

**ReCo Survey 2016
The Wayman Group, Inc.**

2016 ReCo MARKET INTELLIGENCE SURVEY
Conducted for Floor Covering Weekly

Conducted by: The Wayman Group, Inc.
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STUDY METHODOLOGY

PURPOSE

Floor Covering Weekly commissioned *The Wayman Group, Inc.* to conduct a nationwide survey of retailers about issues that affect their business. The survey included questions about respondent involvement within the following product sections.

- General Floor Covering Profile
- Hardwood Flooring
- Laminate Flooring
- Ceramic Tile
- Resilient/Vinyl
- Carpet
- Luxury Vinyl Tile

The major topics included the following:

- Which brand names are your strongest sellers?
- What percent does your TOP SUPPLIER represent?
- Which brands are considered to be the best (by attribute)?
- How influential are salespeople in affecting consumer purchases?
- How often do consumers ask for a specific brand?
- How often do you attempt to switch consumers away from a stated brand preference?
- What are your annual sales by flooring category? Average sale?

DATA COLLECTION

The fieldwork was conducted using an online survey methodology from February 2016 through March 2016. In total, 1,071 completed surveys were received by March 25, 2016. The margin of error, based on 1,071 respondents is calculated to be no greater than +/-3.0%, a sufficient sample to ensure that the results reflect a true picture of the general opinions of the floor covering retailer universe.

ABOUT THE WAYMAN GROUP, INC.

The Wayman Group, Inc. is an independent marketing research and consulting firm located in Cedarhurst, NY. With 37 years of experience, the firm specializes in development and implementation of custom research and sales promotion for conferences, tradeshow, and industry publications. For more information about their services, please visit the company website at www.waymangroup.com.

Comprehensive survey results are shown on the following data tables.

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Q1. Please describe the type of company you work for. (SELECT ONLY ONE)

	<u>Total</u>
BASE	1071 100.0%
Floor covering retailer	939 87.7%
Floor covering contractor	93 8.7%
Home Center	24 2.2%
Furniture store	15 1.4%

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Q2. What are the annual sales of flooring at the location where you work? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

	<u>Total</u>
BASE	1060 100.0%
Up to \$1 million	268 25.3%
\$1,000,001 to \$2 million	333 31.4%
\$2,000,001 to \$3 million	136 12.8%
\$3,000,001 to \$5 million	149 14.1%
\$5,000,001 to \$10,000,000	104 9.8%
Over \$10 million	70 6.6%
Mean	\$2,909,906

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Q3. How many customers buy flooring in your store during a typical week? (ENTER A NUMBER BELOW)

	<u>Total</u>
BASE	995 100.0%
1-5	179 18.0%
6-10	190 19.1%
11-20	275 27.6%
21-30	140 14.1%
31-50	97 9.7%
51-100	71 7.1%
101-299	30 3.0%
300+	13 1.3%
Mean	36.0

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Q4.1. Of your 2015 annual flooring sales, what percent is **Builder/New Construction**?

BASE	<u>Total</u>
	1071 100.0%
0%	89 8.3%
1-4%	43 4.0%
5-9%	141 13.2%
10-19%	275 25.7%
20-29%	224 20.9%
30-39%	126 11.8%
40-49%	62 5.8%
50-59%	55 5.1%
60-69%	24 2.2%
70-79%	18 1.7%
80-89%	9 0.8%
90-99%	3 0.3%
100%	2 0.2%
Mean	20.8

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Q4.2. Of your 2015 annual flooring sales, what percent is **Residential Replacement?**

BASE	<u>Total</u>
	1071 100.0%
0%	18 1.7%
1-4%	3 0.3%
5-9%	14 1.3%
10-19%	48 4.5%
20-29%	94 8.8%
30-39%	94 8.8%
40-49%	109 10.2%
50-59%	121 11.3%
60-69%	157 14.7%
70-79%	169 15.8%
80-89%	146 13.6%
90-99%	88 8.2%
100%	10 0.9%
Mean	55.5

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Q4.3. Of your 2015 annual flooring sales, what percent is **Contract/Commercial**?

BASE	<u>Total</u>
	1071 100.0%
0%	180 16.8%
1-4%	58 5.4%
5-9%	195 18.2%
10-19%	294 27.5%
20-29%	175 16.3%
30-39%	67 6.3%
40-49%	33 3.1%
50-59%	25 2.3%
60-69%	18 1.7%
70-79%	8 0.7%
80-89%	10 0.9%
90-99%	4 0.4%
100%	4 0.4%
Mean	15.2

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Q4.4. Of your 2015 annual flooring sales, what percent is **Main Street Commercial**?

BASE	<u>Total</u>
	1071 100.0%
0%	284 26.5%
1-4%	57 5.3%
5-9%	221 20.6%
10-19%	352 32.9%
20-29%	125 11.7%
30-39%	26 2.4%
40-49%	2 0.2%
50-59%	1 0.1%
60-69%	1 0.1%
70-79%	1 0.1%
80-89%	1 0.1%
90-99%	0 0.0%
100%	0 0.0%
Mean	8.5

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Q5.1. What percent of sales does each product category below represent for your store?

Carpet

	<u>Total</u>
BASE	1071 100.0%
0%	29 2.7%
1-4%	4 0.4%
5-9%	8 0.7%
10-19%	71 6.6%
20-29%	189 17.6%
30-39%	221 20.6%
40-49%	183 17.1%
50-59%	170 15.9%
60-69%	110 10.3%
70-79%	55 5.1%
80-89%	22 2.1%
90-99%	6 0.6%
100%	3 0.3%
Mean	39.2

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Q5.2. What percent of sales does each product category below represent for your store?

Vinyl/Resilient

	Total
BASE	1071 100.0%
0%	46 4.3%
1-4%	46 4.3%
5-9%	192 17.9%
10-19%	420 39.2%
20-29%	246 23.0%
30-39%	84 7.8%
40-49%	21 2.0%
50-59%	8 0.7%
60-69%	5 0.5%
70-79%	2 0.2%
80-89%	1 0.1%
90-99%	0 0.0%
100%	0 0.0%
Mean	15.0

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Q5.3. What percent of sales does each product category below represent for your store?

Laminates

	<u>Total</u>
BASE	1071 100.0%
0%	116 10.8%
1-4%	160 14.9%
5-9%	312 29.1%
10-19%	336 31.4%
20-29%	118 11.0%
30-39%	16 1.5%
40-49%	7 0.7%
50-59%	3 0.3%
60-69%	0 0.0%
70-79%	2 0.2%
80-89%	0 0.0%
90-99%	1 0.1%
100%	0 0.0%
Mean	8.8

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Q5.4. What percent of sales does each product category below represent for your store?

Natural Stone

	<u>Total</u>
BASE	1071 100.0%
0%	544 50.8%
1-4%	210 19.6%
5-9%	210 19.6%
10-19%	88 8.2%
20-29%	13 1.2%
30-39%	2 0.2%
40-49%	2 0.2%
50-59%	0 0.0%
60-69%	1 0.1%
70-79%	0 0.0%
80-89%	0 0.0%
90-99%	0 0.0%
100%	1 0.1%
Mean	2.8

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Q5.5. What percent of sales does each product category below represent for your store?

Area Rugs

	<u>Total</u>
BASE	1071 100.0%
0%	486 45.4%
1-4%	261 24.4%
5-9%	231 21.6%
10-19%	74 6.9%
20-29%	11 1.0%
30-39%	1 0.1%
40-49%	3 0.3%
50-59%	1 0.1%
60-69%	1 0.1%
70-79%	0 0.0%
80-89%	0 0.0%
90-99%	1 0.1%
100%	1 0.1%
Mean	2.9

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Q5.6. What percent of sales does each product category below represent for your store?

Hardwood

	<u>Total</u>
BASE	1071 100.0%
0%	47 4.4%
1-4%	56 5.2%
5-9%	139 13.0%
10-19%	381 35.6%
20-29%	285 26.6%
30-39%	97 9.1%
40-49%	33 3.1%
50-59%	14 1.3%
60-69%	4 0.4%
70-79%	3 0.3%
80-89%	5 0.5%
90-99%	3 0.3%
100%	4 0.4%
Mean	17.2

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Q5.7. What percent of sales does each product category below represent for your store?

Ceramic Tile

	<u>Total</u>
BASE	1071 100.0%
0%	153 14.3%
1-4%	111 10.4%
5-9%	198 18.5%
10-19%	308 28.8%
20-29%	213 19.9%
30-39%	53 4.9%
40-49%	18 1.7%
50-59%	7 0.7%
60-69%	6 0.6%
70-79%	1 0.1%
80-89%	2 0.2%
90-99%	1 0.1%
100%	0 0.0%
Mean	12.3

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Q5.8. What percent of sales does each product category below represent for your store?

Window Treatments

	<u>Total</u>
BASE	1071 100.0%
0%	804 75.1%
1-4%	96 9.0%
5-9%	98 9.2%
10-19%	47 4.4%
20-29%	20 1.9%
30-39%	2 0.2%
40-49%	1 0.1%
50-59%	2 0.2%
60-69%	0 0.0%
70-79%	1 0.1%
80-89%	0 0.0%
90-99%	0 0.0%
100%	0 0.0%
Mean	1.8

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Q6. Are you aligned with any of the following groups or organizations? (SELECT ALL THAT APPLY)

	<u>Total</u>
BASE	1059 100.0%
Manufacturer loyalty program	381 36.0%
Franchise/co-op/buying group	353 33.3%
Distributor loyalty program	213 20.1%
Industry association	110 10.4%
Other Retail group	80 7.6%
None	308 29.1%

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Q7. How many distributors do you typically buy from? (SELECT ONE)

	<u>Total</u>
BASE	1065 100.0%
1-2	54 5.1%
3-4	205 19.2%
5-6	249 23.4%
7-8	129 12.1%
More than 8	428 40.2%
Mean	6.56

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Q8. What was the fastest growing part of your business in 2015? (SELECT ONE BELOW)

	<u>Total</u>
BASE	1067 100.0%
Residential replacement	627 58.8%
Builder/New construction	207 19.4%
Contract/commercial	182 17.1%
Main Street	51 4.8%

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Q9. Please indicate your top FOUR HARDWOOD manufacturers by sales volume from the following list. (SELECT FOUR BELOW)

	<u>Total</u>
BASE	1019 100.0%
Shaw	559 54.9%
Armstrong	491 48.2%
Mohawk	467 45.8%
Bruce	334 32.8%
Mannington	302 29.6%
USFloors	215 21.1%
Somerset	212 20.8%
Anderson	209 20.5%
Mirage	182 17.9%
Mullican	156 15.3%
Hallmark Floors	126 12.4%
Columbia	97 9.5%
Johnson Hardwood	93 9.1%
Lauzon	77 7.6%
Kahrs	74 7.3%
Mercier	63 6.2%

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Q9. Please indicate your top FOUR HARDWOOD manufacturers by sales volume from the following list. (SELECT FOUR BELOW)

	<u>Total</u>
BASE	1019 100.0%
Urban Floors	42 4.1%
Indusparquet	38 3.7%
Preverco	36 3.5%
Q-Wood (Quick-Step)	35 3.4%
CFS	31 3.0%
Wicanders	27 2.6%
Pinnacle	20 2.0%
Eternity	17 1.7%
Elegance	17 1.7%
Wood Flooring International	10 1.0%
WE Cork	9 0.9%
Nature	7 0.7%
Maxwell	6 0.6%
Maxwoods	6 0.6%
Boen	5 0.5%
Amorim	4 0.4%

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Q10. What percent of HARDWOOD CATEGORY SALES does your TOP SUPPLIER represent? (PLEASE CLICK ON THE DOWN ARROW AND SELECT YOUR PERCENTAGE BELOW)

	Total
BASE	950 100.0%
5	49 5.2%
10	43 4.5%
15	32 3.4%
20	66 6.9%
25	60 6.3%
30	87 9.2%
35	58 6.1%
40	95 10.0%
45	21 2.2%
50	139 14.6%
55	24 2.5%
60	62 6.5%
65	26 2.7%
70	41 4.3%
75	47 4.9%
80	37 3.9%
85	10 1.1%
90	24 2.5%
95	12 1.3%
100	17 1.8%
Mean	44.5

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Q11.1. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	<u>Total</u>
BASE	919 100.0%
Mirage	164 17.8%
Shaw	107 11.6%
Armstrong	95 10.3%
Mohawk	85 9.2%
Anderson	70 7.6%
Somerset	59 6.4%
Lauzon	47 5.1%
Bruce	44 4.8%
Mannington	42 4.6%
Mullican	38 4.1%
Mercier	29 3.2%
Hallmark Floors	25 2.7%
Kahrs	24 2.6%
Johnson Hardwood	23 2.5%
Preverco	18 2.0%

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Q11.1. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	Total
BASE	919 100.0%
USFloors	17 1.8%
Urban Floors	8 0.9%
CFS	6 0.7%
Columbia	6 0.7%
Indusparquet	6 0.7%
Q-Wood (Quick-Step)	2 0.2%
Boen	1 0.1%
Eternity	1 0.1%
Pinnacle	1 0.1%
Maxwoods	1 0.1%

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Q11.2. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	Total
BASE	914 100.0%
Shaw	201 22.0%
Mohawk	135 14.8%
Armstrong	105 11.5%
Bruce	73 8.0%
Somerset	61 6.7%
Mannington	47 5.1%
Mullican	38 4.2%
Hallmark Floors	32 3.5%
Johnson Hardwood	27 3.0%
Anderson	26 2.8%
USFloors	24 2.6%
Columbia	23 2.5%
CFS	21 2.3%
Urban Floors	18 2.0%
Mirage	17 1.9%

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Q11.2. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	Total
BASE	914 100.0%
Mercier	13 1.4%
Kahrs	10 1.1%
Lauzon	9 1.0%
Eternity	6 0.7%
Boen	5 0.5%
Maxwoods	4 0.4%
Preverco	4 0.4%
Q-Wood (Quick-Step)	4 0.4%
Wood Flooring International	4 0.4%
Elegance	3 0.3%
Pinnacle	3 0.3%
Indusparquet	1 0.1%

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Q11.3. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	<u>Total</u>
BASE	914 100.0%
Shaw	218 23.9%
Mohawk	130 14.2%
Armstrong	129 14.1%
Mirage	87 9.5%
Mannington	70 7.7%
Somerset	46 5.0%
Bruce	38 4.2%
Anderson	32 3.5%
Hallmark Floors	29 3.2%
Mullican	25 2.7%
Johnson Hardwood	20 2.2%
USFloors	17 1.9%
Mercier	16 1.8%
Kahrs	11 1.2%
Preverco	11 1.2%

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Q11.3. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	Total
BASE	914 100.0%
Lauzon	8 0.9%
Urban Floors	8 0.9%
CFS	6 0.7%
Columbia	4 0.4%
Eternity	2 0.2%
Q-Wood (Quick-Step)	2 0.2%
Wicanders	2 0.2%
Boen	1 0.1%
Maxwoods	1 0.1%
Wood Flooring International	1 0.1%

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Q11.4. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

	Total
BASE	907 100.0%
Shaw	201 22.2%
Armstrong	147 16.2%
Mohawk	141 15.5%
Mirage	95 10.5%
Mannington	66 7.3%
Somerset	36 4.0%
Bruce	34 3.7%
Anderson	33 3.6%
Hallmark Floors	30 3.3%
Mullican	22 2.4%
USFloors	17 1.9%
Johnson Hardwood	15 1.7%
Kahrs	12 1.3%
Lauzon	10 1.1%
Mercier	9 1.0%

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Q11.4. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

BASE	Total <u>907</u> 100.0%
Preverco	8 0.9%
CFS	6 0.7%
Urban Floors	5 0.6%
Columbia	3 0.3%
Pinnacle	3 0.3%
Q-Wood (Quick-Step)	3 0.3%
Eternity	2 0.2%
Indusparquet	2 0.2%
Maxwoods	2 0.2%
Wood Flooring International	2 0.2%
Amorim	1 0.1%
Boen	1 0.1%
Wicanders	1 0.1%

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Q11.5. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

	Total
BASE	907 100.0%
Shaw	216 23.8%
Mohawk	146 16.1%
Armstrong	112 12.3%
Bruce	67 7.4%
Somerset	56 6.2%
Mannington	47 5.2%
Mirage	43 4.7%
Anderson	32 3.5%
Mullican	30 3.3%
Hallmark Floors	29 3.2%
Johnson Hardwood	25 2.8%
USFloors	19 2.1%
Urban Floors	13 1.4%
Kahrs	10 1.1%
Mercier	10 1.1%

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Q11.5. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

BASE	Total 907 100.0%
Preverco	10 1.1%
CFS	8 0.9%
Columbia	8 0.9%
Lauzon	8 0.9%
Eternity	3 0.3%
Maxwoods	3 0.3%
Q-Wood (Quick-Step)	3 0.3%
Boen	2 0.2%
Nature	2 0.2%
Wicanders	2 0.2%
Wood Flooring International	2 0.2%
Elegance	1 0.1%

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Q11.6. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Consumer Preference

BASE	Total 905 100.0%
Armstrong	141 15.6%
Shaw	129 14.3%
Bruce	102 11.3%
Mohawk	91 10.1%
Mirage	89 9.8%
Anderson	57 6.3%
Somerset	56 6.2%
Mannington	42 4.6%
Mullican	30 3.3%
Hallmark Floors	27 3.0%
USFloors	23 2.5%
Johnson Hardwood	22 2.4%
Lauzon	22 2.4%
Mercier	18 2.0%
Preverco	11 1.2%

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Q11.6. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Consumer Preference

BASE	Total 905 100.0%
Urban Floors	10 1.1%
Kahrs	9 1.0%
CFS	7 0.8%
Columbia	5 0.6%
Amorim	2 0.2%
Eternity	2 0.2%
Elegance	2 0.2%
Maxwoods	2 0.2%
Boen	1 0.1%
Pinnacle	1 0.1%
Nature	1 0.1%
Q-Wood (Quick-Step)	1 0.1%
Wicanders	1 0.1%
Wood Flooring International	1 0.1%

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Q11.7. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Complaints/Claims

	<u>Total</u>
BASE	858 100.0%
Shaw	170 19.8%
Mohawk	154 17.9%
Armstrong	97 11.3%
Bruce	74 8.6%
Mannington	59 6.9%
Mirage	56 6.5%
Somerset	38 4.4%
Mullican	28 3.3%
Anderson	26 3.0%
USFloors	22 2.6%
Columbia	21 2.4%
Hallmark Floors	19 2.2%
Mercier	16 1.9%
Johnson Hardwood	12 1.4%
Lauzon	9 1.0%

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Q11.7. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Complaints/Claims

	Total
BASE	858 100.0%
CFS	8 0.9%
Kahrs	8 0.9%
Urban Floors	8 0.9%
Preverco	7 0.8%
Eternity	5 0.6%
Indusparquet	4 0.5%
Q-Wood (Quick-Step)	4 0.5%
Amorim	2 0.2%
Elegance	2 0.2%
Pinnacle	2 0.2%
Maxwoods	2 0.2%
WE Cork	2 0.2%
Boen	1 0.1%
Maxwell	1 0.1%
Wood Flooring International	1 0.1%

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Q11.8. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	<u>Total</u>
BASE	872 100.0%
Shaw	200 22.9%
Mohawk	145 16.6%
Armstrong	124 14.2%
Mirage	98 11.2%
Mannington	56 6.4%
Anderson	36 4.1%
Somerset	32 3.7%
Bruce	30 3.4%
Hallmark Floors	30 3.4%
Mullican	18 2.1%
Mercier	16 1.8%
Johnson Hardwood	14 1.6%
Lauzon	12 1.4%
USFloors	12 1.4%
Preverco	11 1.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q11.8. Which ONE HARDWOOD FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	Total
BASE	872 100.0%
Columbia	6 0.7%
Kahrs	6 0.7%
CFS	5 0.6%
Q-Wood (Quick-Step)	5 0.6%
Urban Floors	4 0.5%
Wood Flooring International	3 0.3%
Maxwoods	2 0.2%
Boen	1 0.1%
Eternity	1 0.1%
Elegance	1 0.1%
Indusparquet	1 0.1%
Maxwell	1 0.1%
Nature	1 0.1%
Wicanders	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q12. How influential are SALESPEOPLE in affecting consumers' purchases of HARDWOOD FLOORING, on a scale of 1 to 5 with "1" being "not at all influential" and "5" being "extremely influential"? (SELECT ONE RATING BELOW)

	<u>Total</u>
BASE	884 100.0%
1 - Not At All Influential	12 1.4%
2	38 4.3%
3	157 17.8%
4	360 40.7%
5 - Extremely Influential	317 35.9%
Mean	4.05

ReCo Survey 2016
The Wayman Group, Inc.

Q13. How often do consumers ask for a specific brand of HARDWOOD FLOORING?
(SELECT ONLY ONE)

	<u>Total</u>
BASE	897 100.0%
Very Often	21 2.3%
Often	142 15.8%
Sometimes	494 55.1%
Rarely	229 25.5%
Never	11 1.2%

ReCo Survey 2016
The Wayman Group, Inc.

Q14. How often do you attempt to switch consumers away from a stated brand preference in the HARDWOOD FLOORING category? (SELECT ONLY ONE)

	<u>Total</u>
BASE	898 100.0%
Very Often	49 5.5%
Often	187 20.8%
Sometimes	519 57.8%
Rarely	129 14.4%
Never	14 1.6%

ReCo Survey 2016
The Wayman Group, Inc.

Q15. What are your annual sales of HARDWOOD FLOORING? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

BASE	Total
	887
	100.0%
Under \$10,000	49 5.5%
\$10,000 to \$25,000	71 8.0%
\$25,001 to \$50,000	79 8.9%
\$50,001 to \$75,000	71 8.0%
\$75,001 to \$100,000	77 8.7%
\$100,001 to \$150,000	71 8.0%
\$150,001 to \$200,000	63 7.1%
\$200,001 to \$300,000	89 10.0%
\$300,001 to \$400,000	70 7.9%
\$400,001 to \$500,000	59 6.7%
\$500,001 to \$750,000	70 7.9%
Over \$750,000	118 13.3%
Mean	\$272,452

ReCo Survey 2016
The Wayman Group, Inc.

**Q16.1. Of your 2015 annual HARDWOOD FLOORING SALES, what percent is
 Builder/Remodeler?**

BASE	Total 883 100.0%
0%	135 15.3%
1-4%	10 1.1%
5-9%	51 5.8%
10-19%	120 13.6%
20-29%	157 17.8%
30-39%	94 10.6%
40-49%	73 8.3%
50-59%	122 13.8%
60-69%	53 6.0%
70-79%	35 4.0%
80-89%	24 2.7%
90-99%	5 0.6%
100%	4 0.5%
Mean	29.2

ReCo Survey 2016
The Wayman Group, Inc.

Q16.2. Of your 2015 annual HARDWOOD FLOORING SALES, what percent is Residential Replacement?

BASE	Total 883 100.0%
0%	15 1.7%
1-4%	1 0.1%
5-9%	8 0.9%
10-19%	31 3.5%
20-29%	76 8.6%
30-39%	62 7.0%
40-49%	88 10.0%
50-59%	128 14.5%
60-69%	83 9.4%
70-79%	122 13.8%
80-89%	86 9.7%
90-99%	89 10.1%
100%	94 10.6%
Mean	59.8

ReCo Survey 2016
The Wayman Group, Inc.

Q16.3. Of your 2015 annual HARDWOOD FLOORING SALES, what percent is Contract/Commercial?

BASE	Total 883 100.0%
0%	493 55.8%
1-4%	25 2.8%
5-9%	105 11.9%
10-19%	141 16.0%
20-29%	72 8.2%
30-39%	14 1.6%
40-49%	11 1.2%
50-59%	7 0.8%
60-69%	4 0.5%
70-79%	2 0.2%
80-89%	2 0.2%
90-99%	0 0.0%
100%	7 0.8%
Mean	7.0

ReCo Survey 2016
The Wayman Group, Inc.

Q16.4. Of your 2015 annual HARDWOOD FLOORING SALES, what percent is **Main Street Commercial**?

BASE	Total
	883
	100.0%
0%	563 63.8%
1-4%	27 3.1%
5-9%	102 11.6%
10-19%	132 14.9%
20-29%	47 5.3%
30-39%	6 0.7%
40-49%	3 0.3%
50-59%	1 0.1%
60-69%	1 0.1%
70-79%	1 0.1%
80-89%	0 0.0%
90-99%	0 0.0%
100%	0 0.0%
Mean	4.0

ReCo Survey 2016
The Wayman Group, Inc.

Q17. What is your average HARDWOOD FLOORING SALE? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

	<u>Total</u>
BASE	870 100.0%
Less than \$500	13 1.5%
\$501 to \$750	11 1.3%
\$751 to \$1,000	29 3.3%
\$1,001 to \$1,500	30 3.4%
\$1,501 to \$2,000	69 7.9%
\$2,001 to \$2,500	87 10.0%
\$2,501 to \$3,000	121 13.9%
\$3,001 to \$3,500	127 14.6%
Over \$3,500	383 44.0%
Mean	\$2,955

ReCo Survey 2016
The Wayman Group, Inc.

Q18. Please indicate your top FOUR LAMINATE manufacturers by sales volume from the following list. (SELECT FOUR BELOW)

	<u>Total</u>
BASE	842 100.0%
Shaw	581 69.0%
Armstrong	475 56.4%
Mohawk	466 55.3%
Mannington	457 54.3%
Quick-Step	406 48.2%
Tarkett	139 16.5%
Bruce	117 13.9%
Alloc/Berry	61 7.2%
Formica/KronotexUSA	51 6.1%
Pergo	49 5.8%
Inhaus	38 4.5%
Home Legend	35 4.2%
Eternity	23 2.7%
Kaindl	20 2.4%
Faus	19 2.3%
Ragno USA	3 0.4%
GTP	2 0.2%

ReCo Survey 2016
The Wayman Group, Inc.

Q19. What percent of LAMINATE CATEGORY SALES does your TOP SUPPLIER REPRESENT? (PLEASE CLICK ON THE DOWN ARROW AND SELECT YOUR PERCENTAGE BELOW)

	Total
BASE	812 100.0%
5	58 7.1%
10	43 5.3%
15	22 2.7%
20	33 4.1%
25	43 5.3%
30	51 6.3%
35	35 4.3%
40	68 8.4%
45	16 2.0%
50	114 14.0%
55	10 1.2%
60	43 5.3%
65	25 3.1%
70	34 4.2%
75	61 7.5%
80	48 5.9%
85	19 2.3%
90	32 3.9%
95	19 2.3%
100	38 4.7%
Mean	49.7

ReCo Survey 2016
The Wayman Group, Inc.

Q20.1. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	Total
BASE	802 100.0%
Armstrong	165 20.6%
Quick-Step	156 19.5%
Mannington	152 19.0%
Shaw	130 16.2%
Mohawk	102 12.7%
Alloc/Berry	30 3.7%
Pergo	16 2.0%
Bruce	12 1.5%
Tarkett	11 1.4%
Formica/KronotexUSA	8 1.0%
Inhaus	6 0.7%
Kaindl	5 0.6%
Eternity	4 0.5%
Home Legend	3 0.4%
GTP	2 0.2%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.2. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	Total
BASE	791 100.0%
Shaw	224 28.3%
Quick-Step	155 19.6%
Mohawk	109 13.8%
Armstrong	91 11.5%
Mannington	76 9.6%
Formica/KronotexUSA	25 3.2%
Bruce	18 2.3%
Eternity	18 2.3%
Tarkett	17 2.1%
Inhaus	12 1.5%
Alloc/Berry	11 1.4%
Home Legend	11 1.4%
Kaindl	9 1.1%
Pergo	9 1.1%
Faus	4 0.5%
GTP	1 0.1%
Ragno USA	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.3. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	Total
BASE	790 100.0%
Shaw	205 25.9%
Armstrong	145 18.4%
Mohawk	123 15.6%
Quick-Step	120 15.2%
Mannington	117 14.8%
Tarkett	21 2.7%
Bruce	13 1.6%
Alloc/Berry	8 1.0%
Inhaus	8 1.0%
Eternity	7 0.9%
Pergo	7 0.9%
Formica/KronotexUSA	5 0.6%
Kaindl	5 0.6%
Home Legend	4 0.5%
Faus	1 0.1%
Ragno USA	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.4. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

	Total
BASE	783 100.0%
Shaw	185 23.6%
Armstrong	147 18.8%
Mohawk	131 16.7%
Mannington	125 16.0%
Quick-Step	115 14.7%
Tarkett	18 2.3%
Pergo	15 1.9%
Bruce	11 1.4%
Alloc/Berry	9 1.1%
Home Legend	7 0.9%
Inhaus	6 0.8%
Formica/KronotexUSA	5 0.6%
Eternity	4 0.5%
Kaindl	4 0.5%
Faus	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.5. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

	Total
BASE	785 100.0%
Shaw	209 26.6%
Quick-Step	137 17.5%
Mohawk	134 17.1%
Armstrong	133 16.9%
Mannington	89 11.3%
Tarkett	17 2.2%
Alloc/Berry	12 1.5%
Inhaus	10 1.3%
Pergo	10 1.3%
Formica/KronotexUSA	9 1.1%
Eternity	8 1.0%
Bruce	7 0.9%
Home Legend	5 0.6%
GTP	2 0.3%
Faus	1 0.1%
Kaindl	1 0.1%
Ragno USA	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.6. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Consumer Preference

	Total
BASE	772 100.0%
Armstrong	185 24.0%
Shaw	140 18.1%
Quick-Step	139 18.0%
Mannington	111 14.4%
Mohawk	92 11.9%
Pergo	45 5.8%
Tarkett	13 1.7%
Alloc/Berry	11 1.4%
Formica/KronotexUSA	11 1.4%
Bruce	6 0.8%
Home Legend	5 0.6%
Eternity	4 0.5%
Inhaus	4 0.5%
Kaindl	4 0.5%
Faus	1 0.1%
Ragno USA	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.7. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Complaints/Claims

	Total
BASE	738 100.0%
Shaw	177 24.0%
Armstrong	125 16.9%
Mohawk	112 15.2%
Mannington	104 14.1%
Quick-Step	88 11.9%
Pergo	32 4.3%
Tarkett	25 3.4%
Bruce	21 2.8%
Formica/KronotexUSA	13 1.8%
Alloc/Berry	11 1.5%
Eternity	10 1.4%
Home Legend	6 0.8%
Kaindl	5 0.7%
Inhaus	4 0.5%
Faus	3 0.4%
Ragno USA	2 0.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q20.8. Which ONE LAMINATE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	Total
BASE	751 100.0%
Shaw	187 24.9%
Armstrong	148 19.7%
Mohawk	136 18.1%
Quick-Step	111 14.8%
Mannington	107 14.2%
Tarkett	12 1.6%
Pergo	11 1.5%
Alloc/Berry	8 1.1%
Formica/KronotexUSA	8 1.1%
Home Legend	5 0.7%
Bruce	4 0.5%
Eternity	4 0.5%
Inhaus	4 0.5%
Kaindl	2 0.3%
Ragno USA	2 0.3%
GTP	1 0.1%
Faus	1 0.1%

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The Wayman Group, Inc.

Q21. How influential are BRANDS in affecting consumers' purchases of LAMINATE FLOORING, on a scale of 1 to 5 with "1" being "not at all influential" and "5" being "extremely influential" (SELECT ONE RATING BELOW)

	<u>Total</u>
BASE	815 100.0%
1 - Not At All Influential	68 8.3%
2	151 18.5%
3	324 39.8%
4	191 23.4%
5 - Extremely Influential	81 9.9%
Mean	3.08

ReCo Survey 2016
The Wayman Group, Inc.

Q22. How influential are SALESPEOPLE in affecting consumers' purchases of LAMINATE FLOORING, on a scale of 1 to 5 with "1" being "not at all influential" and "5" being "extremely influential" (SELECT ONE RATING BELOW)

	<u>Total</u>
BASE	815 100.0%
1 - Not At All Influential	18 2.2%
2	46 5.6%
3	236 29.0%
4	276 33.9%
5 - Extremely Influential	239 29.3%
Mean	3.82

ReCo Survey 2016
The Wayman Group, Inc.

Q23. How often do consumers ask for a specific brand of LAMINATE FLOORING?
(SELECT ONLY ONE)

	<u>Total</u>
BASE	813 100.0%
Very Often	16 2.0%
Often	134 16.5%
Sometimes	423 52.0%
Rarely	228 28.0%
Never	12 1.5%

ReCo Survey 2016
The Wayman Group, Inc.

Q24. How often do you attempt to switch consumers away from a stated brand preference in the LAMINATE FLOORING category? (SELECT ONLY ONE)

	<u>Total</u>
BASE	815 100.0%
Very Often	72 8.8%
Often	163 20.0%
Sometimes	441 54.1%
Rarely	127 15.6%
Never	12 1.5%

ReCo Survey 2016
The Wayman Group, Inc.

Q25. What are your annual sales of LAMINATE FLOORING? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

	<u>Total</u>
BASE	802 100.0%
Under \$10,000	137 17.1%
\$10,000 to \$25,000	139 17.3%
\$25,001 to \$50,000	90 11.2%
\$50,001 to \$75,000	84 10.5%
\$75,001 to \$100,000	81 10.1%
\$100,001 to \$150,000	59 7.4%
\$150,001 to \$200,000	47 5.9%
\$200,001 to \$300,000	54 6.7%
\$300,001 to \$400,000	37 4.6%
\$400,001 to \$500,000	27 3.4%
Over \$500,000	47 5.9%
Mean	\$120,655

ReCo Survey 2016
The Wayman Group, Inc.

**Q26.1. Of your 2015 annual LAMINATE FLOORING SALES, what percent is
 Builder/Remodeler?**

BASE	Total 809 100.0%
0%	193 23.9%
1-4%	10 1.2%
5-9%	59 7.3%
10-19%	137 16.9%
20-29%	164 20.3%
30-39%	61 7.5%
40-49%	42 5.2%
50-59%	74 9.1%
60-69%	23 2.8%
70-79%	22 2.7%
80-89%	13 1.6%
90-99%	6 0.7%
100%	5 0.6%
Mean	22.2

ReCo Survey 2016
The Wayman Group, Inc.

Q26.2. Of your 2015 annual LAMINATE FLOORING SALES, what percent is Residential Replacement?

BASE	Total 809 100.0%
0%	13 1.6%
1-4%	1 0.1%
5-9%	7 0.9%
10-19%	31 3.8%
20-29%	46 5.7%
30-39%	36 4.4%
40-49%	56 6.9%
50-59%	100 12.4%
60-69%	62 7.7%
70-79%	97 12.0%
80-89%	109 13.5%
90-99%	107 13.2%
100%	144 17.8%
Mean	66.8

ReCo Survey 2016
The Wayman Group, Inc.

Q26.3. Of your 2015 annual LAMINATE FLOORING SALES, what percent is Contract/Commercial?

BASE	Total 809 100.0%
0%	473 58.5%
1-4%	27 3.3%
5-9%	78 9.6%
10-19%	117 14.5%
20-29%	81 10.0%
30-39%	15 1.9%
40-49%	4 0.5%
50-59%	3 0.4%
60-69%	2 0.2%
70-79%	2 0.2%
80-89%	1 0.1%
90-99%	0 0.0%
100%	6 0.7%
Mean	6.5

ReCo Survey 2016
The Wayman Group, Inc.

Q26.4. Of your 2015 annual LAMINATE FLOORING SALES, what percent is Main Street Commercial?

BASE	Total 809 100.0%
0%	504 62.3%
1-4%	23 2.8%
5-9%	94 11.6%
10-19%	121 15.0%
20-29%	54 6.7%
30-39%	5 0.6%
40-49%	2 0.2%
50-59%	4 0.5%
60-69%	0 0.0%
70-79%	1 0.1%
80-89%	1 0.1%
90-99%	0 0.0%
100%	0 0.0%
Mean	4.5

ReCo Survey 2016
The Wayman Group, Inc.

Q27. What is your average LAMINATE FLOORING SALE? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

	Total
BASE	777 100.0%
Less than \$500	36 4.6%
\$501 to \$750	59 7.6%
\$751 to \$1,000	104 13.4%
\$1,001 to \$1,500	214 27.5%
\$1,501 to \$2,000	175 22.5%
\$2,001 to \$2,500	104 13.4%
Over \$2,500	85 10.9%
Mean	\$1,517

ReCo Survey 2016
The Wayman Group, Inc.

Q28. Please indicate your top FOUR CERAMIC TILE manufacturers by sales volume from the following list. (SELECT FOUR BELOW)

BASE	Total <hr style="width: 50px; margin: 0 auto;"/> 757 100.0%
Daltile	588 77.7%
American Olean	428 56.5%
Mohawk	321 42.4%
American Marazzi	296 39.1%
Florida Tile	291 38.4%
Shaw	218 28.8%
Emser Tile	180 23.8%
Mannington	161 21.3%
Crossville	132 17.4%
Florim	81 10.7%
MSI	77 10.2%
Ragno	38 5.0%
Vitromex	23 3.0%
Del Conca	15 2.0%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.1. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	Total
BASE	737 100.0%
Daltile	240 32.6%
American Olean	95 12.9%
American Marazzi	79 10.7%
Florida Tile	63 8.5%
Crossville	58 7.9%
Mohawk	53 7.2%
Shaw	40 5.4%
Mannington	35 4.7%
Emser Tile	34 4.6%
Florim	13 1.8%
MSI	12 1.6%
Ragno	11 1.5%
Del Conca	3 0.4%
Vitromex	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.2. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	Total
BASE	733 100.0%
Daltile	229 31.2%
Mohawk	93 12.7%
American Olean	92 12.6%
Emser Tile	74 10.1%
Shaw	60 8.2%
American Marazzi	45 6.1%
Florida Tile	45 6.1%
MSI	34 4.6%
Mannington	21 2.9%
Florim	16 2.2%
Vitromex	8 1.1%
Crossville	6 0.8%
Ragno	6 0.8%
Del Conca	4 0.5%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.3. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	Total
BASE	731 100.0%
Daltile	241 33.0%
American Olean	91 12.4%
Mohawk	78 10.7%
Shaw	70 9.6%
Florida Tile	58 7.9%
Emser Tile	55 7.5%
American Marazzi	44 6.0%
Mannington	37 5.1%
Crossville	18 2.5%
MSI	15 2.1%
Ragno	9 1.2%
Florim	7 1.0%
Del Conca	4 0.5%
Vitromex	4 0.5%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.4. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

BASE	Total
	720
	100.0%
 Daltille	 232 32.2%
Mohawk	96 13.3%
American Olean	88 12.2%
Shaw	76 10.6%
Florida Tile	50 6.9%
Mannington	47 6.5%
American Marazzi	41 5.7%
Emser Tile	41 5.7%
Crossville	23 3.2%
MSI	10 1.4%
Florim	9 1.3%
Del Conca	4 0.6%
Vitromex	2 0.3%
Ragno	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.5. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

BASE	Total
	728
	100.0%
Daltile	236 32.4%
American Olean	96 13.2%
Mohawk	93 12.8%
Shaw	72 9.9%
Florida Tile	56 7.7%
Emser Tile	46 6.3%
American Marazzi	38 5.2%
Mannington	34 4.7%
MSI	17 2.3%
Crossville	14 1.9%
Florim	13 1.8%
Ragno	6 0.8%
Vitromex	5 0.7%
Del Conca	2 0.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.6. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Consumer Preference

BASE	Total
	711
	100.0%
 Daltille	 299 42.1%
American Olean	95 13.4%
Florida Tile	58 8.2%
American Marazzi	56 7.9%
Mohawk	48 6.8%
Shaw	40 5.6%
Emser Tile	34 4.8%
Mannington	27 3.8%
Crossville	20 2.8%
MSI	13 1.8%
Florim	9 1.3%
Ragno	8 1.1%
Del Conca	2 0.3%
Vitromex	2 0.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.7. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Complaints/Claims

BASE	Total
	675
	100.0%
Daltile	189 28.0%
Mohawk	97 14.4%
American Olean	76 11.3%
Shaw	76 11.3%
Emser Tile	47 7.0%
Mannington	45 6.7%
Florida Tile	44 6.5%
American Marazzi	39 5.8%
MSI	20 3.0%
Crossville	14 2.1%
Ragno	10 1.5%
Florim	7 1.0%
Vitromex	7 1.0%
Del Conca	4 0.6%

ReCo Survey 2016
The Wayman Group, Inc.

Q29.8. Which ONE CERAMIC TILE MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	Total
BASE	687 100.0%
Daltile	205 29.8%
Mohawk	104 15.1%
American Olean	82 11.9%
Shaw	81 11.8%
Emser Tile	47 6.8%
Florida Tile	44 6.4%
American Marazzi	36 5.2%
Mannington	33 4.8%
Crossville	18 2.6%
MSI	13 1.9%
Vitromex	12 1.7%
Florim	7 1.0%
Ragno	4 0.6%
Del Conca	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q30. Where do you buy the majority of your CERAMIC TILE? (SELECT ONLY ONE)

	<u>Total</u>
BASE	767 100.0%
Direct from supplier	401 52.3%
From local tile distributor	204 26.6%
From local full-line flooring distributor	104 13.6%
From supplier's local agent	58 7.6%

ReCo Survey 2016
The Wayman Group, Inc.

Q31. How many CERAMIC TILE suppliers do you buy from? (SELECT ONE NUMBER BELOW)

	<u>Total</u>
BASE	769 100.0%
1-2	111 14.4%
3-4	249 32.4%
5-6	209 27.2%
7-8	80 10.4%
More than 8	120 15.6%
Mean	5.03

ReCo Survey 2016
The Wayman Group, Inc.

Q32. What is your average CERAMIC TILE sale? (SELECT ONE DOLLAR RANGE BELOW)

	<u>Total</u>
BASE	766 100.0%
Less than \$500	30 3.9%
\$501 to \$750	53 6.9%
\$751 to \$1,000	82 10.7%
\$1,001 to \$1,500	117 15.3%
\$1,501 to \$2,000	135 17.6%
\$2,001 to \$2,500	95 12.4%
\$2,501 to \$3,000	81 10.6%
\$3,001 to \$3,500	51 6.7%
Over \$3,500	122 15.9%
Mean	\$2,030

ReCo Survey 2016
The Wayman Group, Inc.

Q33. What percent of CERAMIC TILE SALES does your TOP SUPPLIER REPRESENT? (PLEASE CLICK ON THE DOWN ARROW AND SELECT YOUR PERCENTAGE BELOW)

	Total
BASE	761 100.0%
5	23 3.0%
10	20 2.6%
15	19 2.5%
20	35 4.6%
25	59 7.8%
30	55 7.2%
35	72 9.5%
40	63 8.3%
45	23 3.0%
50	96 12.6%
55	17 2.2%
60	60 7.9%
65	29 3.8%
70	35 4.6%
75	44 5.8%
80	42 5.5%
85	23 3.0%
90	18 2.4%
95	8 1.1%
100	20 2.6%
Mean	48.8

ReCo Survey 2016
The Wayman Group, Inc.

Q34. What percent of your CERAMIC TILE comes from DOMESTIC vs. FOREIGN manufacturers? Please enter a number for EACH category below. If your answer is NONE for a category, enter a "0". (TOTAL MUST ADD UP TO 100%)

Domestic

	Total
BASE	744 100.0%
0%	16 2.2%
1-4%	0 0.0%
5-9%	3 0.4%
10-19%	14 1.9%
20-29%	53 7.1%
30-39%	26 3.5%
40-49%	53 7.1%
50-59%	149 20.0%
60-69%	66 8.9%
70-79%	106 14.2%
80-89%	87 11.7%
90-99%	80 10.8%
100%	91 12.2%
Mean	63.5

ReCo Survey 2016
The Wayman Group, Inc.

Q34. What percent of your CERAMIC TILE comes from DOMESTIC vs. FOREIGN manufacturers? Please enter a number for EACH category below. If your answer is NONE for a category, enter a "0". (TOTAL MUST ADD UP TO 100%)

Foreign

	Total
BASE	744 100.0%
0%	91 12.2%
1-4%	7 0.9%
5-9%	22 3.0%
10-19%	74 9.9%
20-29%	132 17.7%
30-39%	55 7.4%
40-49%	56 7.5%
50-59%	149 20.0%
60-69%	57 7.7%
70-79%	46 6.2%
80-89%	26 3.5%
90-99%	13 1.7%
100%	16 2.2%
Mean	36.5

ReCo Survey 2016
The Wayman Group, Inc.

Q35. Please indicate your top FOUR RESILIENT/VINYL FLOORING manufacturers by sales volume from the following list. (SELECT FOUR BELOW)

	<u>Total</u>
BASE	807 100.0%
Armstrong	552 68.4%
Mannington	457 56.6%
Shaw	329 40.8%
IVC	319 39.5%
Congoleum	304 37.7%
Tarkett	216 26.8%
Mohawk	183 22.7%
USFloors	176 21.8%
Karndean	139 17.2%
Earthwerks	97 12.0%
Beaulieu	72 8.9%
Metroflor	55 6.8%
Hallmark	25 3.1%
Tandus/Centiva	21 2.6%
Flexco	19 2.4%
Burke	18 2.2%
Novalis	15 1.9%
Home Legend	14 1.7%
FreeFit/GTP	5 0.6%
Wood Flooring International	5 0.6%
FloorFolio	2 0.2%

ReCo Survey 2016
The Wayman Group, Inc.

Q36. What percent of RESILIENT/VINYL FLOORING CATEGORY SALES does your TOP SUPPLIER REPRESENT? (PLEASE CLICK ON THE DOWN ARROW AND SELECT YOUR PERCENTAGE BELOW)

	Total
BASE	783 100.0%
5	16 2.0%
10	18 2.3%
15	19 2.4%
20	42 5.4%
25	35 4.5%
30	61 7.8%
35	43 5.5%
40	77 9.8%
45	27 3.4%
50	104 13.3%
55	17 2.2%
60	55 7.0%
65	34 4.3%
70	58 7.4%
75	48 6.1%
80	51 6.5%
85	13 1.7%
90	32 4.1%
95	15 1.9%
100	18 2.3%
Mean	51.7

ReCo Survey 2016
The Wayman Group, Inc.

Q37.1. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	Total
BASE	790 100.0%
Armstrong	213 27.0%
Mannington	142 18.0%
IVC	83 10.5%
Congoleum	76 9.6%
Karndean	69 8.7%
Shaw	62 7.8%
USFloors	58 7.3%
Tarkett	28 3.5%
Mohawk	15 1.9%
Beaulieu	10 1.3%
Metroflor	10 1.3%
Earthwerks	9 1.1%
Tandus/Centiva	7 0.9%
Flexco	3 0.4%
Burke	2 0.3%
Novalis	2 0.3%
FloorFolio	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.2. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	<u>Total</u>
BASE	783 100.0%
Armstrong	138 17.6%
Shaw	121 15.5%
Mannington	119 15.2%
IVC	114 14.6%
Congoleum	59 7.5%
Tarkett	57 7.3%
Mohawk	36 4.6%
USFloors	30 3.8%
Earthwerks	27 3.4%
Beaulieu	23 2.9%
Karndean	21 2.7%
Metroflor	15 1.9%
Hallmark	5 0.6%
Home Legend	5 0.6%
Novalis	5 0.6%
Burke	3 0.4%
FreeFit/GTP	2 0.3%
Tandus/Centiva	2 0.3%
Flexco	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.3. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	<u>Total</u>
BASE	781 100.0%
Armstrong	188 24.1%
Mannington	140 17.9%
Shaw	112 14.3%
IVC	78 10.0%
Congoleum	62 7.9%
Mohawk	43 5.5%
Tarkett	39 5.0%
Karndean	38 4.9%
USFloors	35 4.5%
Beaulieu	15 1.9%
Earthwerks	15 1.9%
Metroflor	5 0.6%
Tandus/Centiva	4 0.5%
Hallmark	2 0.3%
Novalis	2 0.3%
Burke	1 0.1%
FreeFit/GTP	1 0.1%
Flexco	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.4. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

	Total
BASE	773 100.0%
Armstrong	189 24.5%
Mannington	130 16.8%
Shaw	111 14.4%
IVC	71 9.2%
Congoleum	64 8.3%
Karndean	49 6.3%
Mohawk	48 6.2%
USFloors	40 5.2%
Tarkett	33 4.3%
Earthwerks	10 1.3%
Beaulieu	7 0.9%
Metroflor	5 0.6%
Tandus/Centiva	4 0.5%
Flexco	3 0.4%
Burke	2 0.3%
Hallmark	2 0.3%
Novalis	2 0.3%
FloorFolio	1 0.1%
FreeFit/GTP	1 0.1%
Home Legend	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.5. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

	Total
BASE	782 100.0%
Armstrong	200 25.6%
Mannington	114 14.6%
Shaw	114 14.6%
IVC	78 10.0%
Karndean	54 6.9%
Congoleum	51 6.5%
Mohawk	44 5.6%
Tarkett	43 5.5%
USFloors	36 4.6%
Beaulieu	12 1.5%
Earthwerks	10 1.3%
Metroflor	6 0.8%
Novalis	6 0.8%
Burke	4 0.5%
Hallmark	3 0.4%
FloorFolio	2 0.3%
Flexco	2 0.3%
Home Legend	2 0.3%
Tandus/Centiva	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.6. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Consumer Preference

	Total
BASE	762 100.0%
Armstrong	262 34.4%
Mannington	128 16.8%
Shaw	64 8.4%
Congoleum	57 7.5%
IVC	57 7.5%
USFloors	57 7.5%
Karndean	53 7.0%
Tarkett	28 3.7%
Mohawk	24 3.1%
Earthwerks	9 1.2%
Beaulieu	8 1.0%
Metroflor	4 0.5%
Tandus/Centiva	4 0.5%
Novalis	3 0.4%
Burke	2 0.3%
Flexco	1 0.1%
Home Legend	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.7. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Complaints/Claims

	Total
BASE	729 100.0%
Armstrong	172 23.6%
Mannington	119 16.3%
Shaw	104 14.3%
Congoleum	64 8.8%
IVC	55 7.5%
Mohawk	50 6.9%
Tarkett	38 5.2%
Karndean	32 4.4%
USFloors	30 4.1%
Earthwerks	20 2.7%
Beaulieu	14 1.9%
Metroflor	6 0.8%
Tandus/Centiva	6 0.8%
Burke	5 0.7%
Flexco	5 0.7%
FloorFolio	2 0.3%
Hallmark	2 0.3%
Home Legend	2 0.3%
Novalis	2 0.3%
FreeFit/GTP	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q37.8. Which ONE RESILIENT/VINYL FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	Total
BASE	744 100.0%
Armstrong	192 25.8%
Mannington	126 16.9%
Shaw	112 15.1%
Congoleum	57 7.7%
IVC	55 7.4%
Mohawk	45 6.0%
Tarkett	43 5.8%
Karndean	41 5.5%
USFloors	26 3.5%
Beaulieu	14 1.9%
Earthwerks	11 1.5%
Novalis	5 0.7%
Metroflor	4 0.5%
Tandus/Centiva	3 0.4%
Wood Flooring International	3 0.4%
Burke	2 0.3%
Home Legend	2 0.3%
FreeFit/GTP	1 0.1%
Flexco	1 0.1%
Hallmark	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q38. How influential are BRANDS in affecting consumers' purchases of RESILIENT/VINYL FLOORING, on a scale of 1 to 5 with "1" being "not at all influential" and "5" being "extremely influential"? (SELECT ONE RATING BELOW)

	<u>Total</u>
BASE	797 100.0%
1 - Not at all influential	44 5.5%
2	132 16.6%
3	310 38.9%
4	228 28.6%
5 - Extremely influential	83 10.4%
Mean	3.22

ReCo Survey 2016
The Wayman Group, Inc.

Q39. How influential are SALESPEOPLE in affecting consumers' purchases of RESILIENT/VINYL FLOORING, on a scale of 1 to 5 with "1" being "not at all influential" and "5" being "extremely influential"? (SELECT ONE RATING BELOW)

	<u>Total</u>
BASE	800 100.0%
1 - Not at all influential	12 1.5%
2	50 6.3%
3	204 25.5%
4	281 35.1%
5 - Extremely influential	253 31.6%
Mean	3.89

ReCo Survey 2016
The Wayman Group, Inc.

Q40. How often do consumers ask for a specific brand of RESILIENT/VINYL FLOORING? (SELECT ONLY ONE)

	<u>Total</u>
BASE	793 100.0%
Very often	23 2.9%
Often	138 17.4%
Sometimes	433 54.6%
Rarely	188 23.7%
Never	11 1.4%

ReCo Survey 2016
The Wayman Group, Inc.

Q41. How often do you attempt to switch consumers away from a stated brand preference in the RESILIENT/VINYL FLOORING category? (SELECT ONLY ONE)

	<u>Total</u>
BASE	793 100.0%
Very often	51 6.4%
Often	151 19.0%
Sometimes	447 56.4%
Rarely	132 16.6%
Never	12 1.5%

ReCo Survey 2016
The Wayman Group, Inc.

Q42. What are your annual sales of RESILIENT/VINYL FLOORING? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

BASE	Total 786 100.0%
Under \$10,000	59 7.5%
\$10,000 to \$25,000	83 10.6%
\$25,001 to \$50,000	81 10.3%
\$50,001 to \$75,000	80 10.2%
\$75,001 to \$100,000	81 10.3%
\$100,001 to \$150,000	68 8.7%
\$150,001 to \$200,000	68 8.7%
\$200,001 to \$300,000	72 9.2%
\$300,001 to \$400,000	59 7.5%
\$400,001 to \$500,000	37 4.7%
\$500,001 to \$750,000	29 3.7%
Over \$750,000	69 8.8%
Mean	\$207,115

ReCo Survey 2016
The Wayman Group, Inc.

Q43.1. Of your 2015 annual RESILIENT/VINYL FLOORING SALES, what percent is Builder/Remodeler?

BASE	Total 791 100.0%
0%	114 14.4%
1-4%	13 1.6%
5-9%	51 6.4%
10-19%	163 20.6%
20-29%	215 27.2%
30-39%	70 8.8%
40-49%	54 6.8%
50-59%	60 7.6%
60-69%	18 2.3%
70-79%	21 2.7%
80-89%	7 0.9%
90-99%	2 0.3%
100%	3 0.4%
Mean	22.8

ReCo Survey 2016
The Wayman Group, Inc.

Q43.2. Of your 2015 annual RESILIENT/VINYL FLOORING SALES, what percent is Residential Replacement?

BASE	Total 791 100.0%
0%	12 1.5%
1-4%	1 0.1%
5-9%	6 0.8%
10-19%	30 3.8%
20-29%	71 9.0%
30-39%	50 6.3%
40-49%	73 9.2%
50-59%	121 15.3%
60-69%	112 14.2%
70-79%	120 15.2%
80-89%	94 11.9%
90-99%	64 8.1%
100%	37 4.7%
Mean	57.5

ReCo Survey 2016
The Wayman Group, Inc.

Q43.3. Of your 2015 annual RESILIENT/VINYL FLOORING SALES, what percent is Contract/Commercial?

BASE	Total 791 100.0%
0%	279 35.3%
1-4%	17 2.1%
5-9%	89 11.3%
10-19%	190 24.0%
20-29%	120 15.2%
30-39%	36 4.6%
40-49%	17 2.1%
50-59%	15 1.9%
60-69%	9 1.1%
70-79%	6 0.8%
80-89%	6 0.8%
90-99%	2 0.3%
100%	5 0.6%
Mean	12.6

ReCo Survey 2016
The Wayman Group, Inc.

Q43.4. Of your 2015 annual RESILIENT/VINYL FLOORING SALES, what percent is Main Street Commercial?

BASE	Total 791 100.0%
0%	362 45.8%
1-4%	18 2.3%
5-9%	99 12.5%
10-19%	195 24.7%
20-29%	98 12.4%
30-39%	9 1.1%
40-49%	5 0.6%
50-59%	2 0.3%
60-69%	1 0.1%
70-79%	1 0.1%
80-89%	1 0.1%
90-99%	0 0.0%
100%	0 0.0%
Mean	7.1

ReCo Survey 2016
The Wayman Group, Inc.

Q44. What is your average RESILIENT/VINYL FLOORING SALE? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

	<u>Total</u>
BASE	770 100.0%
Less than \$500	30 3.9%
\$501 to \$750	75 9.7%
\$751 to \$1,000	155 20.1%
\$1,001 to \$1,500	172 22.3%
\$1,501 to \$2,000	158 20.5%
\$2,001 to \$2,500	77 10.0%
Over \$2,500	103 13.4%
Mean	\$1,478

ReCo Survey 2016
The Wayman Group, Inc.

Q45. Please indicate your top CARPET manufacturer by sales volume from the following list. (SELECT ONLY ONE)

BASE	Total <hr style="width: 50px; margin: 0 auto;"/> 803 100.0%
Shaw	385 47.9%
Mohawk	291 36.2%
Beaulieu	26 3.2%
Tuftex	26 3.2%
Engineered Floors/ Dream Weaver	23 2.9%
Dixie	21 2.6%
Phenix	11 1.4%
Stanton	8 1.0%
Tandus/Centiva	4 0.5%
Lexmark	2 0.2%
Milliken	2 0.2%
Prestige	2 0.2%
Royalty	2 0.2%

ReCo Survey 2016
The Wayman Group, Inc.

Q46. What percent of CARPET CATEGORY SALES does your TOP SUPPLIER REPRESENT? (PLEASE CLICK ON THE DOWN ARROW AND SELECT YOUR PERCENTAGE BELOW)

	Total
BASE	795 100.0%
5	3 0.4%
10	5 0.6%
15	1 0.1%
20	10 1.3%
25	18 2.3%
30	36 4.5%
35	32 4.0%
40	72 9.1%
45	34 4.3%
50	92 11.6%
55	26 3.3%
60	85 10.7%
65	50 6.3%
70	71 8.9%
75	79 9.9%
80	57 7.2%
85	23 2.9%
90	42 5.3%
95	39 4.9%
100	20 2.5%
Mean	61.2

ReCo Survey 2016
The Wayman Group, Inc.

Q47.1. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	<u>Total</u>
BASE	788 100.0%
Shaw	328 41.6%
Mohawk	238 30.2%
Tuftex	64 8.1%
Dixie	41 5.2%
Beaulieu	29 3.7%
Engineered Floors/ Dream Weaver	22 2.8%
Stanton	20 2.5%
Milliken	15 1.9%
Royalty	14 1.8%
Tandus/Centiva	9 1.1%
Phenix	7 0.9%
Prestige	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.2. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	Total
BASE	782 100.0%
Shaw	342 43.7%
Mohawk	213 27.2%
Engineered Floors/ Dream Weaver	90 11.5%
Beaulieu	66 8.4%
Dixie	26 3.3%
Phenix	21 2.7%
Tuftex	9 1.2%
Lexmark	7 0.9%
Royalty	4 0.5%
Tandus/Centiva	2 0.3%
Milliken	1 0.1%
Stanton	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.3. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	<u>Total</u>
BASE	779 100.0%
Shaw	375 48.1%
Mohawk	260 33.4%
Beaulieu	38 4.9%
Tuftex	32 4.1%
Dixie	25 3.2%
Engineered Floors/ Dream Weaver	17 2.2%
Phenix	8 1.0%
Tandus/Centiva	7 0.9%
Milliken	6 0.8%
Royalty	6 0.8%
Stanton	4 0.5%
Lexmark	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.4. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

BASE	Total
	770
	100.0%
Shaw	370 48.1%
Mohawk	275 35.7%
Beaulieu	33 4.3%
Tuftex	25 3.2%
Engineered Floors/ Dream Weaver	18 2.3%
Dixie	17 2.2%
Stanton	9 1.2%
Tandus/Centiva	7 0.9%
Milliken	6 0.8%
Phenix	5 0.6%
Royalty	4 0.5%
Prestige	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.5. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

BASE	Total
	779
	100.0%
Shaw	395 50.7%
Mohawk	264 33.9%
Beaulieu	34 4.4%
Tuftex	31 4.0%
Engineered Floors/ Dream Weaver	20 2.6%
Dixie	10 1.3%
Royalty	10 1.3%
Phenix	8 1.0%
Milliken	2 0.3%
Prestige	2 0.3%
Stanton	2 0.3%
Tandus/Centiva	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.6. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Consumer Preference

	Total
BASE	762 100.0%
Shaw	329 43.2%
Mohawk	310 40.7%
Tuftex	44 5.8%
Beaulieu	20 2.6%
Dixie	20 2.6%
Engineered Floors/ Dream Weaver	16 2.1%
Stanton	7 0.9%
Phenix	6 0.8%
Royalty	6 0.8%
Milliken	2 0.3%
Tandus/Centiva	2 0.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.7. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Complaints/Claims

	Total
BASE	748 100.0%
Shaw	332 44.4%
Mohawk	256 34.2%
Beaulieu	49 6.6%
Engineered Floors/ Dream Weaver	24 3.2%
Dixie	23 3.1%
Tuftex	21 2.8%
Stanton	15 2.0%
Phenix	8 1.1%
Milliken	7 0.9%
Lexmark	4 0.5%
Royalty	4 0.5%
Tandus/Centiva	4 0.5%
Prestige	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q47.8. Which ONE CARPET MILL, of those shown below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	Total
BASE	751 100.0%
Shaw	340 45.3%
Mohawk	299 39.8%
Tuftex	33 4.4%
Beaulieu	27 3.6%
Dixie	14 1.9%
Engineered Floors/ Dream Weaver	10 1.3%
Milliken	7 0.9%
Phenix	7 0.9%
Tandus/Centiva	6 0.8%
Stanton	5 0.7%
Royalty	3 0.4%

ReCo Survey 2016
The Wayman Group, Inc.

Q48. How influential are SALESPEOPLE in affecting consumers' purchases of CARPET, on a scale of 1 to 5 with "1" being "not at all influential" and "5" being "extremely influential"? (SELECT ONE RATING BELOW)

	<u>Total</u>
BASE	791 100.0%
1 - Not at all influential	5 0.6%
2	36 4.6%
3	135 17.1%
4	285 36.0%
5 - Extremely influential	330 41.7%
Mean	4.14

ReCo Survey 2016
The Wayman Group, Inc.

Q49. How often do consumers ask for a specific brand of CARPET? (SELECT ONLY ONE)

	<u>Total</u>
BASE	797 100.0%
Very often	34 4.3%
Often	187 23.5%
Sometimes	424 53.2%
Rarely	145 18.2%
Never	7 0.9%

ReCo Survey 2016
The Wayman Group, Inc.

Q50. How often do you attempt to switch consumers away from a stated brand preference in the CARPET category? (SELECT ONLY ONE)

	<u>Total</u>
BASE	792 100.0%
Very often	69 8.7%
Often	191 24.1%
Sometimes	426 53.8%
Rarely	96 12.1%
Never	10 1.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q51. What are your annual sales of CARPET? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

BASE	Total 789 100.0%
Under \$50,000	31 3.9%
\$50,000 to \$100,000	53 6.7%
\$100,001 to \$200,000	53 6.7%
\$200,001 to \$300,000	69 8.7%
\$300,001 to \$400,000	49 6.2%
\$400,001 to \$500,000	54 6.8%
\$500,001 to \$600,000	58 7.4%
\$600,001 to \$700,000	36 4.6%
\$700,001 to \$800,000	53 6.7%
\$800,001 to \$1,000,000	87 11.0%
\$1,000,001 to \$2,000,000	109 13.8%
\$2,000,001 to \$3,000,000	50 6.3%
\$3,000,001 to \$5,000,000	37 4.7%
Over \$5,000,000	50 6.3%
Mean	\$1,183,460

ReCo Survey 2016
The Wayman Group, Inc.

Q52.1. Of your 2015 annual CARPET SALES, what percent is **Builder/Remodeler?**

BASE	<u>Total</u>
	793
	100.0%
0%	57 7.2%
1-4%	13 1.6%
5-9%	53 6.7%
10-19%	178 22.4%
20-29%	212 26.7%
30-39%	120 15.1%
40-49%	68 8.6%
50-59%	54 6.8%
60-69%	23 2.9%
70-79%	5 0.6%
80-89%	6 0.8%
90-99%	1 0.1%
100%	3 0.4%
Mean	24.0

ReCo Survey 2016
The Wayman Group, Inc.

Q52.2. Of your 2015 annual CARPET SALES, what percent is **Residential Replacement?**

BASE	Total 793 100.0%
0%	9 1.1%
1-4%	3 0.4%
5-9%	4 0.5%
10-19%	26 3.3%
20-29%	60 7.6%
30-39%	73 9.2%
40-49%	108 13.6%
50-59%	121 15.3%
60-69%	121 15.3%
70-79%	127 16.0%
80-89%	82 10.3%
90-99%	43 5.4%
100%	16 2.0%
Mean	54.7

ReCo Survey 2016
The Wayman Group, Inc.

Q52.3. Of your 2015 annual CARPET SALES, what percent is **Contract/Commercial**?

BASE	<u>Total</u>
	793
	100.0%
0%	200 25.2%
1-4%	24 3.0%
5-9%	93 11.7%
10-19%	247 31.1%
20-29%	134 16.9%
30-39%	44 5.5%
40-49%	19 2.4%
50-59%	12 1.5%
60-69%	6 0.8%
70-79%	5 0.6%
80-89%	3 0.4%
90-99%	3 0.4%
100%	3 0.4%
Mean	13.4

ReCo Survey 2016
The Wayman Group, Inc.

Q52.4. Of your 2015 annual CARPET SALES, what percent is **Main Street Commercial?**

BASE	Total
	793
	100.0%
0%	281 35.4%
1-4%	26 3.3%
5-9%	128 16.1%
10-19%	243 30.6%
20-29%	93 11.7%
30-39%	16 2.0%
40-49%	2 0.3%
50-59%	2 0.3%
60-69%	2 0.3%
70-79%	0 0.0%
80-89%	0 0.0%
90-99%	0 0.0%
100%	0 0.0%
Mean	7.9

ReCo Survey 2016
The Wayman Group, Inc.

Q53. What is your average CARPET SALE? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

BASE	Total 776 100.0%
Less than \$500	7 0.9%
\$501 to \$750	11 1.4%
\$751 to \$1,000	57 7.3%
\$1,001 to \$1,500	102 13.1%
\$1,501 to \$2,000	166 21.4%
\$2,001 to \$2,500	151 19.5%
\$2,501 to \$3,000	127 16.4%
\$3,001 to \$3,500	71 9.1%
Over \$3,500	84 10.8%
Mean	\$2,205

ReCo Survey 2016
The Wayman Group, Inc.

Q54. Please indicate your top FOUR LUXURY VINYL TILE FLOORING manufacturers by sales volume from the following list. (SELECT FOUR BELOW)

BASE	Total
	765
	100.0%
Armstrong	414 54.1%
Shaw	381 49.8%
Mannington	376 49.2%
Mohawk	243 31.8%
USFloors	229 29.9%
Congoleum	206 26.9%
IVC	195 25.5%
Karndean	180 23.5%
Tarkett	136 17.8%
Earthwerks	131 17.1%
Beaulieu	97 12.7%
Metroflor	84 11.0%
Tandus/Centiva	31 4.1%
Burke	27 3.5%
Hallmark	27 3.5%
Novalis	21 2.7%
Home Legend	18 2.4%
Flexco	13 1.7%
FreeFit/GTP	8 1.0%
Wood Flooring International	4 0.5%
FloorFolio	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q55. What percent of LUXURY VINYL TILE FLOORING CATEGORY SALES does your TOP SUPPLIER REPRESENT? (PLEASE CLICK ON THE DOWN ARROW AND SELECT YOUR PERCENTAGE BELOW)

	Total
BASE	742 100.0%
5	19 2.6%
10	24 3.2%
15	29 3.9%
20	41 5.5%
25	44 5.9%
30	49 6.6%
35	50 6.7%
40	61 8.2%
45	23 3.1%
50	100 13.5%
55	24 3.2%
60	60 8.1%
65	34 4.6%
70	41 5.5%
75	37 5.0%
80	35 4.7%
85	14 1.9%
90	31 4.2%
95	13 1.8%
100	13 1.8%
Mean	49.2

ReCo Survey 2016
The Wayman Group, Inc.

Q56.1. Which ONE LUXURY VINYL TILE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Quality

	<u>Total</u>
BASE	743 100.0%
Armstrong	164 22.1%
Karndean	104 14.0%
Mannington	103 13.9%
Shaw	93 12.5%
USFloors	83 11.2%
IVC	44 5.9%
Congoleum	39 5.2%
Mohawk	28 3.8%
Earthwerks	21 2.8%
Beaulieu	15 2.0%
Metroflor	11 1.5%
Tandus/Centiva	9 1.2%
Tarkett	9 1.2%
Burke	5 0.7%
Hallmark	4 0.5%
Novalis	4 0.5%
Home Legend	3 0.4%
FreeFit/GTP	2 0.3%
Flexco	2 0.3%

ReCo Survey 2016
The Wayman Group, Inc.

Q56.2. Which ONE LUXURY VINYL TILE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Price

	<u>Total</u>
BASE	736 100.0%
Shaw	175 23.8%
Armstrong	112 15.2%
Mannington	62 8.4%
Mohawk	61 8.3%
IVC	56 7.6%
USFloors	43 5.8%
Congoleum	35 4.8%
Earthwerks	35 4.8%
Tarkett	33 4.5%
Beaulieu	27 3.7%
Karndean	26 3.5%
Metroflor	21 2.9%
Hallmark	13 1.8%
Home Legend	13 1.8%
Burke	11 1.5%
Novalis	8 1.1%
Flexco	2 0.3%
FloorFolio	1 0.1%
FreeFit/GTP	1 0.1%
Tandus/Centiva	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q56.3. Which ONE LUXURY VINYL TILE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Service

	<u>Total</u>
BASE	734 100.0%
Shaw	157 21.4%
Armstrong	140 19.1%
Mannington	103 14.0%
Mohawk	57 7.8%
Karndean	53 7.2%
USFloors	45 6.1%
IVC	44 6.0%
Congoleum	39 5.3%
Tarkett	19 2.6%
Earthwerks	18 2.5%
Beaulieu	17 2.3%
Metroflor	12 1.6%
Burke	6 0.8%
Novalis	6 0.8%
Tandus/Centiva	6 0.8%
Hallmark	5 0.7%
Home Legend	3 0.4%
Flexco	2 0.3%
FloorFolio	1 0.1%
FreeFit/GTP	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q56.4. Which ONE LUXURY VINYL TILE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Merchandising Support

	Total
BASE	723 100.0%
Armstrong	157 21.7%
Shaw	157 21.7%
Mannington	87 12.0%
Mohawk	64 8.9%
Karndean	57 7.9%
USFloors	44 6.1%
IVC	43 5.9%
Congoleum	36 5.0%
Earthwerks	19 2.6%
Tarkett	16 2.2%
Beaulieu	12 1.7%
Metroflor	10 1.4%
Hallmark	6 0.8%
Burke	4 0.6%
Tandus/Centiva	4 0.6%
Novalis	3 0.4%
Home Legend	2 0.3%
FloorFolio	1 0.1%
FreeFit/GTP	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q56.5. Which ONE LUXURY VINYL TILE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Product Availability

	Total
BASE	728 100.0%
Shaw	163 22.4%
Armstrong	153 21.0%
Mannington	70 9.6%
Karndean	63 8.7%
Mohawk	62 8.5%
USFloors	50 6.9%
Congoleum	41 5.6%
IVC	39 5.4%
Tarkett	21 2.9%
Earthwerks	18 2.5%
Beaulieu	15 2.1%
Metroflor	12 1.6%
Hallmark	7 1.0%
Novalis	5 0.7%
Burke	4 0.5%
Home Legend	2 0.3%
Tandus/Centiva	2 0.3%
FloorFolio	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q56.6. Which ONE LUXURY VINYL TILE FLOORING MANUFACTURER, of those shown in the MENU below, is the BEST in delivering EACH of the following key ATTRIBUTES? (SELECT ONE MANUFACTURER PER ATTRIBUTE.)

Training

	Total
BASE	712 100.0%
Shaw	157 22.1%
Armstrong	147 20.6%
Mannington	94 13.2%
Mohawk	69 9.7%
Karndean	47 6.6%
USFloors	42 5.9%
Congoleum	39 5.5%
IVC	31 4.4%
Tarkett	20 2.8%
Beaulieu	17 2.4%
Earthwerks	11 1.5%
Metroflor	10 1.4%
Novalis	8 1.1%
Burke	4 0.6%
Hallmark	4 0.6%
Tandus/Centiva	4 0.6%
Home Legend	3 0.4%
Wood Flooring International	3 0.4%
FloorFolio	1 0.1%
FreeFit/GTP	1 0.1%

ReCo Survey 2016
The Wayman Group, Inc.

Q57.1. Of your 2015 annual LUXURY VINYL TILE FLOORING SALES, what percent is **Builder/Remodeler?**

BASE	Total 744 100.0%
0%	95 12.8%
1-4%	14 1.9%
5-9%	61 8.2%
10-19%	190 25.5%
20-29%	189 25.4%
30-39%	75 10.1%
40-49%	52 7.0%
50-59%	41 5.5%
60-69%	13 1.7%
70-79%	7 0.9%
80-89%	2 0.3%
90-99%	2 0.3%
100%	3 0.4%
Mean	20.4

ReCo Survey 2016
The Wayman Group, Inc.

Q57.2. Of your 2015 annual LUXURY VINYL TILE FLOORING SALES, what percent is Residential Replacement?

BASE	Total 744 100.0%
0%	12 1.6%
1-4%	1 0.1%
5-9%	5 0.7%
10-19%	35 4.7%
20-29%	47 6.3%
30-39%	56 7.5%
40-49%	93 12.5%
50-59%	95 12.8%
60-69%	101 13.6%
70-79%	107 14.4%
80-89%	102 13.7%
90-99%	54 7.3%
100%	36 4.8%
Mean	57.4

ReCo Survey 2016
The Wayman Group, Inc.

Q57.3. Of your 2015 annual LUXURY VINYL TILE FLOORING SALES, what percent is **Contract/Commercial?**

BASE	Total 744 100.0%
0%	241 32.4%
1-4%	17 2.3%
5-9%	80 10.8%
10-19%	180 24.2%
20-29%	118 15.9%
30-39%	40 5.4%
40-49%	26 3.5%
50-59%	15 2.0%
60-69%	6 0.8%
70-79%	8 1.1%
80-89%	5 0.7%
90-99%	4 0.5%
100%	4 0.5%
Mean	13.8

ReCo Survey 2016
The Wayman Group, Inc.

Q57.4. Of your 2015 annual LUXURY VINYL TILE FLOORING SALES, what percent is Main Street Commercial?

BASE	Total 744 100.0%
0%	290 39.0%
1-4%	15 2.0%
5-9%	105 14.1%
10-19%	204 27.4%
20-29%	100 13.4%
30-39%	15 2.0%
40-49%	12 1.6%
50-59%	1 0.1%
60-69%	1 0.1%
70-79%	1 0.1%
80-89%	0 0.0%
90-99%	0 0.0%
100%	0 0.0%
Mean	8.4

ReCo Survey 2016
The Wayman Group, Inc.

Q58. What is your average LUXURY VINYL TILE FLOORING SALE? (PLEASE CLICK ON THE DOWN ARROW AND SELECT ONE RANGE BELOW)

	<u>Total</u>
BASE	749 100.0%
Less than \$500	13 1.7%
\$501 to \$750	37 4.9%
\$751 to \$1,000	84 11.2%
\$1,001 to \$1,500	162 21.6%
\$1,501 to \$2,000	186 24.8%
\$2,001 to \$2,500	149 19.9%
Over \$2,500	118 15.8%
Mean	\$1,719