

**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 Insulation, square feet of insulation material, R-value, and insulation material usage such as fiberglass batt or fiberglass blown, Rockwool batt or Rockwool blown, cellulose, rigid-board foam, sprayed in foam, or other insulation for basement wall insulation, floor insulation, exterior wall insulation, ceiling insulation, and total insulation materials usage data.

### INSULATION 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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UNITED STATES

HOUSING STOCK  
 Owner Occupied  
 Renter Occupied  
 TOTAL

**INSULATION**

BASEMENT WALL INSULATION -- MATERIAL

Square Feet of Insulated Wall  
 Fiberglass batt  
 Fiberglass blown  
 Rockwool batt  
 Rockwool blown  
 Cellulose  
 Foam (rigid board)  
 Foam (sprayed-in)  
 Other  
 Not sure  
 TOTAL

BASEMENT WALL INSULATION -- R-VALUE

Square Feet of Insulated Wall  
 R-4 or less  
 R-5 or R-6  
 R-7, R-8, or R-9  
 R-10  
 R-11 or R-13  
 R-15, R-17, or R-19  
 Other  
 Not sure  
 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.

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**BASEMENT WALL INSULATION -- MATERIAL**

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure

TOTAL

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**BASEMENT WALL INSULATION -- MATERIAL -- ADDITIONS ONLY**

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure

TOTAL

**BASEMENT WALL INSULATION -- MATERIAL -- RETROFIT**

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure

TOTAL

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**FLOOR INSULATION -- MATERIAL**

Square Feet of Insulated Floor

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure

TOTAL

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**FLOOR INSULATION -- R-VALUE**

Square Feet of Insulated Floor

- R-3.75
- R-5
- R-7
- R-10
- R-11
- R-13
- R-19
- Other
- Not sure

TOTAL

**FLOOR INSULATION -- MATERIAL**

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure

TOTAL

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**FLOOR INSULATION -- MATERIAL -- ADDITIONS ONLY**

Units Given in Square Feet of R-1 Fiberglass batt Fiberglass blown Rockwool batt Rockwool blown Cellulose Foam (rigid board) Foam (sprayed-in) Other Not sure 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.
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**FLOOR INSULATION -- MATERIAL -- RETROFIT ONLY**

Units Given in Square Feet of R-1  
 Fiberglass batt  
 Fiberglass blown  
 Rockwool batt  
 Rockwool blown  
 Cellulose  
 Foam (rigid board)  
 Foam (sprayed-in)  
 Other  
 Not sure  
 TOTAL

**EXTERIOR WALL CAVITY INSULATION -- MATERIAL**

Square Feet of Insulated Exterior Wall  
 Fiberglass batt  
 Fiberglass blown  
 Rockwool batt  
 Rockwool blown  
 Cellulose  
 Foam (rigid board)  
 Foam (sprayed-in)  
 Other  
 Not sure  
 TOTAL

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**EXTERIOR WALL CAVITY INSULATION -- R-VALUE**

Square Feet of Insulated Exterior Wall	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.	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.
R-11					
R-13					
R-15					
R-19					
Other					
Not sure					
TOTAL		These three tables display owner-occupied and renter-occupied households separately			

**EXTERIOR WALL CAVITY INSULATION -- MATERIAL**

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure
- TOTAL

**EXTERIOR WALL CAVITY INSULATION -- MATERIAL -- ADDITIONS ONLY**

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Other
- Not sure
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**EXTERIOR WALL CAVITY INSULATION -- MATERIAL -- RETROFIT ONLY**

Units Given in Square Feet of R-1

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- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
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TOTAL

**ATTIC INSULATION -- MATERIAL**

Square Feet of Insulated Attic

- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Reflective/Foil insulation
- Other
- Not sure

TOTAL

**ATTIC INSULATION -- R-VALUE**

Square Feet of Insulated Attic

- R-13
- R-19
- R-22
- R-26
- R-30
- Other
- Not sure

TOTAL

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**ATTIC INSULATION -- MATERIAL**

- Units Given in Square Feet of R-1
- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Reflective/Foil insulation
- Other
- Not sure
- TOTAL

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**ATTIC INSULATION -- MATERIAL -- ADDITIONS ONLY**

- Units Given in Square Feet of R-1
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- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
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- Reflective/Foil insulation
- Other
- Not sure
- TOTAL

**ATTIC INSULATION -- MATERIAL -- RETROFIT ONLY**

- Units Given in Square Feet of R-1
- Fiberglass batt
- Fiberglass blown
- Rockwool batt
- Rockwool blown
- Cellulose
- Foam (rigid board)
- Foam (sprayed-in)
- Reflective/Foil insulation
- Other
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- TOTAL

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TOTAL INSULATION  
 Square Feet of Insulated Surface  
 Fiberglass batt  
 Fiberglass blown  
 Rockwool batt  
 Rockwool blown  
 Cellulose  
 Foam (rigid board)  
 Foam (sprayed-in)  
 Reflective/Foil insulation  
 Other  
 Not sure  
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TOTAL INSULATION  
 Square Feet of Insulated Surface  
 R-4 or less  
 R-5 or R-6  
 R-7, R-8, or R-9  
 R-10  
 R-11  
 R-13  
 R-15 or R-17  
 R-19  
 R-22  
 R-26  
 R-30  
 Other  
 Not sure  
 TOTAL

TOTAL INSULATION -- MATERIAL  
 Units Given in Square Feet of R-1  
 Fiberglass batt  
 Fiberglass blown  
 Rockwool batt  
 Rockwool blown  
 Cellulose  
 Foam (rigid board)  
 Foam (sprayed-in)  
 Reflective/Foil insulation  
 Other  
 Not sure  
 TOTAL

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TOTAL INSULATION -- MATERIAL -- ADDITIONS ONLY

Units Given in Square Feet of R-1 Fiberglass batt Fiberglass blown Rockwool batt Rockwool blown Cellulose Foam (rigid board) Foam (sprayed-in) Reflective/Foil insulation Other Not sure 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.
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TOTAL INSULATION -- MATERIAL -- RETROFIT ONLY

Units Given in Square Feet of R-1

- Fiberglass batt
- Fiberglass blown
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- Rockwool blown
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- Foam (rigid board)
- Foam (sprayed-in)
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- Other
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TOTAL

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**PURCHASED BY A PROFESSIONAL CONTRACTOR**  
 Square Feet of Insulated Surface  
 Yes  
 No  
 Not sure  
 TOTAL

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**INSTALLED BY A PROFESSIONAL CONTRACTOR**  
 Square Feet of Insulated Surface  
 Yes  
 No  
 Not sure  
 TOTAL

**PLACE OF PURCHASE**  
 Square Feet of Insulated Surface  
 Home center  
 Hardware store  
 Specialty store  
 Lumber yard  
 Discount store  
 Other  
 Not sure  
 TOTAL

**PLACE OF PURCHASE - HOME CENTER BREAKOUT**  
 Square Feet of Insulated Surface  
 Home Depot  
 Lowe's  
 Menards  
 Other  
 TOTAL

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