

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 Roofing in New Construction including Roof Shape, Architectural Roof Features, Roof Pitch, Ceiling Type, Roofing Material without Waste Factors, Roofing Material with Waste Factors, and Roof Ventilation and Metal Roofing Style.

### ROOFING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

<b>BUILDER PRACTICES REPORTS</b> NAHB Research Center, Inc.	<b>SINGLE FAMILY DETACHED</b>	<b>MULTIFAMILY DWELLINGS</b>	<b>PRODUCT USAGE</b>
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			
<b>ROOFING</b>			
ROOF SHAPE Square Feet of Roof Footprint Gable Hip Gambrel Flat Other TOTAL			
ROOF SHAPE Dwellings Gable Hip Gambrel Flat Other TOTAL			
ARCHITECTURAL ROOF FEATURES Number of Features Turned Gables Dormers			

SAMPLE DATA SHEET

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## ROOFING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

<b>BUILDER PRACTICES REPORTS</b> NAHB Research Center, Inc.	<b>SINGLE FAMILY DETACHED</b>	<b>MULTIFAMILY DWELLINGS</b>	<b>PRODUCT USAGE</b>
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**ROOF PITCH**  
 Square Feet of Roof Footprint  
   Flat to 1/2 / 12  
   1/2 / 12 TO 4/12  
   5/12 or 6/12  
   7/12 or 8/12  
   9/12 or 10/12  
   11/12 or greater  
**TOTAL**

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.

Average Roof Slope(Inches Rise per Foot Run)

**CEILING TYPE**  
 Square Feet of Living Space Under Ceiling  
   Cathedral  
   Flat  
**TOTAL**

**ROOF MATERIAL WITHOUT WASTE FACTORS**

Square Feet of Roofing  
   Asphalt -- 3-tab standard weight  
   Asphalt -- archit. or lam. (built-up tabs)  
   Cedar shingles  
   Cedar shakes  
   Clay roof tiles  
   Concrete roof tiles  
   Fiber cement  
   Slate  
   Steel  
   Aluminum  
   Copper  
   Built-up asphalt  
   Single-ply (EPDM, vinyl, modified bitumen)  
   Composite shingles  
**TOTAL**

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## ROOFING MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

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

**SINGLE FAMILY DETACHED**

**MULTIFAMILY DWELLINGS**

**PRODUCT USAGE**

### ROOF MATERIAL WITH WASTE FACTORS

Square Feet of Roofing

Asphalt -- standard 3-tab

Asphalt -- architectural grade

Cedar shingles

Cedar shakes

Clay roof tiles

Concrete roof tiles

Fiber cement

Slate

Steel

Aluminum

Copper

Built-up asphalt

Single-ply (EPDM, vinyl, modified bitumen)

Composite shingles

TOTAL

### ROOF VENTILATION

Dwellings

Ridge vents

Roof vents -- not powered

Roof vents -- wind driven turbines

Roof mounted attic fans

Gable / wall louvers

Gable mounted attic fans

Whole house fans

Soffit vents

### METAL ROOFING STYLE

Square Feet of Roofing

Metal shakes/shingles/tiles

Standing seam/Vertical ribbed

Corrugated

Flat panel

Other

TOTAL

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.

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