



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Driving Inspiration and Trust for
Flooring Renovations**

August 2026

Key Findings

- Flooring renovation demand is strong, with 53% of consumers planning to replace or upgrade flooring in the next 24 months, rising significantly among adults 25-54 and homeowners in older homes (20+ years).
- The biggest challenge is not interest, but inertia: 65% of potential renovators are either waiting for the right time (33%) or concerned about cost (32%), while only 16% are actively ready to move forward.
- Beyond price, consumers need confidence that they're making the right choice. Durability (80%), total cost (77%), ease of maintenance (58%), and style/design (37%) are the leading factors influencing floor renovations.
- While interest in flooring renovation is high, many consumers remain in a consideration phase due to concerns around cost and timing. Audio can help move consumers toward action by building trust, increasing confidence, and motivating information-seeking behaviors through trusted voices and authentic stories
- Audio helps bridge the gap between consideration and confidence. Nine in ten consumers say a flooring company promoted by a trusted radio personality or podcast host would increase their likelihood to learn more, and half say hearing real stories makes them trust a home renovation

Floor renovation is a top consideration, particularly among consumers in older homes and A25-54

53%

Plan to replace or upgrade flooring in their home within the next 24 months

A25-54 are

23%

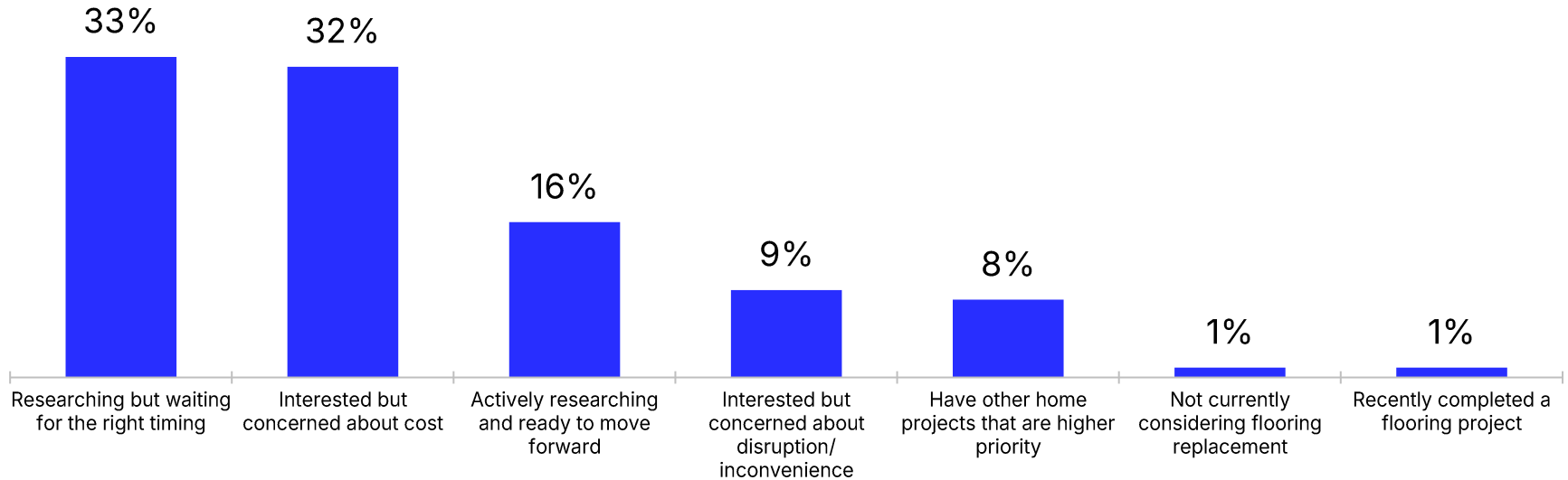
MORE LIKELY to do floor renovations in next 24 months

8 in 10

Of consumers in homes 20+ years old are likely to do a floor renovation in next 24 months

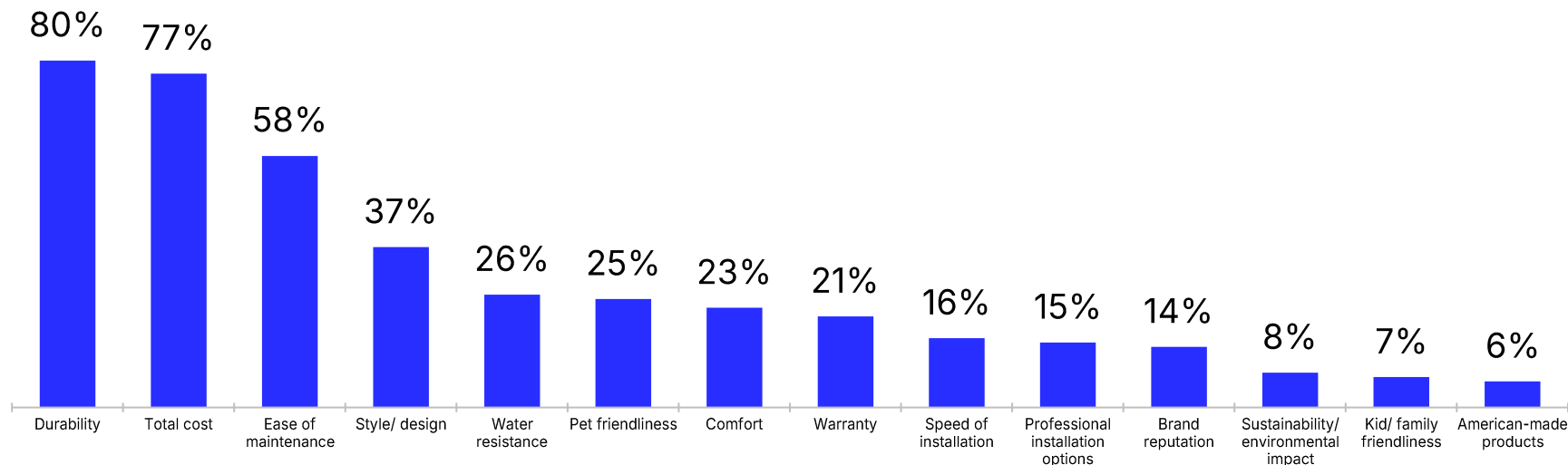
However, Nearly 2 in 3 of potential floor renovators are concerned about cost or waiting on right timing

Which statement best describes your current mindset regarding flooring replacement?
Among Potential Floor Renovators



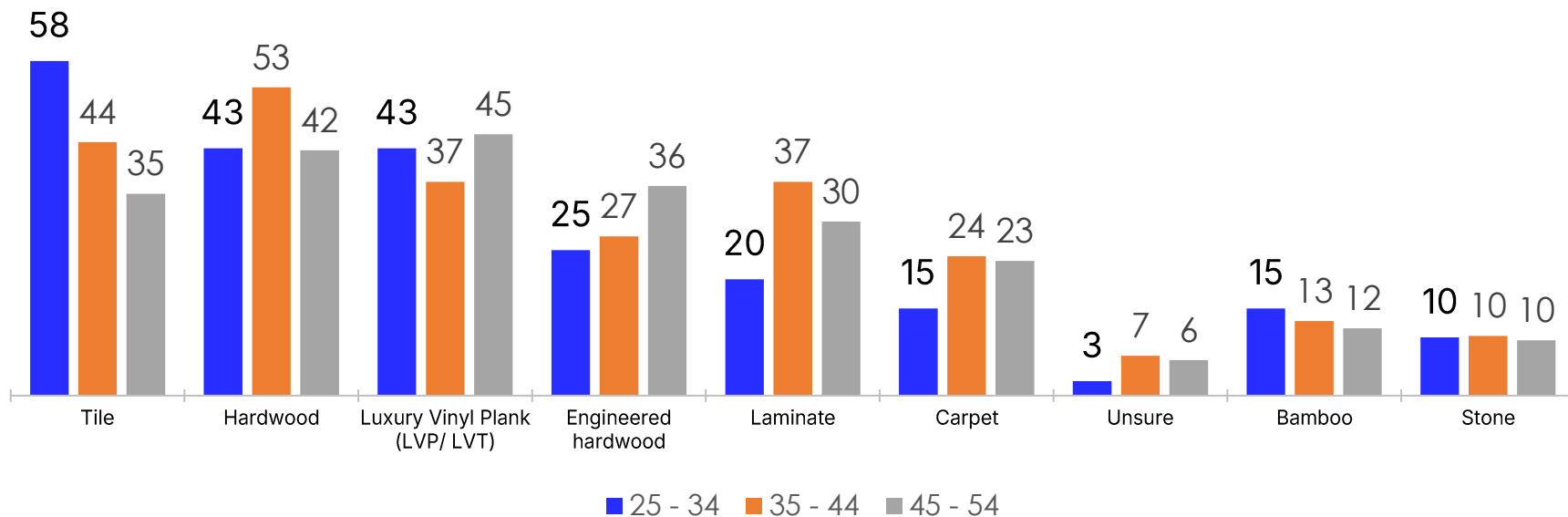
Outside of cost, durability, ease of maintenance and style are most important considerations

Factors that would make you more comfortable considering flooring renovations



Varied life stage needs and trends driving different flooring preferences across age cohorts

Types of flooring considered for next project



Audio influence can foster greater approachability and likelihood seek more information about flooring renovations

9 in 10

Say flooring company discussed or advertised by a trusted radio personality or podcast host would impact the likelihood to learn more

1 in 2

Radio listeners say hearing real stories helps me trust a company I will be using for home renovation

And according to audio research, audio ad frequency drives consumers from consideration to action

Store Visit Lift across Different Audio Ad Frequency Ranges

	Aggregate Score	Frequency Range – Index vs. Aggregate				
		1-2	3-5	6-8	9-11	12+
Behavioral Lift	4.0%	4.1%	5.3%	12.0%	8.2%	4.2%
Cost Per Incremental Visit (CPIV)	\$5.71	\$0.81	\$1.09	\$1.03	\$0.51	\$7.75

Radio Reaches Potential Floor Renovators, with Country, Talk/Personality, Classical Top Formats and Kids & Family, TV & Film, History Top Podcast Genres

Radio Reaches Over

86%

of potential floor renovators

Top Radio Formats

Country (124i)
Talk/Personality (124i)
Sports (115i)
Classic Rock (115i)
Adult Hits (113i)

Top Podcast Topics

Kids & Family (161i)
TV & Film (133i)
History (127i)
True Crime (124i)
Business (123i)

METHODOLOGY

DATES OF FIELDING: August 12-13, 2026

N=889 Adults 25+, Home Improvement Decision Makers, Radio Listeners

Respondents weighted to reflect total population of the target audience

THANKS FOR WORKING WITH



For additional insights and information, please contact:

Lainie Fertick

President, Critical Mass Insights

| c 513-373-5113