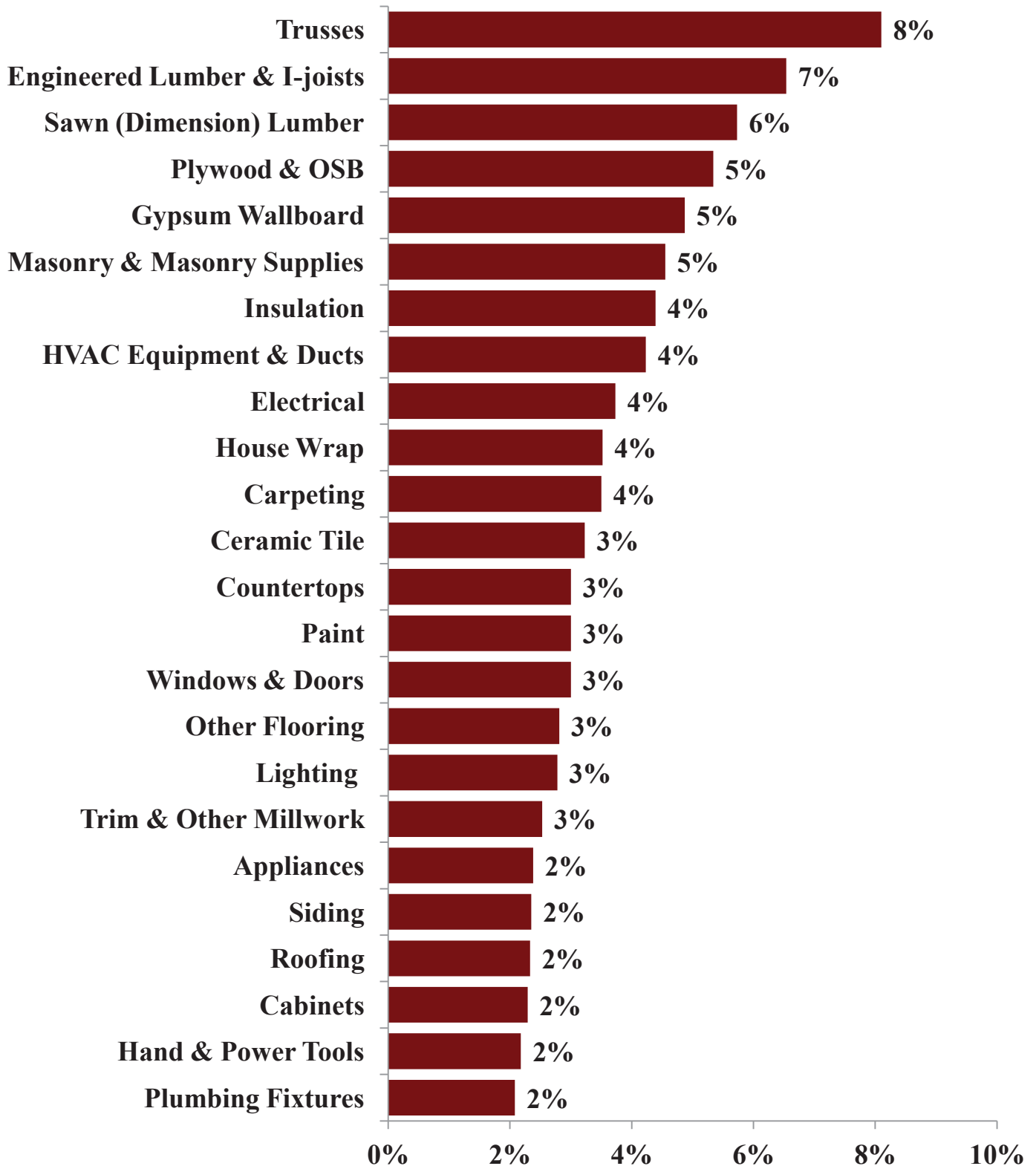


Q4. For each product checked above in question 3, who has the greatest influence on product selection? -

continued

(Percent of Respondents)

Dealer or Supplier



Q5. For each product purchased in question 3, who has the greatest influence on product selection?

(Percent of Respondents)

		Remodeler	Subcontractor	Customer	Architect	Dealer or Supplier
1	Sawn (Dimension) Lumber	86.93	4.13	1.15	2.06	5.73
2	Engineered Lumber & I-joists	78.97	3.04	0.47	10.98	6.54
3	Trusses	80.24	2.86	0.48	8.33	8.10
4	Plywood & OSB	88.17	3.48	0.46	2.55	5.34
5	Windows & Doors	67.05	0.46	23.96	5.53	3.00
6	Trim & Other Millwork	76.96	1.15	15.44	3.92	2.53
7	Roofing	58.60	13.02	21.86	4.19	2.33
8	Siding	62.35	7.29	23.53	4.47	2.35
9	Masonry & Masonry Supplies	56.22	27.99	9.09	2.15	4.55
10	House Wrap	86.85	6.34	0.70	2.58	3.52
11	Insulation	68.59	20.32	2.77	3.93	4.39
12	Gypsum Wallboard	65.89	26.45	1.16	1.62	4.87
13	Paint	47.47	20.97	26.96	1.61	3.00
14	Cabinets	45.87	3.21	45.64	2.98	2.29
15	Countertops	36.41	3.00	55.30	2.30	3.00
16	Ceramic Tile	29.56	5.54	59.58	2.08	3.23
17	Carpeting	23.78	7.23	63.40	2.10	3.50
18	Other Flooring	28.57	6.56	59.95	2.11	2.81
19	HVAC Equipment & Ducts	44.37	45.31	4.69	1.41	4.23
20	Plumbing Fixtures	30.02	10.85	54.27	2.77	2.08
21	Lighting	25.75	5.34	62.65	3.48	2.78
22	Electrical	44.06	43.82	6.76	1.63	3.73
23	Appliances	20.24	1.67	73.33	2.38	2.38
24	Hand & Power Tools	86.41	10.19	0.73	0.49	2.18
	<i>Average</i>	<i>55.81</i>	<i>11.68</i>	<i>25.60</i>	<i>3.24</i>	<i>3.69</i>

Appendix I: Survey Questionnaire: RMI Special Questions for 3rd Quarter 2012

4. Where do you, your subcontractors, or customers generally purchase the following materials for remodeling projects?

	Direct From Factory	Mfr's Distr. Center	Wholesale Distributor	Home Improvement Center	Lumber Yard	Specialty Retailer	Don't know where subs/customers purchase	N/A
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. For each product, who generally has the greatest influence on product selection? Check (✓) ONLY ONE for each product.

	Remodeler	Subcontractor	Customer	Architect	Dealer or Supplier	N/A
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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THANK YOU