

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 - 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
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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

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

SAMPLE DATA SHEET

COUNTERTOPS 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**

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

PURCHASED BY A PROFESSIONAL CONTRACTOR

Linear Feet of Countertop

- Yes
- No
- Not sure

TOTAL

INSTALLED BY A PROFESSIONAL CONTRACTOR

Linear Feet of Countertop

- Yes
- No
- Not sure

TOTAL

SAMPLE DATA SHEET

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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

Linear Feet of Countertop

- Home center
- Hardware store
- Specialty store
- Lumber yard
- Discount store
- Other
- Not sure

TOTAL

SAMPLE DATA SHEET