

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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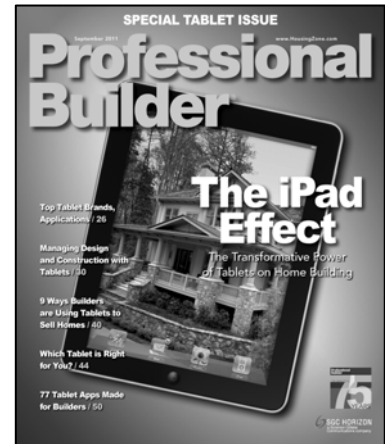
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# Professional Builder®

SGC Horizon LLC  
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Suite 201  
Arlington Heights, IL 60005  
Tel. No.: 847-391-1000  
Fax No.: 847-390-0408  
[housingzone.com](http://housingzone.com)

Official Publication of: None  
Established: 1936  
Issues Per Year: 12



## FIELD SERVED

PROFESSIONAL BUILDER serves firms in the housing and light construction market: Builders, Builder-Developers, General Contractors, Remodelers engaged in Residential Home Building activities; Land Developers, Contractors; Architectural Firms, Architectural Engineering Firms, and Manufactured or Modular Home Manufacturers.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those with Corporate Manager; Architect, Designer & Engineer; Construction and Purchasing; Sales and Marketing or other titles as shown in paragraph 3a. These recipients buy, specify or influence the selection of building materials, products and equipment as indicated in Paragraph 3a.

## PURPOSE

Included herein is an analysis of the types of residential building activity performed by the recipient's company, and an analysis of recipients who specify or influence building materials, products or equipment.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	72
Advertiser and Agency _____	1,480
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	117
Digital _____	-
All Other _____	897
<b>TOTAL</b>	<b>2,656</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	110,977	100.0	110,977	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>110,977</b>	<b>100.0</b>	<b>110,977</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	101,655	11,201	112,856
August _____	101,788	11,068	112,856
September _____	96,116	11,103	107,219

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2011**

This issue is 5.0% or 5,637 copies below the average of the other 2 issues reported in Paragraph two.

Job Title	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Recipients Who Buy, Specify, or Influence the Selection of Building Materials, Products, and Equipment
Owners, Presidents, and Other Corporate Managers (Note 1) _____	91,912	85.7	83,213	8,699	91,912
Architects, Designers, & Engineers (Note 2) _____	8,889	8.3	7,231	1,658	8,889
Purchasing, Sales & Marketing Management, Construction and Other Titled Personnel (Note 3) _____	6,418	6.0	5,672	746	6,418
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>107,219</b>	<b>100.0</b>	<b>96,116</b>	<b>11,103</b>	<b>107,219</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.6</b>	<b>10.4</b>	<b>100.0</b>

Note 1: Corporate Manager titles include Owners, Presidents, Partners, Vice Presidents, VP of Construction, VP of Purchasing, Purchasing Directors/Managers, Directors, General Managers, and other Management Personnel Titles.

Note 2: Architect, Design & Engineering titles include Design Managers, Civil Engineers, Interior Designers, Facilities Engineers, Manufacturing Engineer, Project Architects, Senior Architects, Mechanical Engineers, Senior Architects/Engineers/Designers, and other Architect, Designer, and Engineer titles.

Note 3: Construction and Purchasing titles include Construction Managers, Foremen, Estimators, Purchasing Agents and other Construction and Purchasing personnel.

**SUPPLEMENTARY DATA: TYPE OF RESIDENTIAL BUILDING ACTIVITIES COMPANY IS ENGAGED IN**

See question used to elicit these data on the back of this report. This is an analysis of the type of residential building activity engaged in by the companies of the 107,219 or 100% of recipients. Since any one respondent may have checked more than one response, the totals for each response should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

SUPPLEMENTARY DATA: TYPE OF RESIDENTIAL BUILDING ACTIVITIES COMPANY IS ENGAGED IN	Total Respondents
Builder, Builder-Developer, Land Developer, General Contractor, or Remodeler engaged in building activities, Single Family Home Building, Multi Family Home Building, Manufactured or Modular Home Manufacturing, Specialty Trade Contractor _____	94,026
Architectural Firm, Architectural-Engineering, Architect or Architect Engineer or Designer of Homes _____	13,193
<b>TOTAL</b>	<b>107,219</b>

**ADDITIONAL DATA: NUMBER OF SINGLE FAMILY HOMES YOUR COMPANY BUILDS ANNUALLY**

NUMBER OF SINGLE FAMILY HOMES YOUR COMPANY BUILDS ANNUALLY	Respondents
1-25 _____	60,619
26-100 _____	7,333
101-500 _____	3,813
Over 500 _____	2,155
<b>TOTAL</b>	<b>73,920</b>

**CUSTOM HOME BUILDERS**

Below is an analysis of a sector of primary business crossed with cost per square foot of the homes the subscriber's company builds (excluding land). Only those subscribers who indicated their firm is involved in constructing custom single family homes are included. Since any one respondent may have checked more than one response, the total for each response should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

SUPPLEMENTARY DATA: TYPE OF RESIDENTIAL BUILDING ACTIVITIES COMPANY IS ENGAGED IN	Respondents	\$251+	\$201 - \$250	\$151-\$200	\$121-\$150	\$101 - 120	No Answer
Builder-Developer or General Contractor engaged in residential custom home building activities _____	33,234	9,451	3,687	6,428	5,907	3,704	4,057
Architectural Firm, Architectural-Engineering, Architect or Architect Engineer or Designer _____	6,855	2,536	777	1,139	674	315	1,414
<b>TOTAL</b>	<b>40,089</b>	<b>11,987</b>	<b>4,464</b>	<b>7,567</b>	<b>6,581</b>	<b>4,019</b>	<b>5,471</b>

Note: Data includes those subscribers who have indicated they are engaged in residential custom home building or have indicated a cost per square footage.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	89,301	15,278	-	93,479	11,100	104,579	97.5
II. Request from recipient's company: _____	2,604	36	-	2,637	3	2,640	2.5
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>91,905</b>	<b>15,314</b>	<b>-</b>	<b>96,116</b>	<b>11,103</b>	<b>107,219</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.7</b>	<b>14.3</b>	<b>-</b>	<b>89.6</b>	<b>10.4</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	95,897	11,094	106,991	99.7
Individuals by name only _____	52	-	52	0.1
Titles or functions only _____	164	9	173	0.2
Company names only _____	3	-	3	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>96,116</b>	<b>11,103</b>	<b>107,219</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	544	50	594		Kentucky _____	1,093	94	1,187	
New Hampshire _____	612	67	679		Tennessee _____	1,737	193	1,930	
Vermont _____	365	39	404		Alabama _____	1,139	104	1,243	
Massachusetts _____	2,472	250	2,722		Mississippi _____	525	51	576	
Rhode Island _____	372	38	410		<b>EAST SO. CENTRAL</b>	<b>4,494</b>	<b>442</b>	<b>4,936</b>	<b>4.6</b>
Connecticut _____	1,622	161	1,783		Arkansas _____	622	60	682	
<b>NEW ENGLAND</b>	<b>5,987</b>	<b>605</b>	<b>6,592</b>	<b>6.2</b>	Louisiana _____	970	98	1,068	
New York _____	5,542	532	6,074		Oklahoma _____	1,118	104	1,222	
New Jersey _____	2,846	297	3,143		Texas _____	5,490	671	6,161	
Pennsylvania _____	4,817	413	5,230		<b>WEST SO. CENTRAL</b>	<b>8,200</b>	<b>933</b>	<b>9,133</b>	<b>8.5</b>
<b>MIDDLE ATLANTIC</b>	<b>13,205</b>	<b>1,242</b>	<b>14,447</b>	<b>13.5</b>	Montana _____	597	48	645	
Ohio _____	3,894	324	4,218		Idaho _____	684	77	761	
Indiana _____	2,075	192	2,267		Wyoming _____	243	17	260	
Illinois _____	4,820	471	5,291		Colorado _____	2,123	320	2,443	
Michigan _____	3,559	316	3,875		New Mexico _____	556	52	608	
Wisconsin _____	2,804	221	3,025		Arizona _____	1,507	244	1,751	
<b>EAST NO. CENTRAL</b>	<b>17,152</b>	<b>1,524</b>	<b>18,676</b>	<b>17.4</b>	Utah _____	890	125	1,015	
Minnesota _____	2,296	215	2,511		Nevada _____	520	77	597	
Iowa _____	1,263	107	1,370		<b>MOUNTAIN</b>	<b>7,120</b>	<b>960</b>	<b>8,080</b>	<b>7.5</b>
Missouri _____	2,007	189	2,196		Alaska _____	315	41	356	
North Dakota _____	379	29	408		Washington _____	2,227	273	2,500	
South Dakota _____	400	34	434		Oregon _____	1,349	189	1,538	
Nebraska _____	944	92	1,036		California _____	8,246	1,215	9,461	
Kansas _____	1,121	94	1,215		Hawaii _____	421	72	493	
<b>WEST NO. CENTRAL</b>	<b>8,410</b>	<b>760</b>	<b>9,170</b>	<b>8.6</b>	<b>PACIFIC</b>	<b>12,558</b>	<b>1,790</b>	<b>14,348</b>	<b>13.4</b>
Delaware _____	306	25	331		<b>UNITED STATES</b>	<b>96,025</b>	<b>10,527</b>	<b>106,552</b>	<b>99.4</b>
Maryland _____	2,069	251	2,320		U.S. Territories _____	62	27	89	
Washington, DC _____	176	39	215		Canada _____	20	211	231	
Virginia _____	2,556	306	2,862		Mexico _____	-	17	17	
West Virginia _____	345	31	376		Other International _____	3	320	323	
North Carolina _____	3,206	359	3,565		APO/FPO _____	6	1	7	
South Carolina _____	1,433	148	1,581		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>96,116</b>	<b>11,103</b>	<b>107,219</b>	<b>100.0</b>
Georgia _____	2,396	292	2,688						
Florida _____	6,412	820	7,232						
<b>SOUTH ATLANTIC</b>	<b>18,899</b>	<b>2,271</b>	<b>21,170</b>	<b>19.7</b>					

**AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT AUDITED CIRCULATION STATEMENTS**

6- Month Period Ended:	Audited Data	Audited Data	Audited Data
	October-December 2010	January – June 2011	July – September 2011*
Total Audit Average Qualified _____	112,827	112,700	110,977
Qualified Non-Paid _____	112,827	112,700	110,977
Print Only _____	100,342	101,487	99,853
Digital Only _____	12,485	11,213	11,124
Qualified Paid _____	-	-	-
Print Only _____	-	-	-
Digital Only _____	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC

\* NOTE: All data through September 2011 is audited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica – Editorial and design are unchanged from the original print editorial.

This audit report is being printed to provide initial data for paragraph 3b.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	99,853	100.0	99,853	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>99,853</b>	<b>100.0</b>	<b>99,853</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,124	100.0	11,124	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,124</b>	<b>100.0</b>	<b>11,124</b>	<b>100.0</b>	-	-

**QUESTIONNAIRE USED BY PUBLISHER TO ELICIT SUPPLEMENTARY DATA**



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2. How would you like to receive your subscription?  
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 Digital (D) (email address required, please print clearly to assure delivery)

3. Which of the following best describes your company's primary business? (Check one box only.)  
 10 Builder/Developer/General Contractor  
 20 Architectural Firm, Engineering Firm, Architectural/Engineering Firm, Designer of Homes  
 30 Manufacturer or Manufacturer Home Builder  
 40 Remodeler working in building activities  
 90 Other (please specify) \_\_\_\_\_

4. Which category best describes your job title? (Check one box only.)  
 10 Owner, Partner, Corporate Executive, Director, General Manager  
 20 Architect, Designer, Engineer  
 30 Construction Manager, Superintendent, Purchasing Agent, Buyer  
 40 Other Management personnel  
 50 Sales or Marketing Manager  
 90 Other (please specify) \_\_\_\_\_

5. What type of construction is your firm involved in? (Check ALL that apply.)  
 A Single Family - Custom  B Remodeling  
 C Single Family  D Light Commercial  
 E Multi-Family  F Other (please specify) \_\_\_\_\_

6. How many homes does your firm build per year? (Check one box only.)  
 A Over 500 units  G 11 - 25 units  
 B 101 - 500 units  H 1 - 10 units  
 C 26 - 100 units  I 0 units  J

7. What is your firm's annual revenue? (Check one box only.)  
 A More than \$10 million  D \$1 to \$999,999  
 B \$5 million to \$10 million  E \$0  F  
 C \$1 million to \$4,999,999

8. Which of the following building materials, products or equipment do you use most often to influence the selection of? (Check ALL that apply.)  
 01 Appliances  
 02 Cabinets and Countertop Materials  
 03 Ceilings and Siding  
 04 Central Vacuum Systems  
 05 Computer Hardware and Software  
 06 Construction Equipment  
 07 Dairing / Floor Materials  
 08 Doors  
 09 Engineered Wood Products  
 10 Fireplaces and Accessories  
 11 Flooring and Floor Coverings  
 12 Garage Doors  
 13 Green Building Products  
 14 Hard and Power Tools  
 15 Home Automation Systems  
 16 HVAC and Environmental Controls, Insulation and Related Products  
 17 Lighting Fixtures  
 18 Locks and Hardware  
 19 Rugs, Stone and Finishes  
 20 Plumbing Fixtures / Faucets  
 21 Roofing Materials  
 22 Siding  
 23 Sound and Security Systems  
 24 Taps  
 25 Trunks  
 26 Windows  
 99 None of the above

9. Which of the following publications do you receive personally addressed to you? (Check ALL that apply.)  
 A Builder  
 B Custom Home  
 C Neither of the above

10. Excluding land, please indicate the cost per square foot of the homes your company builds. (Check ALL that apply.)  
 A \$20/sq. ft. or more  
 B \$20.01-\$25/ sq. ft.  
 C \$25.01-\$30/ sq. ft.  
 D \$30.01-\$35/ sq. ft.  
 E \$35.01-\$50/ sq. ft.  
 F \$50/ sq. ft. or less

11. Please indicate your primary supplier for each category:  
 Windows:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Siding:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Carpets/Floor:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Tiles:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Granite/Marble:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Ply/Dim:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Doors:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Engineered Wood:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Fireplaces:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60  61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  00  
 Carpets:  01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  3