



**ConcreteNetwork.com**



# 2010 Concrete Floors Report

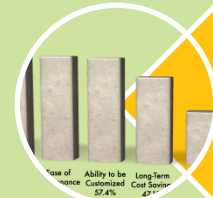
*Insights about current attitudes and trends in concrete floor design*

# Consumer Perceptions about Concrete Floors

One of the most common places you'll see decorative concrete these days is under your feet. The advancements in technology have brought new life to what was once regarded as a plain, gray substrate. Now concrete floors are part of the interior design mix—personalizing homes, offices, retail stores, and trendy restaurants everywhere. With acid stains, dyes, paints, and overlays, concrete can be so uniquely designed or so naturally colored that it blends seamlessly with other elements in a room, and often you don't even realize it's a concrete floor you're standing on.

In this first-of-its-kind report, the quantifiable data collected from consumer survey responses reveal insights into what consumers like and don't like about concrete floors, their current perceptions, where they find design ideas, preferred color choices, other surface materials they regard as comparable, and more.

## Key Findings



57.4% like concrete floors because of their look



33.2% think natural stone is most comparable to concrete floors



71.1% are likely to include a personalized design in their floor



## Concrete floors are not a fad



Within the last year  
21.1%

In the last 5 years  
44.0%

Longer than 5 years  
34.9%

# Concrete Floors Are Not a Fad

Concrete floors are becoming more widely known as a suitable finished surface material.

From the 1950s, when Brad Bowman first developed the Bomanite process of coloring, texturing and imprinting architectural concrete paving, concrete's image has continued to evolve from plain and structural to colored and decorative.

The innovation in the industry is impressive, and consumers are gravitating to the concrete option primarily for its decorative and durable benefits.

Over 82% of respondents have known about concrete as a finished flooring surface for over five years. "When you talk to someone about decorative concrete floors, almost everyone has encountered them in either a restaurant, or a retail store. They are familiar with what they look like," says Jim Peterson, president of ConcreteNetwork.com.

Concrete floors as a design element are not a fleeting trend. They are a viable flooring solution that is continuing to grow in popularity.

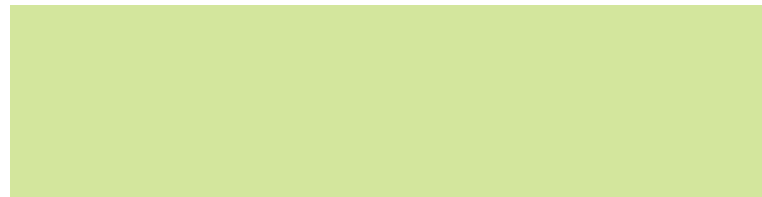
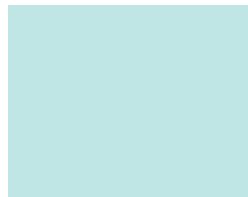


# People Love Concrete Floors for the Way They Look

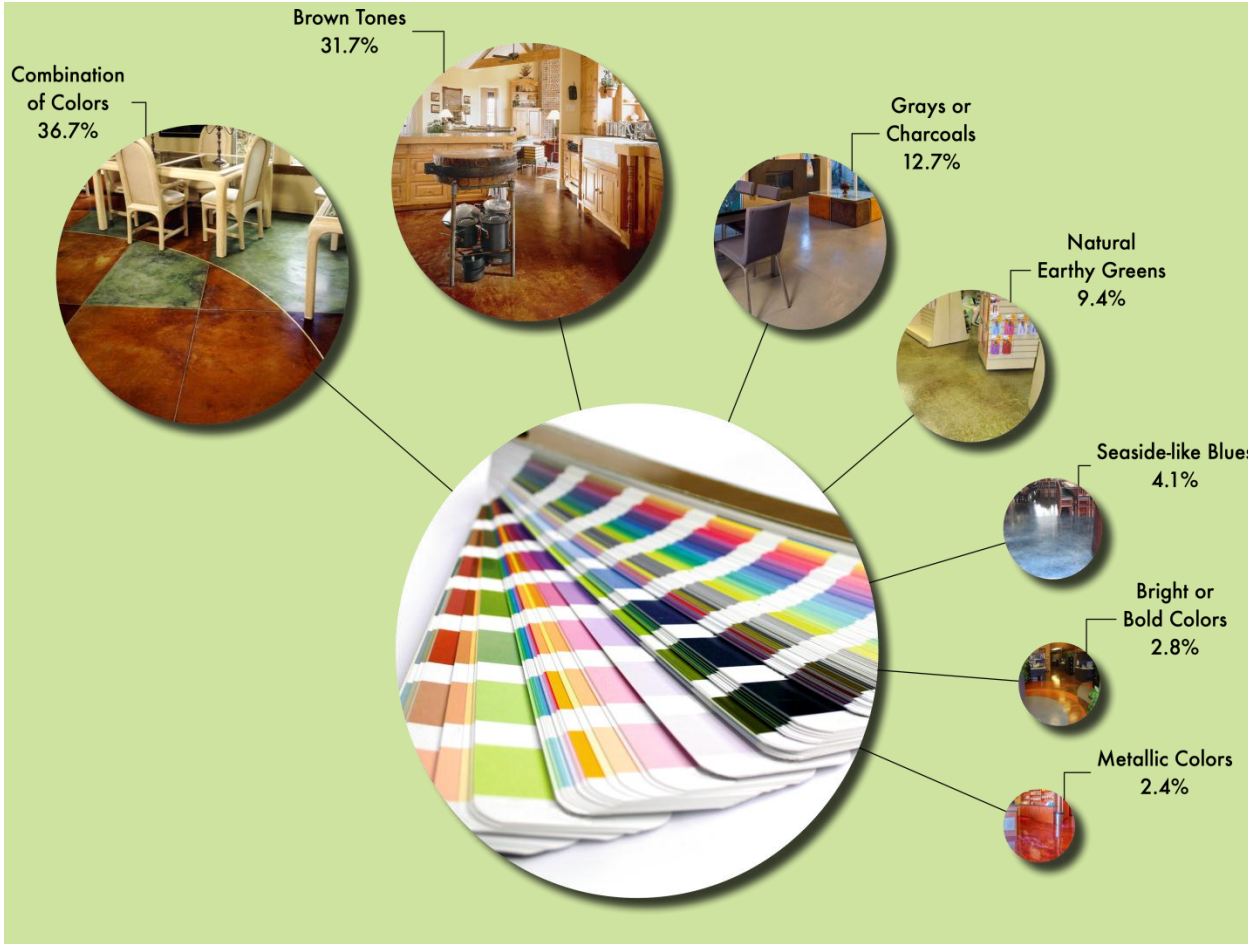


Some of the biggest reasons concrete floors are gaining more awareness is because of the many benefits they offer. The look of concrete and the durability and ease of maintenance are the top benefits that draw consumers to concrete floors. When asked what factors influence consumers about what they like about concrete floors, a majority of respondents were attracted to the aesthetics and ability to be customized.

Although consumers were able to select multiple answers as to what influenced them, the clear reasons are that concrete floors offer a unique look (73.7%), and concrete's inherent properties of durability (71.5%) and ease of maintenance(58.3%).



# People Love Concrete Floors with Multiple Colors



Thanks to the myriad ways that concrete floors can be colored, the versatility that concrete offers appeals to many people with many different tastes. Out of those surveyed, 36.7% prefer a combination of colors to enhance a concrete floor.

For solid color choices, 31.7% prefer brown for their concrete floor. “We’ve seen repeatedly in our analytics that people prefer brown floors,” says Khara Dizmon, director of communications for ConcreteNetwork.com.

“There’s something about the warm, natural look that concrete imparts that draws a lot of people to it,” she says.



# Personalized Designs Are Most Preferred

Likely 79%



Not Likely 21%



Every concrete floor is customized and unique, and two-thirds of respondents say they like that quality and want to give concrete floors their own personal touch. Personalizing a floor might include adding a border, sawcutting a pattern, or getting more complex by installing a stenciled logo or emblem.

*“We are showing homeowners how concrete floors can be as unique and exquisite as the homes they are building.”*

*“We like to focus on smaller projects where there is a desire for a unique, personalized design—like putting paw prints on a dog bakery floor, or including a portion of a company logo on the store entry.”*

- Lorena Herriot, Image-N-Concrete Colorado

# Most People Get Design Ideas from Magazines and Catalogs



Magazines  
& Catalogs  
62.5%



Google Search  
58.5%



Design TV Shows  
35.6%



Design Websites  
27.3%



Retail Stores  
27.0%

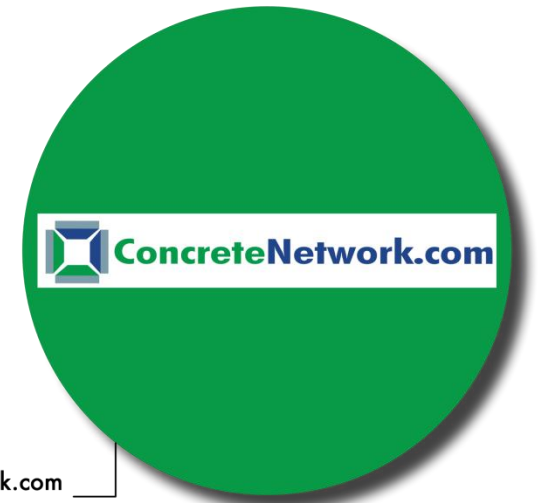
Despite the growing popularity of the Internet, people still turn to magazines and catalogs as sources for design ideas. Popular magazines include *Dwell*, *Woman's Day*, and *Better Homes & Gardens*. People are also perusing Pottery Barn or Restoration Hardware catalogs for ideas.

# Most People Get Their Concrete Floor Ideas from ConcreteNetwork.com

Although it couldn't easily be incorporated into a graph, 32 respondents typed 'Concrete Network' into the comments section of the survey when asked where they get their design ideas.

Using site traffic statistics from Compete.com, this graph compares concrete-industry websites that provide information about decorative concrete.

ConcreteNetwork.com is the clear resource for consumers to find information, design ideas, and styles for their concrete floors.



ConcreteNetwork.com  
85.5%

ConcreteIdeas.com  
6.0%



ConcreteConstruction.net  
4.6%

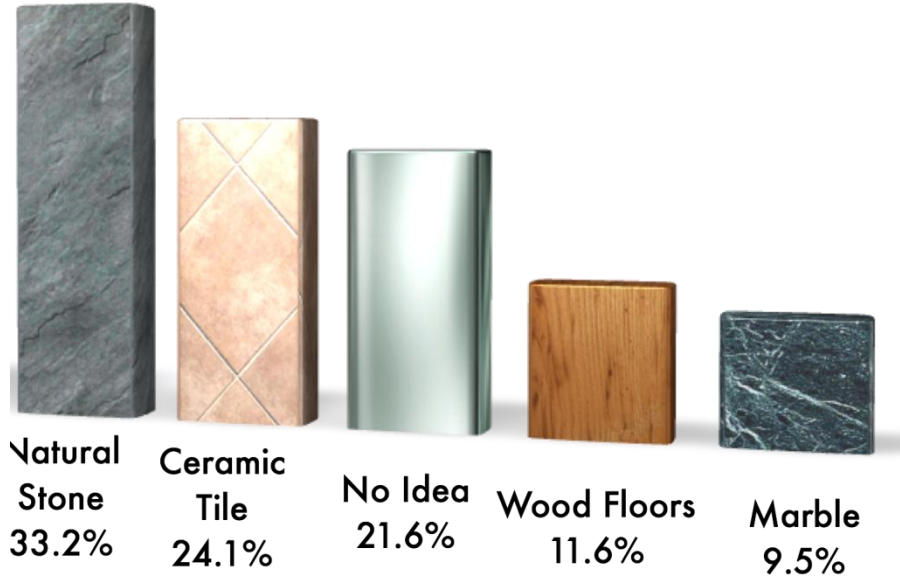


ConcreteDecor.net  
4.0%





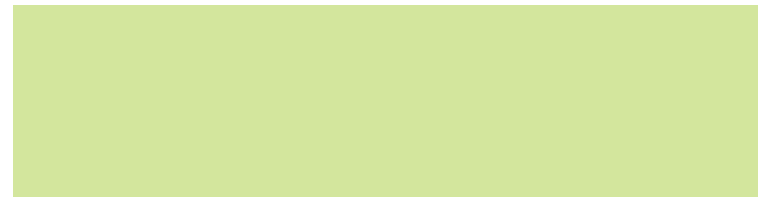
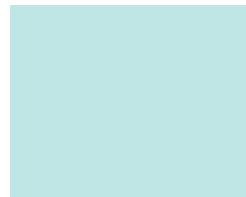
# Natural Stone and Tile Are the Most Comparable Surface Materials



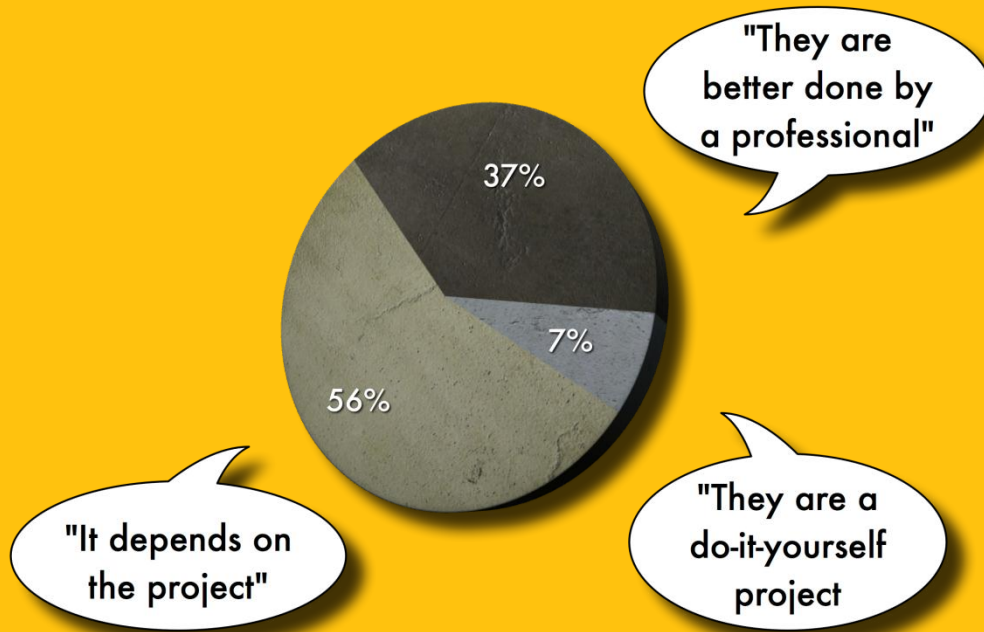
Concrete is in the ballpark with the heavy-hitter surface materials. Over 33% of respondents would compare concrete to natural stone, and 24.1% compare it to ceramic tile. Concrete offers many benefits that are similar to stone and tile—it can be colored or textured to mimic natural materials, and it can be sawcut into similar patterns available with tile. Some people, 21.6% to be exact, don't think concrete floors are comparable to any of the surface options, alluding to the idea that concrete is a completely unique surface.

*“Although concrete is not a cheap substitute, it is a creative and durable one. It can be contemporary or traditional, simple or extravagant. It all depends on what the client is looking for.”*

*- Terry Kurucz, Futuristic Designs Inc.  
Vancouver, British Columbia*

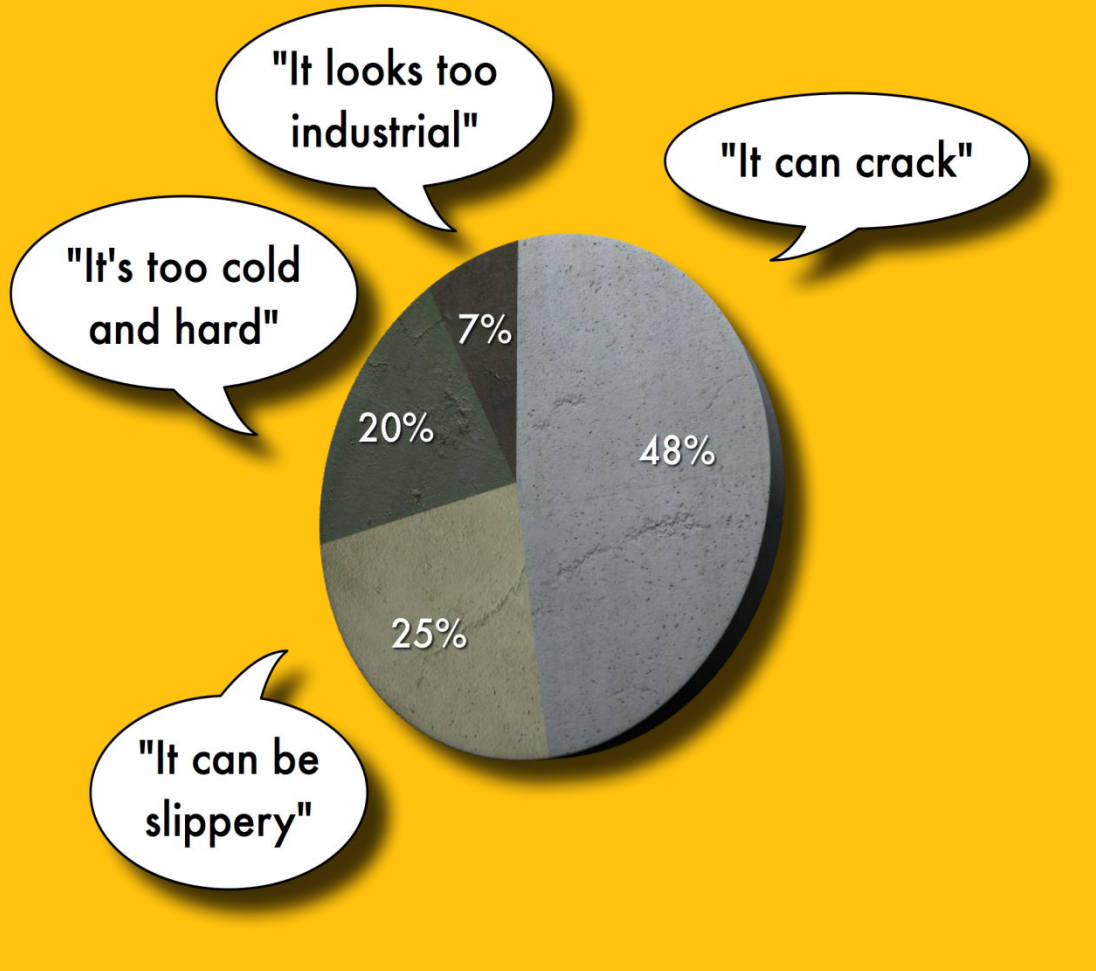


# Are Concrete Floors a Do-It-Yourself Project?



Note that only 7% of the respondents unequivocally think concrete floors are a DIY project. There are a lot of steps to ensure a concrete floor is done right—from protecting surrounding surfaces, to surface preparation, to installation, to sealing and protecting the floor. Often it depends on the size and complexity of the project to determine when a concrete professional should be involved. A majority of consumers don't view it as a simple, weekend project.

# Cracks Are the Consumer's Biggest Concern



The most common objection to concrete floors (48% of respondents) is the inevitable cracking.

For some people, cracking is part of what's appealing about concrete floors, giving them the natural aged look.

There have been innovations in the industry that address concerns about cracking and slipperiness (which concerned 25% of respondents). Microtoppings offer the ability to cover minor existing cracks with a smooth, new surface.

There are also slip-resistant additives that can be applied to freshly poured concrete floors and already existing concrete floors to provide a non-slip surface.

# 2010 Concrete Floor Trends

New products and innovations are continuously developing in the concrete flooring industry to meet the dynamic needs of consumers. The buzz about concrete's benefits and value continues to spread, attracting more and more people to this established medium.

Current perceptions about concrete floors illustrate that design, color and personalization are the driving factors for concrete's appeal. "People will seek out concrete as they try to find a flooring material that will last, be easy to clean, be eco-friendly, and allow them the capability to design it the way they want," says Dizmon. "There aren't many comparable products out there that can claim host to all those benefits wrapped into one, and still be pretty," she says.

Design websites, industry websites, and magazines are the main places consumers go to for design trends and ideas. People love that concrete floors can be customized in color, pattern, and texture. Through the versatility of concrete, any design imaginable idea can be brought to life.



# Report References

## Data Sources:

[www.ConcreteNetwork.com](http://www.ConcreteNetwork.com)

[www.Compete.com](http://www.Compete.com)

## Graphic Photo Credits:

Custom Concrete Solutions, Kemiko Decorative & Industrial Floor Finishes, Buddy Rhodes Concrete Products, Diamond D Company

## About ConcreteNetwork.com

Established in 1999, The Concrete Network's purpose is to educate consumers, builders, and contractors on popular decorative concrete techniques, applications, and products. This includes concrete stains, equipment, sealers, tools, and materials. Over 11 million people visited ConcreteNetwork.com in 2009 to research, get ideas and to find a contractor.

The site excels at connecting contractors with concrete products suppliers through its Concrete Product Directory [Concrete Products](#) service. The service provides visitors with a list of decorative concrete manufacturers throughout the U.S. and Canada, as well as local decorative concrete supply stores.



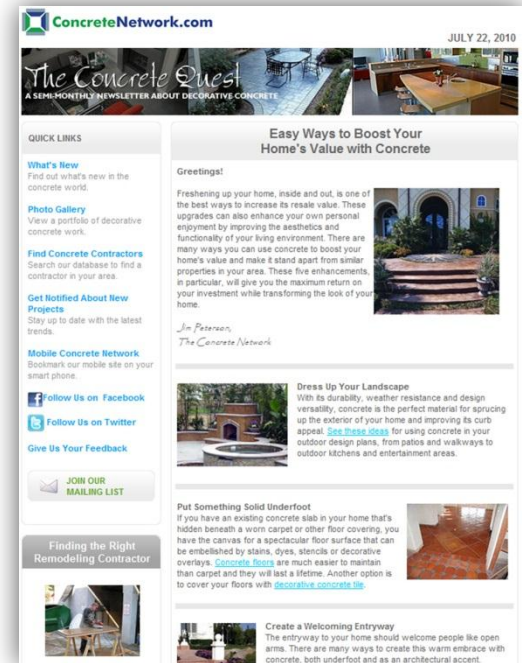
# About the Survey

This report includes statistics from survey results reported by ConcreteNetwork.com. Through the survey findings, ConcreteNetwork.com was able to illustrate consumer preferences and current trends in concrete floor design.

The survey was administered through an email newsletter invitation to The Concrete Network's consumer email newsletter subscriber base.

Survey results are based on 454 participants. Although respondents may seem to be predisposed to liking concrete as subscribers to a decorative concrete newsletter, there is still much that can be learned from their responses.

Respondents are subscribers to *The Concrete Quest*, a free semi-monthly newsletter about decorative concrete trends in and around the home. It provides design ideas, technical resources, advice on working with contractors, money-saving tips, and more resources homeowners, builders and designers can use to make wise decisions during the building process.



Survey respondents were subscribers to *The Concrete Quest*, a free semi-monthly newsletter.

# Thank You

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