

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 - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS

| CONSUMER PRACTICES REPORTS<br>NAHB Research Center, Inc. | PRODUCT USAGE<br>(Avg/Household and<br>Five-Year Forecast) | PURCHASE RATES<br>(OWNER and RENTER) | INCIDENCE RATES<br>(OWNER and RENTER) | DEMOGRAPHICS<br>(OWNER and RENTER) | HOUSING<br>STOCK |
|--|--|--------------------------------------|---------------------------------------|------------------------------------|------------------|
|--|--|--------------------------------------|---------------------------------------|------------------------------------|------------------|

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

SAMPLE DATA SHEET

# INSULATION 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**

## 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

## 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

**SAMPLE DATA SHEET**

# INSULATION 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**

## 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

## FLOOR INSULATION -- R-VALUE

Square Feet of Insulated Floor

- R-3.5
- 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

**SAMPLE DATA SHEET**

# INSULATION 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**

## 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

## 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

**SAMPLE DATA SHEET**

# INSULATION 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**

## EXTERIOR WALL CAVITY INSULATION -- R-VALUE

Square Feet of Insulated Exterior Wall

- R-11
- R-13
- R-15
- R-19
- Other
- Not sure

TOTAL

## 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

TOTAL

**SAMPLE DATA SHEET**

# INSULATION 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**

## EXTERIOR WALL CAVITY 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

## CEILING INSULATION -- MATERIAL

Square Feet of Insulated Ceiling

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

TOTAL

## CEILING INSULATION -- R-VALUE

Square Feet of Insulated Ceiling

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

TOTAL

**SAMPLE DATA SHEET**

**INSULATION MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS**

| <b>CONSUMER PRACTICES REPORTS</b><br>NAHB Research Center, Inc. | <b>PRODUCT USAGE</b><br>(Avg/Houshold and<br>Five-Year Forecast) | <b>PURCHASE RATES</b><br>(OWNER and RENTER) | <b>INCIDENCE RATES</b><br>(OWNER and RENTER) | <b>DEMOGRAPHICS</b><br>(OWNER and RENTER) | <b>HOUSING STOCK</b> |
|---|--|---|--|---|----------------------|
|---|--|---|--|---|----------------------|

CEILING 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

CEILING 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

CEILING 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
- Not sure

TOTAL

**SAMPLE DATA SHEET**

**INSULATION MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS**

| <b>CONSUMER PRACTICES REPORTS</b><br>NAHB Research Center, Inc. | <b>PRODUCT USAGE</b><br>(Avg/Houshold and<br>Five-Year Forecast) | <b>PURCHASE RATES</b><br>(OWNER and RENTER) | <b>INCIDENCE RATES</b><br>(OWNER and RENTER) | <b>DEMOGRAPHICS</b><br>(OWNER and RENTER) | <b>HOUSING STOCK</b> |
|---|--|---|--|---|----------------------|
|---|--|---|--|---|----------------------|

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  
 TOTAL

TOTAL INSULATION  
 Square Feet of Insulated Surface  
     R-4 or less  
     R-5  
     R-7  
     R-10  
     R-11  
     R-13  
     R-15  
     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

**SAMPLE DATA SHEET**

# INSULATION 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**

## 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

## TOTAL 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
- Not sure

TOTAL

## PURCHASED BY A PROFESSIONAL CONTRACTOR

Square Feet of Insulated Surface

- Yes
- No
- Not sure

TOTAL

## INSTALLED BY A PROFESSIONAL CONTRACTOR

Square Feet of Insulated Surface

- Yes
- No
- Not sure

TOTAL

**SAMPLE DATA SHEET**

**INSULATION MARKET DEMAND DATA - REPAIR and REMODELING for SINGLE FAMILY and MULTIFAMILY DWELLINGS**

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

**SAMPLE DATA SHEET**