

Products /

PRODUCT CATEGORY	FAMILIARITY (TOP)	% POINT LEAD	USED IN PAST TWO YEARS	% POINT LEAD	USED THE MOST	% POINT LEAD	HIGHEST QUALITY	% POINT LEAD
Bath/Shower Surrounds/Shower Doors	Kohler, 88.1%	11.9	Kohler, 75.6%	29.3	Kohler, 44%	26.7	Kohler, 58.5%	51.2
Bathroom Ventilation/Fans	NuTone, 90.2%	10.7	NuTone, 63.1%	1.2	Broan, 32.4%	2.8	Panasonic, 38.1%	3.6
Tubs: Jetted and Non-Jetted	American Standard, 92.1%	2.6	Kohler, 66.7%	1.4	Kohler, 37.5%	12.5	Kohler, 41.9%	27
Cabinets: Semi-Custom and Custom	KraftMaid, 77.7%	44.6	KraftMaid, 41.2%	30.6	KraftMaid, 36.9%	32.3	KraftMaid, 22.4%	11.8
Cabinets: Stock	KraftMaid, 80.2%	25.5	KraftMaid, 40.5%	21.5	KraftMaid, 38.6%	24.3	Merillat & KraftMaid, 22.6%	13.1
Caulks/Sealants	DAP, 97.9%	11.6	DAP, 82.1%	18.9	DAP, 35.1%	21.1	OSI Sealants, 24.2%	3.1
Closet/Organization Systems	Rubbermaid, 81.4%	4.7	Closet Maid, 38.1%	10.7	Closet Maid, 43.6%	21.8	California Closets, 48.6%	31.9
Decking: Wood	Wolmanized Wood, EraWood (Lonza), 41.1%	1.1	Wolmanized Wood, EraWood & YellaWood (Great Southern Wood Preserving), 31%	4.8	YellaWood, 33.3%	9.2	YellaWood & Wolmanized Wood, EraWood, 31%	8.4
Decking: Composite and Vinyl	Trex (Trex Co) & AZEK Deck, 84.3%	17.3	Trex (Trex Co), 57.6%	14.1	Trex (Trex Co), 45.5%	24.7	Trex (Trex Co), 39.1%	5.4
Decking: Aluminum	LockDry, NextDeck (Nexan Building Products), 36.1%	19.2	LockDry, NextDeck, 36.1%	33.3	LockDry, NextDeck, 92.9%	85.8	LockDry, NextDeck, 75%	52.8
Deck Railings	Trex Railing, 62.9%	15.7	Trex Railing, 41.3%	16	Trex Railing, 29%	11.3	Trex Railing, 24%	6.7
Decorative Mouldings/Trim/Columns	AZEK Trimboards, 69.3%	27.3	AZEK Trimboards, 47.5%	33.7	AZEK Trimboards, 38.8%	26.9	AZEK Trimboards, 36.2%	27.4
Dishwashers	GE Appliances, 95.3%	2.3	GE Appliances, 67.1%	15.3	GE Appliances, 28.6%	11.9	Bosch, 31.8%	18.9
Doors: Entry	JELD-WEN, 87.8%	8.2	JELD-WEN, 53.6%	13.4	JELD-WEN, 32.6%	13.7	Pella, 26.8%	10
Doors: Garage	Overhead Door, 68.2%	2.3	Clopay, 41%	14.5	Clopay, 30.7%	12	Overhead Door, 25.3%	4.1
Doors: Patio	JELD-WEN, 94.2%	4.7	Anderson, 46.5%	5.8	JELD-WEN, 26.1%	3.3	Anderson, 26.7%	9.3
Exterior Trim	HardieTrim (James Hardie), 73.1%	3.7	HardieTrim (James Hardie), 49.4%	7	HardieTrim (James Hardie), 35.1%	10.4	AZEK Trimboards, 32.9%	4.7
Faucets	Kohler, 94.4%	3.4	Kohler, 69.9%	1	Moen, 29.9%	5.8	Kohler, 28.1%	10.1
Fireplaces/Wood Stoves	Heatilator, 72.6%	9.5	Heatilator, 32.1%	3.9	Heatilator, 32.2%	8.5	Vermont Castings, 26.6%	2.5
Flooring: Laminate	Pergo, 91.9%	2.4	Pergo, 51.8%	7.1	Pergo, 21.8%	5.1	Pergo & Bruce, 21.2%	7.1
Flooring: Ceramic Tile	Dal-Tile, 79.5%	22.7	Dal-Tile, 69%	32.1	Dal-Tile, 57.9%	42.1	Dal-Tile, 38.1%	26.2
Flooring: Wood	Lumber Liquidators, 80.2%	5.8	Bruce, 41.7%	7.2	Bruce, 27.4%	2.7	Bruce, 33.3%	17.8
Foundation Waterproofing	CertainTeed, 57.8%	3.6	CertainTeed, 32.9%	4.1	CertainTeed, 29.5%	3.9	Grace, 25.7%	6.8
Housewrap	DuPont (Tyvek), 96.5%	36	DuPont (Tyvek), 81.2%	55.3	DuPont (Tyvek), 70.6%	62.4	DuPont (Tyvek), 61.2%	50.6
HVAC	Carrier, 91.6%	3.6	Carrier, 32.5%	4.8	Carrier, 19.5%	5.2	Trane, 21.7%	4.8
Insulation	Owens Corning, 89.7%	11.5	Owens Corning, 65.5%	26.2	Owens Corning, 47%	28.9	Owens Corning, 38.1%	20.2
Laundry Appliances	Maytag, 94.6%	0.9	Whirlpool, 61.4%	2.4	Whirlpool, 18.3%	1.2	Bosch, 31.3%	15.6
Lighting	Halo, 76.5%	22.4	Halo, 51.9%	29.7	Halo, 37.5%	26.4	Halo, 23.5%	12.4
Lighting Controls/Switches	Leviton, 86.9%	8.3	Leviton, 75.3%	12.3	Leviton, 42.7%	12.2	Leviton, 41.5%	13.5
Locksets/Hardware	Kwikset, 97.7%	1.2	Schlage, 76.5%	8.3	Schlage, 45.2%	9.5	Schlage & Baldwin, 35.8%	28.4
Paints/Stains	Sherwin-Williams, 96.5%	2.4	Sherwin-Williams, 63.5%	5.9	Sherwin-Williams, 32.5%	14.4	Benjamin Moore, 30.4%	1.1
Portable Generators	Generac, 81%	1.2	American Honda, 40.2%	7.3	American Honda, 33.8%	4.4	American Honda, 36.6%	14.6
Ranges/Cooktops	GE Appliances, 91.7%	1.2	GE Appliances, 57.1%	23.8	GE Appliances, 29.3%	20.8	Wolf Range, 20.8%	3
Refrigerators	GE Appliances, 95.2%	3.5	GE Appliances, 52.4%	14.3	GE Appliances, 19.5%	6.1	Sub-Zero, 38.1%	29.8
Ridge Vent Systems	Ridge-Vent (GAF), 69%	4.7	Ridge-Vent (GAF), 45.7%	16.1	Cobra Ventilation (GAF), 23.6%	2.8	Cobra Ventilation (GAF) & Ridge-Vent (GAF), 23%	9.2
Roofing: Asphalt/Fiberglass Shingles	CertainTeed, 94.2%	3.5	CertainTeed, 50.5%	2.1	CertainTeed, 36.5%	7.1	CertainTeed, 33.7%	7
Roofing: Clay/Concrete/Synthetic Tiles	CertainTeed, 63%	1.3	CertainTeed, 44.3%	10	CertainTeed, 36.2%	13.8	CertainTeed, 31.4%	4.3
Roofing: Metal	American Building Components (ABC), 37.3%	8.4	Metal Sales Manufacturing, 22.4%	1.5	ABC, 27.1%	6.3	Metal Sales Manufacturing & ABC, 16.7%	6.3
Siding: Engineered Wood	Georgia-Pacific, 88%	10.9	Georgia-Pacific, 62.5%	22.5	Georgia Pacific, 48.6%	17.2	Georgia-Pacific, 53.8%	25
Siding: Manufactured Stone	Eldorado Stone, 52.3%	5.7	Cultured Stone, 21%	1.2	Cultured Stone, 26.2%	9.5	Eldorado Stone, 23.4%	3.1
Siding: Fiber Cement	James Hardie, 95.2%	16.6	James Hardie, 86.6%	61	James Hardie, 82.1%	70.6	James Hardie, 81.9%	71.1
Siding: Vinyl	CertainTeed, 80.7%	19.3	CertainTeed, 52.5%	27.5	CertainTeed, 36.5%	20.3	CertainTeed, 31.2%	16.2
Sinks: Kitchen/Bath	American Standard, 95.2%	1.2	Kohler, 70.7%	17	Kohler, 44.3%	24	Kohler, 41.5%	28.1
Standby Generators	Generac, 87.7%	6.6	Generac, 37.5%	6.9	Generac, 48%	10	Kohler, 41.7%	5.6
Surfacing: Laminate	Formica, 92.8%	1.2	Wilsonart, 67.9%	8.6	Wilsonart, 50.7%	13	Wilsonart, 48.1%	6.1
Surfacing: Quartz	Silestone, 89.5%	18.4	Silestone, 46.7%	8	Silestone, 37.1%	4.8	Cambria, 35.1%	9.4
Surfacing: Solid	Corian (DuPont), 93.7%	22.8	Corian (DuPont), 45.5%	23.4	Corian (DuPont), 46.4%	28.5	Corian (DuPont), 41.6%	13
Toilets	American Standard, 98.8%	1.2	Kohler, 75.9%	7.2	Kohler & American Standard, 40%	29.4	Toto, 43.4%	4.8
Water Heaters: Tank, Tankless, Solar, Heat Pump	Rheem, 81.8%	18.2	Rheem & AO Smith, 31.1%	1.4	AO Smith, 21.2%	1.5	Rheem, 21.6%	1.3
Windows: Skylights/Roof Windows/Tubular Skylights	Velux, 90.1%	17.3	Velux, 64.6%	45.6	Velux, 65.6%	56.2	Velux, 62%	43
Windows: Fiberglass	Integrity from Marvin Windows & Doors, 73.3%	4	Integrity from Marvin, 35.2%	12.7	Integrity from Marvin, 38.2%	10.9	Integrity from Marvin, 46.5%	18.3
Windows: Vinyl	JELD-WEN, 85.7%	42.8	JELD-WEN, 35.4%	15.9	JELD-WEN, 22.7%	6.7	JELD-WEN, 22%	6.1
Windows: Wood/Clad-Wood	Anderson, 91.5%	3.7	Anderson, 47.5%	12.5	Anderson, 31%	12.7	Pella & Marvin, 28%	1.2
Wood Finishes, Preservatives, & Repellents	Sherwin-Williams, 89.9%	2.6	Sherwin-Williams, 62.3%	18.1	Sherwin-Williams, 47.3%	35.1	Sherwin-Williams, 37.7%	27.3