

REPORT DESCRIPTION: Consumer sales (homeowners/renters), Average Household Purchase Rates, Statistical Data, 5 Year Forecast, Historical Data, Market Share, Market Size, Market Demand Data, and Total Purchases for residential repair and remodeling of Single Family Homes and Multifamily Dwellings (Single-Family Attached/ Townhouses/ Duplexes/low-rise apartments). Data available by US totals, Nine US Census Divisions, and state-level; whether the materials were purchased and/or installed by a professional, and place of purchase.

REPORT CONTENTS: Data on households that spent money on flooring; square feet of flooring purchased, type of flooring such as carpet, hardwood, vinyl sheet, vinyl tile, laminate, ceramic tile, slate, marble, or other flooring materials.

## FINISH FLOORING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

CONSUMER PRACTICES REPORTS  
NAHB Research Center, Inc.

PRODUCT USAGE  
(Avg/Household and  
Five-Year Forecast)

PURCHASE RATES  
(OWNER and RENTER)

INCIDENCE RATES  
(OWNER and RENTER)

DEMOGRAPHICS  
(OWNER and RENTER)

HOUSING  
STOCK

UNITED STATES

HOUSING STOCK  
Owner Occupied  
Renter Occupied  
TOTAL

### FLOORING

ALL FINISH FLOORING IN THE HOUSE

SF of Flooring Purchased  
Wall to wall carpet  
Hardwood (solid)  
Hardwood (engineered)  
Vinyl sheet  
Vinyl tile  
Laminate  
Ceramic tile  
Slate  
Marble  
Other  
TOTAL

LIVING ROOM

SF of Flooring Purchased  
Wall to wall carpet  
Hardwood (solid)  
Hardwood (engineered)  
Vinyl sheet  
Vinyl tile  
Laminate  
Ceramic tile  
Slate  
Marble  
Other  
TOTAL

SAMPLE DATA SHEET

# FINISH FLOORING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

**CONSUMER PRACTICES REPORTS**  
NAHB Research Center, Inc.

**PRODUCT USAGE**  
(Avg/Houshold and  
Five-Year Forecast)

**PURCHASE RATES**  
(OWNER and RENTER)

**INCIDENCE RATES**  
(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

DINING ROOM  
SF of Flooring Purchased  
Wall to wall carpet  
Hardwood (solid)  
Hardwood (engineered)  
Vinyl sheet  
Vinyl tile  
Laminate  
Ceramic tile  
Slate  
Marble  
Other  
TOTAL

FAMILY ROOM, REC ROOM, DEN  
SF of Flooring Purchased  
Wall to wall carpet  
Hardwood (solid)  
Hardwood (engineered)  
Vinyl sheet  
Vinyl tile  
Laminate  
Ceramic tile  
Slate  
Marble  
Other  
TOTAL

KITCHEN FLOORING  
SF of Flooring Purchased  
Wall to wall carpet  
Hardwood (solid)  
Hardwood (engineered)  
Vinyl sheet  
Vinyl tile  
Laminate  
Ceramic tile  
Slate  
Marble  
Other  
TOTAL

**SAMPLE DATA SHEET**

# FINISH FLOORING MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

**CONSUMER PRACTICES REPORTS**  
NAHB Research Center, Inc.

**PRODUCT USAGE**  
(Avg/Houshold and  
Five-Year Forecast)

**PURCHASE RATES**  
(OWNER and RENTER)

**INCIDENCE RATES**  
(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

## BEDROOMS

SF of Flooring Purchased

Wall to wall carpet

Hardwood (solid)

Hardwood (engineered)

Vinyl sheet

Vinyl tile

Laminate

Ceramic tile

Slate

Marble

Other

TOTAL

## BATHROOMS & POWDER ROOM

SF of Flooring Purchased

Wall to wall carpet

Hardwood (solid)

Hardwood (engineered)

Vinyl sheet

Vinyl tile

Laminate

Ceramic tile

Slate

Marble

Other

TOTAL

## FOYER & HALLWAYS

SF of Flooring Purchased

Wall to wall carpet

Hardwood (solid)

Hardwood (engineered)

Vinyl sheet

Vinyl tile

Laminate

Ceramic tile

Slate

Marble

Other

TOTAL

**SAMPLE DATA SHEET**

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**CONSUMER PRACTICES REPORTS**  
NAHB Research Center, Inc.

**PRODUCT USAGE**  
(Avg/Houshold and  
Five-Year Forecast)

**PURCHASE RATES**  
(OWNER and RENTER)

**INCIDENCE RATES**  
(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

**OTHER ROOM FLOORING**

SF of Flooring Purchased

Wall to wall carpet

Hardwood (solid)

Hardwood (engineered)

Vinyl sheet

Vinyl tile

Laminate

Ceramic tile

Slate

Marble

Other

TOTAL

**BASEMENT FLOORING**

SF of Flooring Purchased

Wall to wall carpet

Hardwood (solid)

Hardwood (engineered)

Vinyl sheet

Vinyl tile

Laminate

Ceramic tile

Slate

Marble

Other

TOTAL

**PURCHASED BY A PROFESSIONAL CONTRACTOR**

SF of Flooring Purchased

Yes

No

Not sure

TOTAL

**INSTALLED BY A PROFESSIONAL CONTRACTOR**

SF of Flooring Purchased

Yes

No

Not sure

TOTAL

**SAMPLE DATA SHEET**

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NAHB Research Center, Inc.

**PRODUCT USAGE**  
(Avg/Houshold and  
Five-Year Forecast)

**PURCHASE RATES**  
(OWNER and RENTER)

**INCIDENCE RATES**  
(OWNER and RENTER)

**DEMOGRAPHICS**  
(OWNER and RENTER)

**HOUSING  
STOCK**

PLACE OF PURCHASE

SF of Flooring Purchased

Home center

Hardware store

Specialty store

Lumber yard

Discount store

Other

Not sure

TOTAL

**SAMPLE DATA SHEET**