

REPORT DESCRIPTION: Market Research Report, Average Home Purchase Data and Forecast, Market Share, Market Size, Sales, Market Demand Data, Residential Building Products, New Homes, Construction Industry, Trends, Single Family Homes, Multifamily.

REPORT CONTENTS: Data on Flooring in new homes including Square Feet of Finished Floor area in the Living Room, Dining Room, Family Room, Rec Room, Den, Kitchen, Bedroom, Bathroom and Powder Room, Foyer and Hallway, and Basement, including material of finished floors such as Carpet, Solid Hardwood or Engineered Hardwood, Vinyl sheet or tile, High-Pressure Laminate, Ceramic Tile, Marble or Other flooring materials.

FINISH FLOORING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

| BUILDER PRACTICES REPORTS NAHB Research Center, Inc. | SINGLE FAMILY DETACHED | MULTIFAMILY DWELLINGS | PRODUCT USAGE |
|---|------------------------|-----------------------|---------------|
|---|------------------------|-----------------------|---------------|

UNITED STATES

Per-house averages of materials usage, also known as coefficients, for single-family detached homes.

Per-dwelling-unit averages of materials usage, also known as coefficients, for multifamily dwellings such as apartments, duplexes, townhouses and row houses.

An estimate of the total volume or amount of material used in a geographic area. To calculate this data, the Single Family Detached and Multifamily coefficients are multiplied by the estimated housing starts data provided by McGraw Hill Construction Analytics.

HOUSING STARTS

- Single-Family Detached
- Multifamily (SFA & MF)

TOTAL

FLOORING

ALL FINISH FLOORING IN THE HOUSE (Excludes Basements)

Square Feet of Finished Floor Area

- Carpet
- Hardwood (solid)
- Hardwood (engineered)
- Vinyl sheet
- Vinyl tile
- Laminate
- Ceramic tile
- Slate
- Marble
- Other

TOTAL

LIVING ROOM

Square Feet of Finished Floor Area

- Carpet
- Hardwood (solid)
- Hardwood (engineered)
- Vinyl sheet
- Vinyl tile
- Laminate
- Ceramic tile
- Slate
- Marble
- Other

TOTAL

SAMPLE DATA SHEET

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FINISH FLOORING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

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|--|-------------------------------|------------------------------|----------------------|
|--|-------------------------------|------------------------------|----------------------|

DINING ROOM
 Square Feet of Finished Floor Area
 Carpet
 Hardwood (solid)
 Hardwood (engineered)
 Vinyl sheet
 Vinyl tile
 Laminate
 Ceramic tile
 Slate
 Marble
 Other
 TOTAL

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FAMILY ROOM, REC ROOM, DEN
 Square Feet of Finished Floor Area
 Carpet
 Hardwood (solid)
 Hardwood (engineered)
 Vinyl sheet
 Vinyl tile
 Laminate
 Ceramic tile
 Slate
 Marble
 Other
 TOTAL

KITCHEN
 Square Feet of Finished Floor Area
 Carpet
 Hardwood (solid)
 Hardwood (engineered)
 Vinyl sheet
 Vinyl tile
 Laminate
 Ceramic tile
 Slate
 Marble
 Other
 TOTAL

SAMPLE DATA SHEET

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FINISH FLOORING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

| BUILDER PRACTICES REPORTS NAHB Research Center, Inc. | SINGLE FAMILY DETACHED | MULTIFAMILY DWELLINGS | PRODUCT USAGE |
|--|-------------------------------|------------------------------|----------------------|
|--|-------------------------------|------------------------------|----------------------|

BEDROOMS
 Square Feet of Finished Floor Area
 Carpet
 Hardwood (solid)
 Hardwood (engineered)
 Vinyl sheet
 Vinyl tile
 Laminate
 Ceramic tile
 Slate
 Marble
 Other
 TOTAL

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BATHROOMS & POWDER ROOM
 Square Feet of Finished Floor Area
 Carpet
 Hardwood (solid)
 Hardwood (engineered)
 Vinyl sheet
 Vinyl tile
 Laminate
 Ceramic tile
 Slate
 Marble
 Other
 TOTAL

FOYER & HALLWAYS
 Square Feet of Finished Floor Area
 Carpet
 Hardwood (solid)
 Hardwood (engineered)
 Vinyl sheet
 Vinyl tile
 Laminate
 Ceramic tile
 Slate
 Marble
 Other
 TOTAL

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FINISH FLOORING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

BUILDER PRACTICES REPORTS
NAHB Research Center, Inc.

SINGLE FAMILY DETACHED

MULTIFAMILY DWELLINGS

PRODUCT USAGE

BASEMENTS

Square Feet of Finished Floor Area

Carpet

Hardwood (solid)

Hardwood (engineered)

Vinyl sheet

Vinyl tile

Laminate

Ceramic tile

Slate

Marble

Other

TOTAL

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