



Home Innovation
RESEARCH LABS

ALTERNATIVES TO LUMBER AND WOOD PRODUCTS IN NEW HOME CONSTRUCTION

October 2020

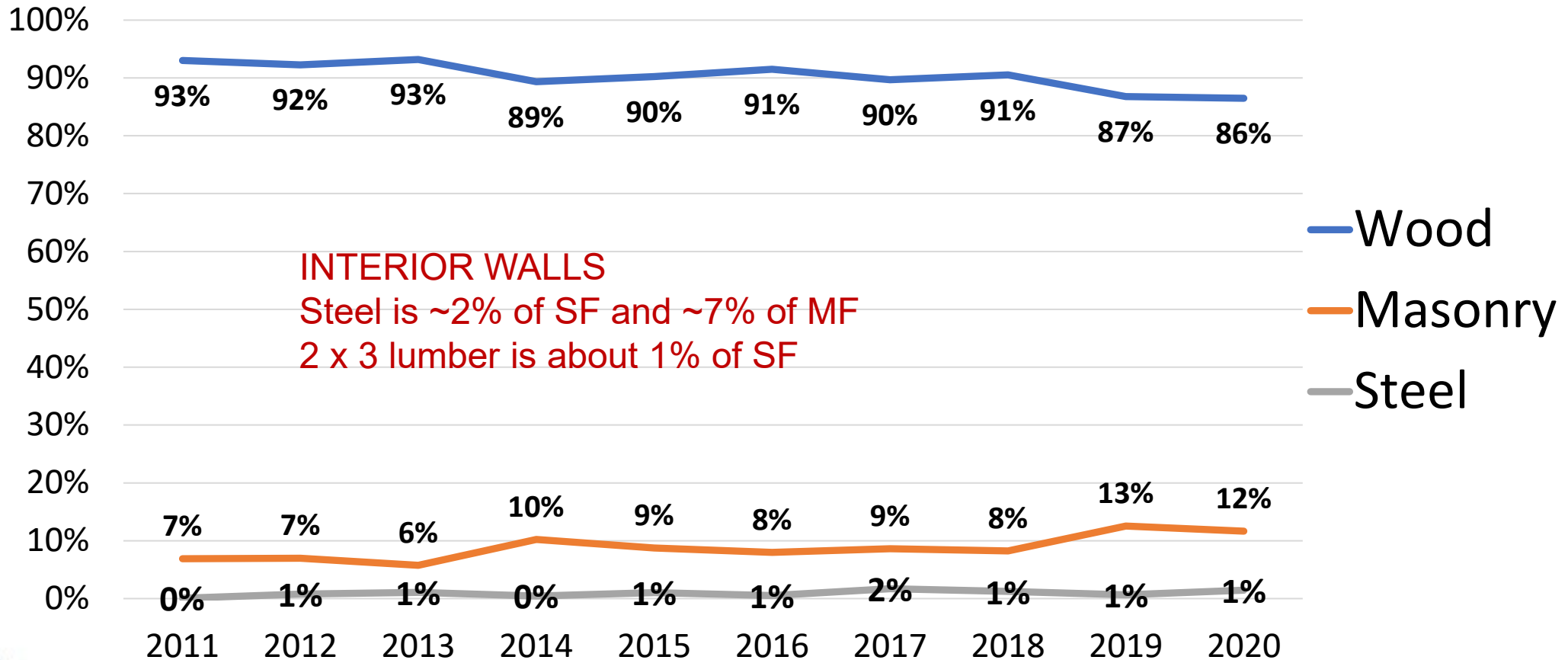
Finding Innovation a Home

Basis for Presentation Data: Home Innovation's Building Products Tracking Studies

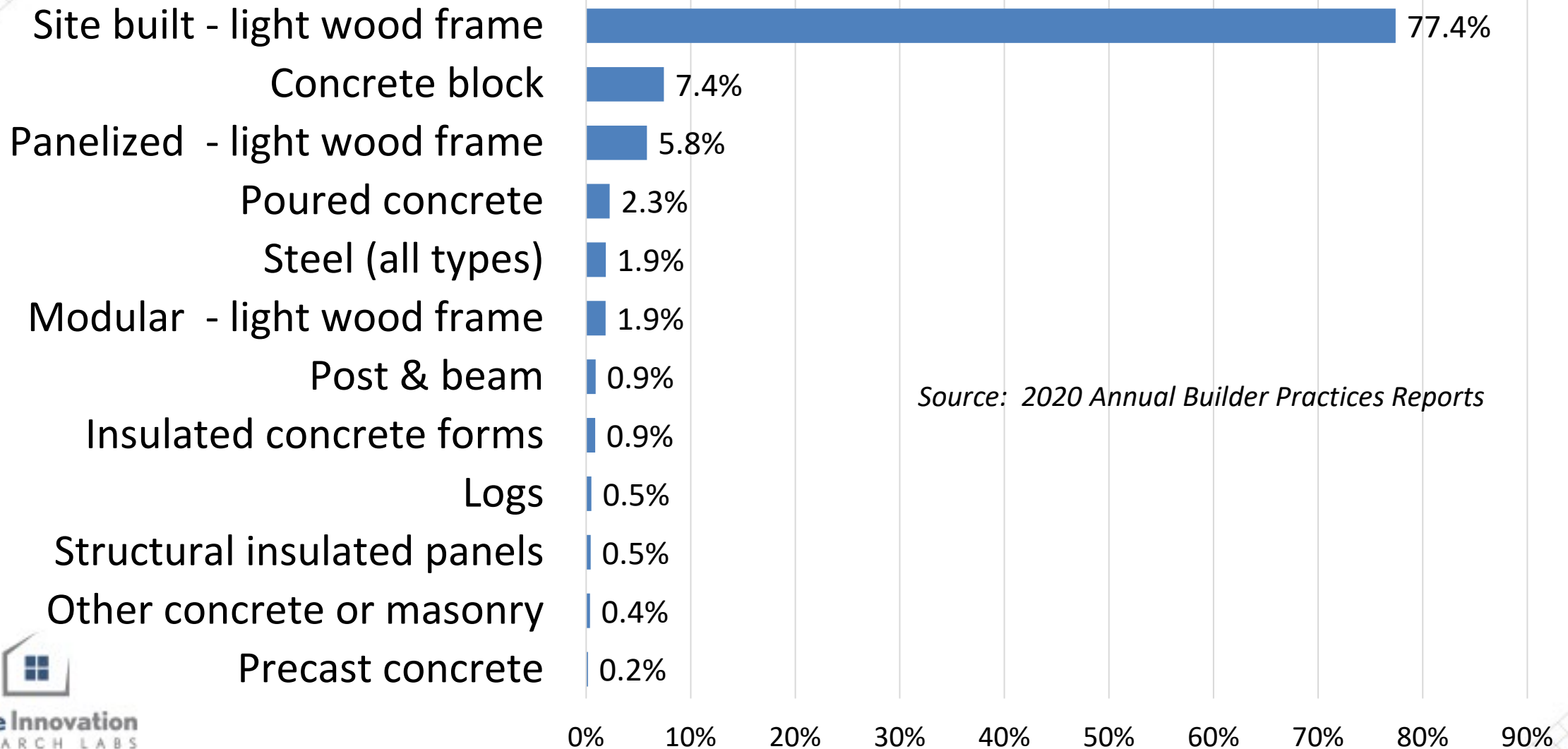
- Home Innovation has been tracking annual materials purchases since 1995
 - Builder Practices Survey of 1,550 U.S. Builders
 - Consumer Practices Survey of 100,000+ U.S. households
- Decades of custom market research, sponsored by hundreds of building materials manufacturers
- Support of development and launch of hundreds of new building products



SF Detached Exterior Wall Materials, Above-Grade



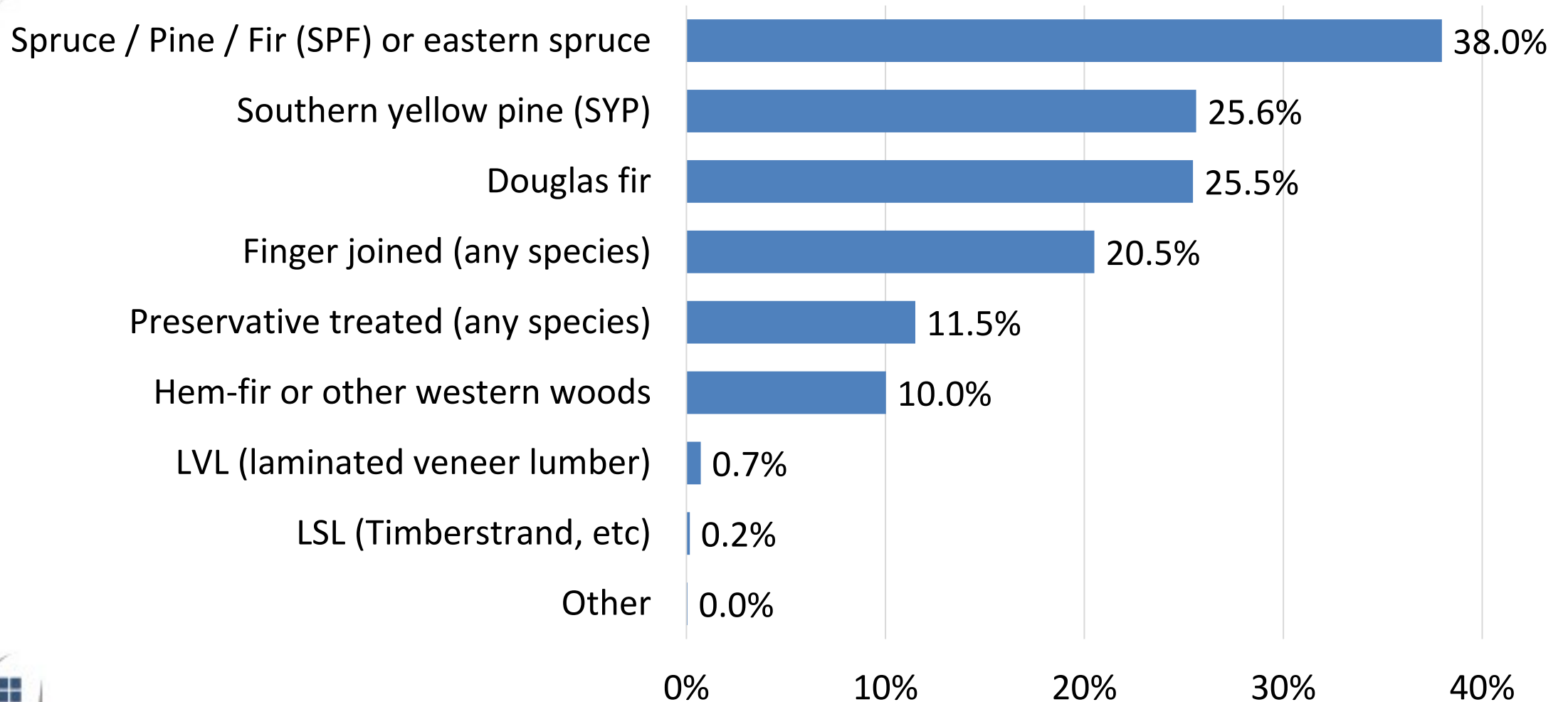
New Home Wall Construction, 2019 Combined Single & Multifamily



Source: 2020 Annual Builder Practices Reports



Shares of Exterior Wood Wall Framing by Species / Type (2017 & 2019)

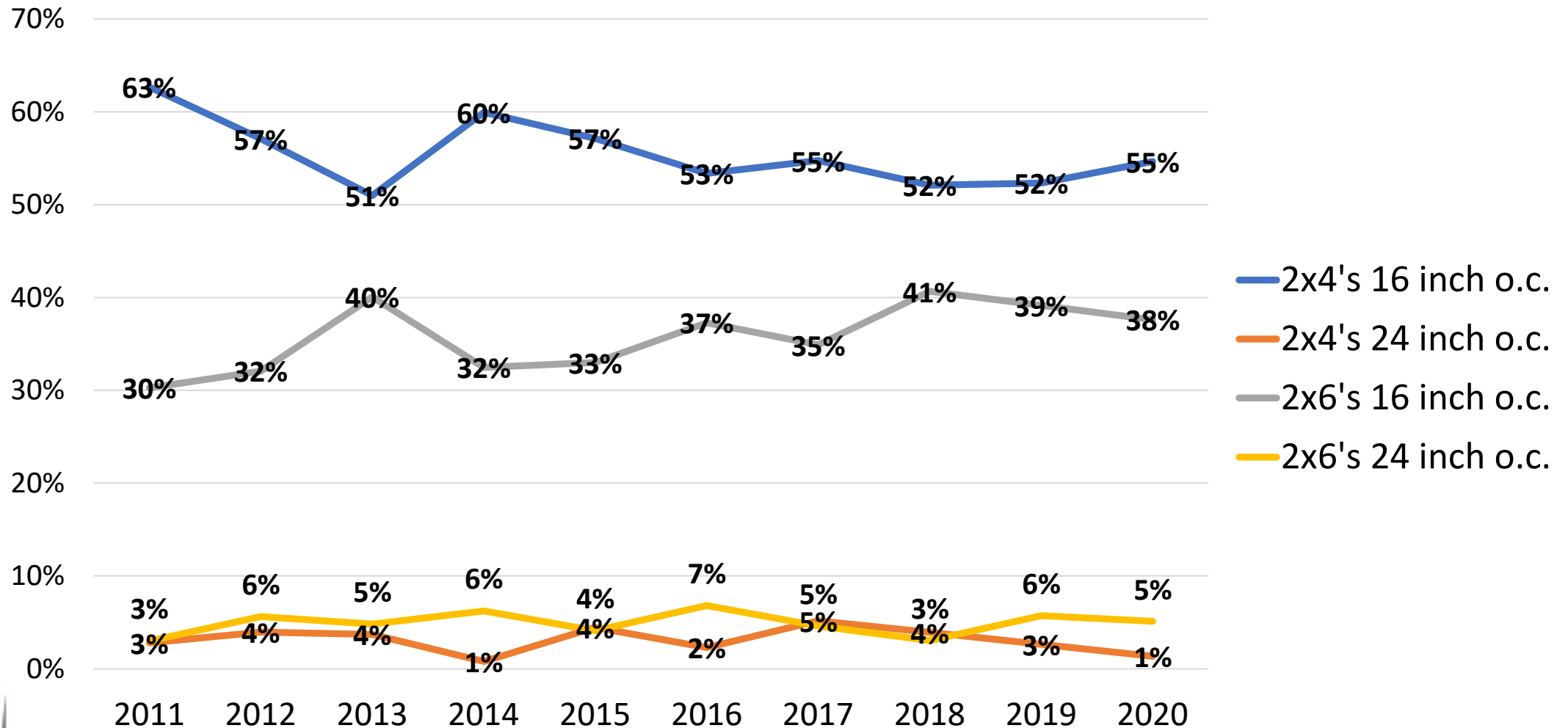


Reduce Lumber Cost Through Advanced Framing or Optimum Value Engineered (OVE) Framing

- Primary Benefits—more resource efficient and energy efficient
- Designing on two-foot modules for sheathing
- Spacing wall studs, joists and rafters up to 24 inches on center
- Two-stud corner framing (ladder blocking for drywall)
- Eliminate headers in non-bearing walls;
 - single headers or downsized double headers in bearing walls
- Use single top plates with in-line framing
- Eliminate jack studs and cripple studs where possible
- Use 2 x 4 + foam sheathing in place of 2 x 6



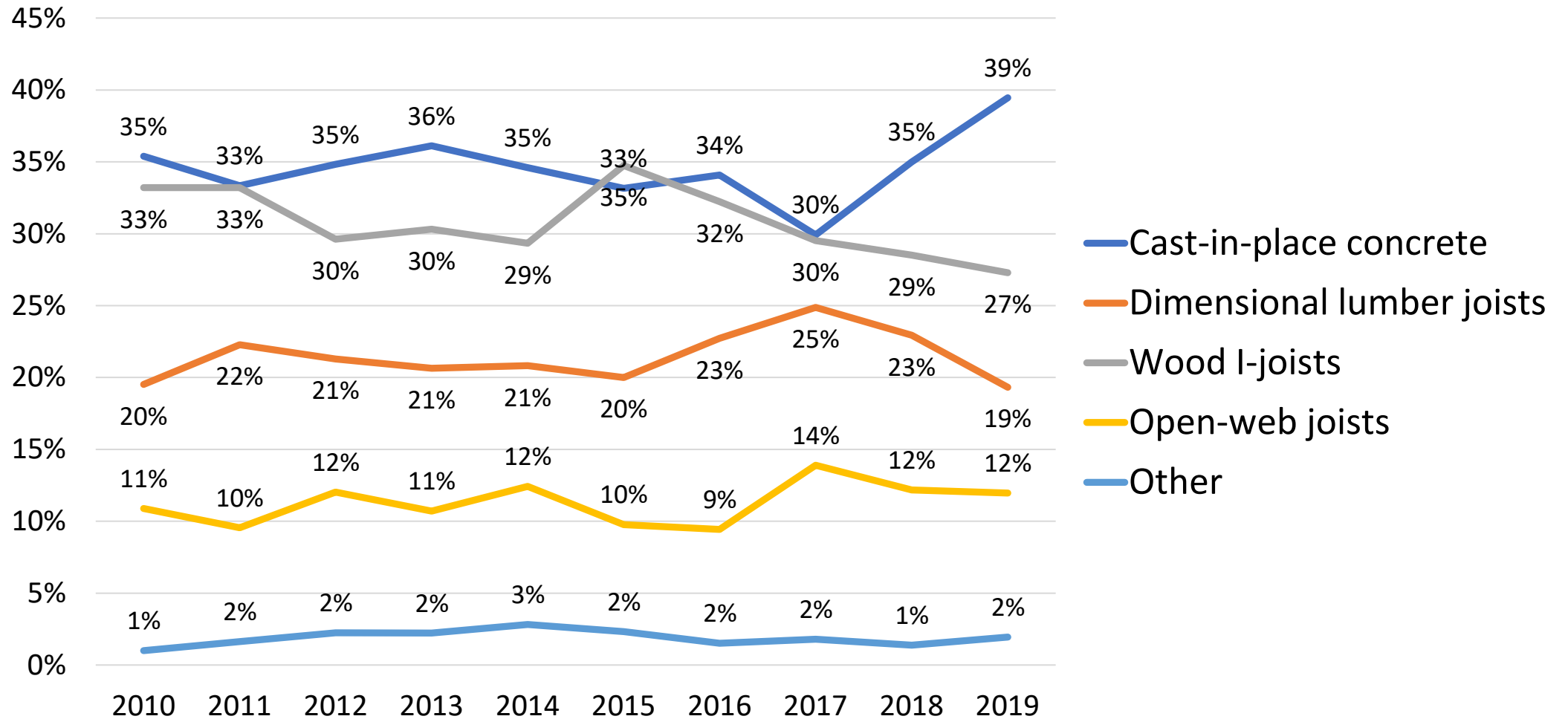
Exterior Wall Framing in New Single Family Detached Homes



Source: Annual Builder Practices Reports

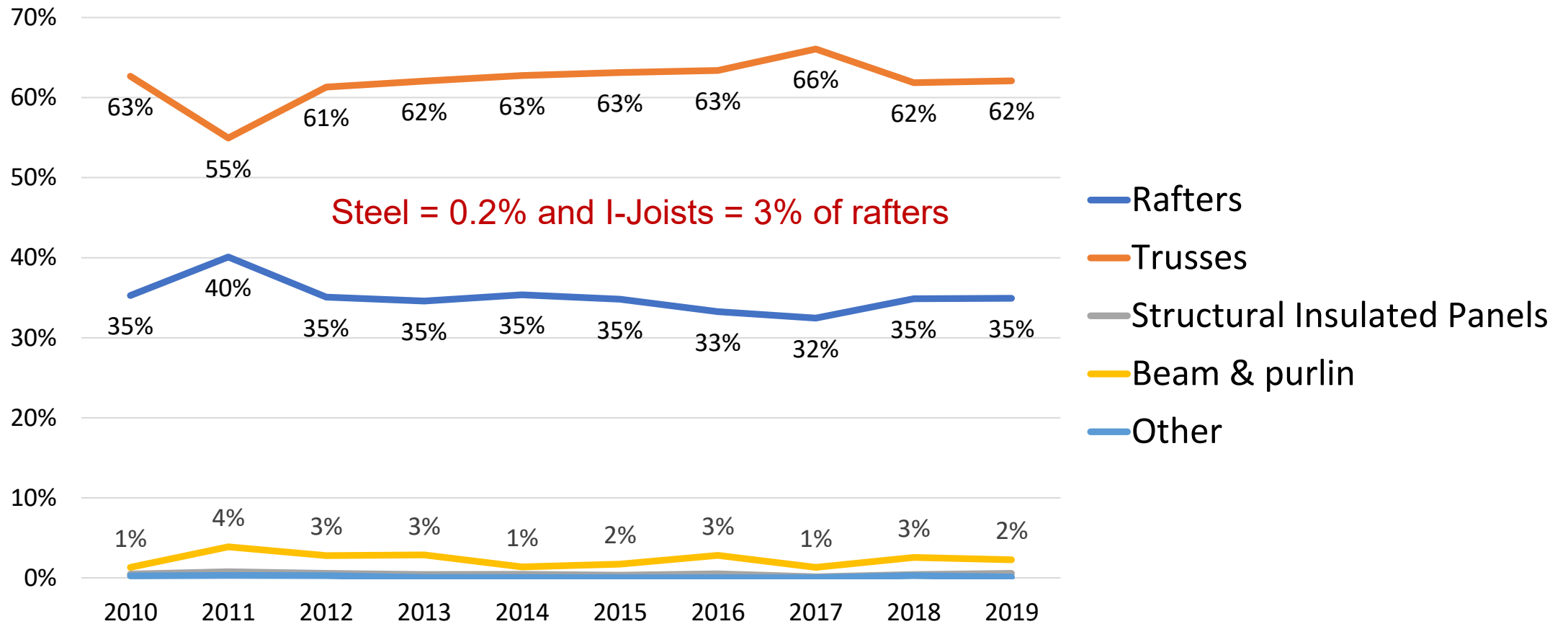


New Single Family Home Floor Construction (% of floor area)



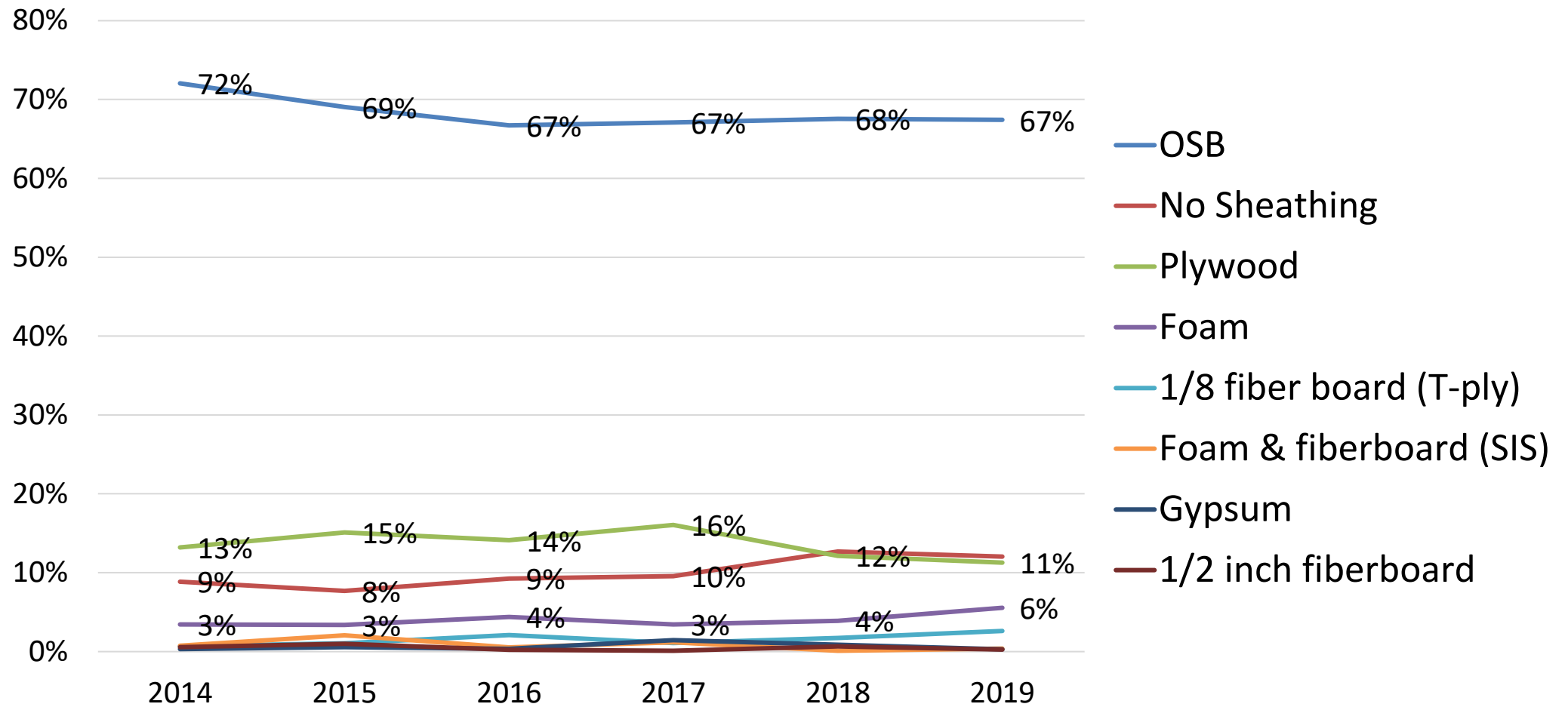
Source: Annual Builder Practices Reports

Roof Construction in Single Family Homes (% of roof area)



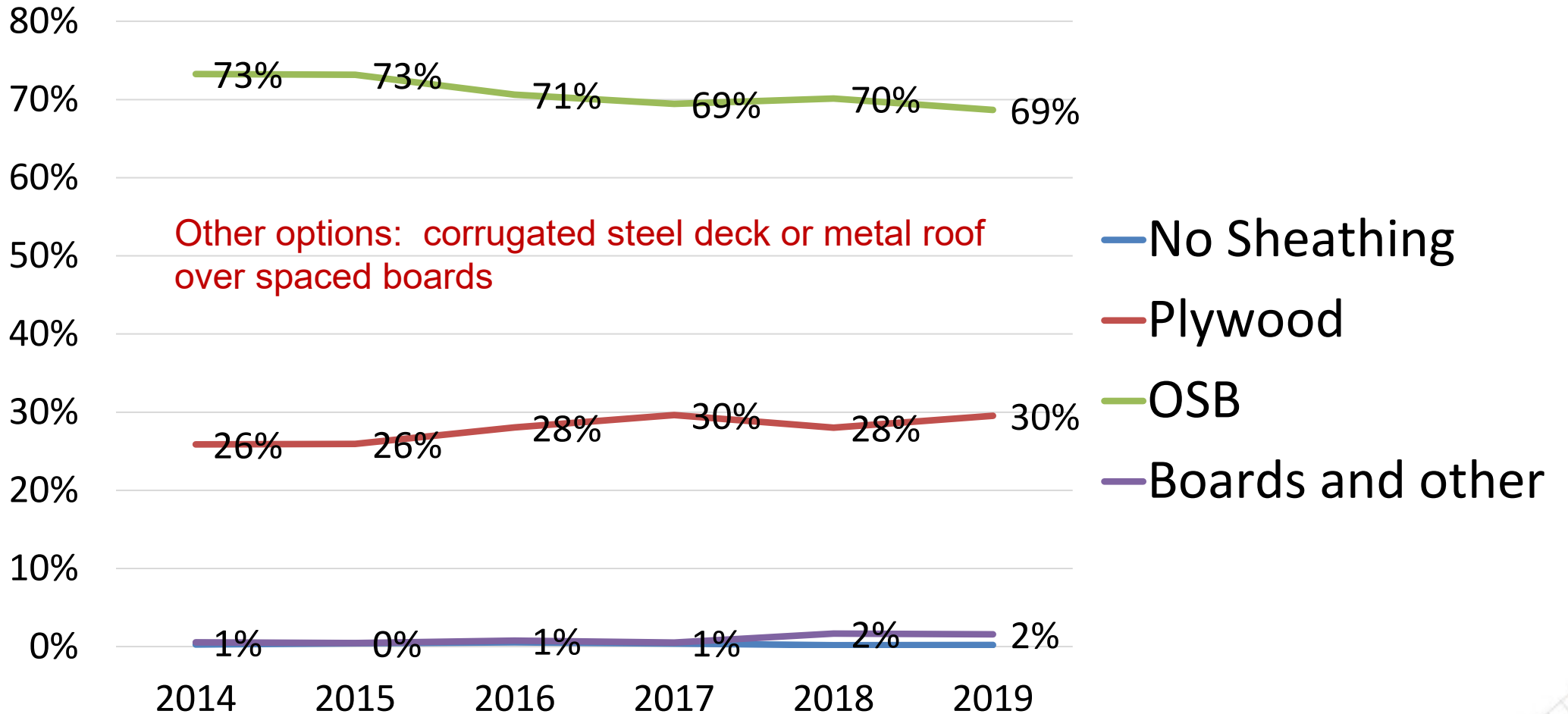
Source: Annual Builder Practices Reports

Shares of Primary Wall Sheathing in New SFD Construction



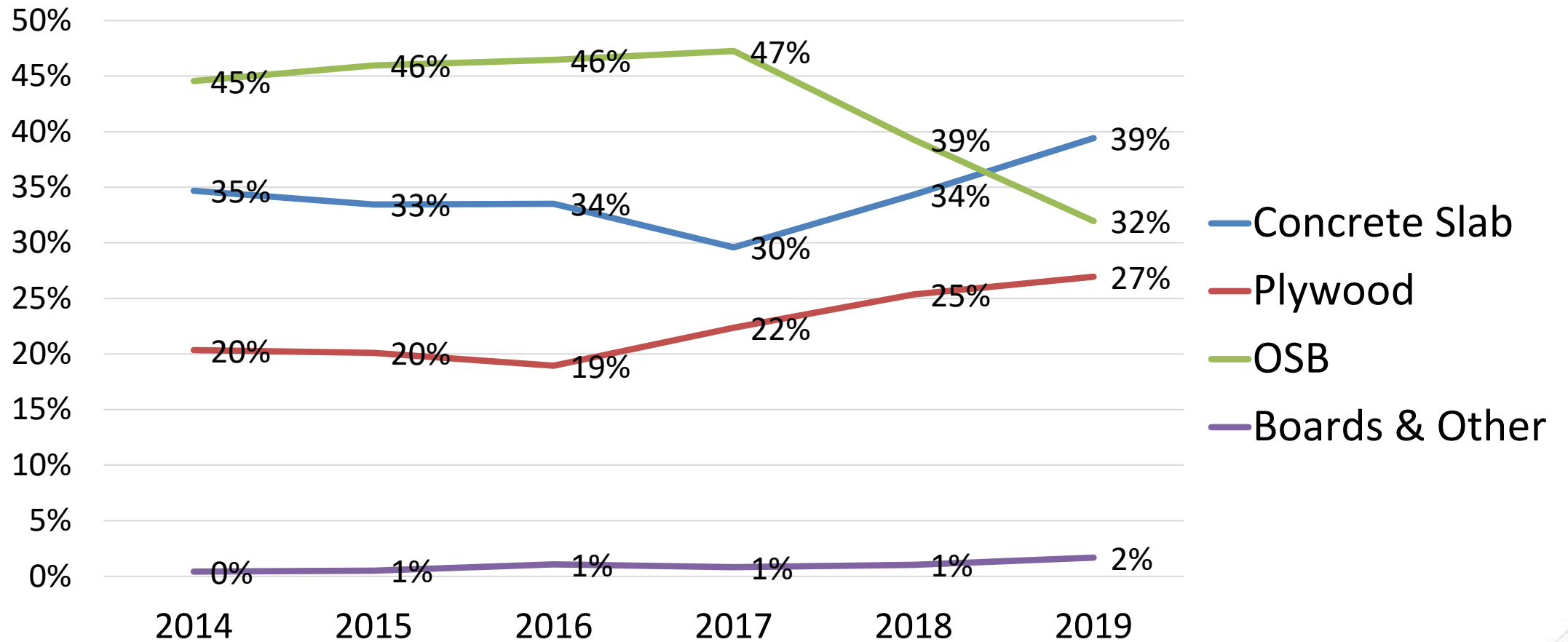
Source: Annual Builder Practices Reports

Shares of Roof Sheathing in New SFD Homes



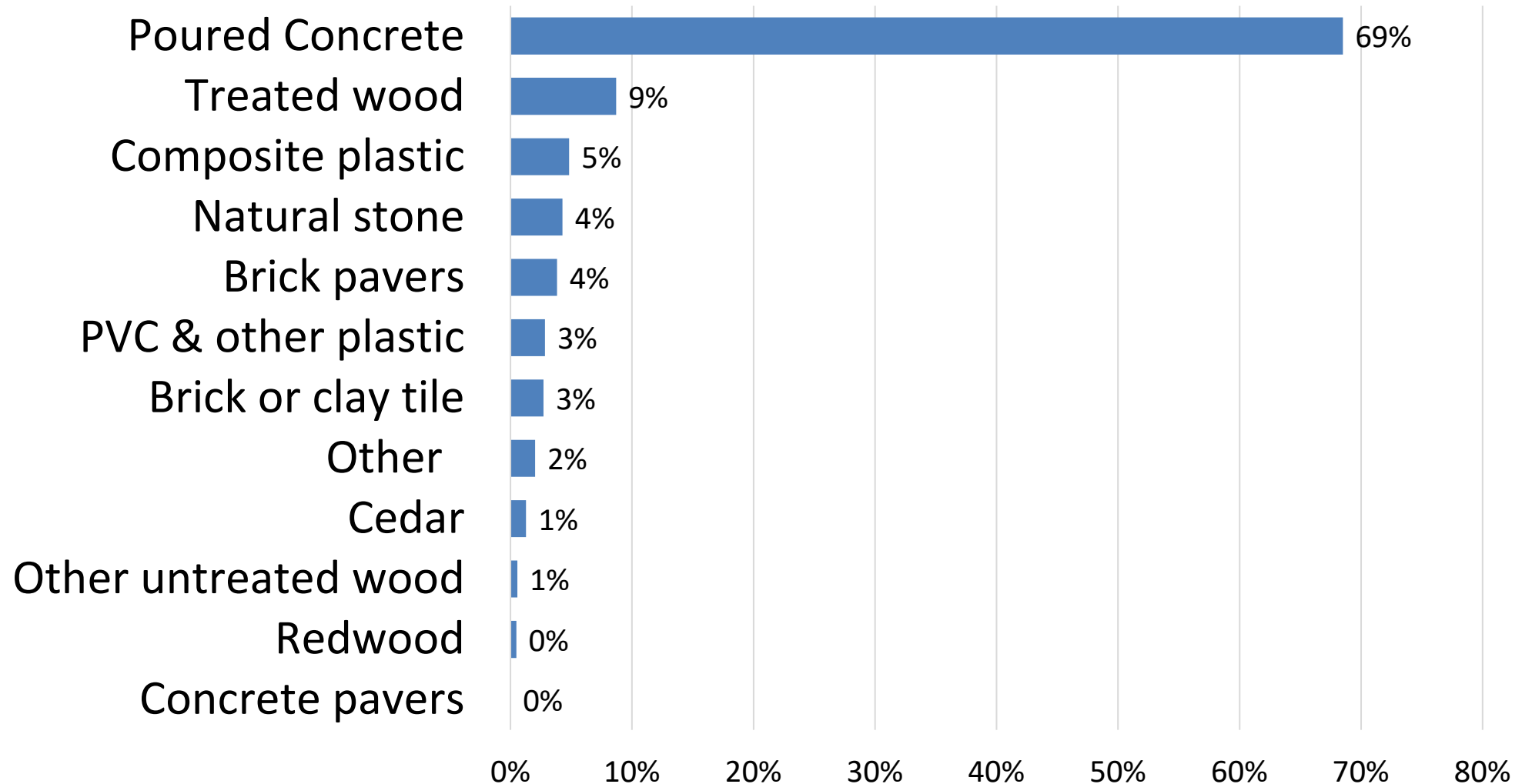
Source: Annual Builder Practices Reports

Shares of Floor Sheathing Materials in New SF Detached Homes (All Floors)



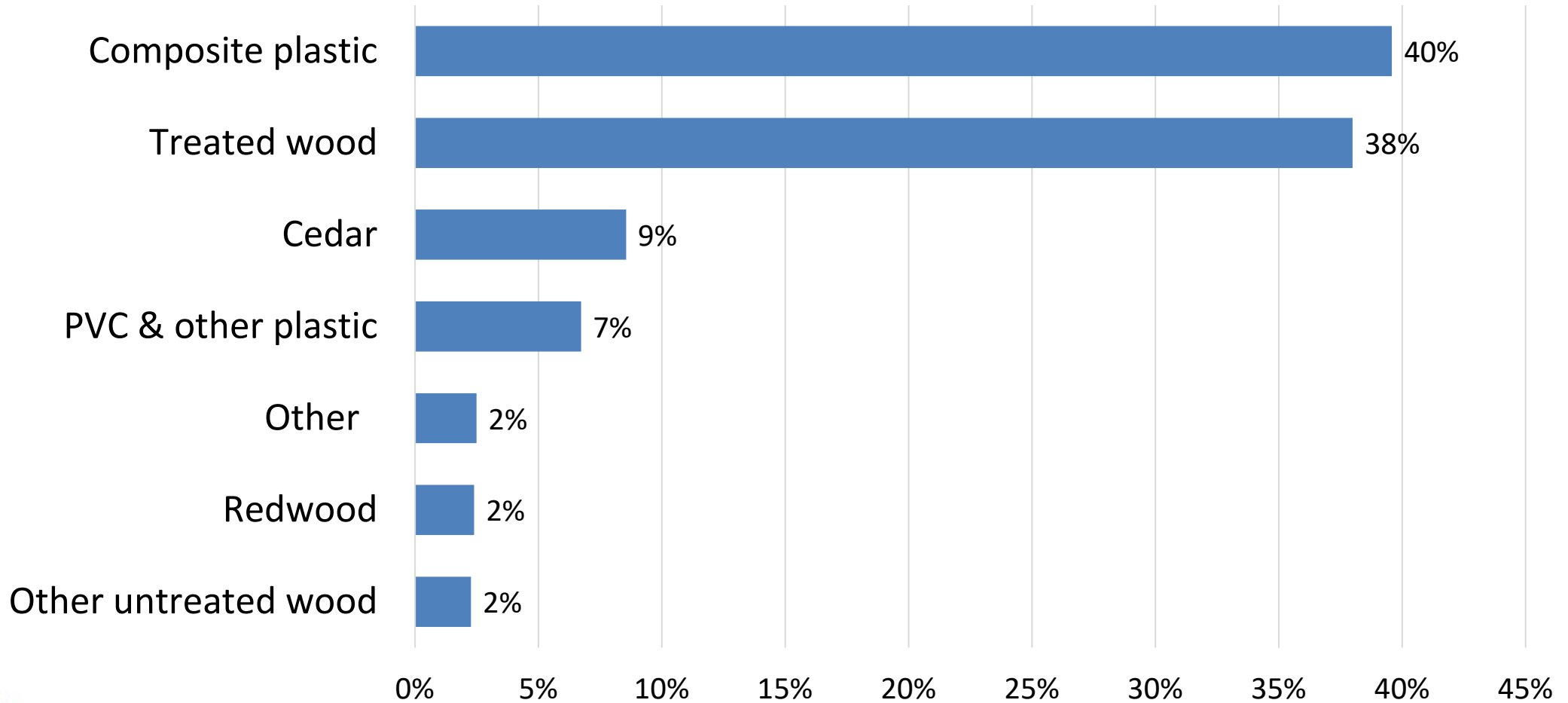
Source: Annual Builder Practices Reports

Porch Surface Materials, New SF Detached Homes 2019



Source: Annual Builder Practices Reports

Deck Surface Materials, New SF Detached Homes 2019



Source: Annual Builder Practices Reports



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THANK YOU

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