



# MARKET RESEARCH

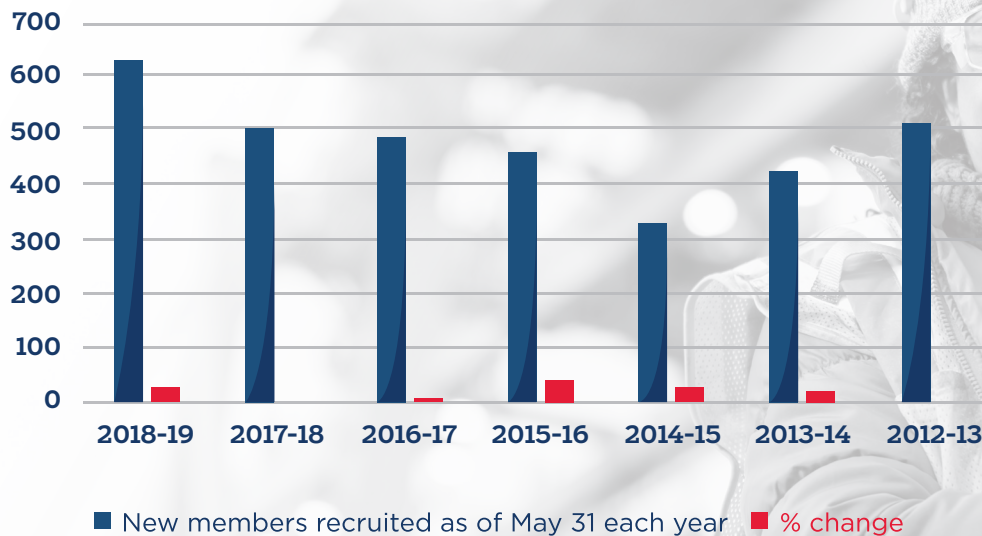


## NRCA Membership by the Numbers

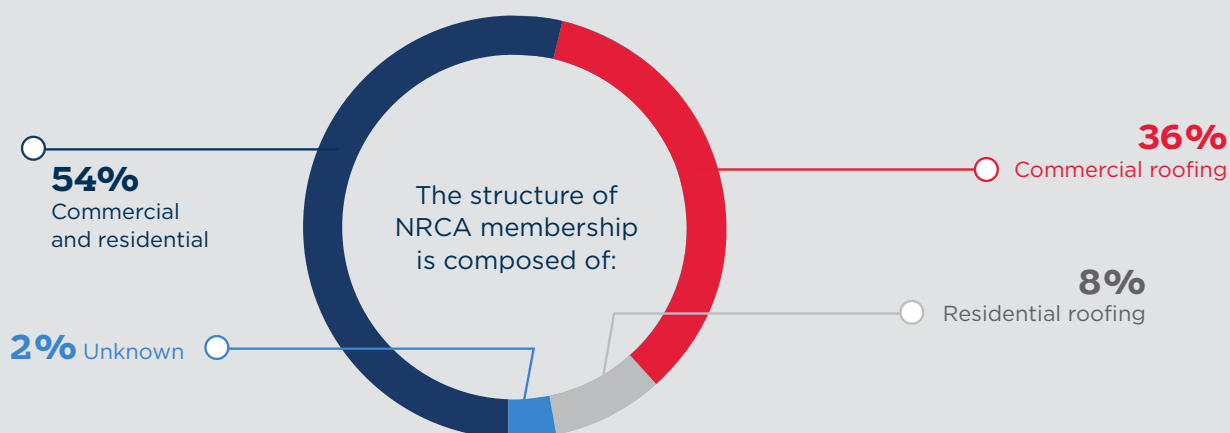
NRCA membership experienced its fourth consecutive year of growth as a result of ongoing NRCA prospect and retention campaigns; support from manufacturer and distributor members; NRCA's One Voice initiative; the NRCA sales department; and a recurring monthly payment option for paying membership dues. Through a multifaceted membership marketing program—including direct mail, email, faxes, advertising, phone calls and outreach through trade shows and industry events—NRCA recruited 636 new members in 2018-19, which is a 26.4% increase from 2017-18.

During the year, NRCA continued to reach out to manufacturers, distributors, architects, engineers, consultants and service providers who want to engage more with NRCA, encouraging them to join NRCA's One Voice initiative; One Voice offers these members an opportunity to fully partner with NRCA to address the roofing industry's most critical issues and concerns—with one voice—to secure its future. The issues include workforce and worker certification; building codes and insurance; increasing professionalism; and effecting change with one voice in Washington, D.C. Since NRCA launched its One Voice initiative in 2017, it has welcomed 32 members as full partners.

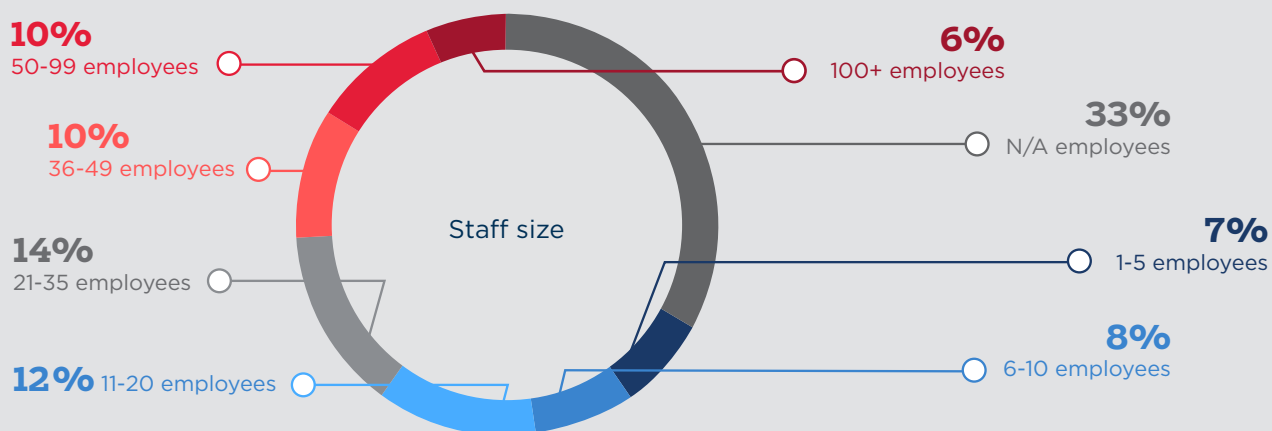
### RECRUITING



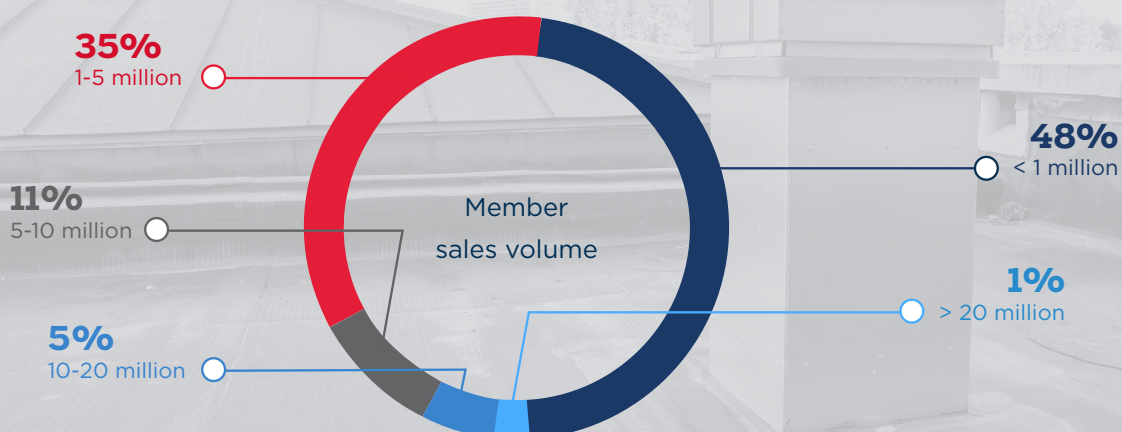
## NRCA MEMBERSHIP COMPOSITION: Type of work



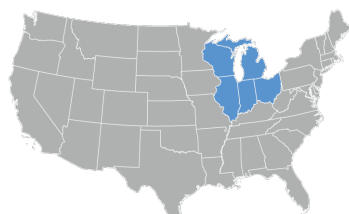
## MEMBER STAFF SIZE



## MEMBER SALES VOLUME

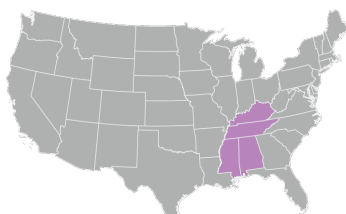


## REGIONAL BREAKDOWN



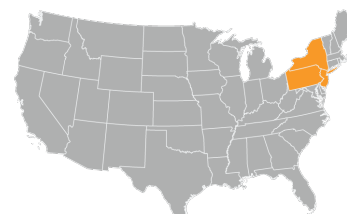
**18%**

**EAST NORTH CENTRAL**  
(IL, IN, MI, OH, WI)



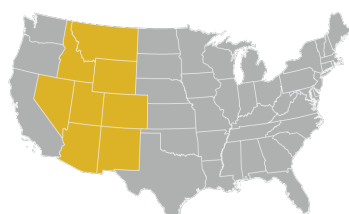
**5%**

**EAST SOUTH CENTRAL**  
(AL, KY, MS, TN)



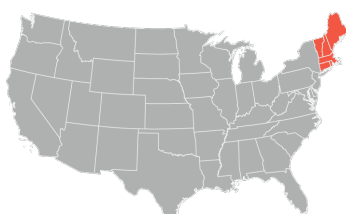
**10%**

**MIDDLE ATLANTIC**  
(NJ, NY, PA)



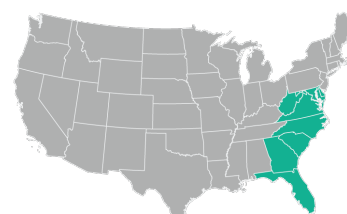
**7%**

**MOUNTAIN**  
(AZ, CO, ID, MT, NM,  
NV, UT, WY)



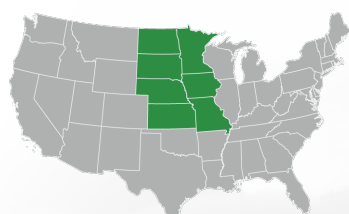
**5%**

**NEW ENGLAND**  
(CT, MA, ME, NH, RI, VT)



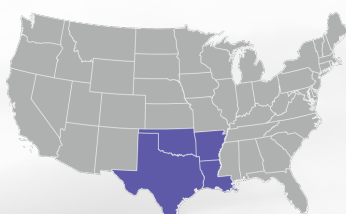
**20%**

**SOUTH ATLANTIC**  
(DC, DE, FL, GA, MD,  
NC, PR, SC, VA, WV)



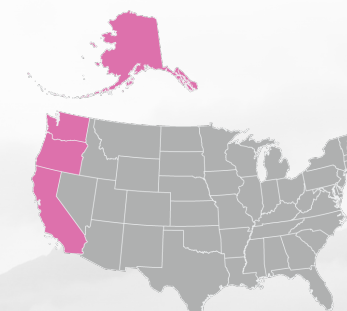
**8%**

**WEST NORTH CENTRAL**  
(IA, KS, MN, MO, ND, NE, SD)



**17%**

**WEST SOUTH CENTRAL**  
(AR, LA, OK, TX)



**10%**

**PACIFIC**  
(AK, CA, HI, OR, WA)