

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 kitchen countertops, vanity countertops, and other countertops to include materials used such as solid surface, laminate, ceramic tile, cultured marble, quartz surfacing, solid wood, granite, marble, slate, or other natural stone.

COUNTERTOPS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING

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 COUNTERTOPS TYPE OF PURCHASE Households that Spent Money on: Kitchen countertops Vanity countertops Other countertops TYPE OF PURCHASE Linear Feet of Countertop Kitchen countertops Vanity countertops Other countertops	Represent the estimated market demand total volume of product purchased for existing homes; includes current year data and a five-year forecast of market demand for repair and remodeling purchases.	Represent the average number of and types of product purchased annually by each purchasing household. These three tables display owner-occupied and renter-occupied households separately	An incidence rate is the percent of respondents that reported purchasing a given category of building product.	Provide general characteristics of all survey respondents and of all respondents who purchased a given product	Shows numbers of homes of each type for the current year, the previous five years, and a forecast of the next five years.

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COUNTERTOPS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING

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
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KITCHEN COUNTERTOP MATERIAL

Linear Feet of Countertop
 Solid Surface
 Laminate
 Ceramic tile
 Cultured marble
 Quartz surfacing
 Solid wood
 Granite
 Marble, slate, or other natural stone
 Other
 TOTAL

Represent the estimated market demand total volume of product purchased for existing homes; includes current year data and a five-year forecast of market demand for repair and remodeling purchases.

Represent the average number of and types of product purchased annually by each purchasing household.

These three tables display owner-occupied and renter-occupied households separately

An incidence rate is the percent of respondents that reported purchasing a given category of building product.

Provide general characteristics of all survey respondents and of all respondents who purchased a given product

Shows numbers of homes of each type for the current year, the previous five years, and a forecast of the next five years.

VANITY COUNTERTOP MATERIAL

Linear Feet of Countertop
 Solid Surface
 Laminate
 Ceramic tile
 Cultured marble
 Quartz surfacing
 Solid wood
 Granite
 Marble, slate, or other natural stone
 Other
 TOTAL

KITCHEN & VANITY COUNTERTOP MATERIAL

Linear Feet of Countertop
 Solid Surface
 Laminate
 Ceramic tile
 Cultured marble
 Quartz surfacing
 Solid wood
 Granite
 Marble, slate, or other natural stone
 Other
 TOTAL

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COUNTERTOPS MARKET DEMAND DATA - RESIDENTIAL REPAIR and REMODELING

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
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PURCHASED BY A PROFESSIONAL CONTRACTOR
 Linear Feet of Countertop
 Yes
 No
 Not sure
 TOTAL

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Represent the average number of and types of product purchased annually by each purchasing household.

An incidence rate is the percent of respondents that reported purchasing a given category of building product.

Provide general characteristics of all survey respondents and of all respondents who purchased a given product

Shows numbers of homes of each type for the current year, the previous five years, and a forecast of the next five years.

These three tables display owner-occupied and renter-occupied households separately

INSTALLED BY A PROFESSIONAL CONTRACTOR
 Linear Feet of Countertop
 Yes
 No
 Not sure
 TOTAL

PLACE OF PURCHASE
 Linear Feet of Countertop
 Home center
 Hardware store
 Specialty store
 Lumber yard
 Discount store
 Other
 Not sure
 TOTAL

PLACE OF PURCHASE - HOME CENTER BREAKOUT
 Linear Feet of Countertop
 Home Depot
 Lowe's
 Menards
 Other
 TOTAL

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