



Flooring Industry Tariff Pulse Survey Results

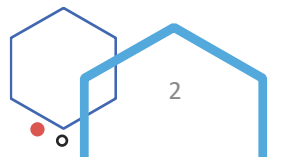
Week of April 14, 2025

Executive Summary

To shed light on how store owners perceive and are responding to tariffs and their subsequent impact on the market, a survey was conducted between April 15th and April 20th, 2025. The responses from 25 dealers show that businesses expect to be moderately impacted by tariff concerns revolving around decreased sales, consumer sentiment, and managing price adjustments and uncertainty.

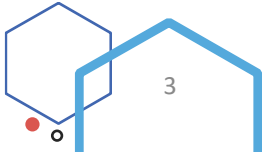
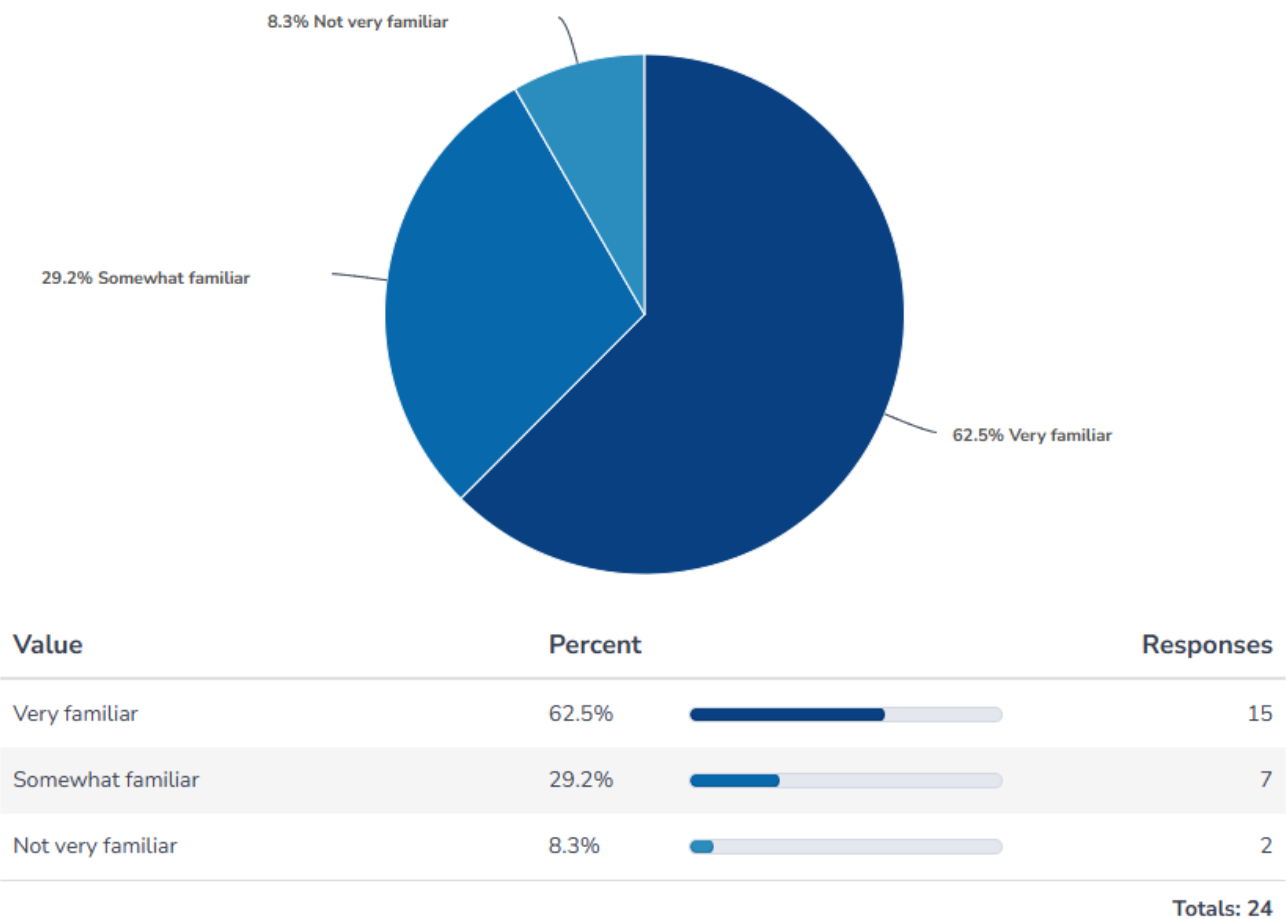
Key Findings

- Most respondents (62.5%) are very familiar with recent tariff announcements and their potential impact.
- Most businesses anticipate tariffs will have at least a moderate impact on their costs or operations in the next 6-12 months, with 58.3% expecting a moderate impact.
- The most impacted cost categories include flooring materials, shipping and freight, installation labor, and inventory/warehousing. Luxury Vinyl Plank (LVP) is the specific product category anticipated to be most affected by tariffs.
- Many businesses (45.8%) have already taken proactive steps to prepare for these tariffs, with the most common actions being communicating with customers and stakeholders (54.5%), adjusting budget forecasts or pricing strategies (50%), and sourcing from domestic or alternative suppliers (50%).
- A significant portion of respondents (57.1%) have already begun communicating tariff-related changes to their customers, suppliers, or internal teams.
- 71.4% anticipate needing to adjust their material prices. Of those expecting to adjust prices, 26.7% anticipate increases of 5-10% and another 26.7% anticipate 11-15% increases.



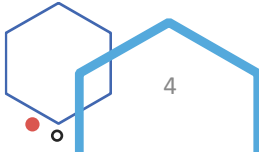
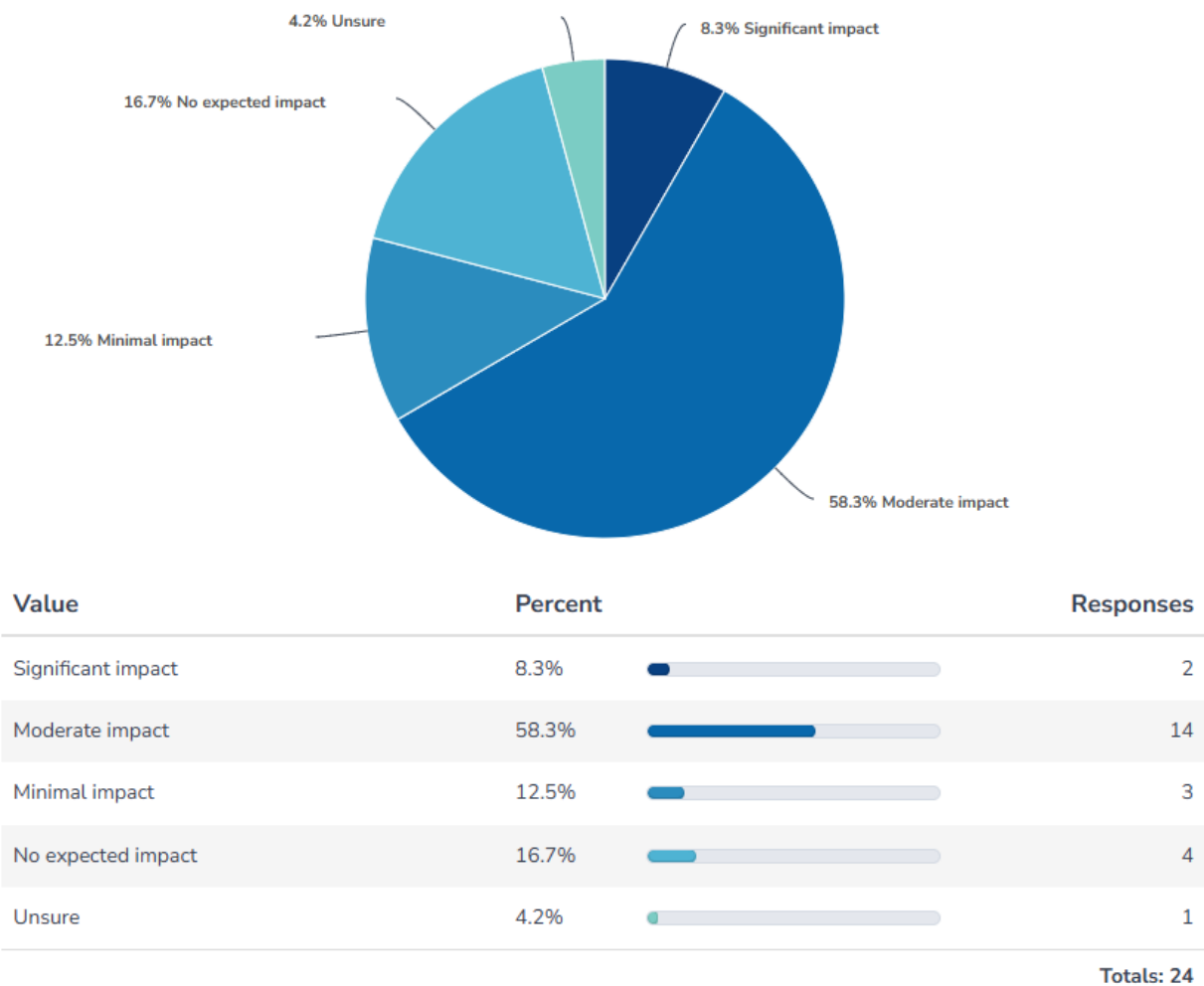
Most respondents (63%) are very familiar with recent tariff announcements.

How familiar are you with the recent tariff announcements and their potential impact on your business?



Most businesses anticipate tariffs will have at least a moderate impact on their costs or operations in the next 6-12 months, with 58% expecting a moderate impact.

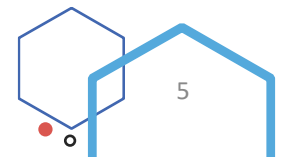
To what extent do you believe these tariffs will impact your company’s costs or operations over the next 6–12 months?



A majority of respondents expect flooring material costs to be the most impacted, with minimal impact on other expenses.

Which general cost categories do you expect tariffs to impact the most for your business?

| | No impact | Minimal Impact | Moderate Impact | Significant Impact | Not Applicable | Responses |
|---|-------------|----------------|-----------------|--------------------|----------------|-----------|
| Flooring material costs (e.g., LVP, hardwood, tile) Count Row % | 3 12.5% | 6 25.0% | 13 54.2% | 2 8.3% | 0 0.0% | 24 |
| Shipping and freight Count Row % | 4 16.7% | 13 54.2% | 7 29.2% | 0 0.0% | 0 0.0% | 24 |
| Installation labor and subcontractor rates Count Row % | 13 54.2% | 9 37.5% | 2 8.3% | 0 0.0% | 0 0.0% | 24 |
| Inventory and warehousing Count Row % | 10 41.7% | 10 41.7% | 4 16.7% | 0 0.0% | 0 0.0% | 24 |
| Software & Technology Count Row % | 16 66.7% | 7 29.2% | 1 4.2% | 0 0.0% | 0 0.0% | 24 |
| Advertising Count Row % | 0 0.0% | 1 100.0% | 0 0.0% | 0 0.0% | 0 0.0% | 1 |
| Carpet Count Row % | 0 0.0% | 0 0.0% | 0 0.0% | 1 100.0% | 0 0.0% | 1 |
| Price for goods/products Count Row % | 0 0.0% | 0 0.0% | 1 100.0% | 0 0.0% | 0 0.0% | 1 |
| Totals Total Responses | | | | | | 24 |



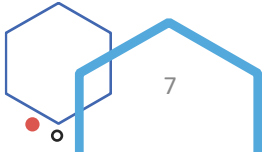
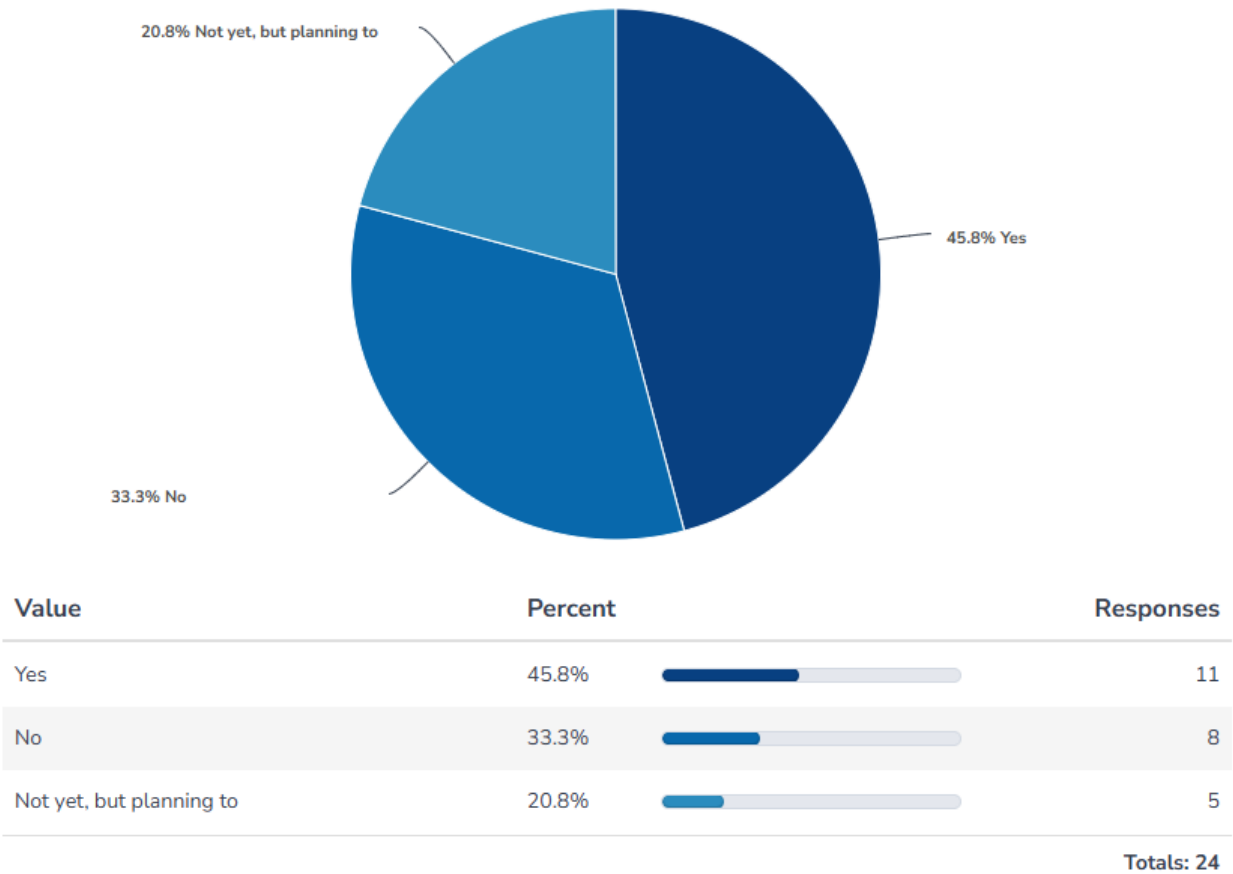
Respondents expect Luxury Vinyl products to be the most impacted, with 42.9% expecting a significant impact to this group

Which specific product categories or materials do you expect to be most affected by tariffs?

| | No impact | Minimal Impact | Moderate Impact | Significant Impact | Not Applicable | Responses |
|--|-----------|----------------|-----------------|--------------------|----------------|-----------|
| Luxury Vinyl Plank (LVP) | | | | | | |
| Count | 3 | 2 | 9 | 10 | 0 | 24 |
| Row % | 12.5% | 8.3% | 37.5% | 41.7% | 0.0% | |
| Shipping and freight | | | | | | |
| Count | 7 | 12 | 5 | 0 | 0 | 24 |
| Row % | 29.2% | 50.0% | 20.8% | 0.0% | 0.0% | |
| Installation labor and subcontractor rates | | | | | | |
| Count | 15 | 7 | 1 | 0 | 0 | 23 |
| Row % | 65.2% | 30.4% | 4.3% | 0.0% | 0.0% | |
| Carpet | | | | | | |
| Count | 8 | 13 | 2 | 1 | 0 | 24 |
| Row % | 33.3% | 54.2% | 8.3% | 4.2% | 0.0% | |
| Underlayment and adhesives | | | | | | |
| Count | 7 | 12 | 4 | 1 | 0 | 24 |
| Row % | 29.2% | 50.0% | 16.7% | 4.2% | 0.0% | |
| Transition strips, moldings, and accessories | | | | | | |
| Count | 4 | 14 | 5 | 1 | 0 | 24 |
| Row % | 16.7% | 58.3% | 20.8% | 4.2% | 0.0% | |
| Totals | | | | | | |
| Total Responses | | | | | | 24 |

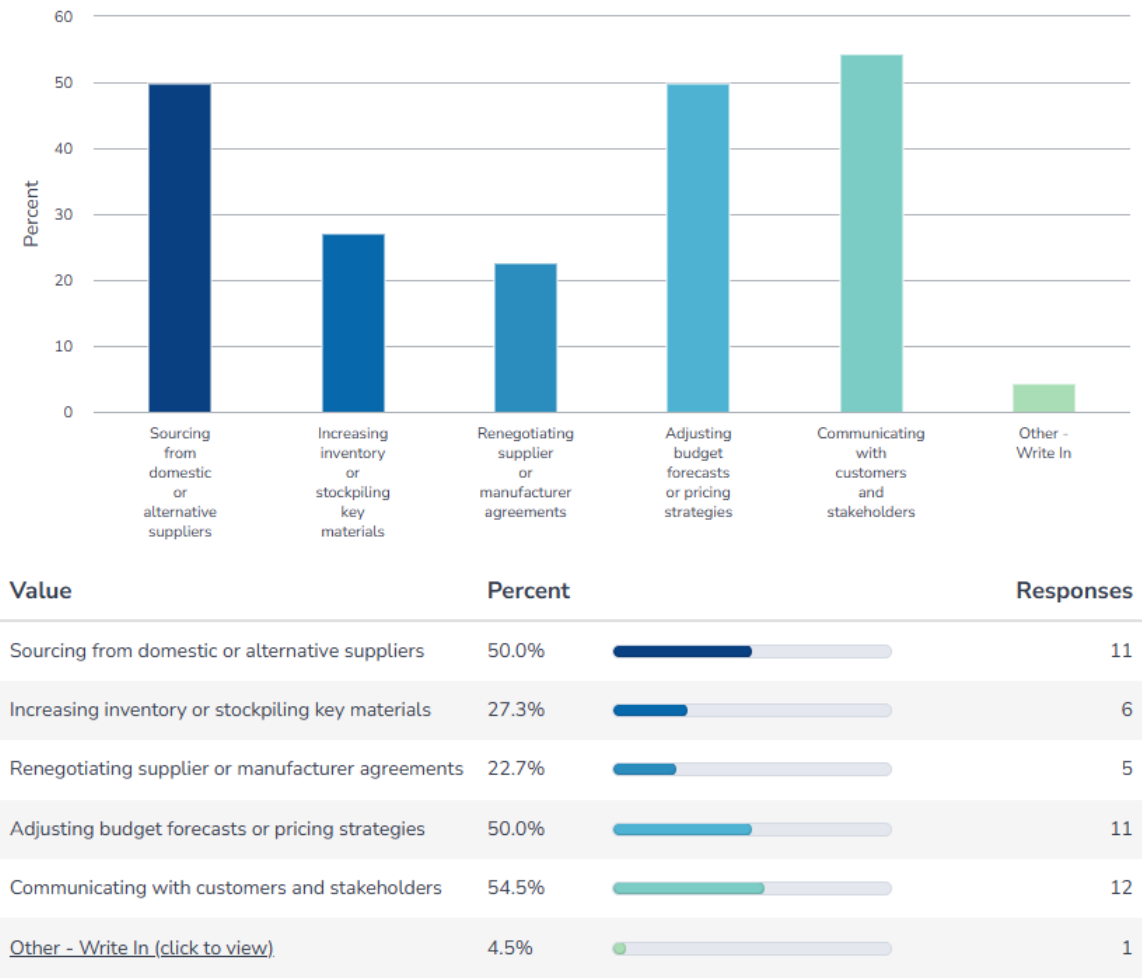
45.8% of respondents have already taken steps to respond to these tariffs, while an additional 20.8% plan to

Have you already taken any proactive steps to prepare for the potential impact of tariffs?



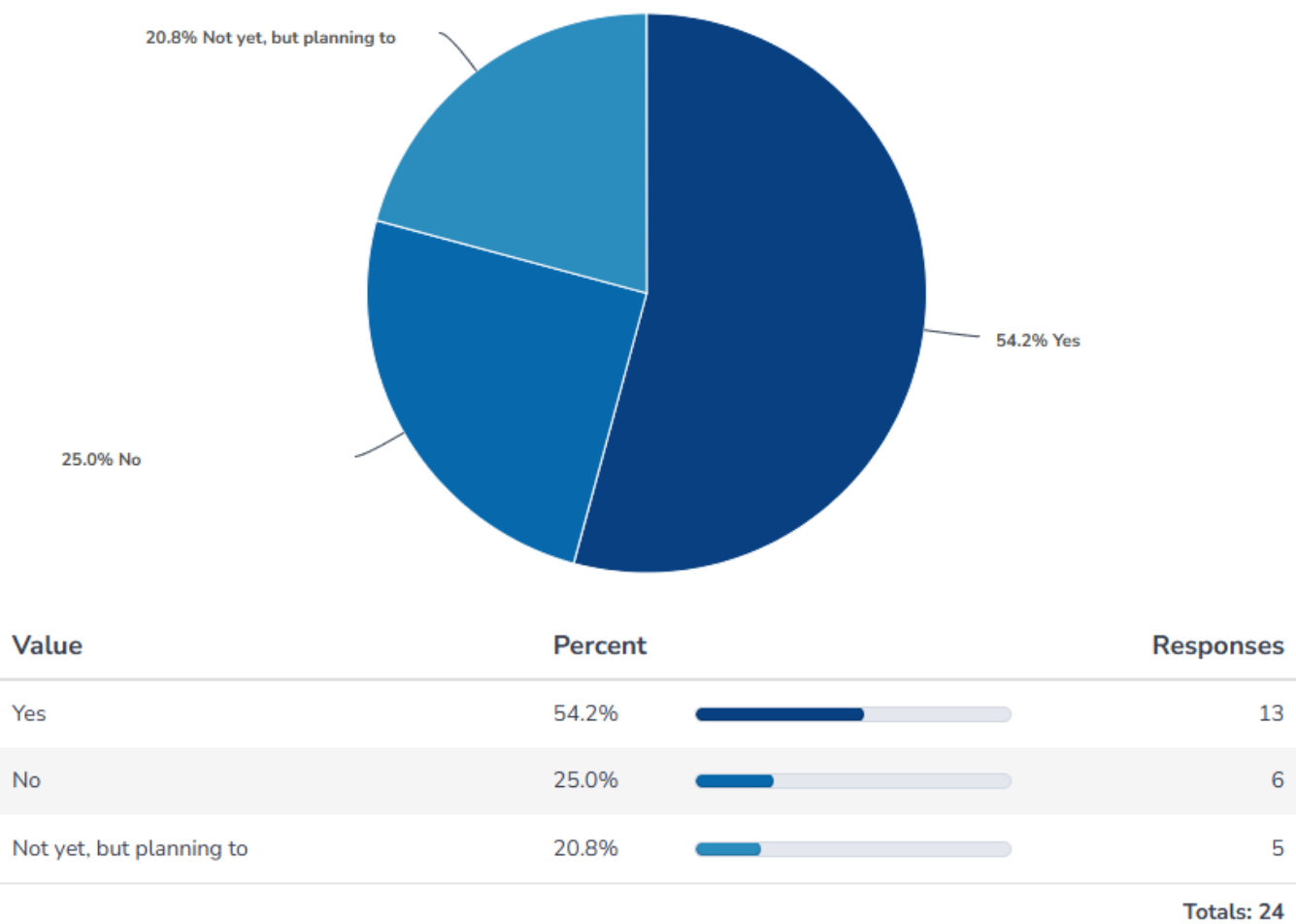
The most common steps business owners have taken to prepare are sourcing from domestic suppliers, adjusting budget forecasts and pricing, and proactively communicating with customers.

If you have taken steps to prepare, what actions have you taken or are considering? (select all that apply)



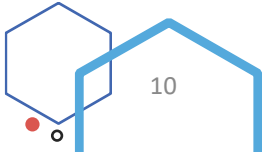
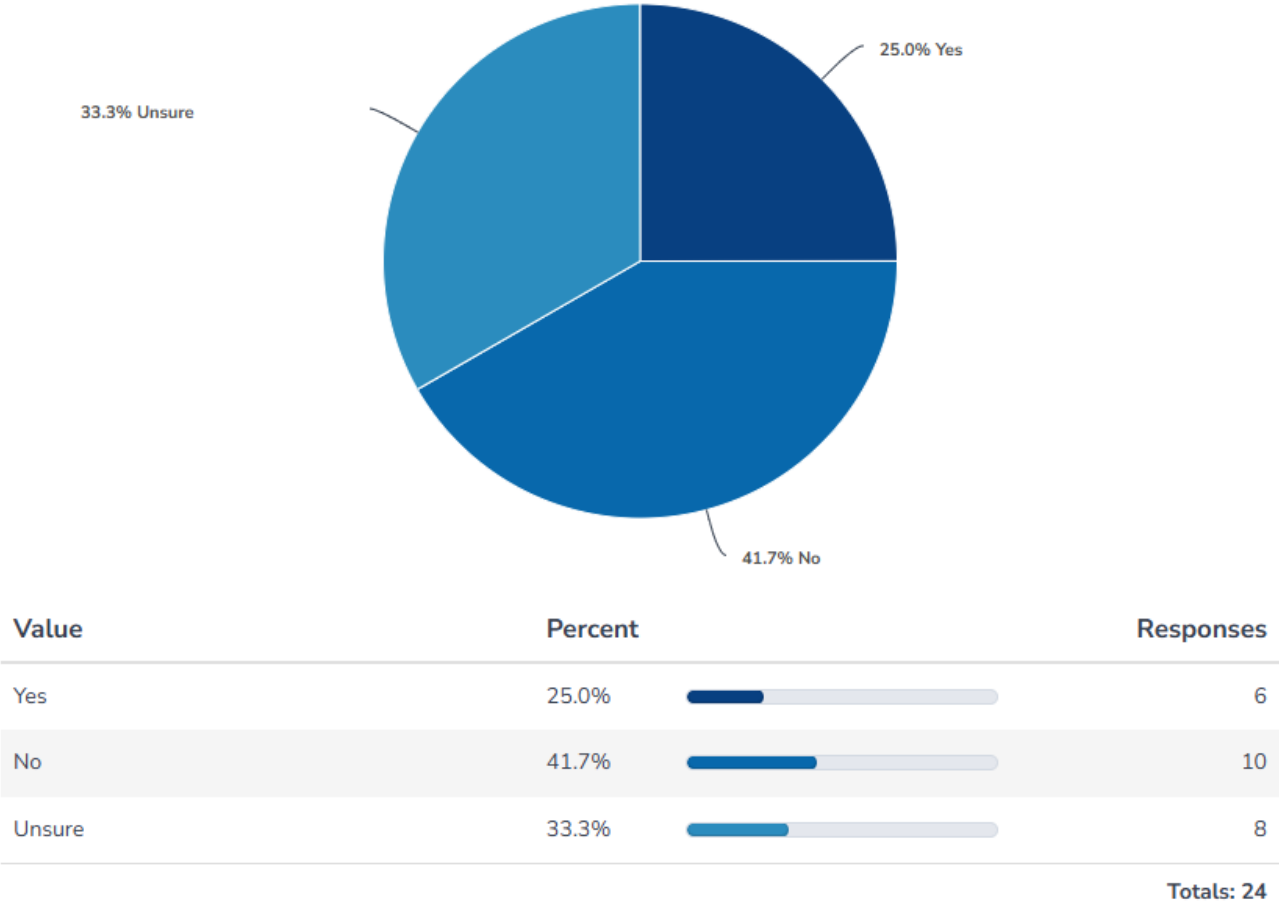
Over half of respondents have started communicating changes to customers and suppliers, while an additional 20% plan on doing so.

Have you started communicating tariff-related changes (e.g., price adjustments, delays) to your customers, suppliers, or internal team?



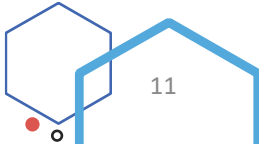
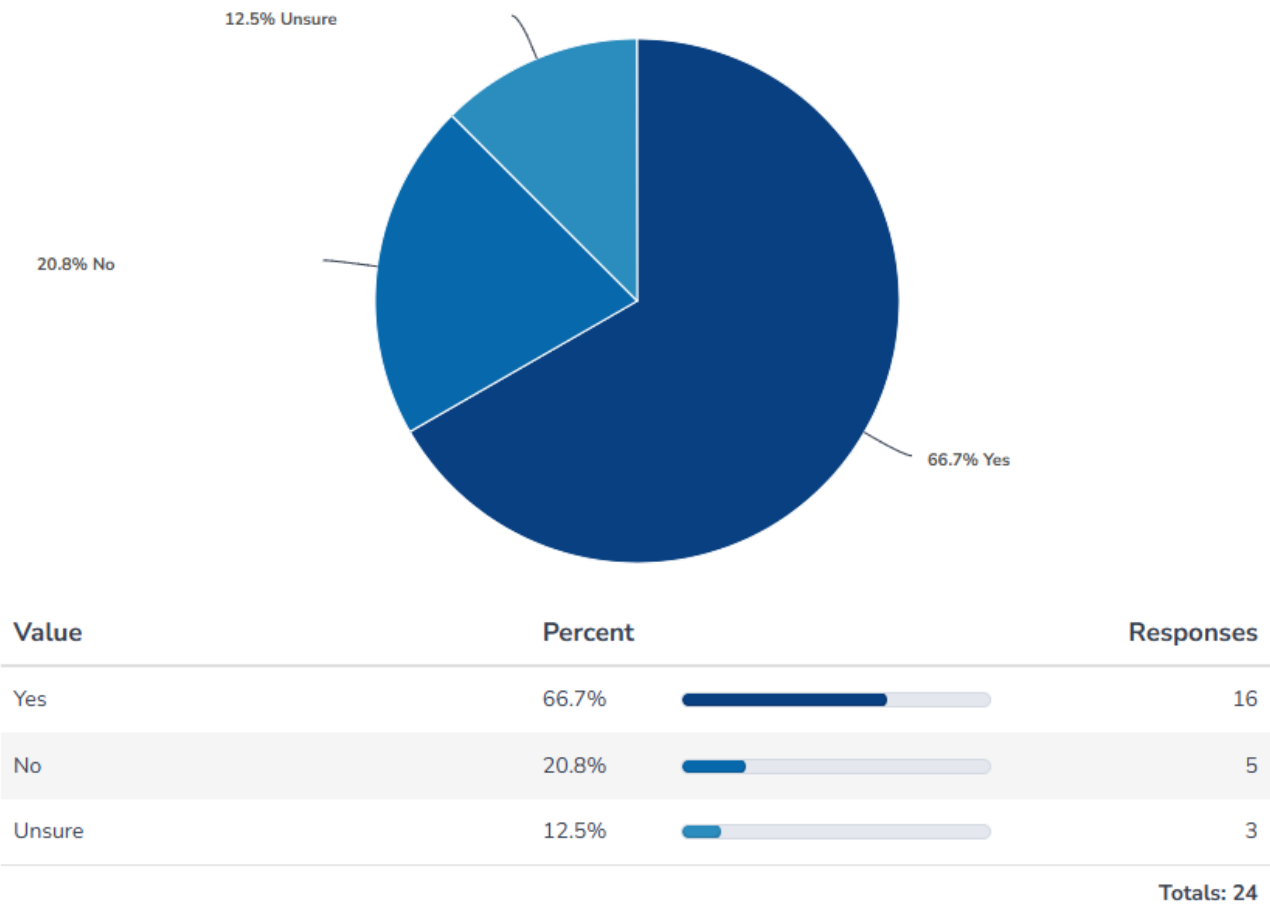
25% of respondents anticipate adjusting delivery and project timelines due to tariff impacts.

Do you anticipate needing to adjust your service delivery expectations or project timelines due to tariff impacts?



67% of respondents expect adjusting material prices due to tariff impacts.

Do you anticipate needing to adjust your material prices due to tariff impacts?



Over 37% of respondents anticipate raising material prices by 11% or more.

By approximately how much do you anticipate adjusting prices?

