



NAHB Remodelers

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## **All About the Remodeling Industry**

### **Measuring the Industry**

Tracking the remodeling market has changed significantly since the Census Bureau discontinued a primary data source for measuring remodeling expenditures in 2007. The discontinued Residential Improvements program provided information separately for owner-occupied units and rental units. Within these two categories expenditures were shown separately for major improvements versus maintenance and repairs. Of these four categories, owner-occupied improvements typically accounted for a little more than half of all expenditures, which is now derived from the Census Bureau's Construction Spending program. NAHB has adopted this other data source as the basis for a remodeling forecast, while lobbying the Census Bureau for a replacement program to provide a fuller accounting of the remodeling industry. As a result, NAHB remodeling forecasts now cover roughly half of all expenditures previously tracked by the Census Bureau.

### **How is the remodeling market outlook?**

Americans spent \$116 billion on improvements to owner-occupied units in 2013, down from a peak of \$146 billion in 2006. NAHB's remodeling forecast expects these expenditures to increase gradually as the broader housing market recovers. Beyond general recovery in the housing market, key factors driving increases in remodeling expenditures will include: the aging housing stock, needed aging in place remodeling work, and increasing interest in improving home efficiency and green remodeling.

### **Who remodels?**

According to the 2009 HUD/Census American Housing Survey, households under the age of 35 account for 11 percent of the money spent by home owners on professional remodeling jobs. Home owners between the ages of 35 and 44 account for 22 percent, home owners between the ages of 45 and 54 for 24 percent, home owners between the age of 55 and 64 for 23 percent, and homeowners 65 or older for 20 percent.

### **What are the most popular remodeling jobs?**

According to NAHB surveys, the top jobs ordered by popularity are:

- Bathroom remodeling
- Kitchen remodeling
- Windows/doors replacement
- Handyman services
- Room additions
- Whole house remodeling
- Decks
- Insurance repair
- Roofing
- Finished basements
- Siding
- Enclosed/added porch

### **Who are remodelers?**

According to NAHB's latest member census, a typical residential remodeler has an average of 6 employees and does a little more than half a million of remodeling per year. Seven percent are female, and 54 percent have completed college or have an advanced degree.

For more information on remodeling, visit [nahb.org/remodel](http://nahb.org/remodel) or contact Nissa Hiatt at 202-266-8451 or [nhiatt@nahb.com](mailto:nhiatt@nahb.com).