

Builder

2014 Brand Use Study

hanleywood

One Thomas Circle NW, Suite 600
Washington, DC 20005



Readex
Research

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2251 Tower Drive West
Stillwater, MN 55082
tel 651.439.1554
fax 651.439.1564

www.readexresearch.com

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Purpose

The findings cited in this report are based on a survey sponsored by Hanley Wood on behalf of their publication, *Builder*.

The purpose of this research project was to provide the editors and advertisers with a profile of the brands used by builders. Specific areas of inquiry included:

- the number and average sale price of residential units respondents' firms were involved with building in 2013
- respondents' familiarity with, use of, and opinions about brands in 69 product categories
- importance of factors in influencing brand selection within each product category

Method

The survey sample of 10,800 was selected in systematic fashion by Hanley Wood and Readex from domestic recipients of *Builder* classified as “builder, builder-developer, or general contractor,” including those who receive *Builder* as a benefit of NAHB membership, but excluding those classified as “do not promote.” The sample represented 74,669 print subscribers at the time of selection.

To help reduce respondent burden, twelve versions of a 4-page questionnaire (8.5” x 11.0” pages) were designed jointly by *Builder* and Readex, with different brand categories on each.

Data was collected via mail survey from September 3 to October 21, 2013. The survey was closed for tabulation with 2,422 usable responses—a 22% response rate.

The margin of error for percentages based on all 2,422 usable responses is ± 2.0 percentage points at the 95% confidence level. The margin of error for percentages based on the total answering for each product category asked about in this study is roughly 7 percentage points. The margin of error for percentages based on smaller sample sizes—census regions, for example—will be larger.

A supplemental online study was done to re-capture data for Engineered I-Joists, Exterior Trim, Exterior Wall Sheathing, and Faucets due to missing brands in the main study. The data reported in those categories is from the online effort.

(Please refer to the Appendix for more details of the method.)

Data Interpretation

Mean

A mean is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to estimate a total projected volume. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as $10,000 \times \$100 = 1,000,000$.

Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income).

Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

Median

A median is the value that lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. **It represents the “typical” response, and is not influenced by extreme values.** For most distributions, the median will be either roughly equal to, or significantly smaller than the mean.

Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value.

Only the values listed *above* the statistics on a data table are used in the calculations.

About Readex

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for a lengthy and diverse list of clients.

As a full-service survey research supplier, Readex provides in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques, in addition to the more traditional stub-and-banner tabulations.

This survey was conducted and this report was prepared by Readex in accordance with accepted research standards and practices.

Top 3 Brands

The following pages present a graphic summary of brand-related results in alphabetical order by product category.

Only the *top three* brands have been included in the charts for each question, based strictly on the percentage indicating each brand (or the average rating provided for each) regardless of sampling error. Results for all brands and all questions are listed in the Results section of this report.

Bases for Results

The bases for the percentages vary depending on the number who indicated their firms used each category in the past 2 years for the charts showing brand familiarity, brands used in the past 2 years, and brands used the most. Multiple responses were allowed for each.

Results for the quality ratings are based on those giving a rating for each brand. Quality ratings based on fewer than 30 responses are considered statistically unstable and have been asterisked in the *Results* section of this report. They have also been omitted from the summary charts.

Survey Questions

The specific survey questions related to these charts were as follows:

(Not all categories included the importance question. See the Appendix for details.)

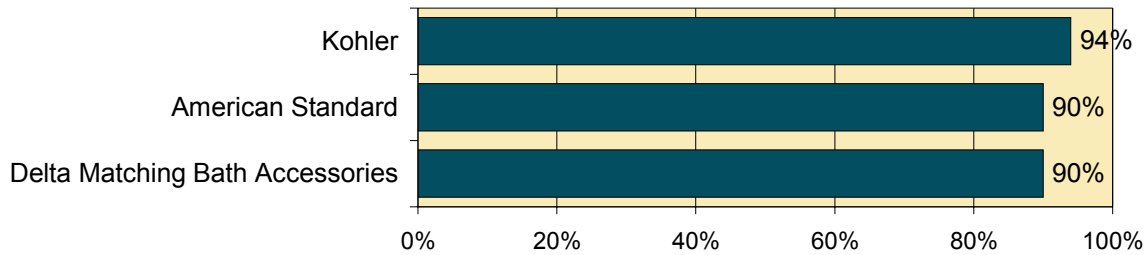
For each product listed below and for that product specifically ...

- A. Which brands have you HEARD OF?**
- B. Which brands has your firm USED IN THE PAST 2 YEARS (including brands you subcontracted with others to install)?**
- C. Which brand(s) does your firm USE THE MOST?**
- D. How would you rate the QUALITY of each brand you are familiar with?**

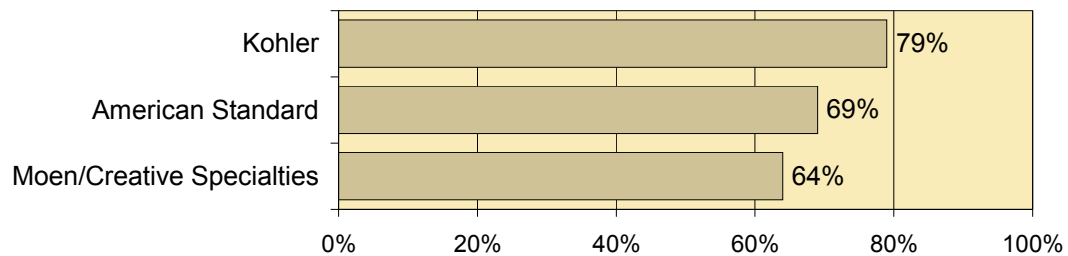
For the brand(s) of [CATEGORY] you use most, how important are the following factors in influencing your brand selection?

BATH ACCESSORIES

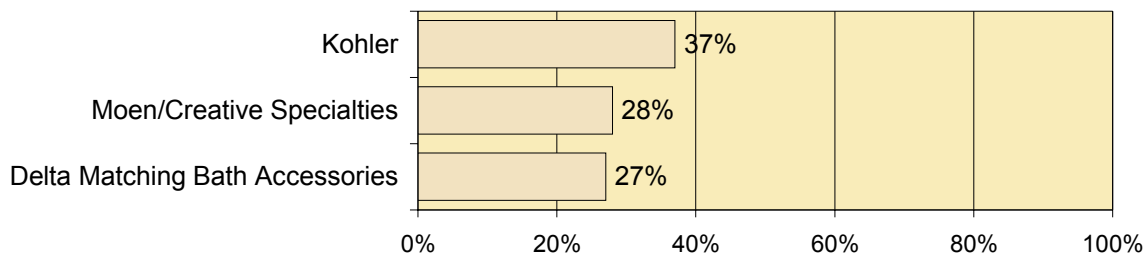
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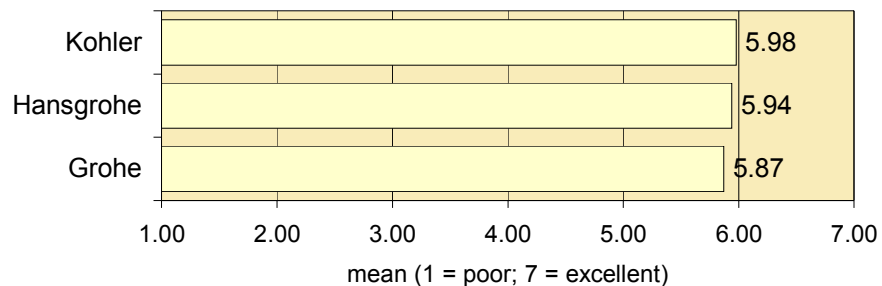
Brands Used in Past 2 Years



Brands Used the Most

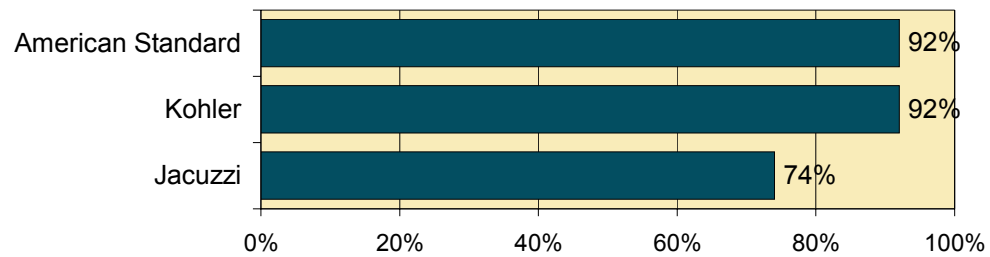


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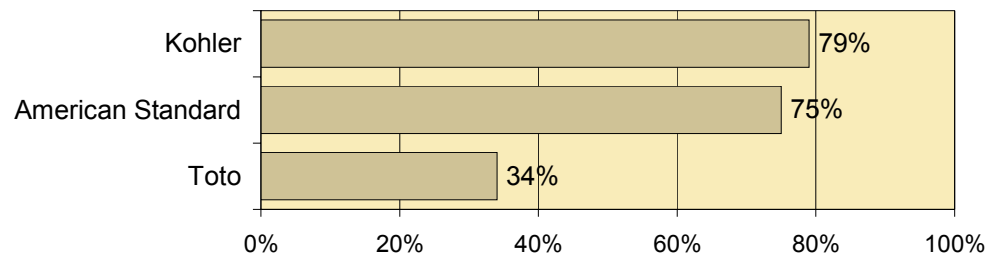


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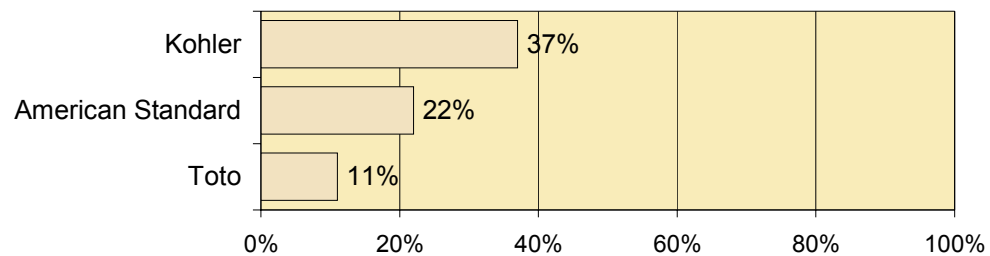
Brand Familiarity



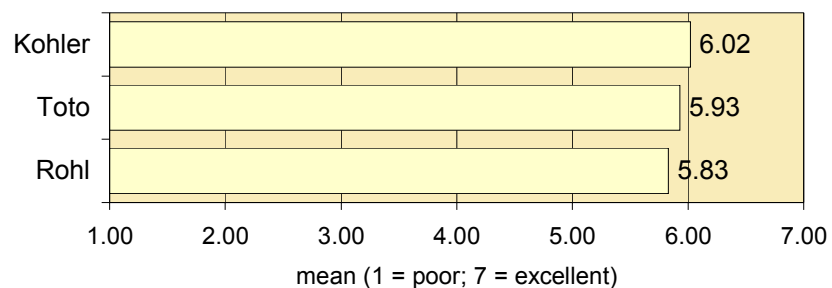
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Brands Used the Most

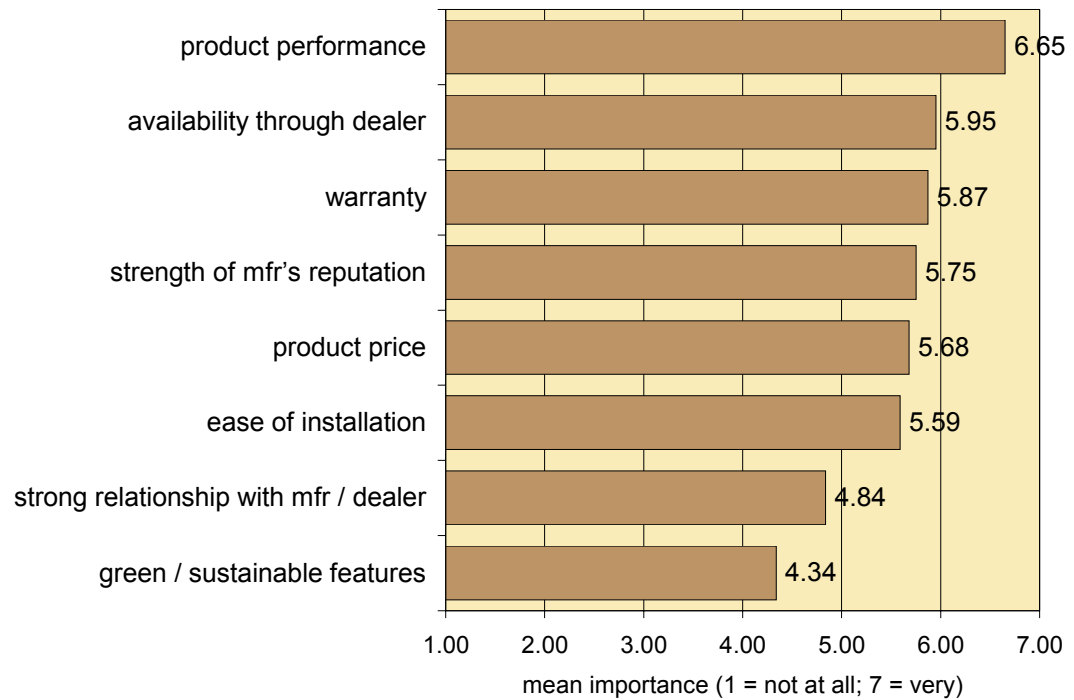


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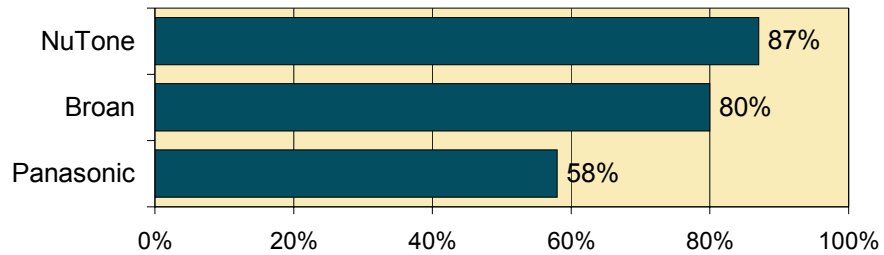
BATH FIXTURES

Importance of Factors Influencing Brand Selection

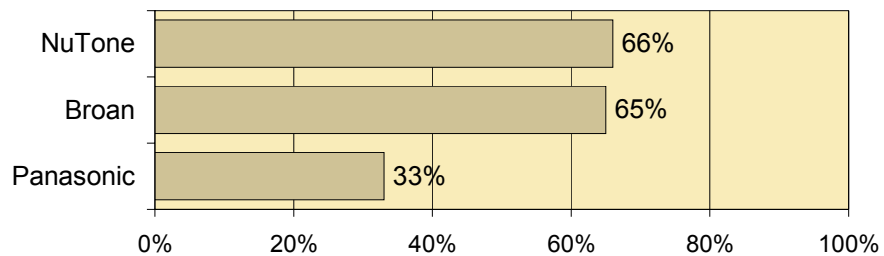


BATHROOM VENTILATION/FANS

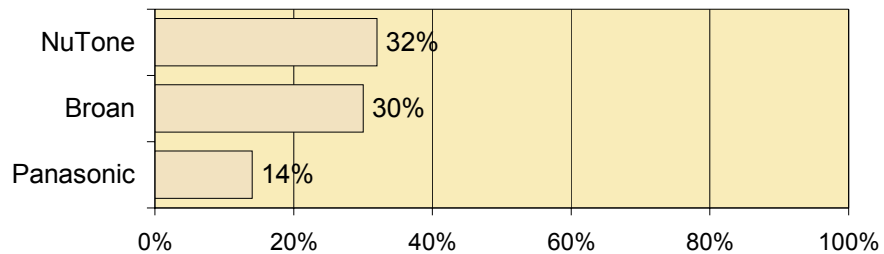
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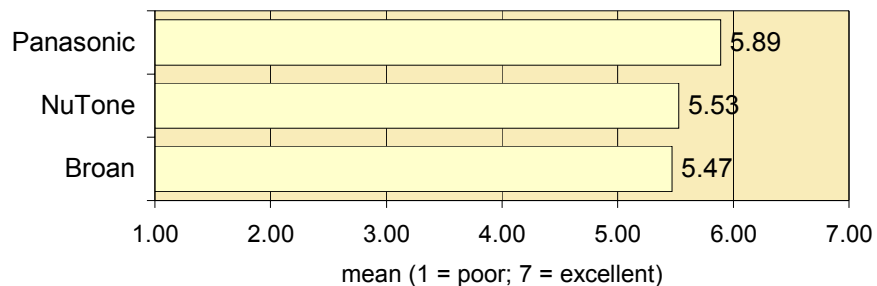
Brands Used in Past 2 Years



Brands Used the Most

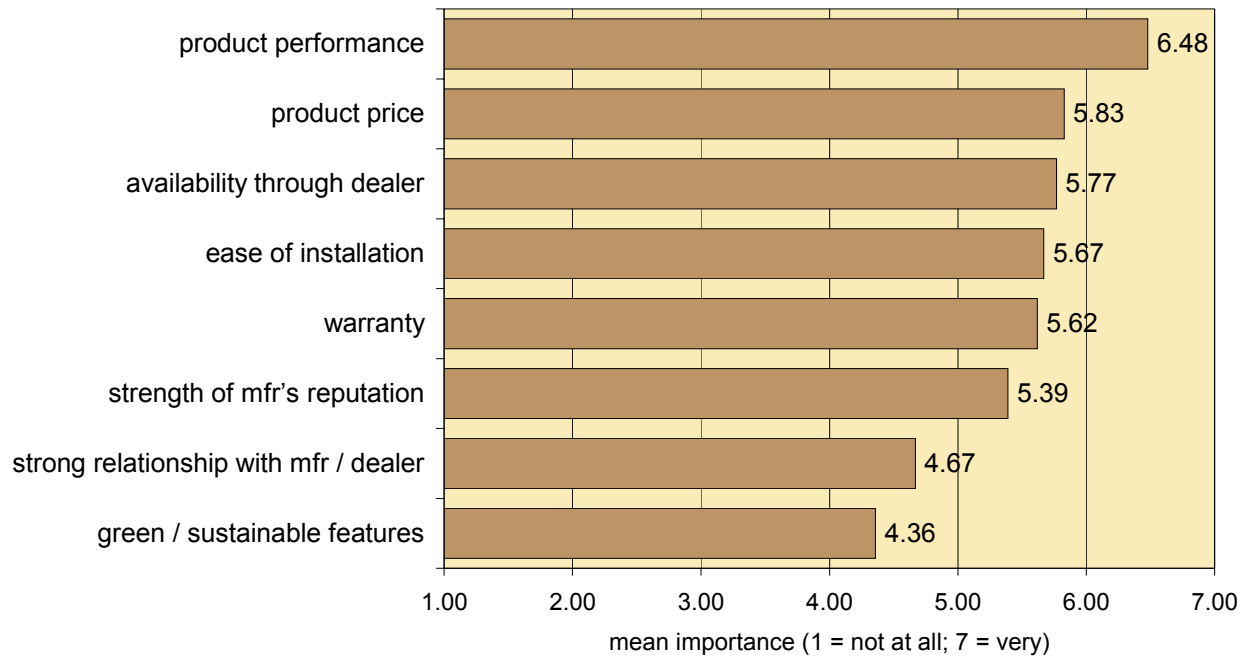


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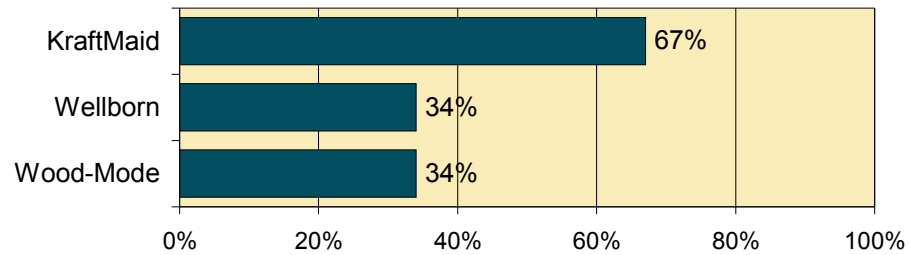
BATHROOM VENTILATION/FANS

Importance of Factors Influencing Brand Selection

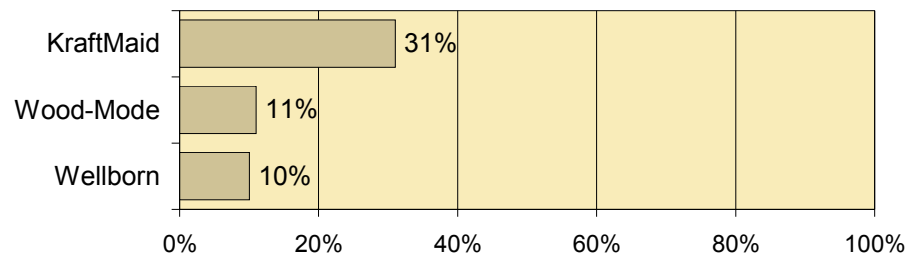


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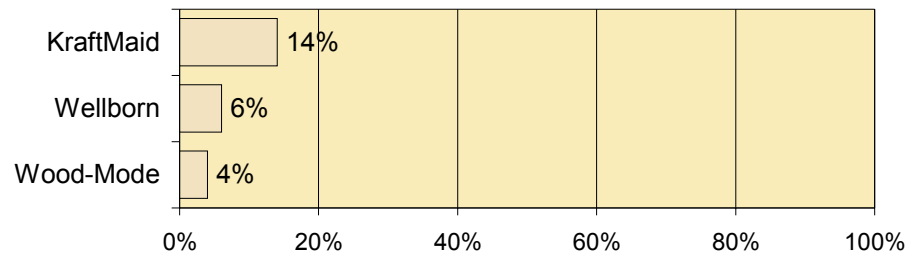
Brand Familiarity



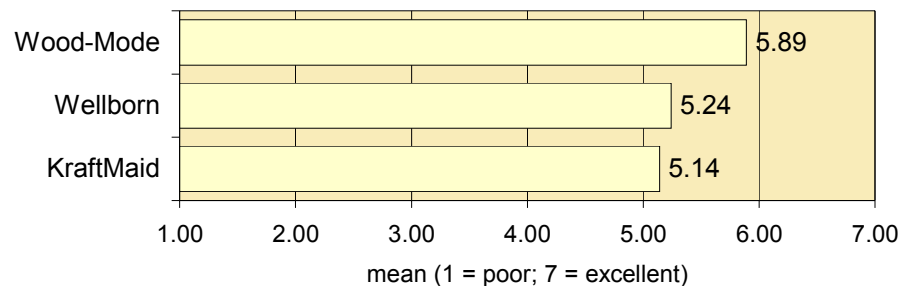
Brands Used in Past 2 Years



Brands Used the Most

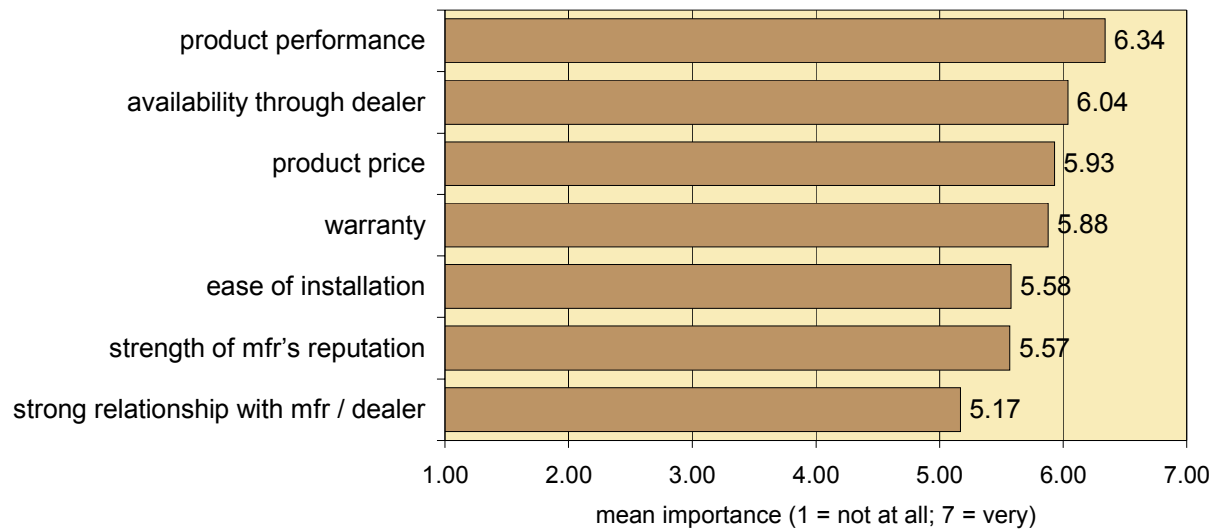


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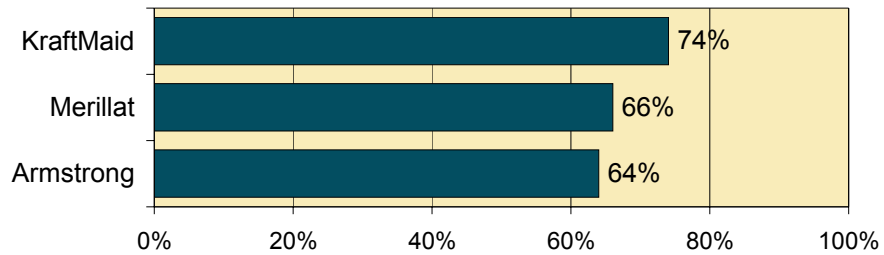
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Importance of Factors Influencing Brand Selection

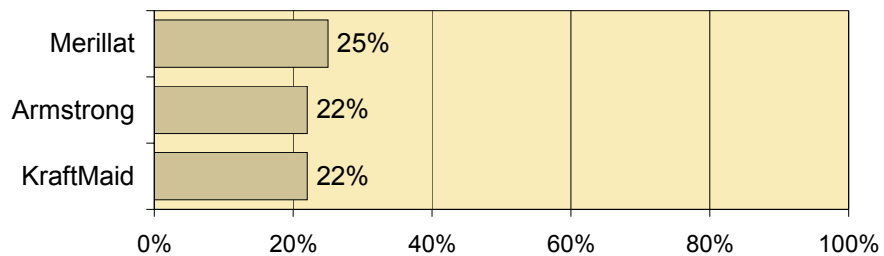


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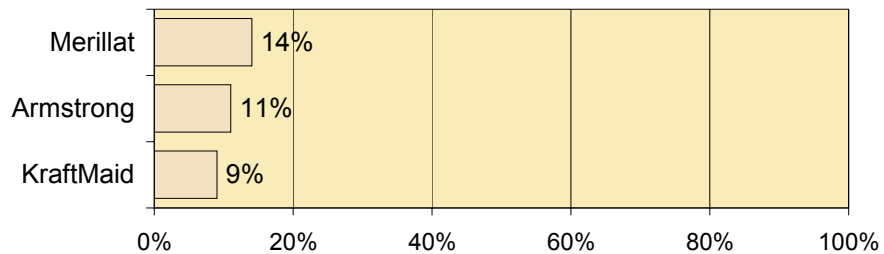
Brand Familiarity



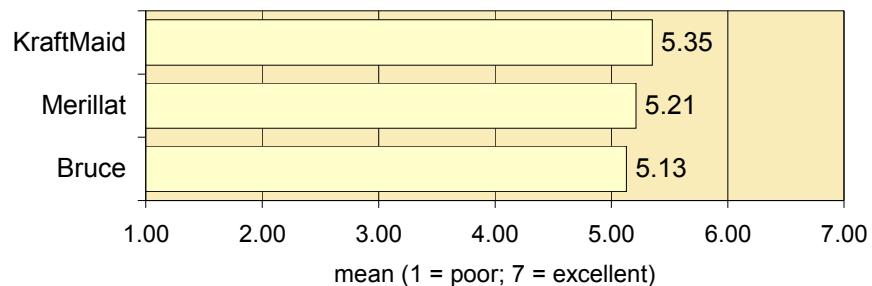
Brands Used in Past 2 Years



Brands Used the Most

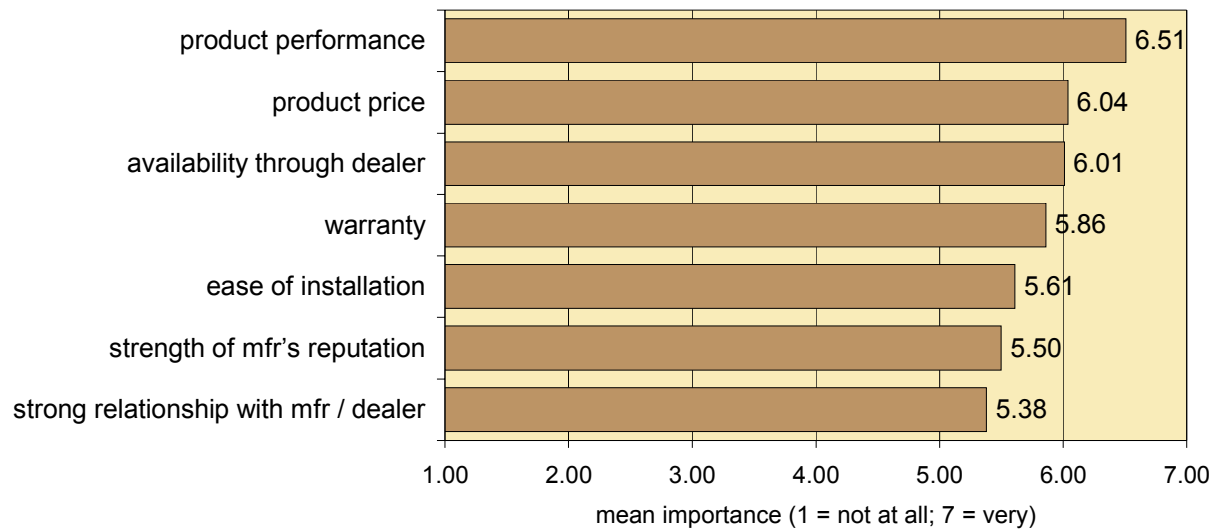


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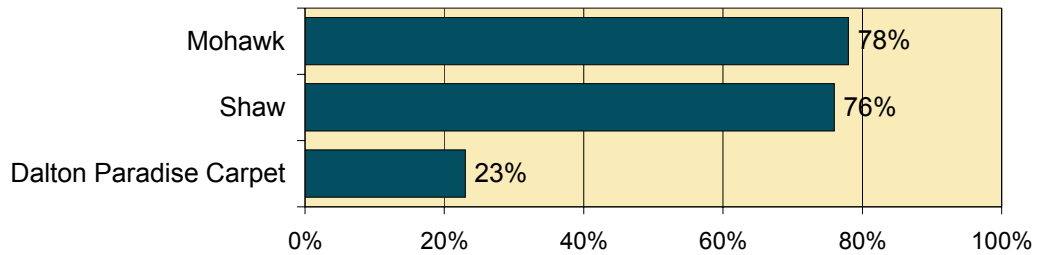
CABINETS: STOCK

Importance of Factors Influencing Brand Selection

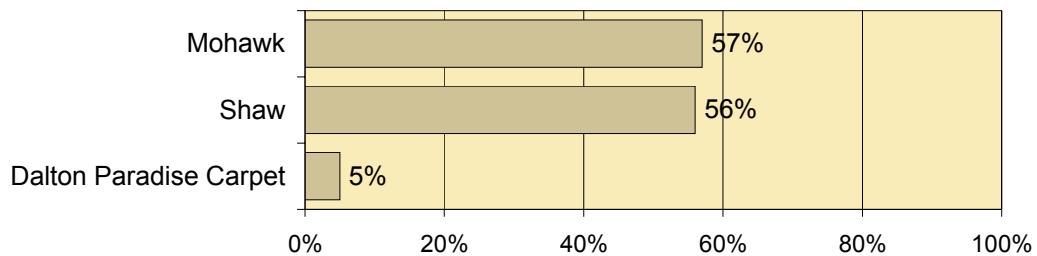


CARPET

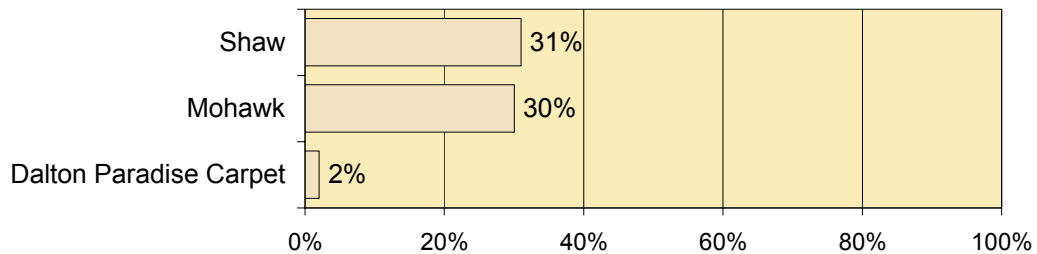
Brand Familiarity



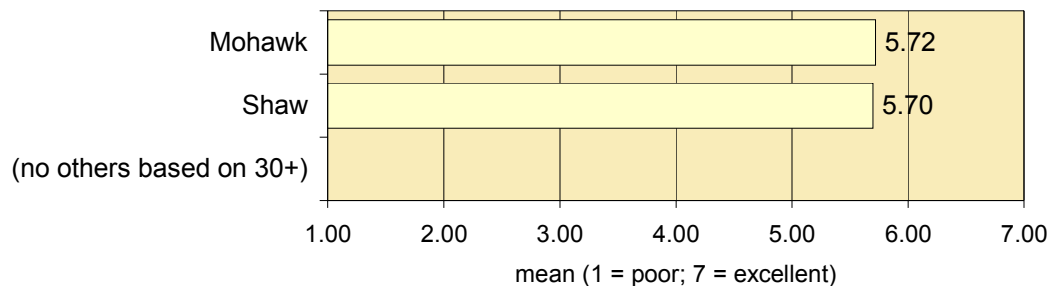
Brands Used in Past 2 Years



Brands Used the Most

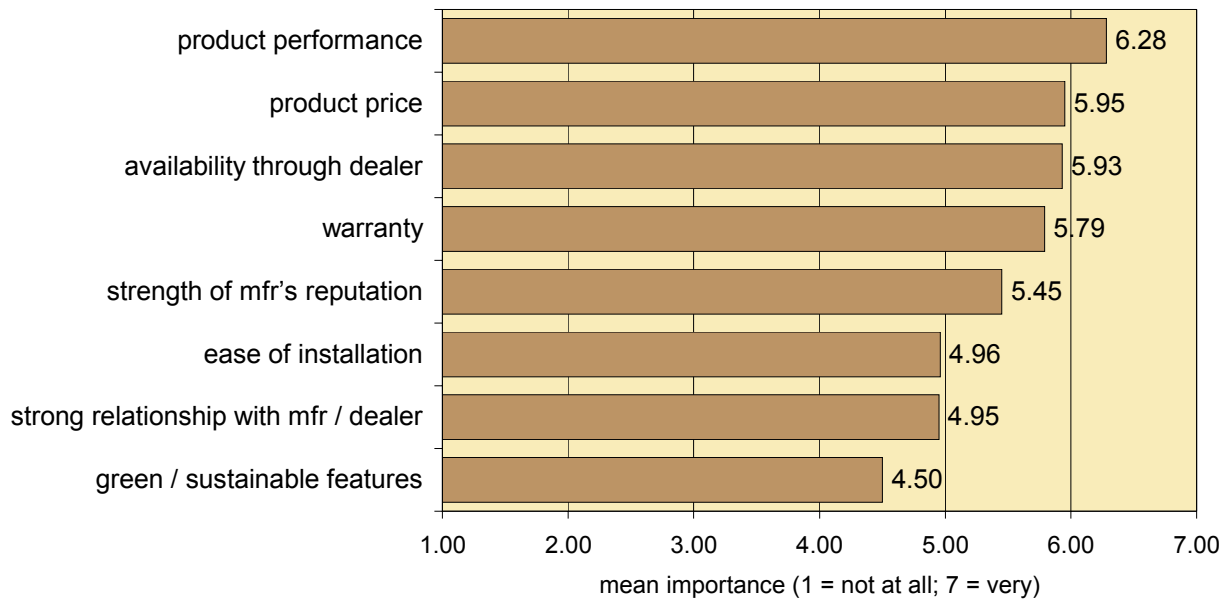


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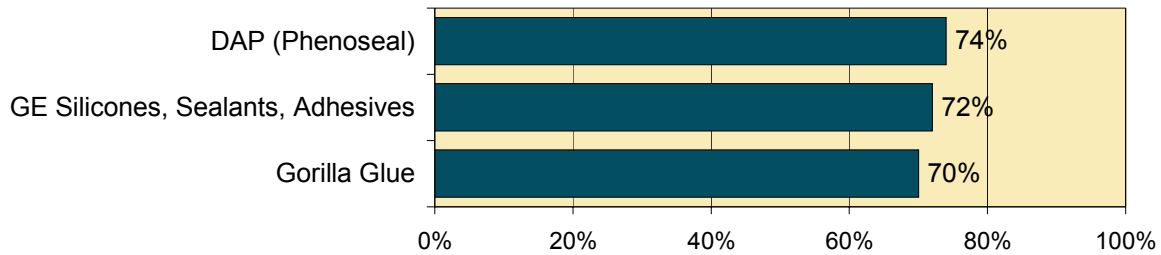
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Importance of Factors Influencing Brand Selection

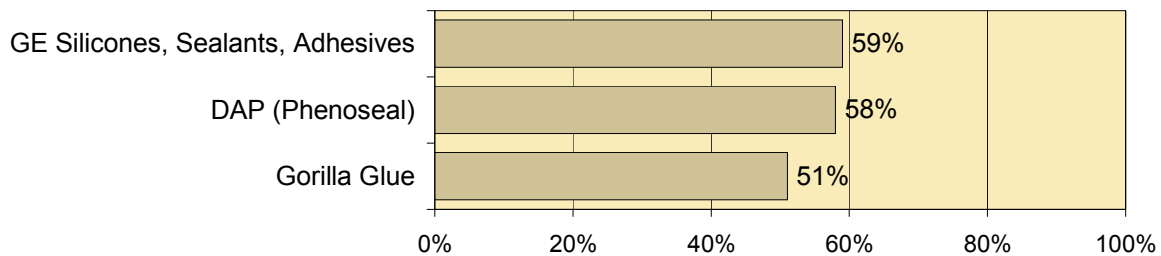


CAULKS/SEALANTS

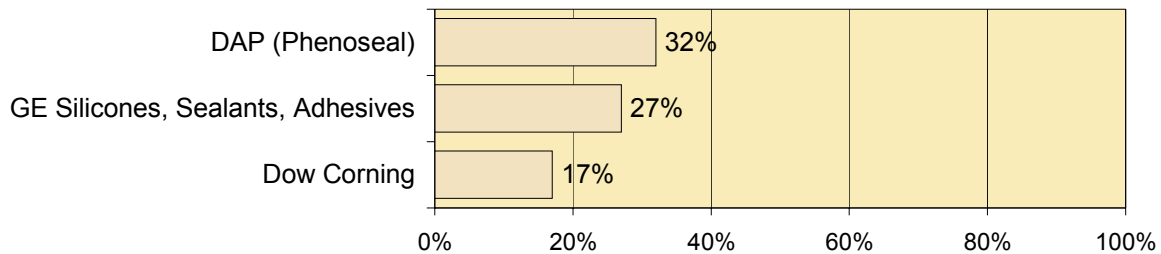
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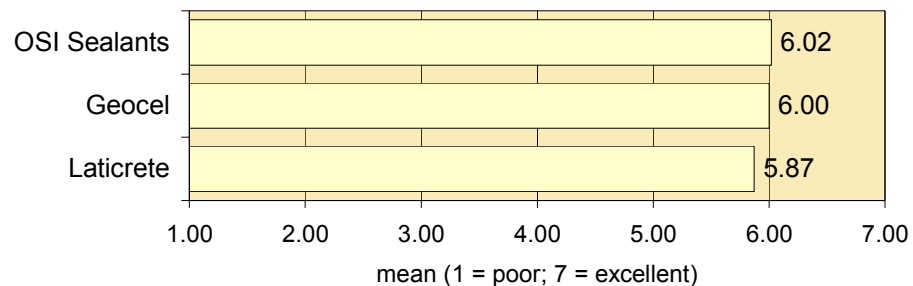
Brands Used in Past 2 Years



Brands Used the Most

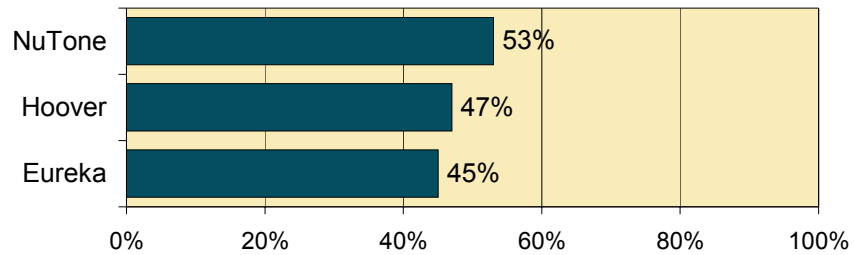


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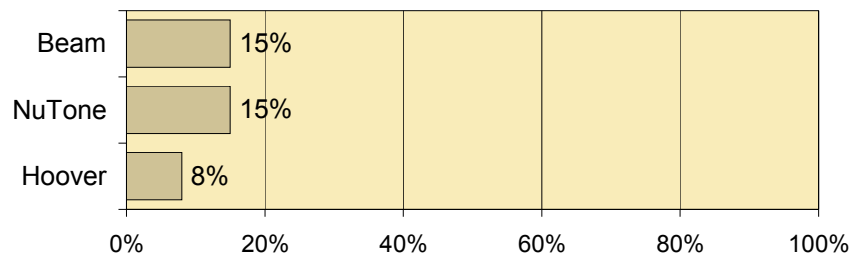


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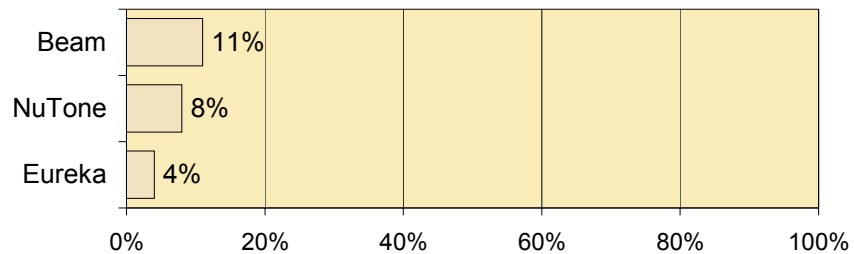
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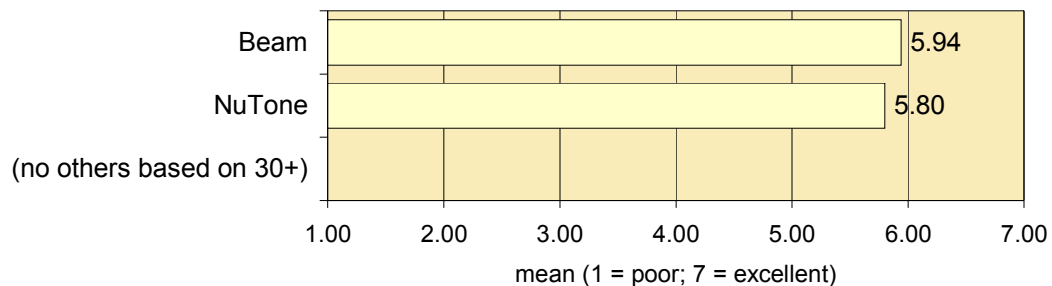
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Brands Used the Most

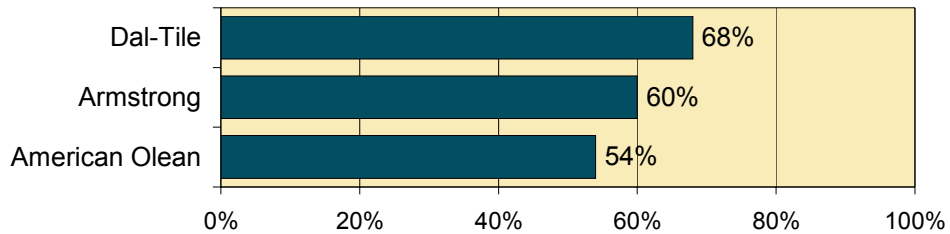


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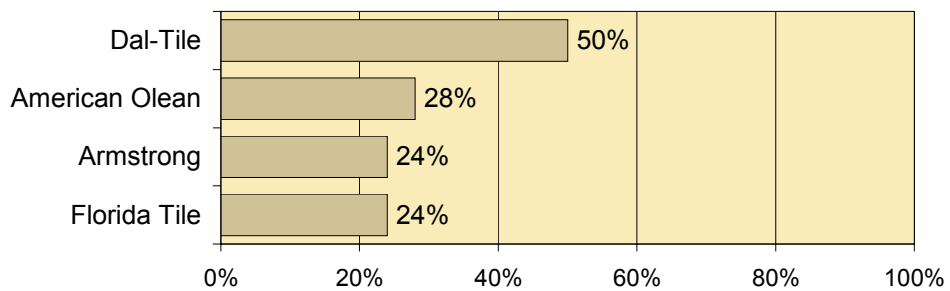


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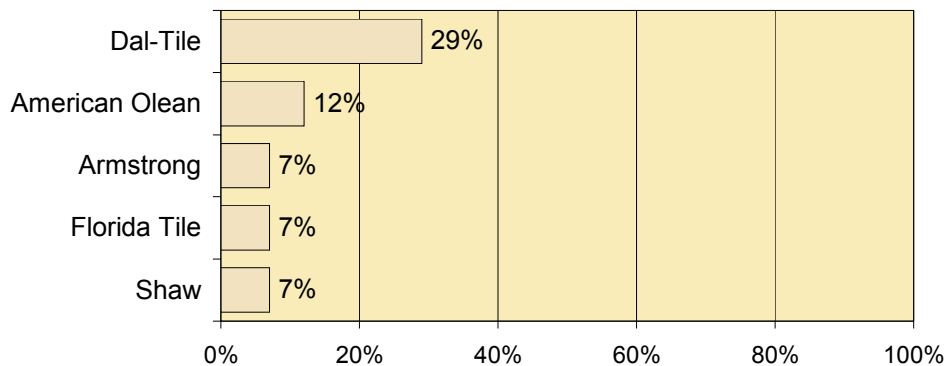
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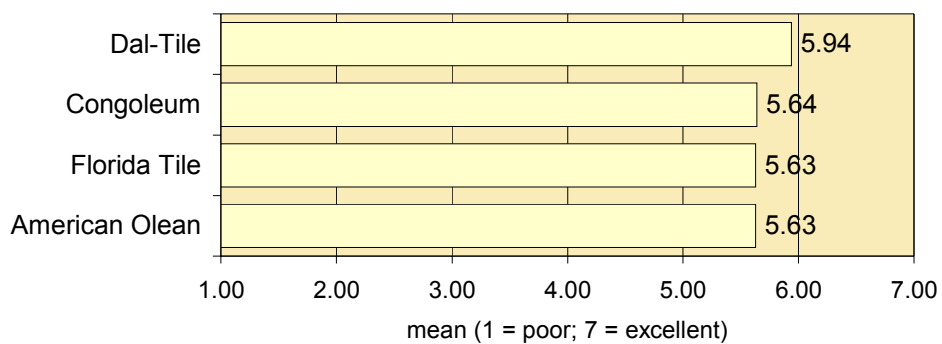
Brands Used in Past 2 Years



Brands Used the Most

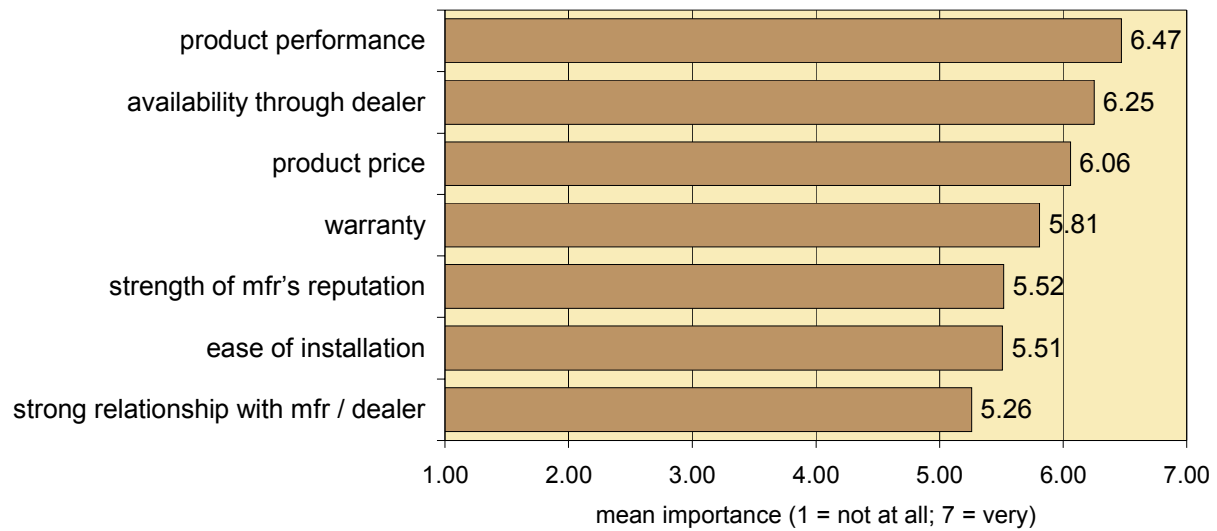


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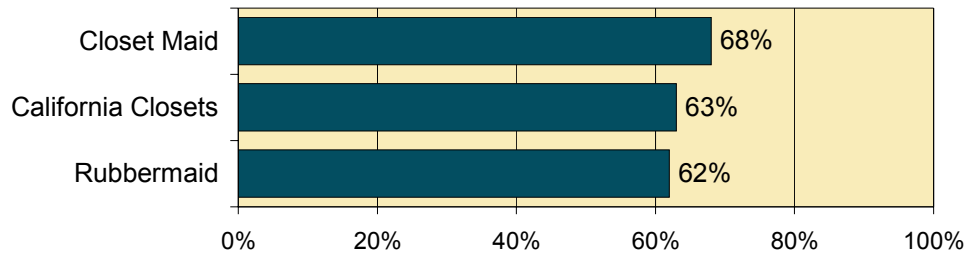
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Importance of Factors Influencing Brand Selection

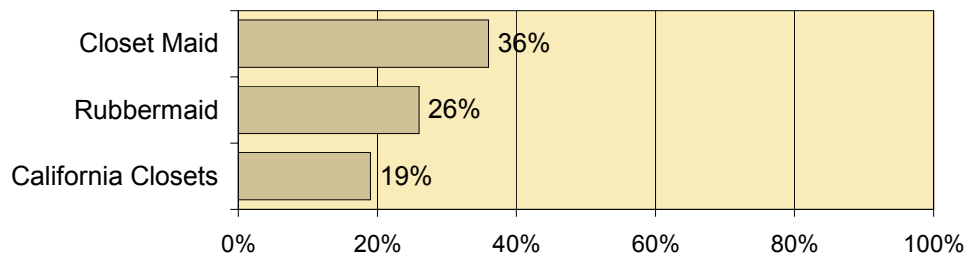


CLOSET/ORGANIZATION SYSTEMS

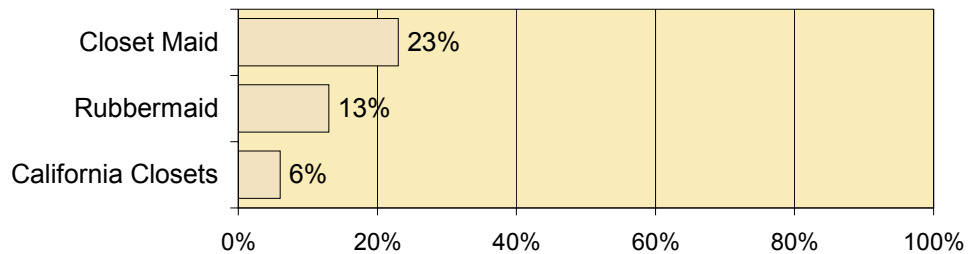
Brand Familiarity



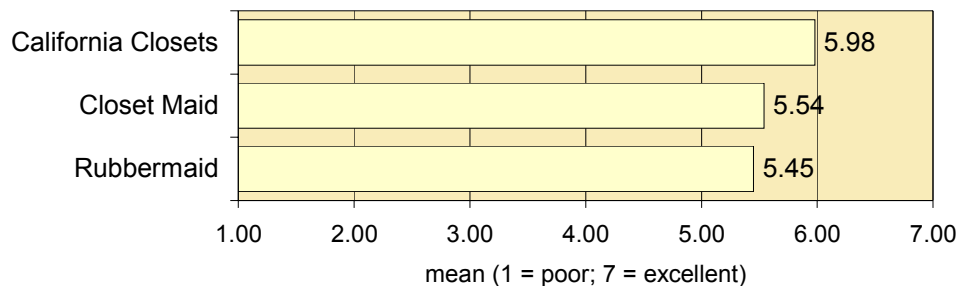
Brands Used in Past 2 Years



Brands Used the Most

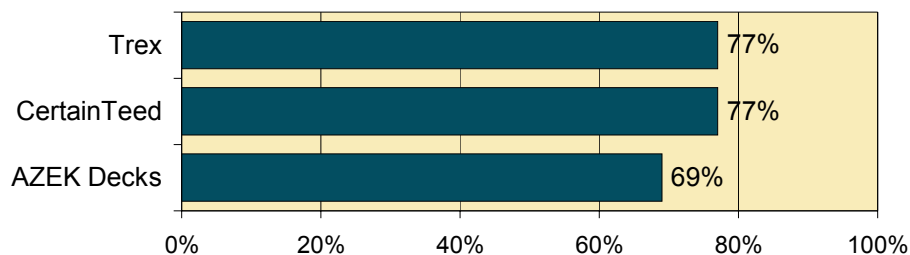


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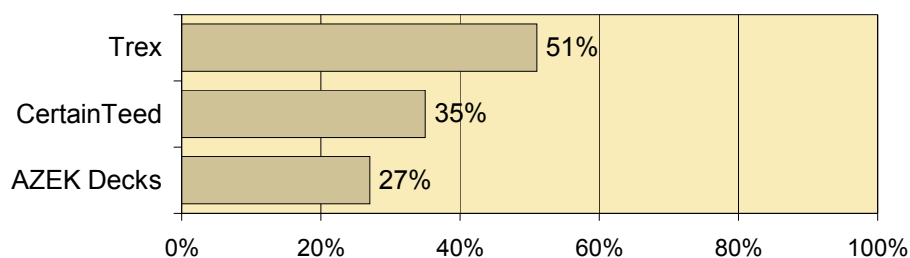


DECKING: COMPOSITE/PVC

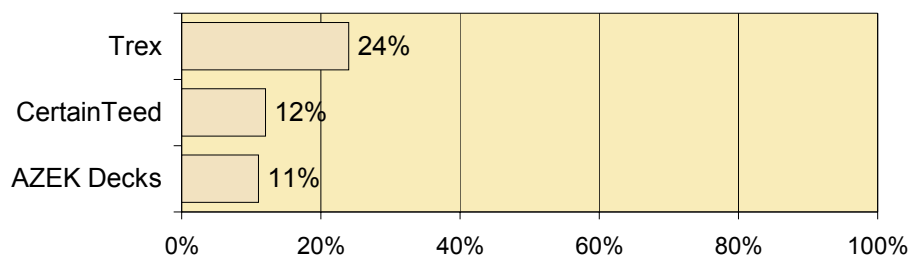
Brand Familiarity



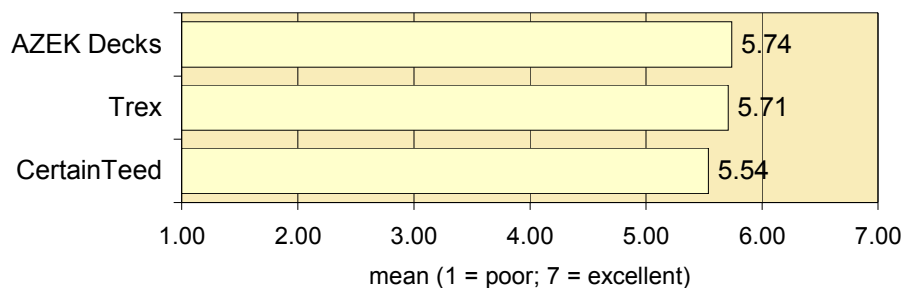
Brands Used in Past 2 Years



Brands Used the Most

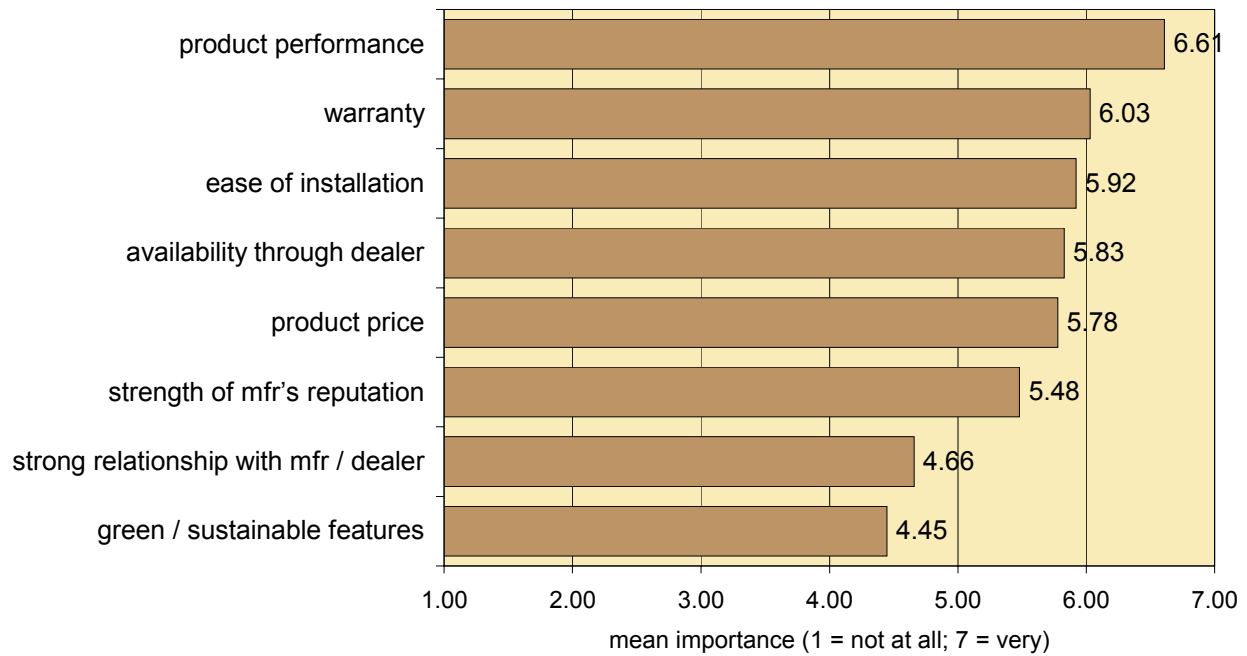


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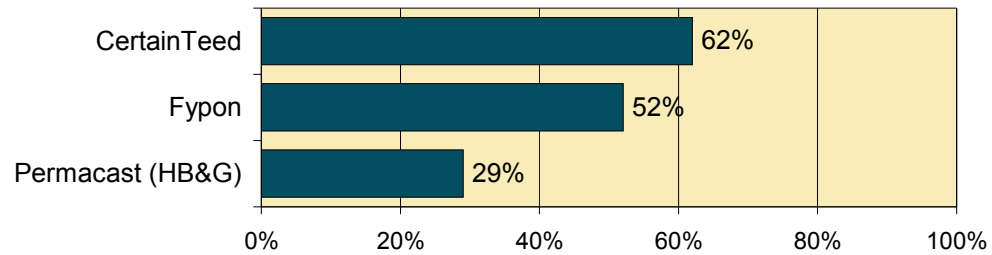
DECKING: COMPOSITE/PVC

Importance of Factors Influencing Brand Selection

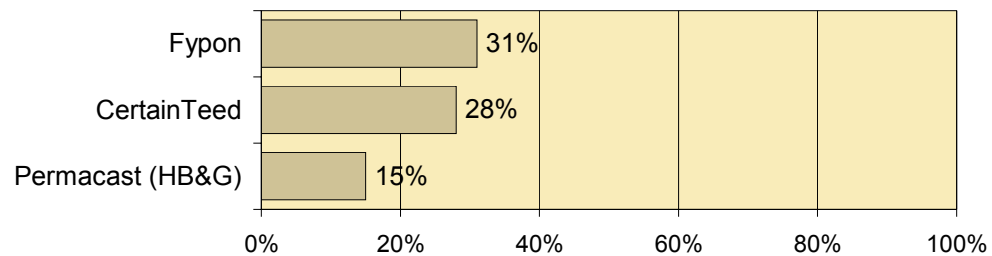


DECORATIVE MOULDINGS & COLUMNS: EXTERIOR

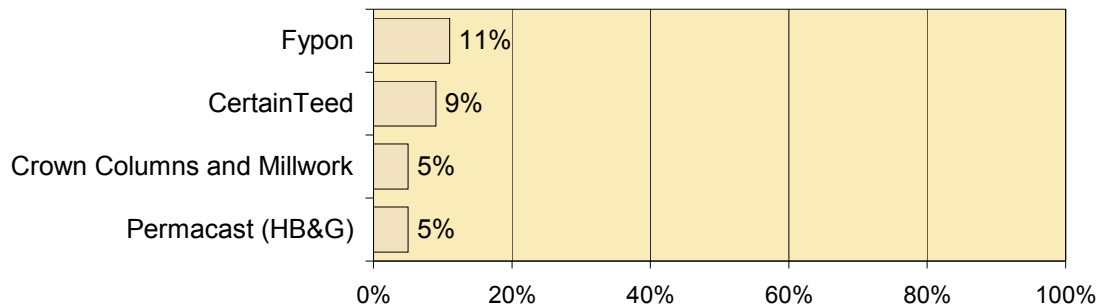
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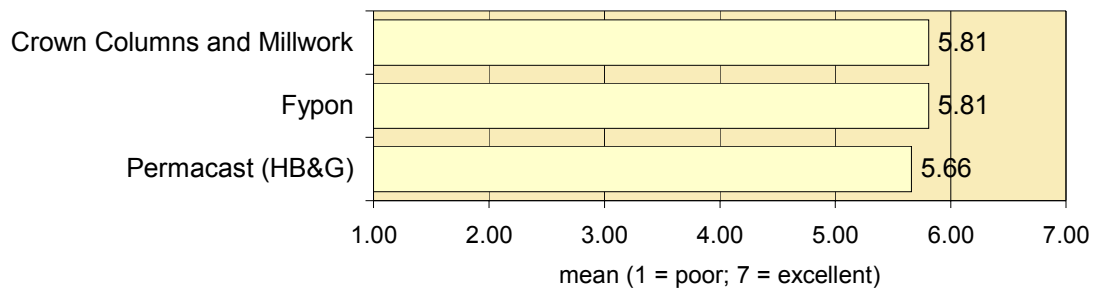
Brands Used in Past 2 Years



Brands Used the Most

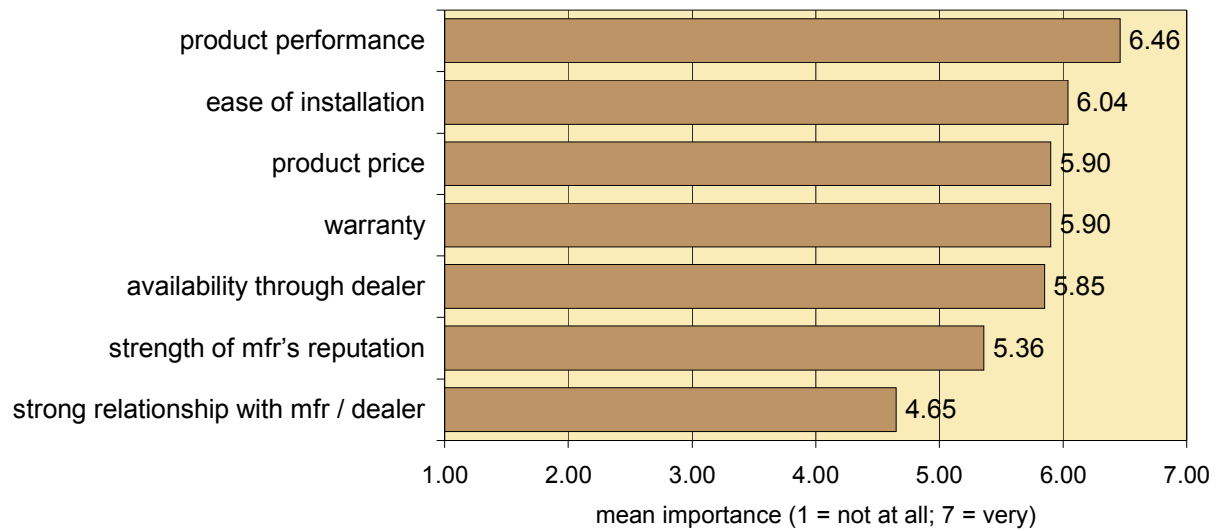


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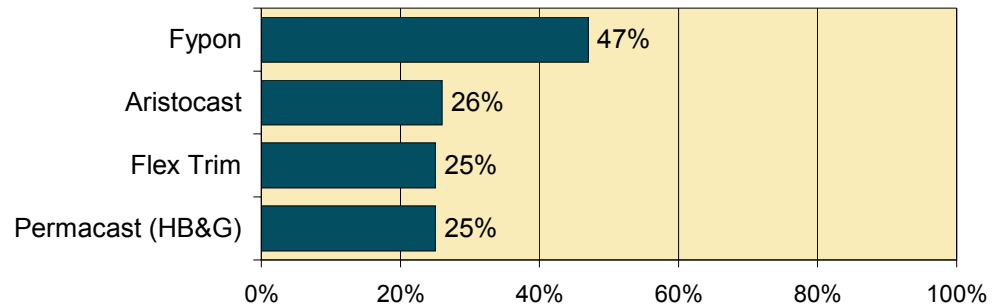
DECORATIVE MOULDINGS & COLUMNS: EXTERIOR

Importance of Factors Influencing Brand Selection

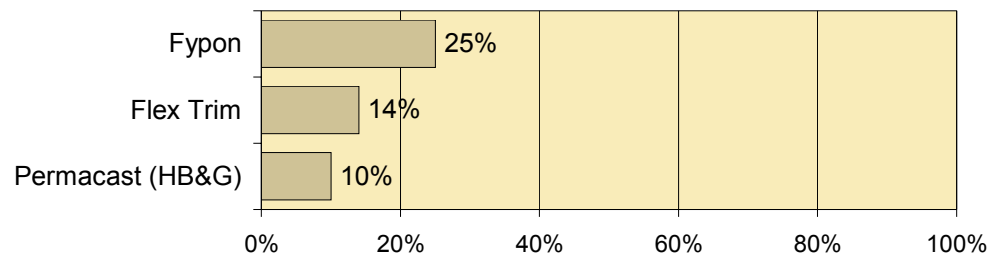


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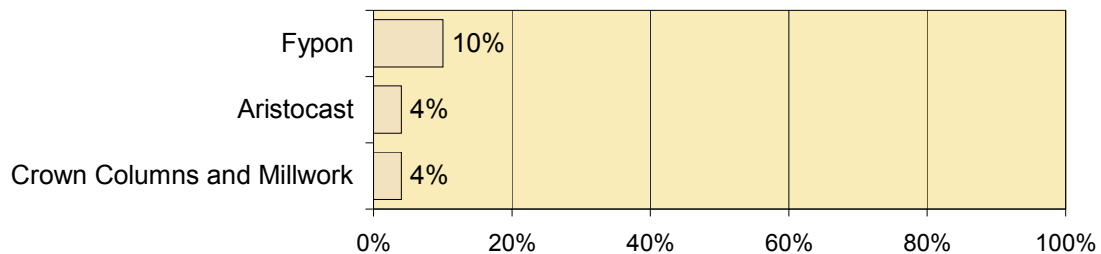
Brand Familiarity



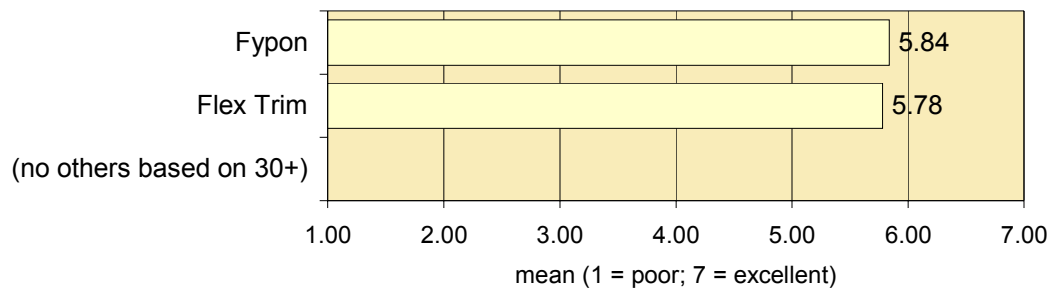
Brands Used in Past 2 Years



Brands Used the Most

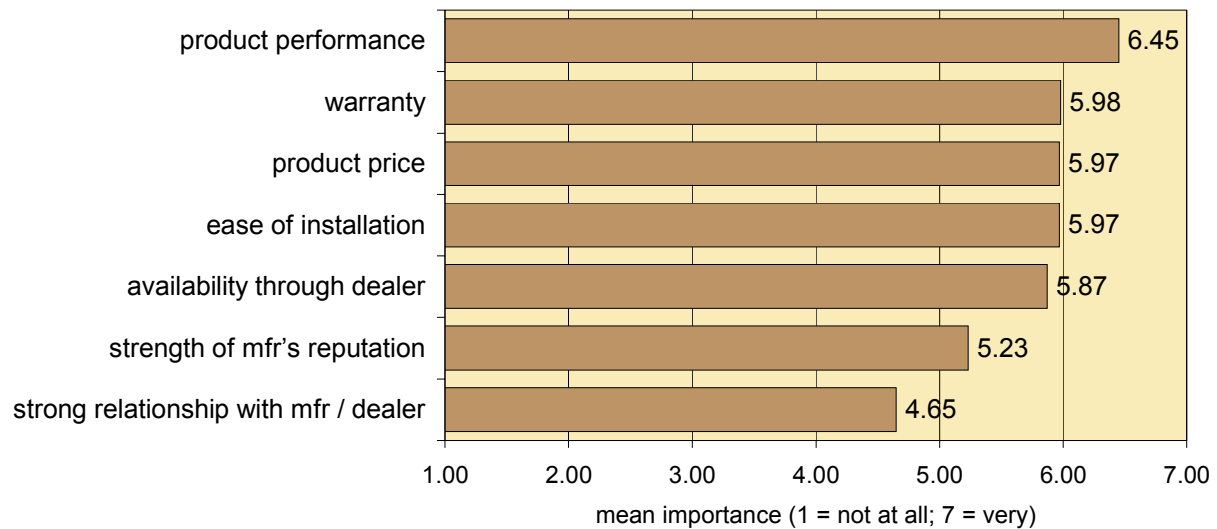


Quality Rating



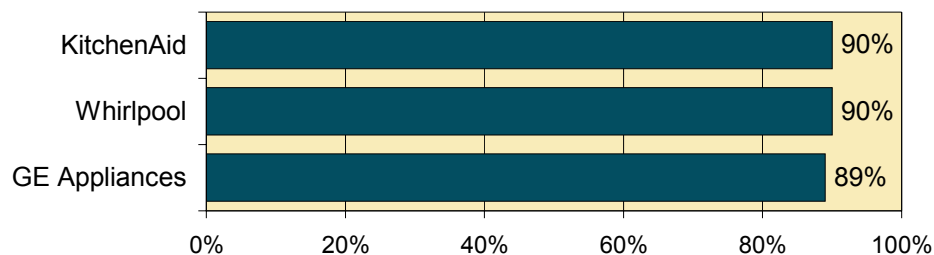
DECORATIVE MOULDINGS/TRIM/COLUMNS: INTERIOR

Importance of Factors Influencing Brand Selection

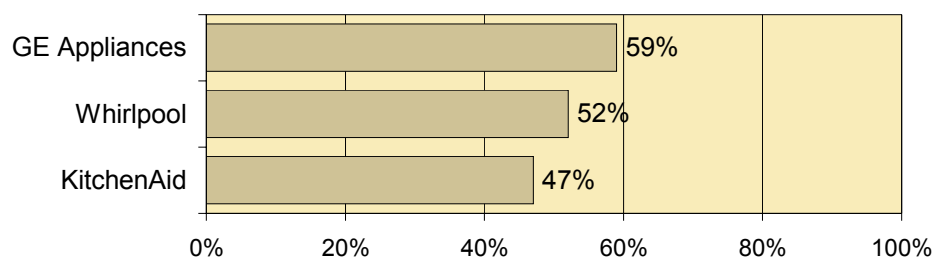


DISHWASHERS

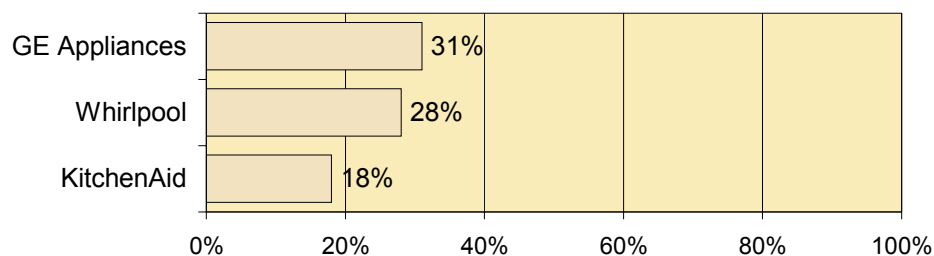
Brand Familiarity



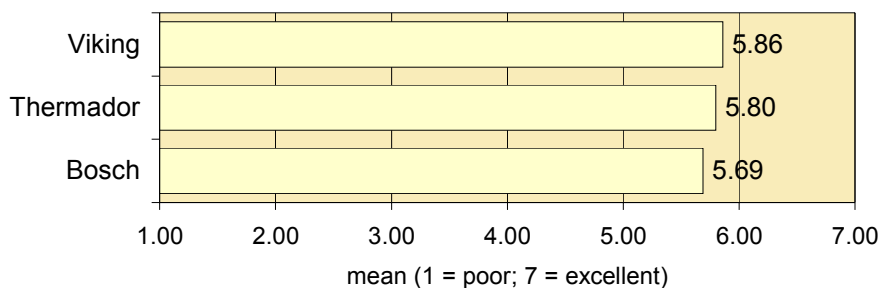
Brands Used in Past 2 Years



Brands Used the Most

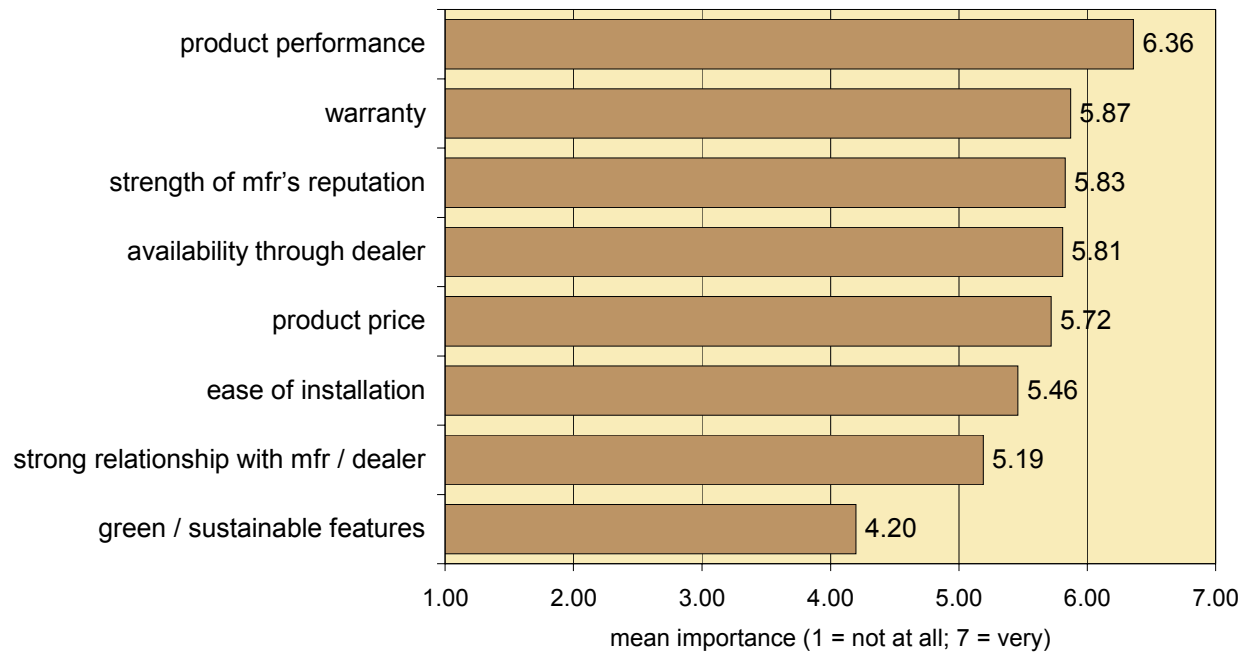


Quality Rating



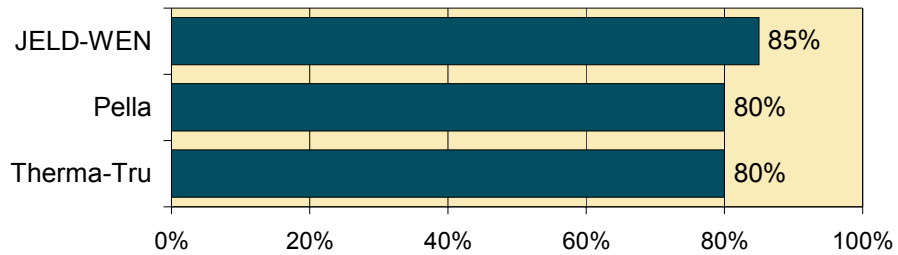
DISHWASHERS

Importance of Factors Influencing Brand Selection

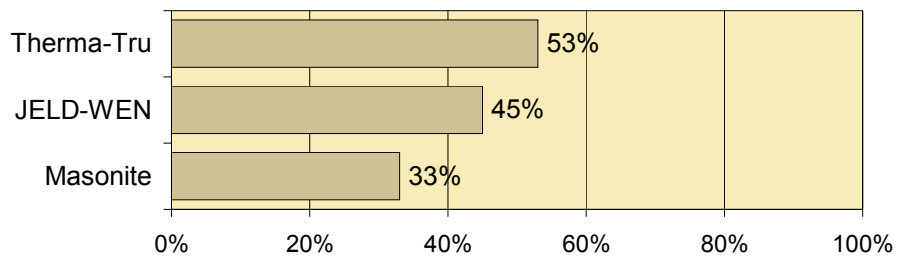


DOORS: ENTRY

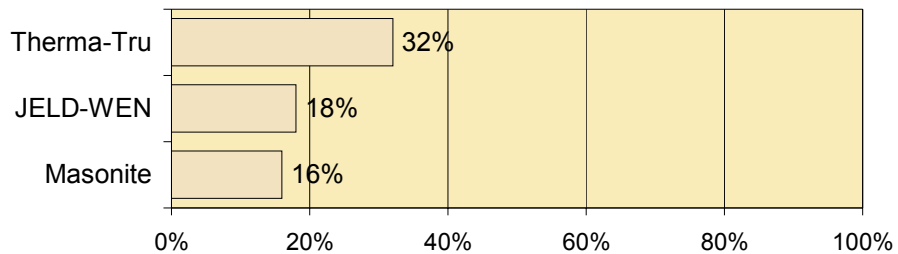
Brand Familiarity



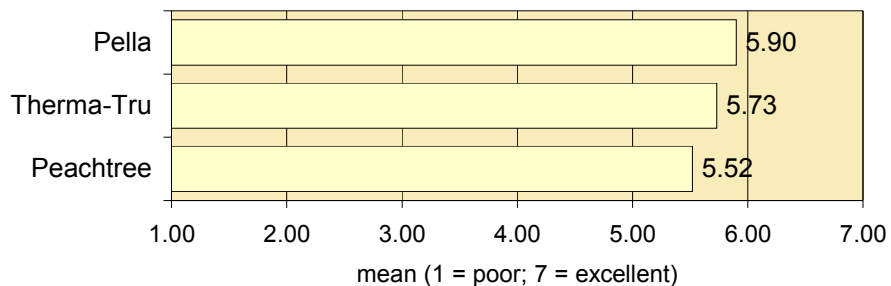
Brands Used in Past 2 Years



Brands Used the Most

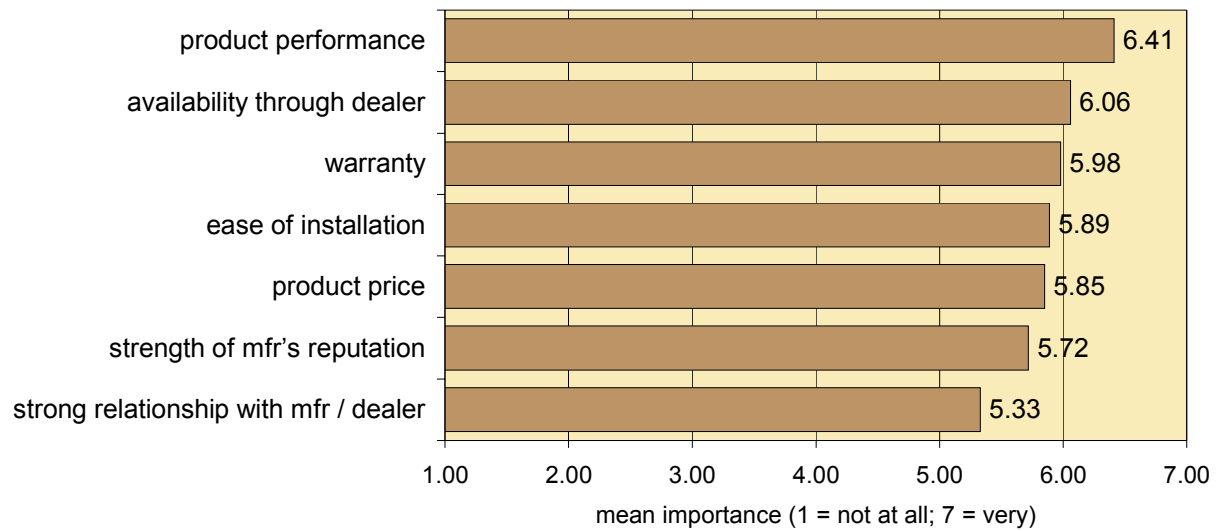


Quality Rating



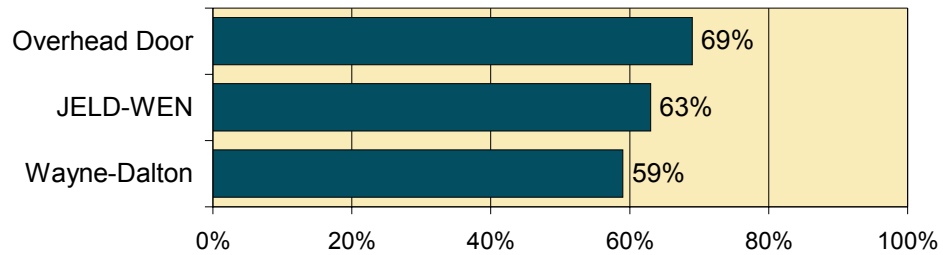
DOORS: ENTRY

Importance of Factors Influencing Brand Selection

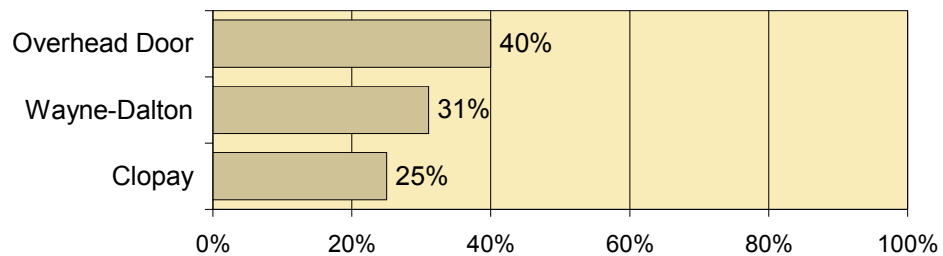


DOORS: GARAGE

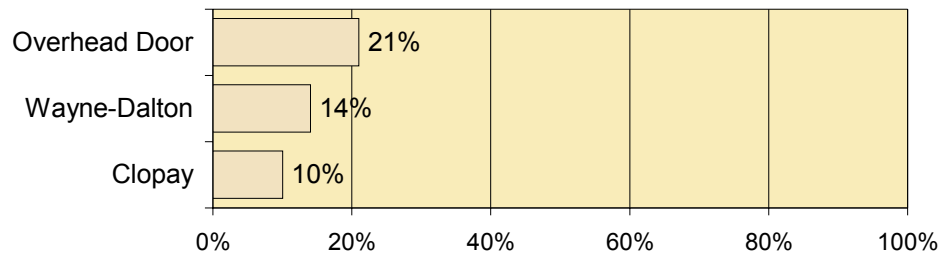
Brand Familiarity



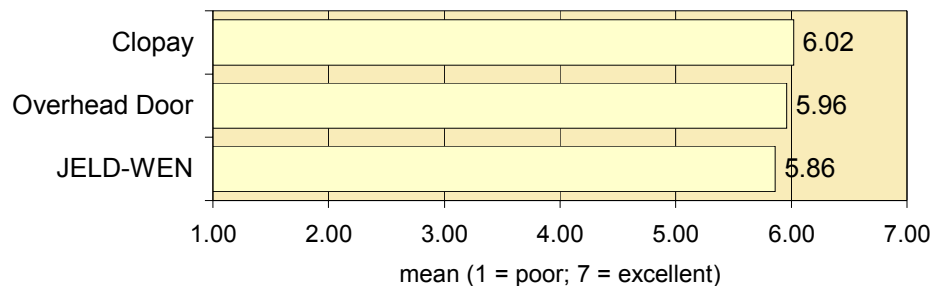
Brands Used in Past 2 Years



Brands Used the Most

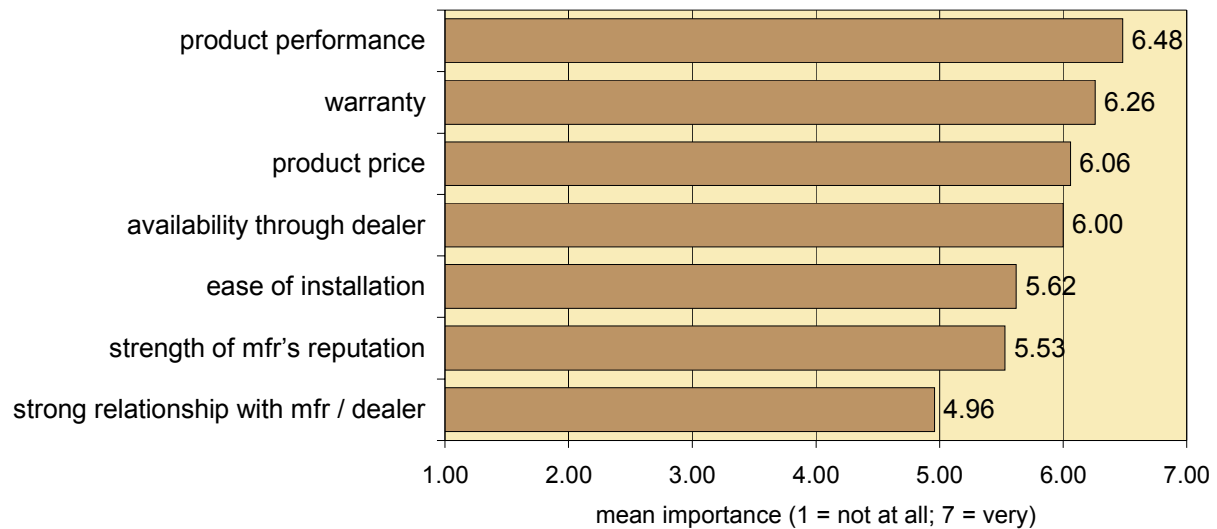


Quality Rating



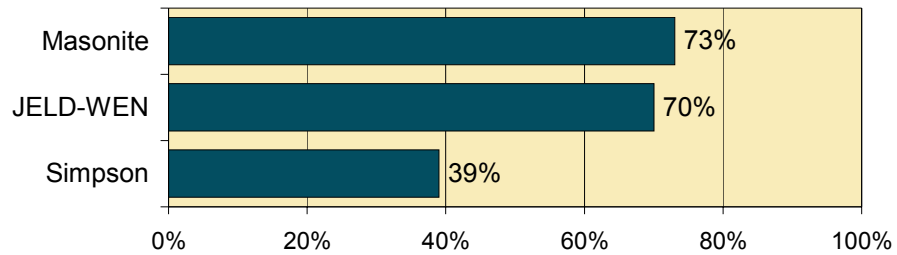
DOORS: GARAGE

Importance of Factors Influencing Brand Selection

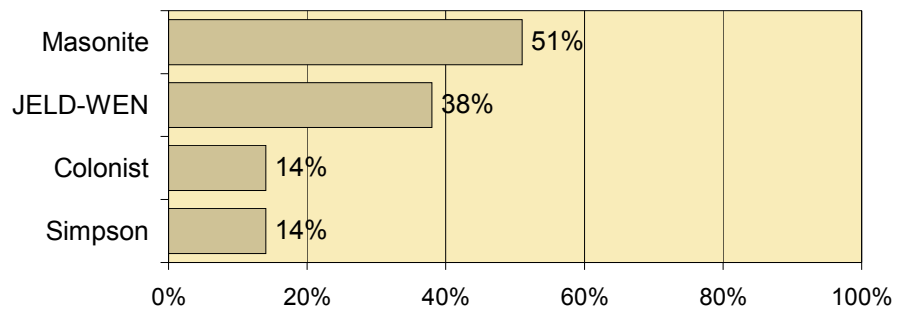


DOORS: INTERIOR PASSAGE

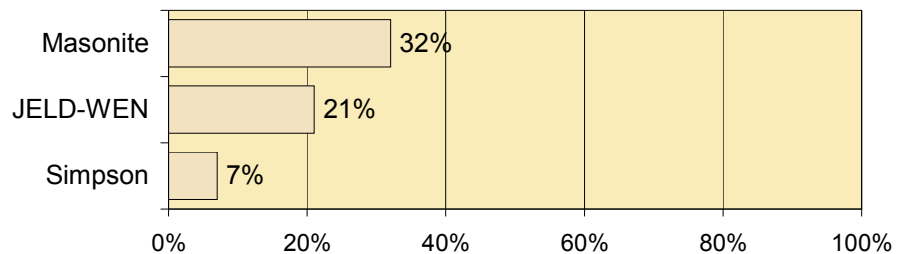
Brand Familiarity



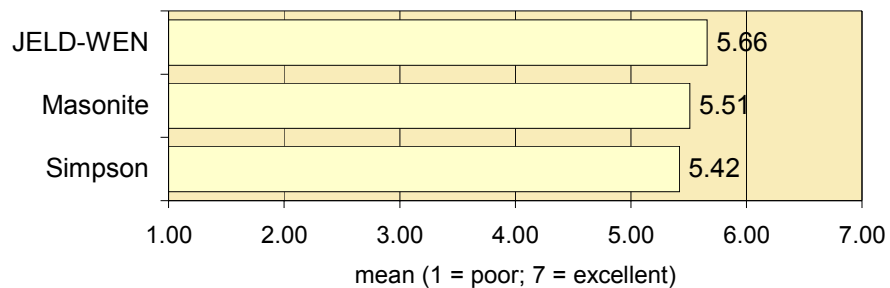
Brands Used in Past 2 Years



Brands Used the Most

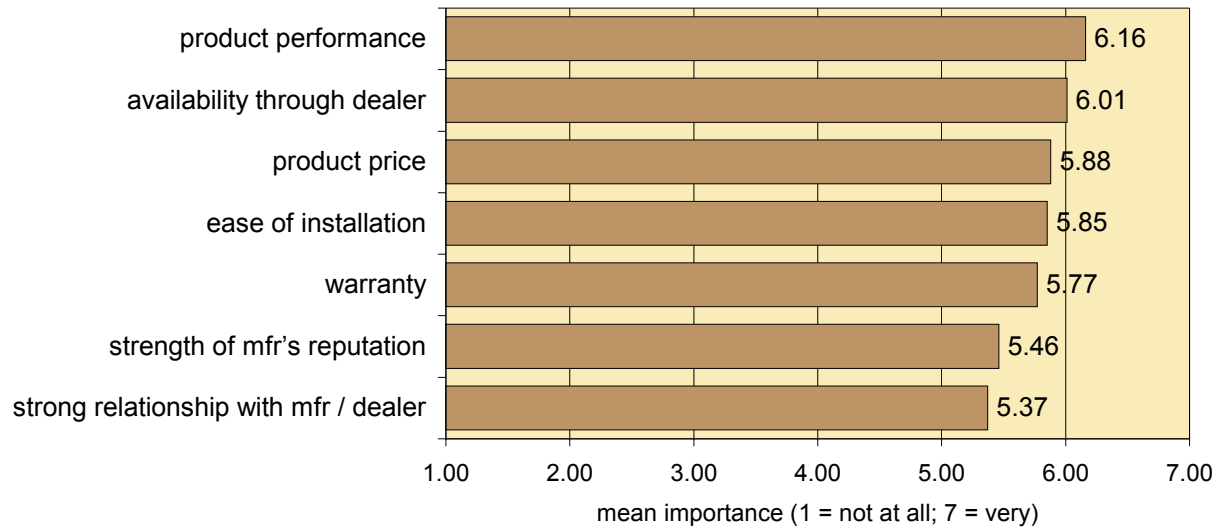


Quality Rating



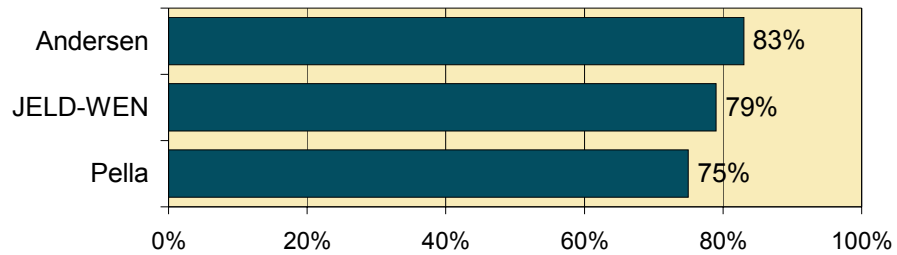
DOORS: INTERIOR PASSAGE

Importance of Factors Influencing Brand Selection

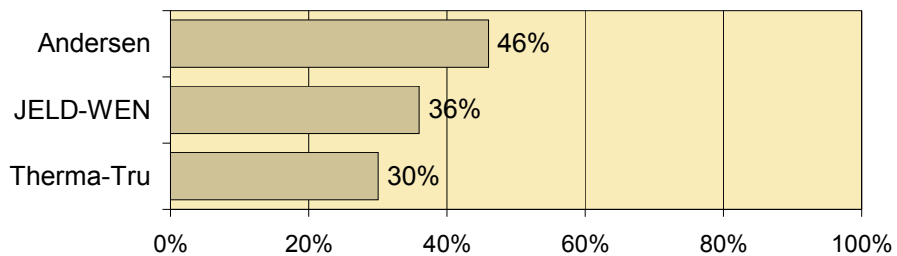


DOORS: PATIO

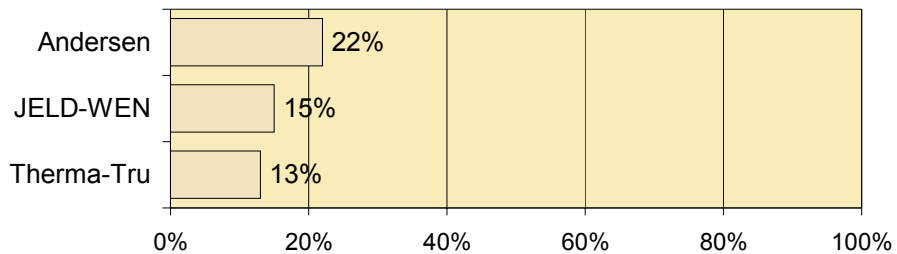
Brand Familiarity



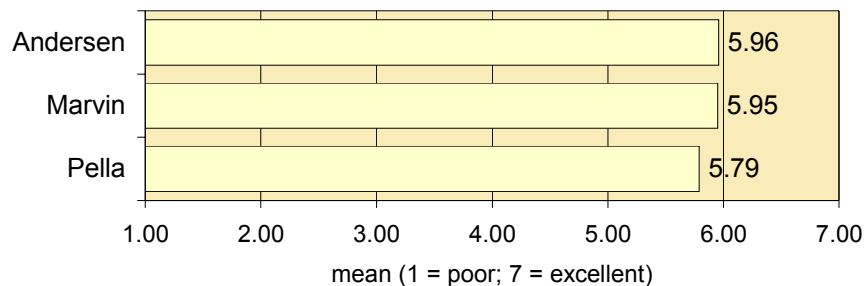
Brands Used in Past 2 Years



Brands Used the Most

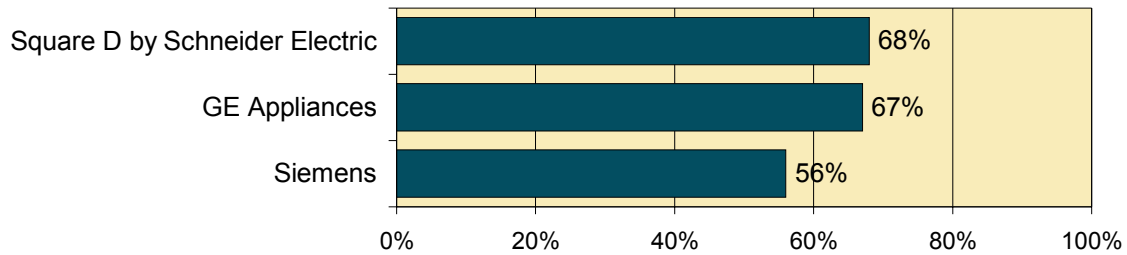


Quality Rating

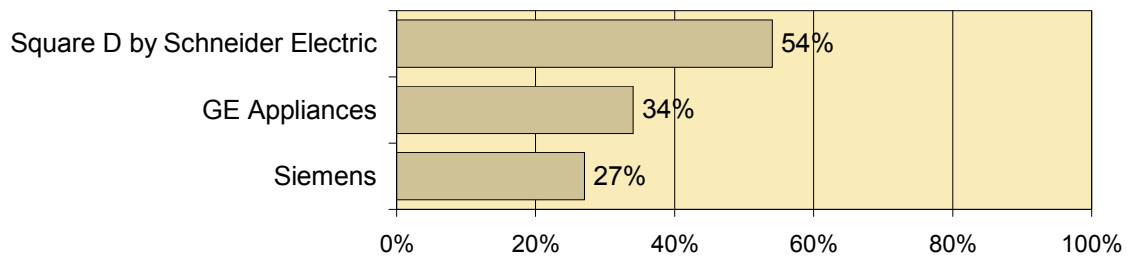


ELECTRICAL SYSTEMS/LOAD CENTERS

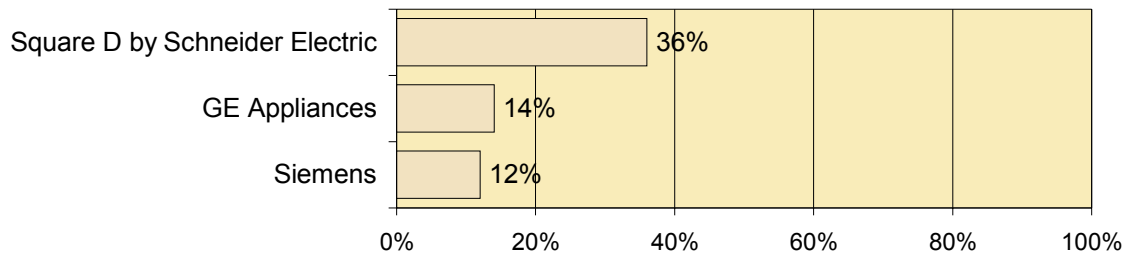
Brand Familiarity



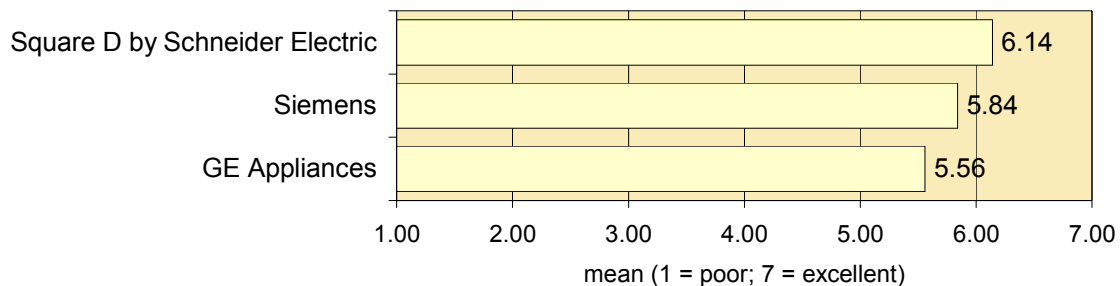
Brands Used in Past 2 Years



Brands Used the Most

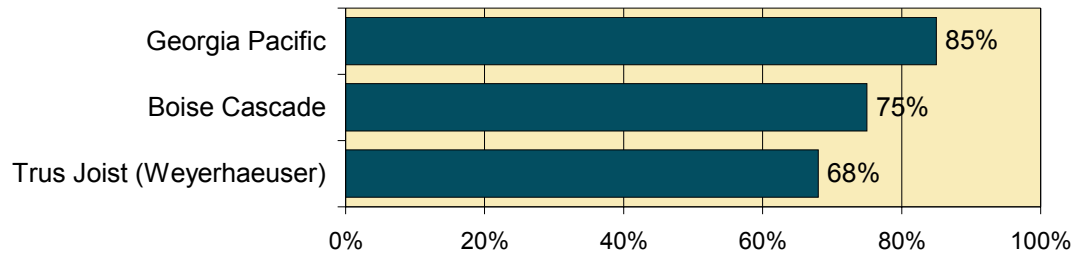


Quality Rating

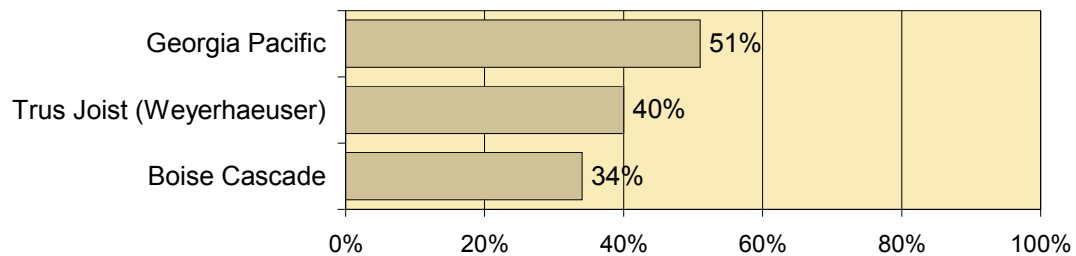


ENGINEERED I-JOISTS

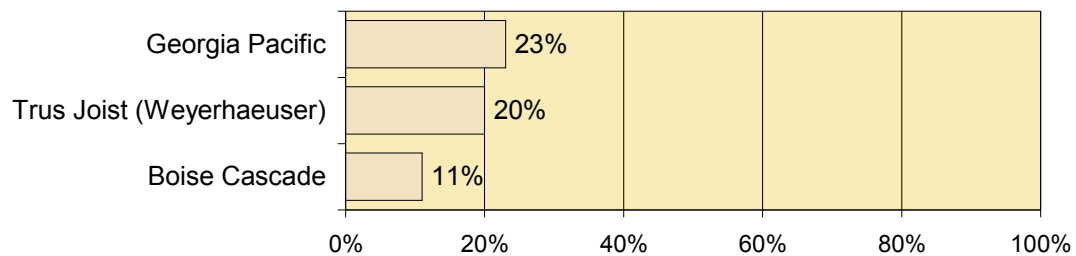
Brand Familiarity



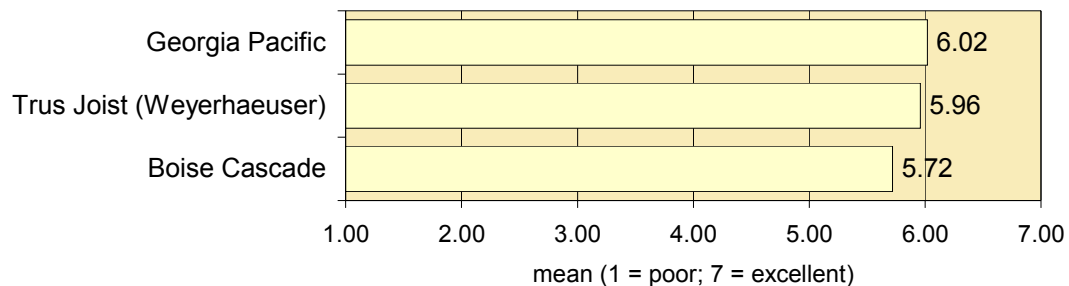
Brands Used in Past 2 Years



Brands Used the Most

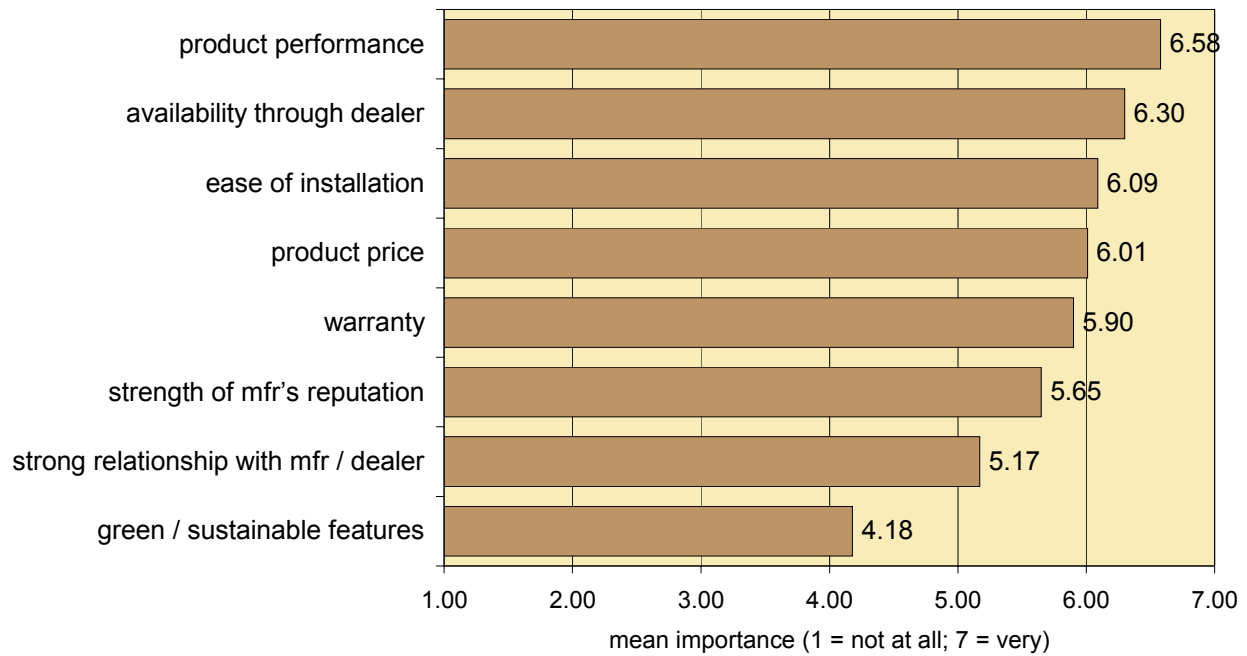


Quality Rating



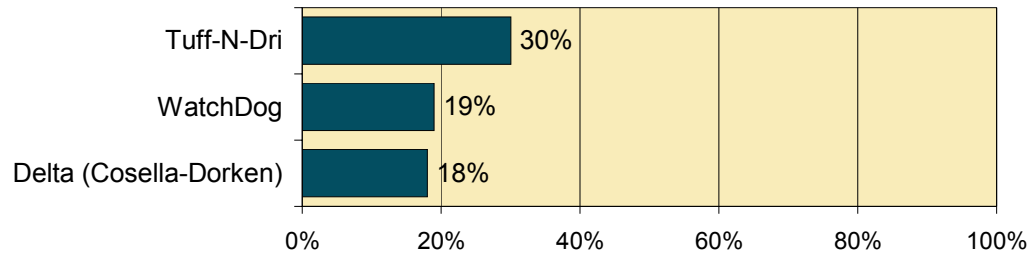
ENGINEERED I-JOISTS

Importance of Factors Influencing Brand Selection

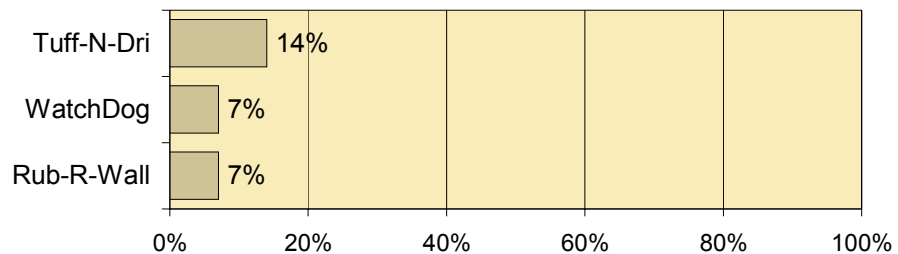


EXTERIOR FOUNDATION WATERPROOFING (CONSTRUCTION PHASE)

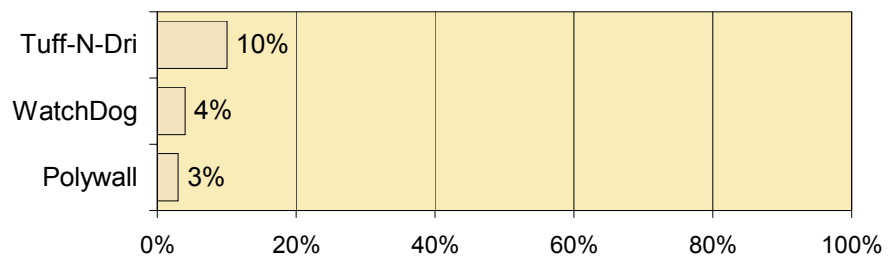
Brand Familiarity



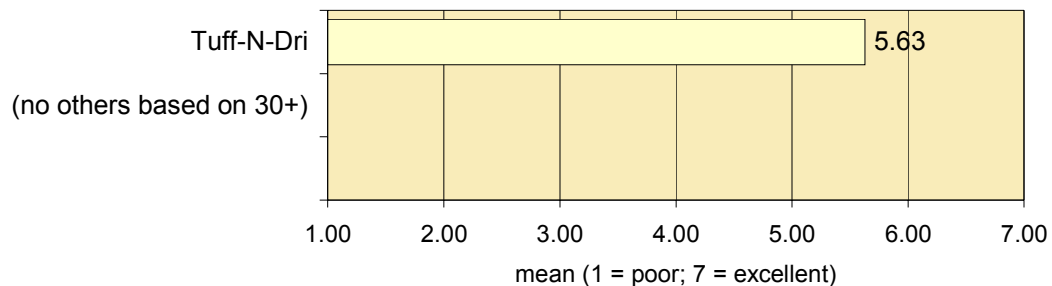
Brands Used in Past 2 Years



Brands Used the Most

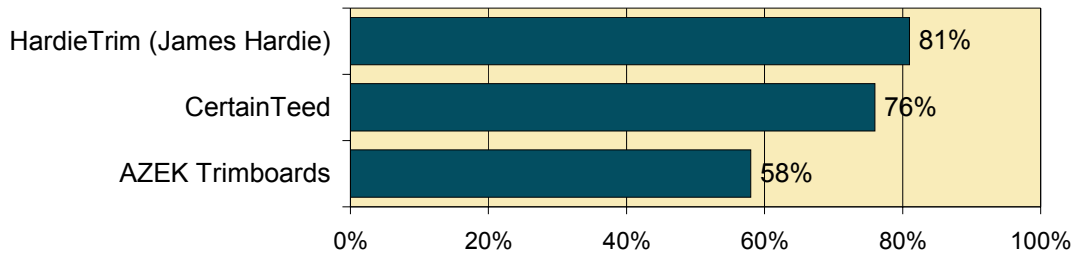


Quality Rating

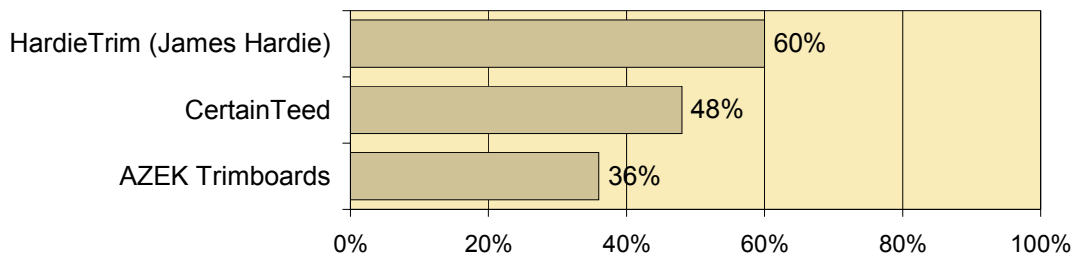


EXTERIOR TRIM

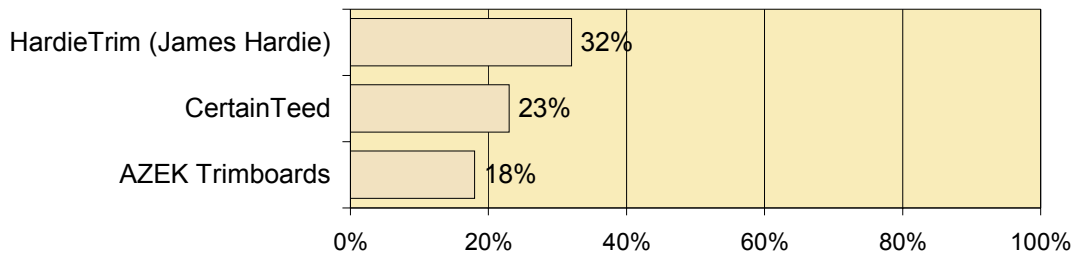
Brand Familiarity



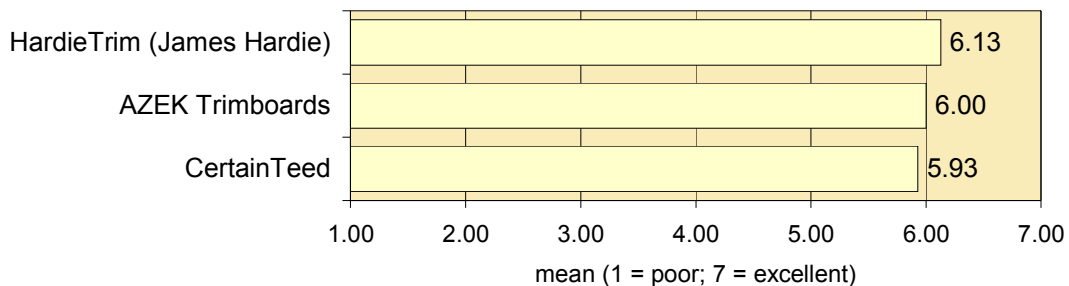
Brands Used in Past 2 Years



Brands Used the Most

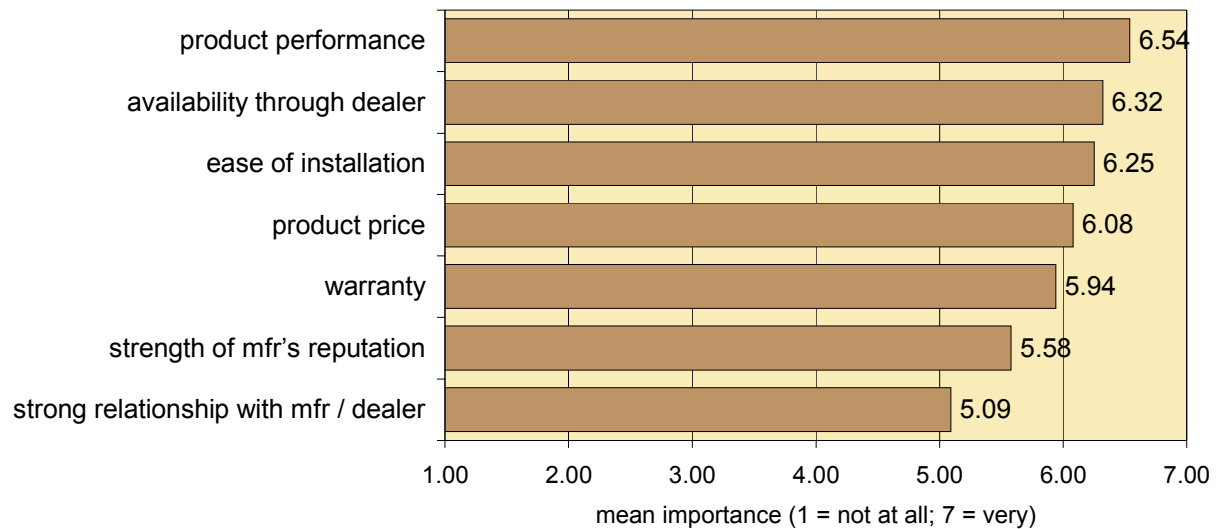


Quality Rating



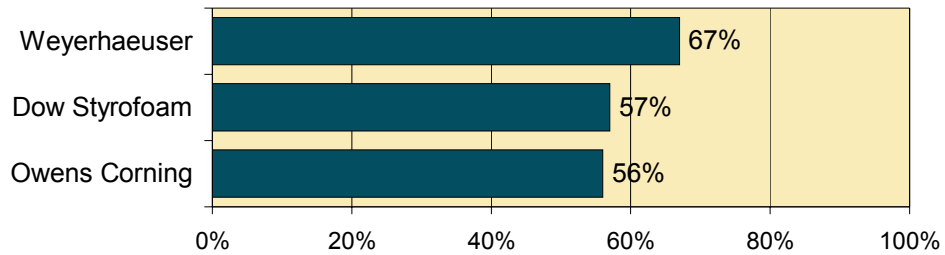
EXTERIOR TRIM

Importance of Factors Influencing Brand Selection

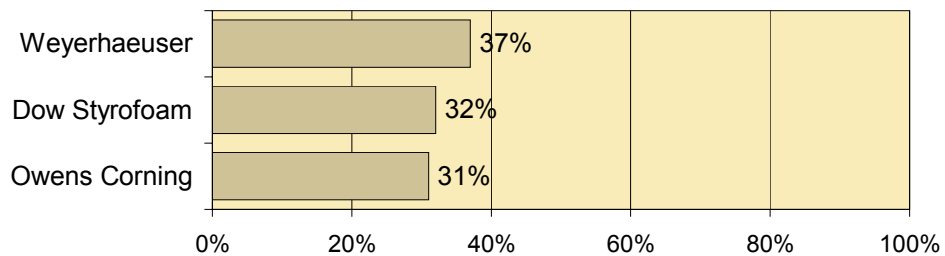


EXTERIOR WALL SHEATHING

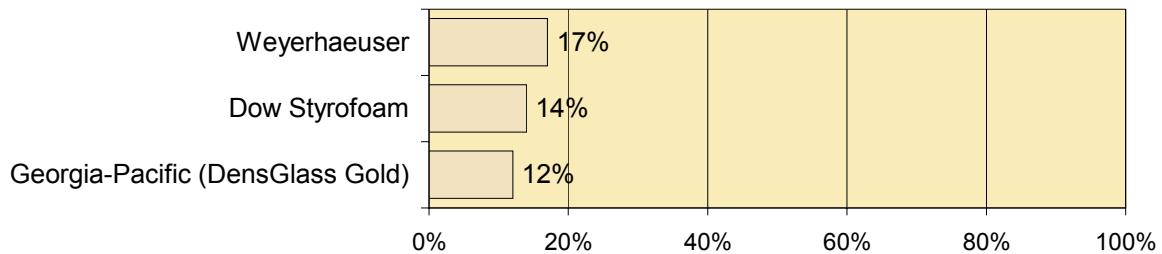
Brand Familiarity



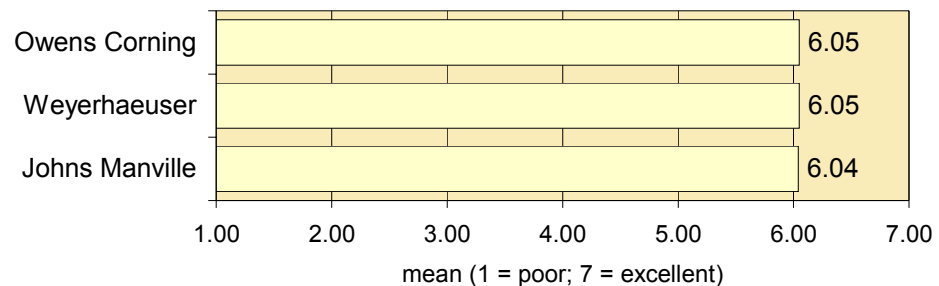
Brands Used in Past 2 Years



Brands Used the Most

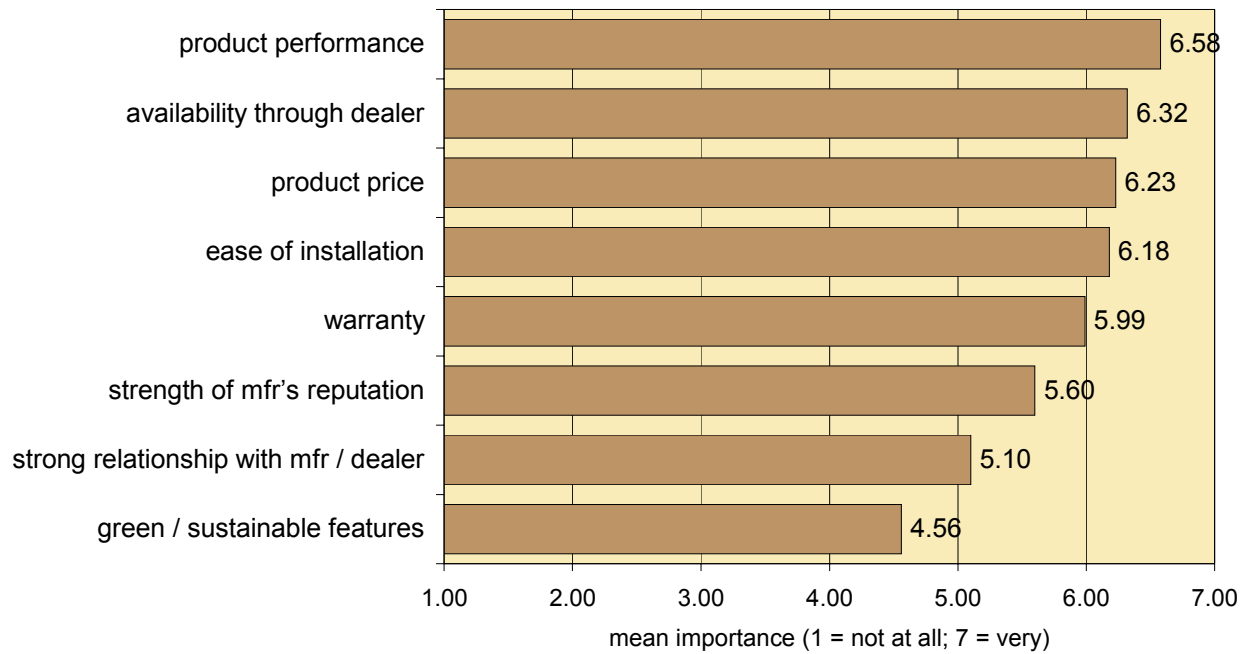


Quality Rating



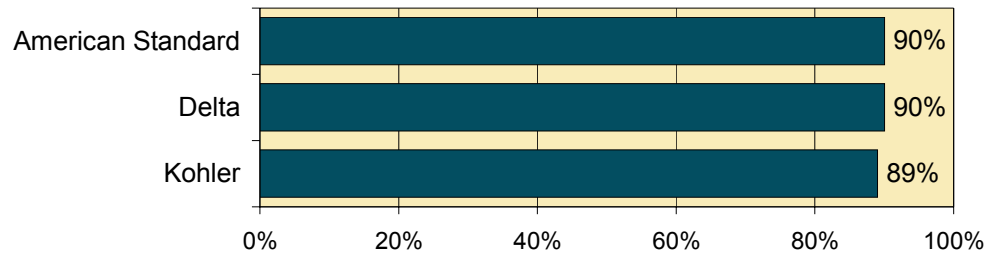
EXTERIOR WALL SHEATHING

Importance of Factors Influencing Brand Selection

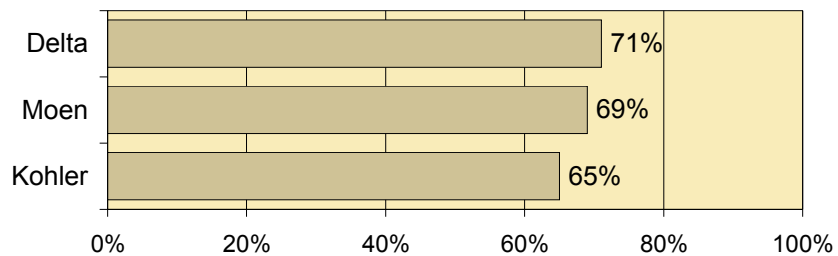


FAUCETS

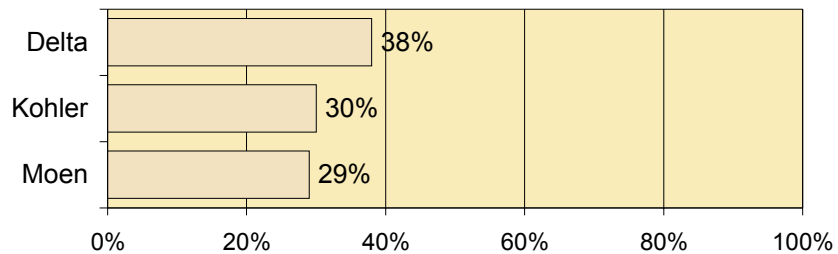
Brand Familiarity



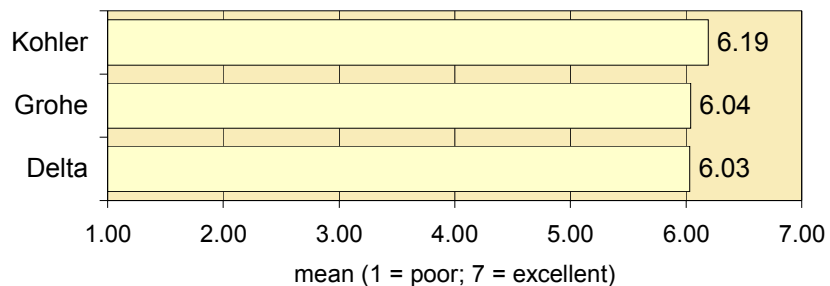
Brands Used in Past 2 Years



Brands Used the Most

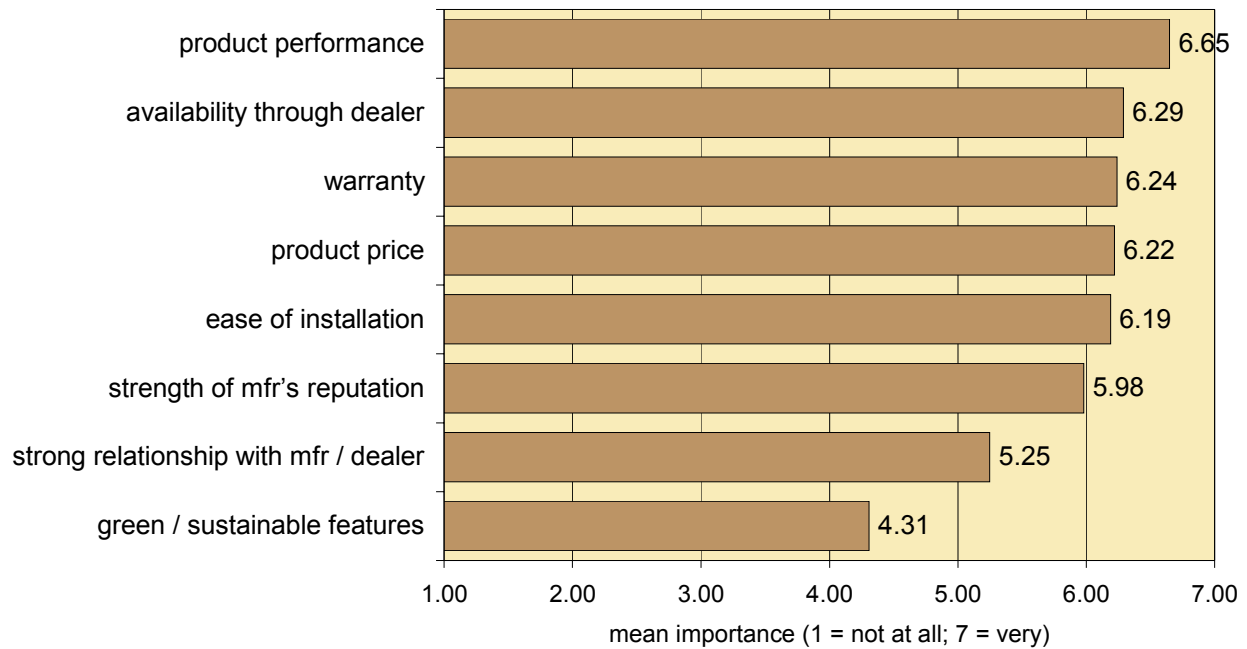


Quality Rating



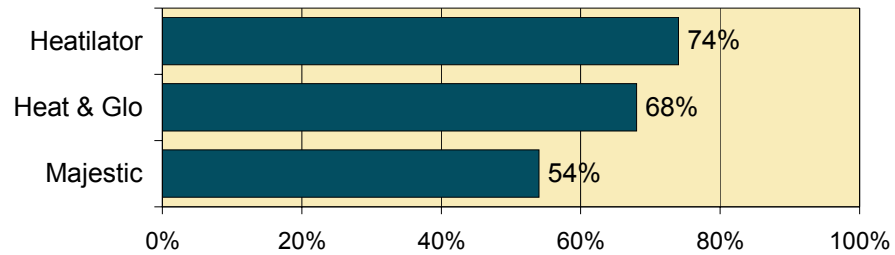
FAUCETS

Importance of Factors Influencing Brand Selection

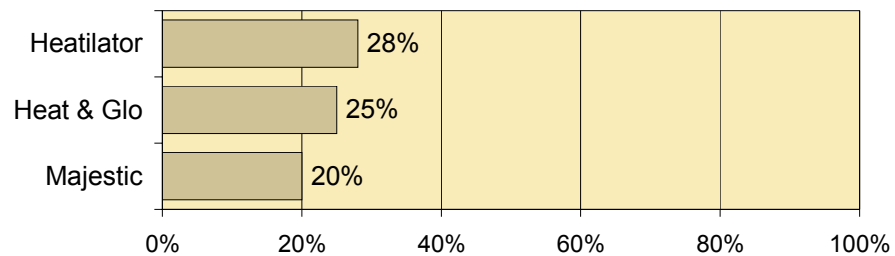


FIREPLACES

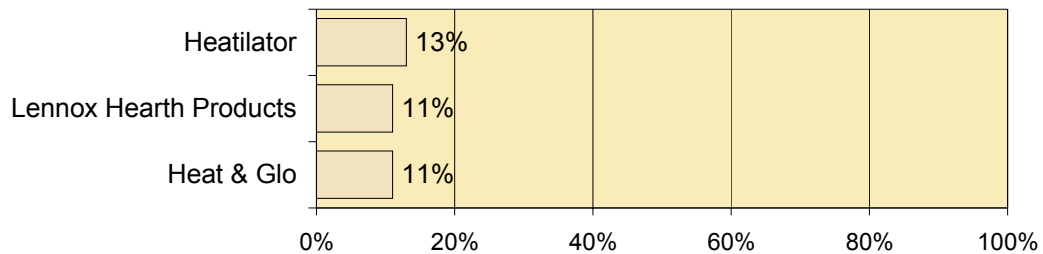
Brand Familiarity



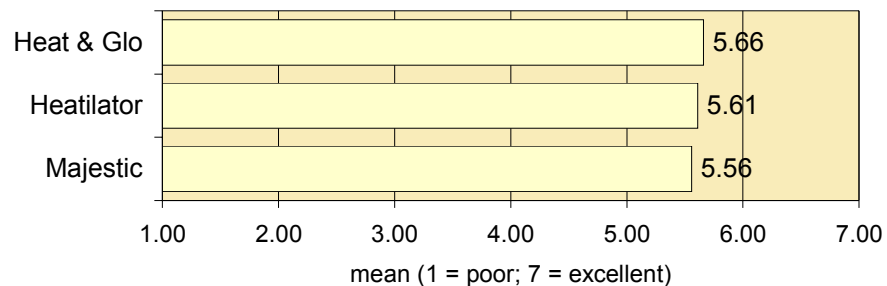
Brands Used in Past 2 Years



Brands Used the Most

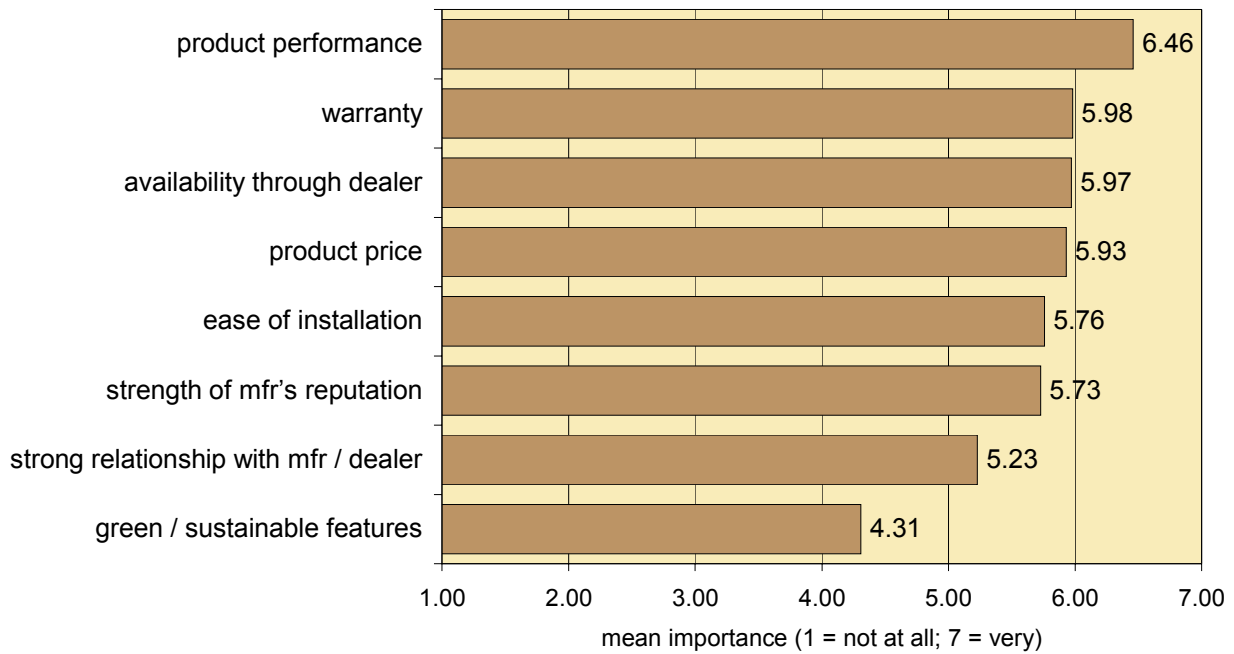


Quality Rating



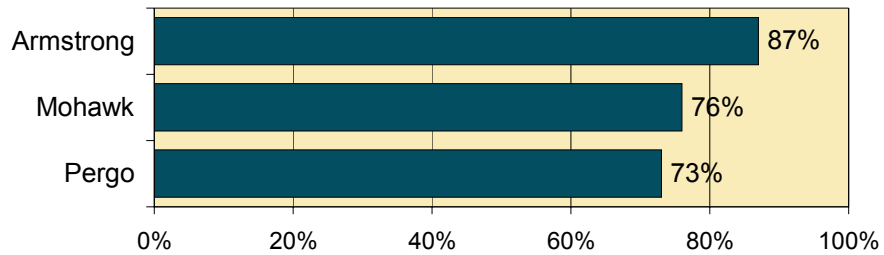
FIREPLACES

Importance of Factors Influencing Brand Selection

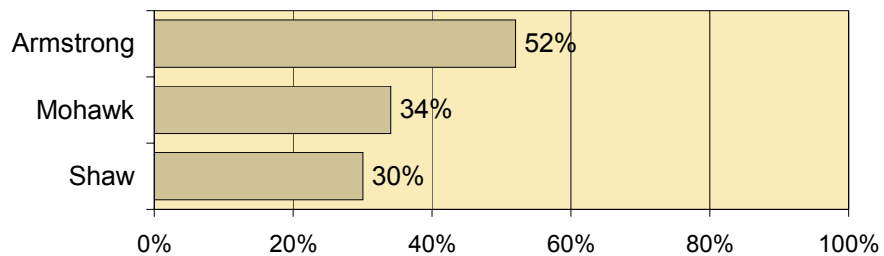


FLOORING: LAMINATE

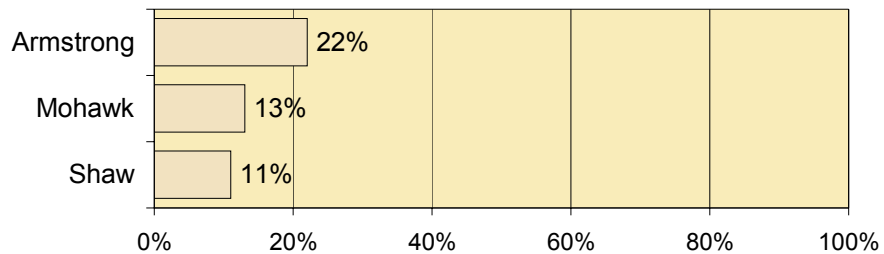
Brand Familiarity



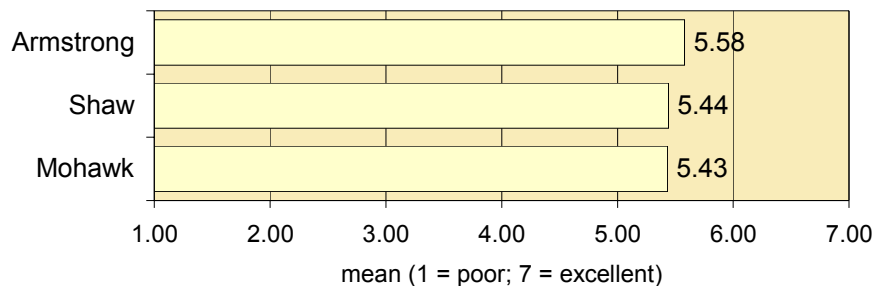
Brands Used in Past 2 Years



Brands Used the Most

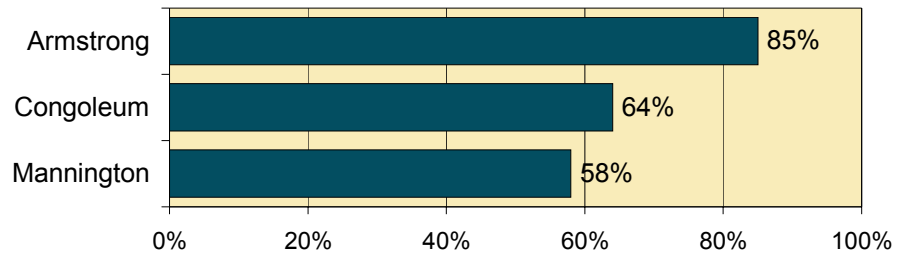


Quality Rating

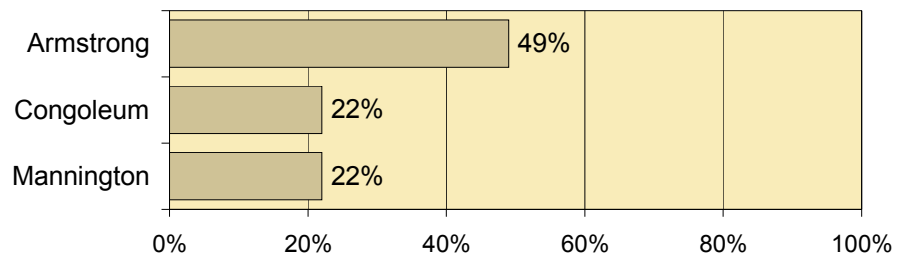


FLOORING: VINYL

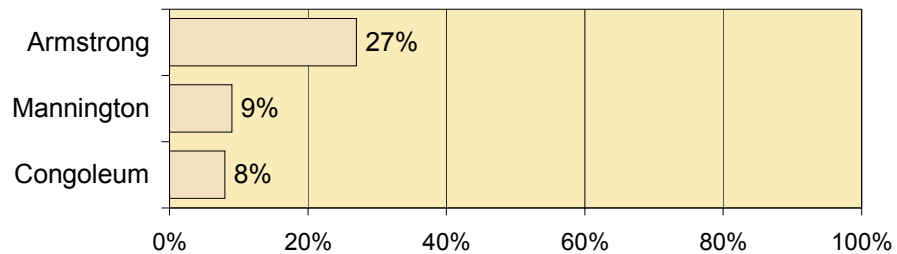
Brand Familiarity



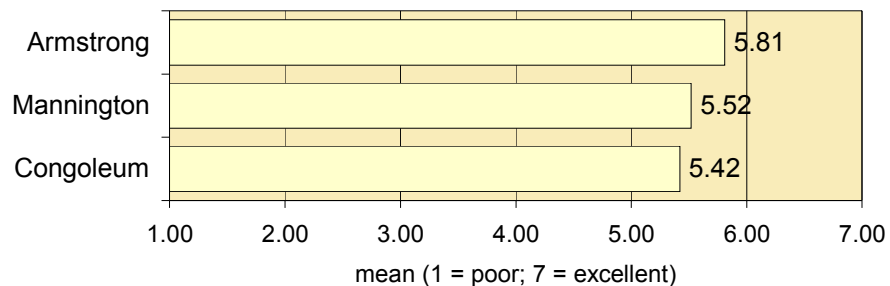
Brands Used in Past 2 Years



Brands Used the Most

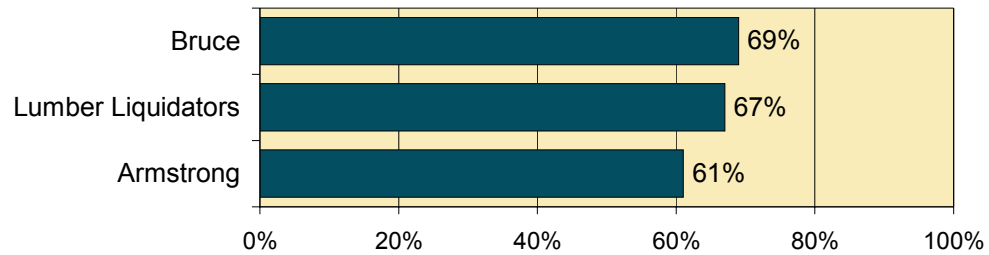


Quality Rating

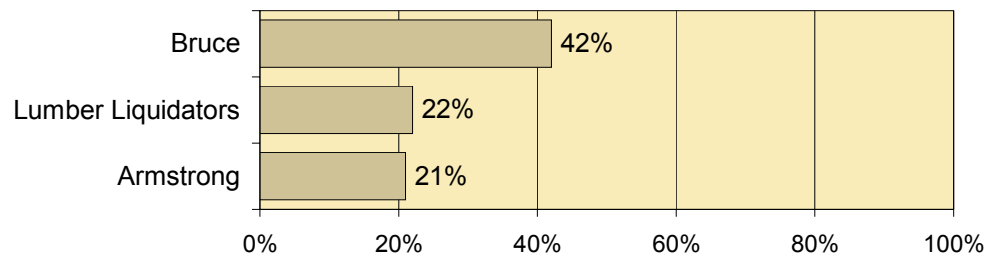


FLOORING: WOOD

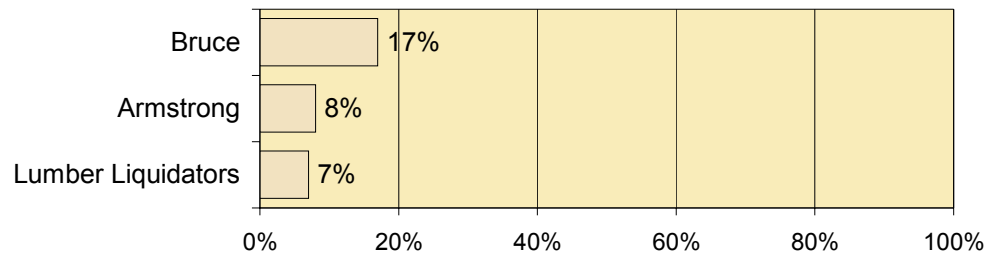
Brand Familiarity



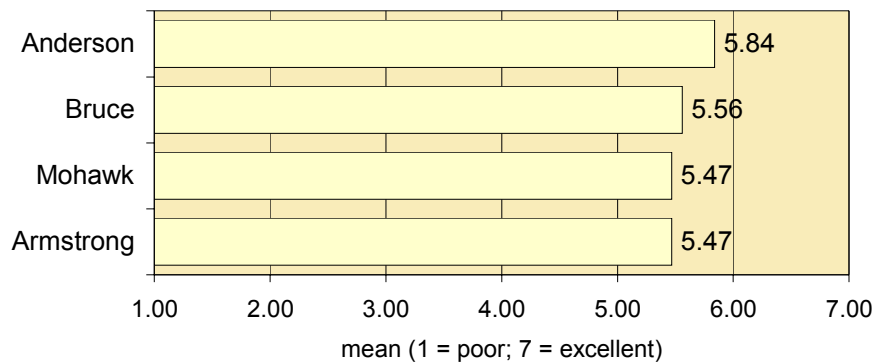
Brands Used in Past 2 Years



Brands Used the Most

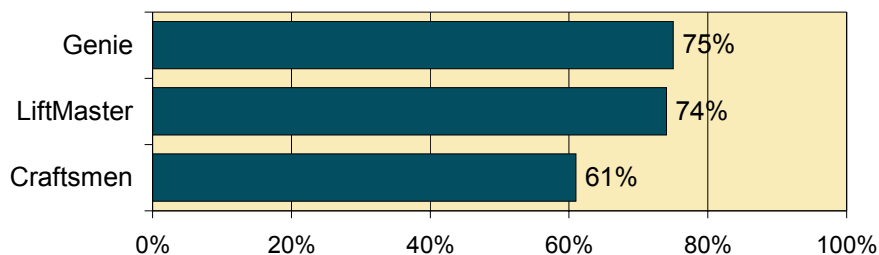


Quality Rating

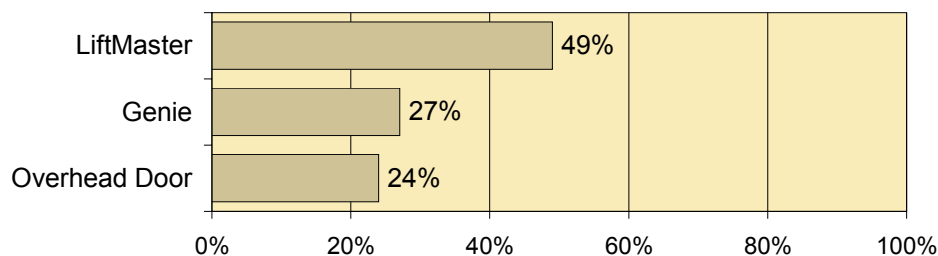


GARAGE DOOR OPENERS

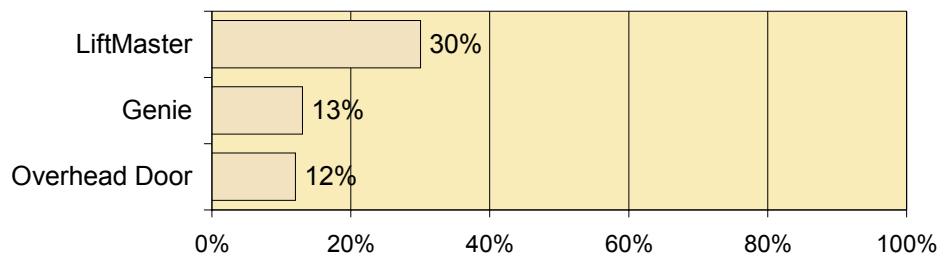
Brand Familiarity



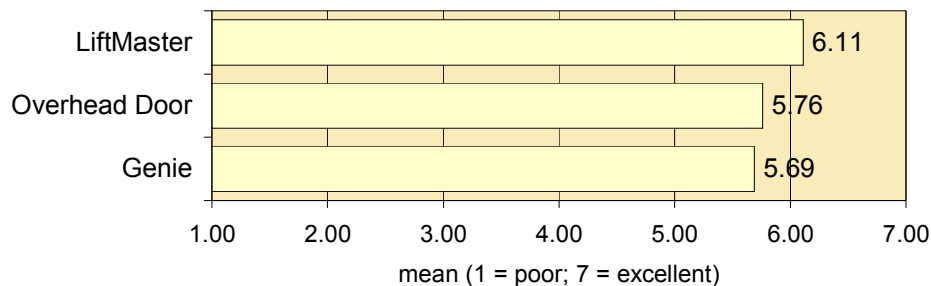
Brands Used in Past 2 Years



Brands Used the Most

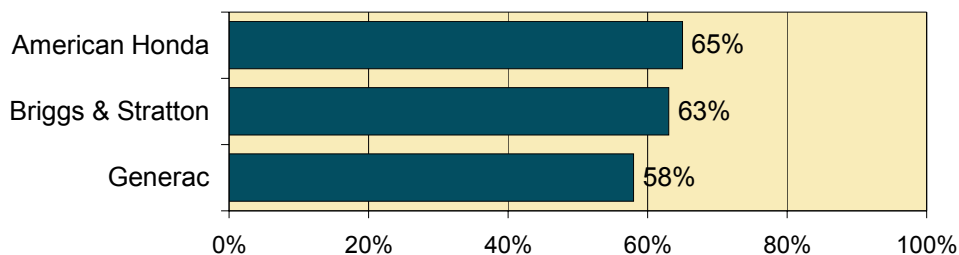


Quality Rating

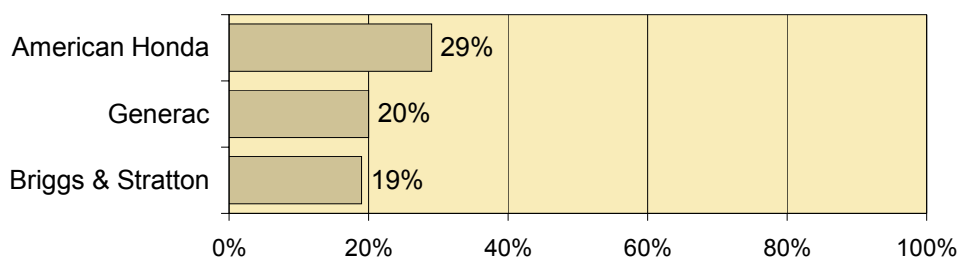


GENERATORS: PORTABLE

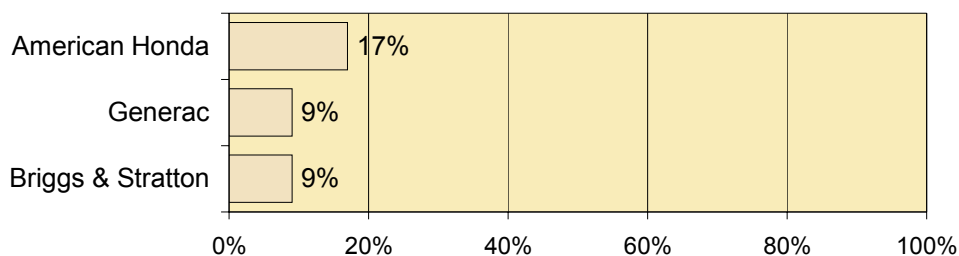
Brand Familiarity



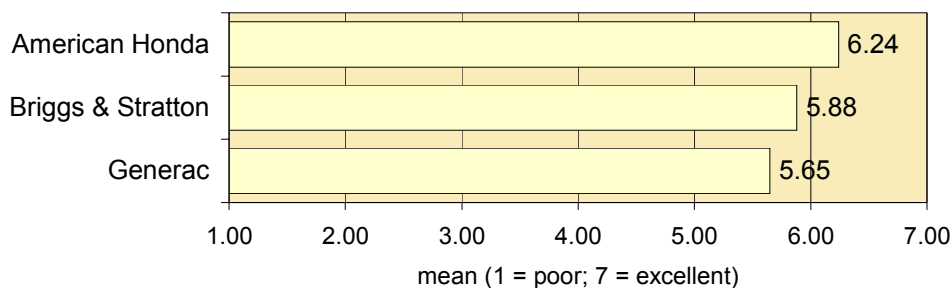
Brands Used in Past 2 Years



Brands Used the Most

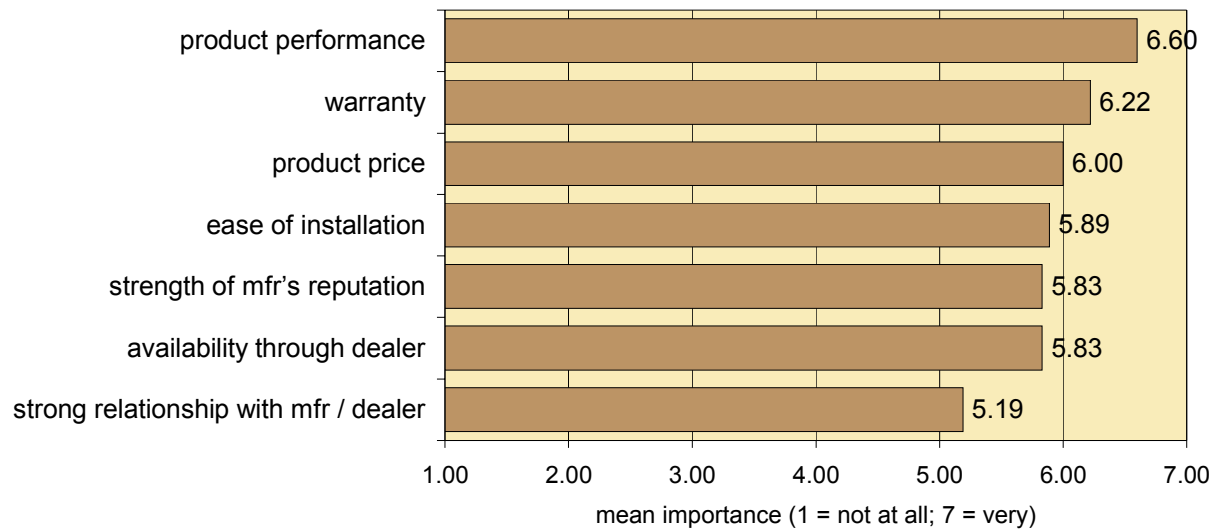


Quality Rating



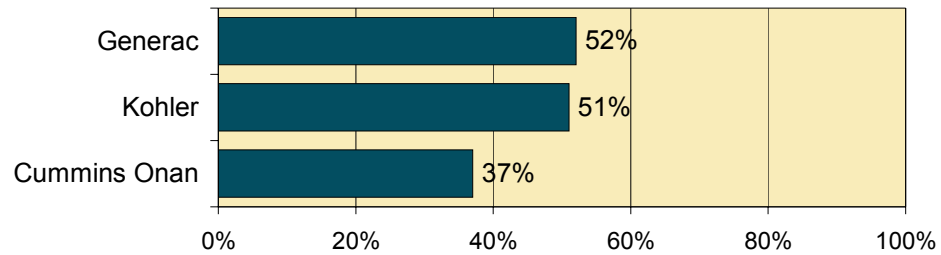
GENERATORS: PORTABLE

Importance of Factors Influencing Brand Selection

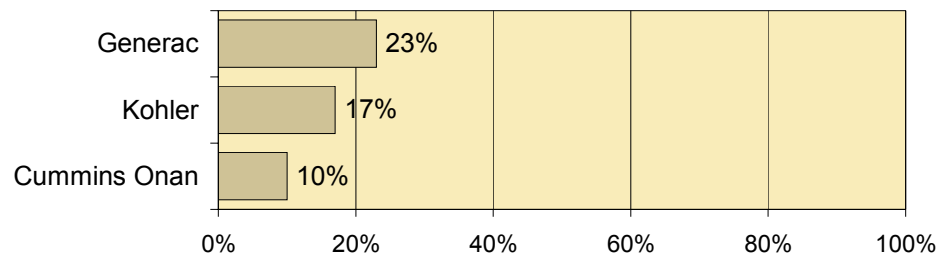


GENERATORS: STATIONARY

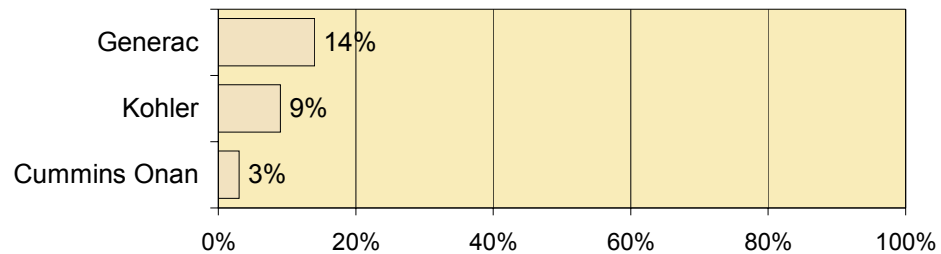
Brand Familiarity



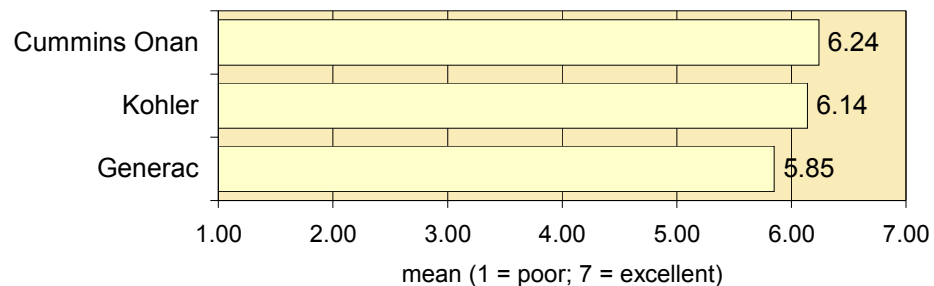
Brands Used in Past 2 Years



Brands Used the Most

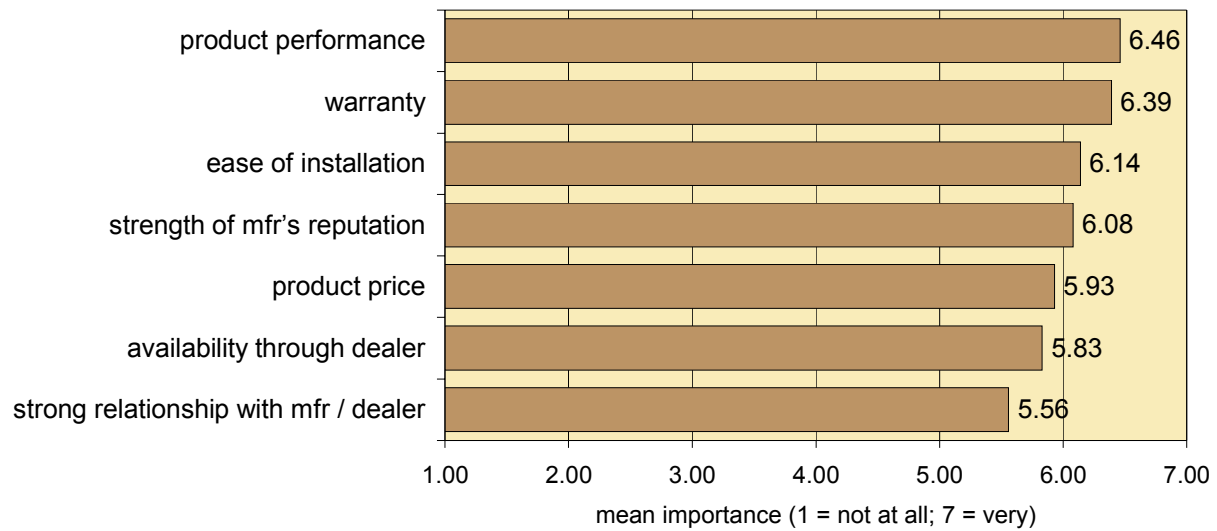


Quality Rating



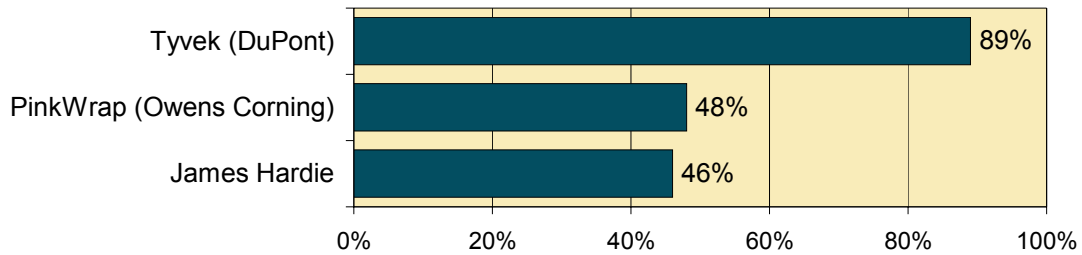
GENERATORS: STATIONARY

Importance of Factors Influencing Brand Selection

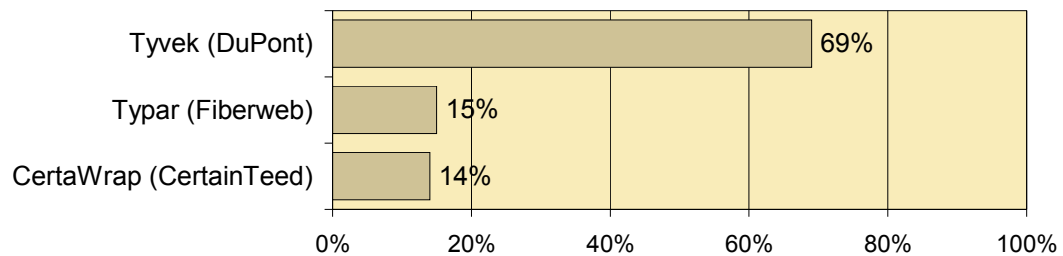


HOUSEWRAP

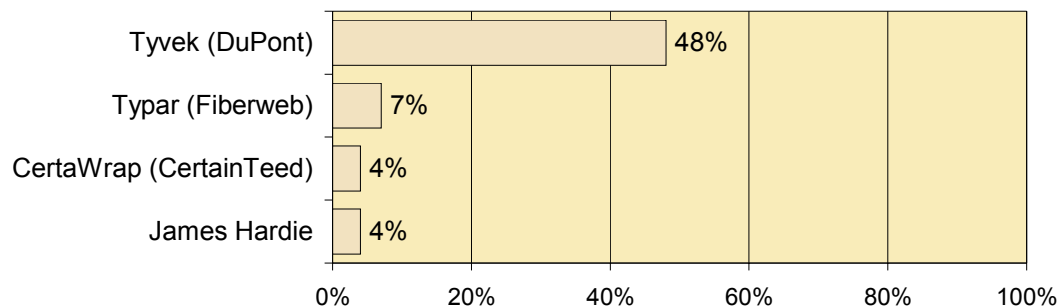
Brand Familiarity



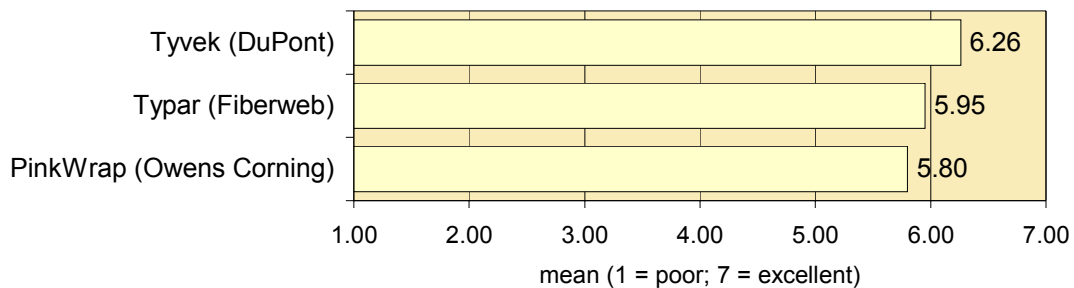
Brands Used in Past 2 Years



Brands Used the Most

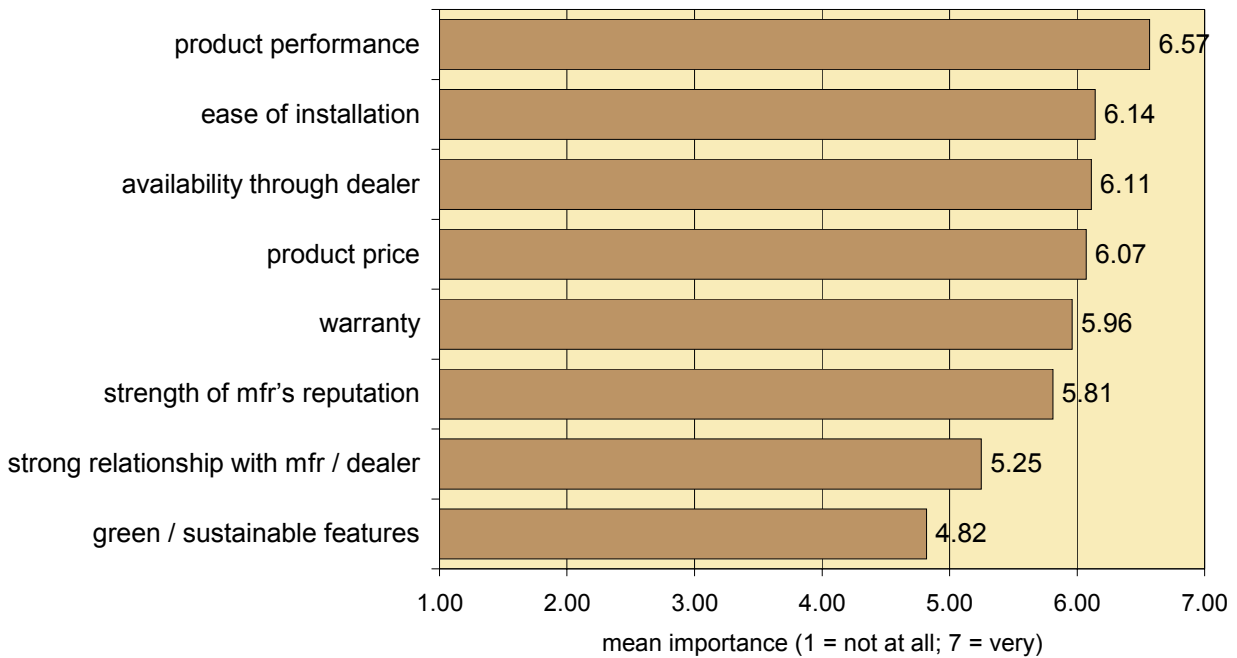


Quality Rating



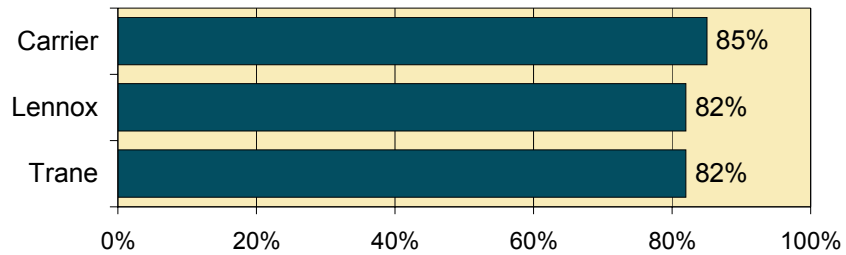
HOUSEWRAP

Importance of Factors Influencing Brand Selection

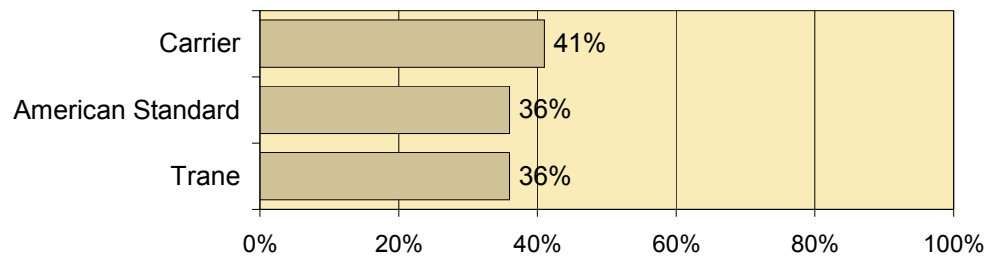


HVAC

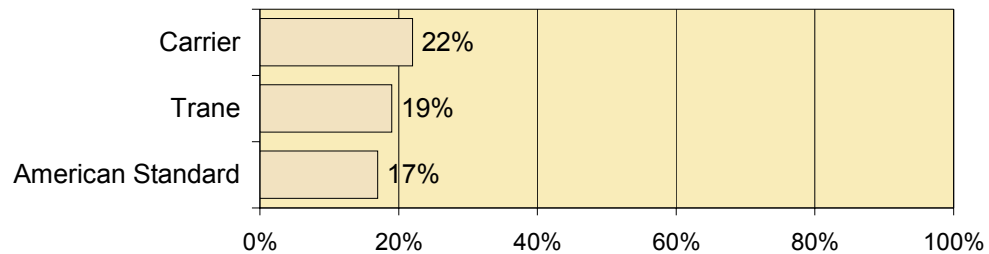
Brand Familiarity



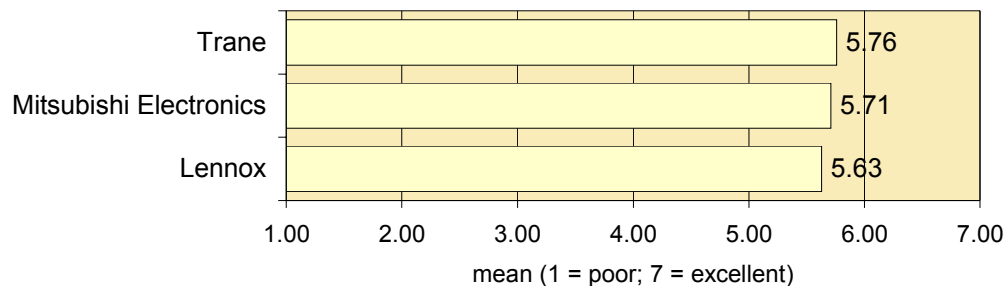
Brands Used in Past 2 Years



Brands Used the Most

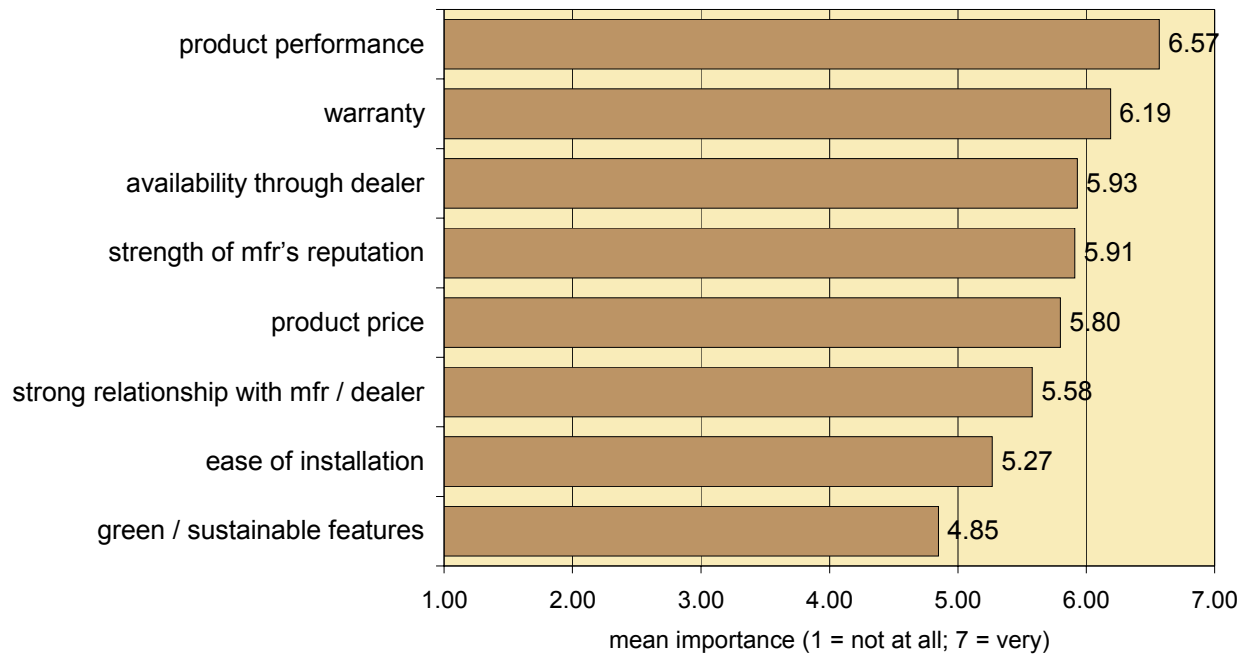


Quality Rating



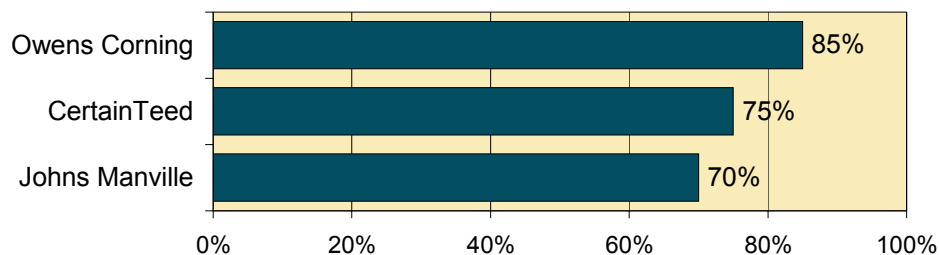
HVAC

Importance of Factors Influencing Brand Selection

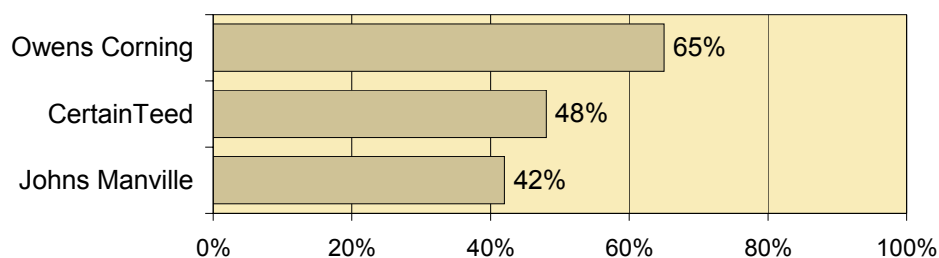


INSULATION

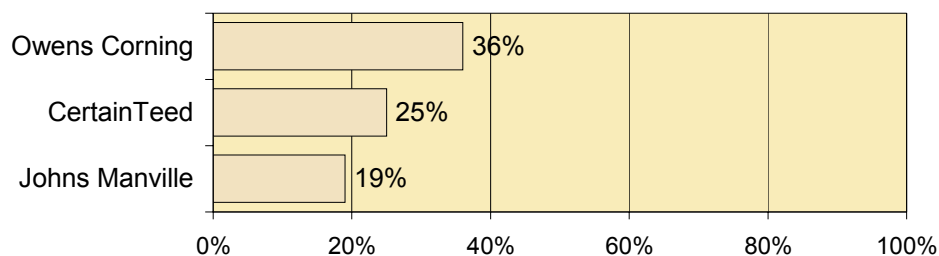
Brand Familiarity



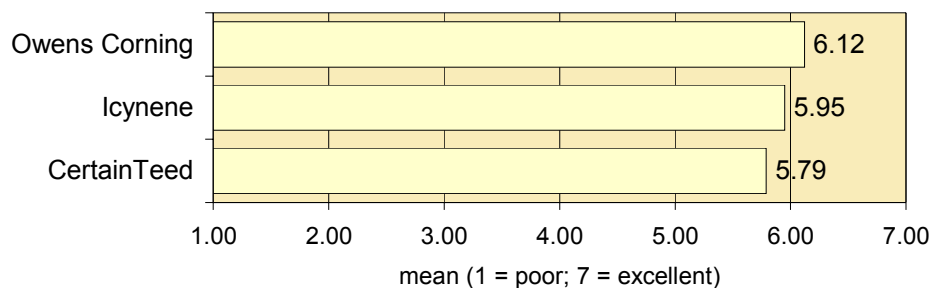
Brands Used in Past 2 Years



Brands Used the Most

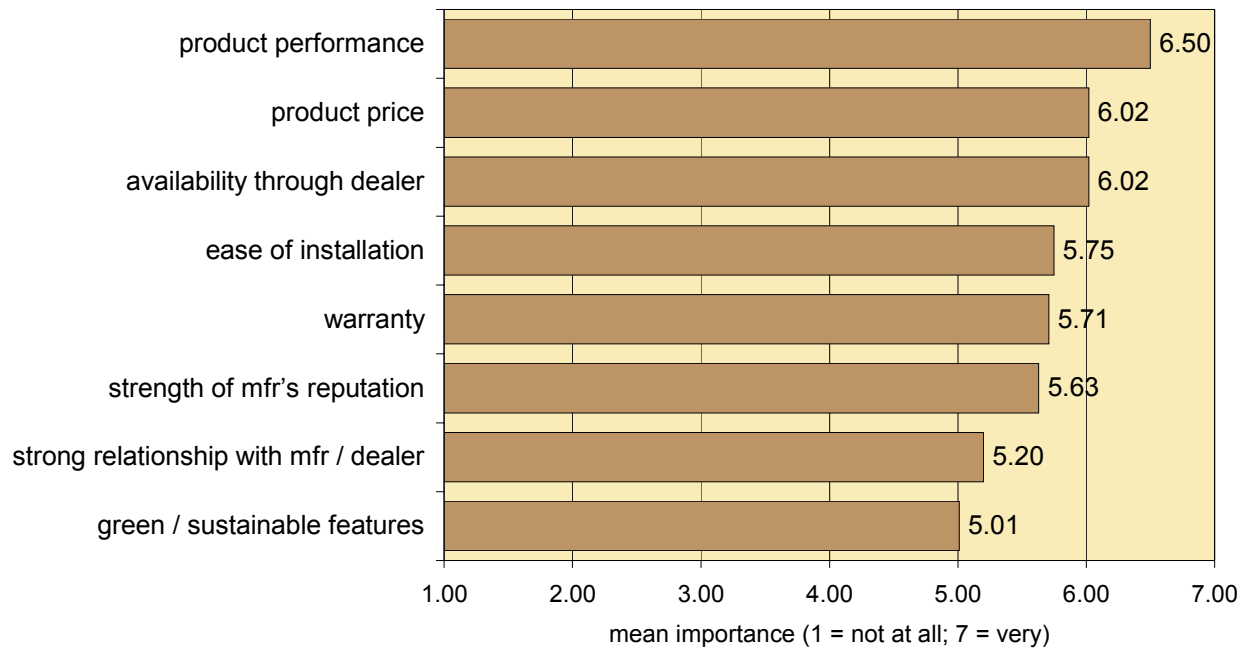


Quality Rating



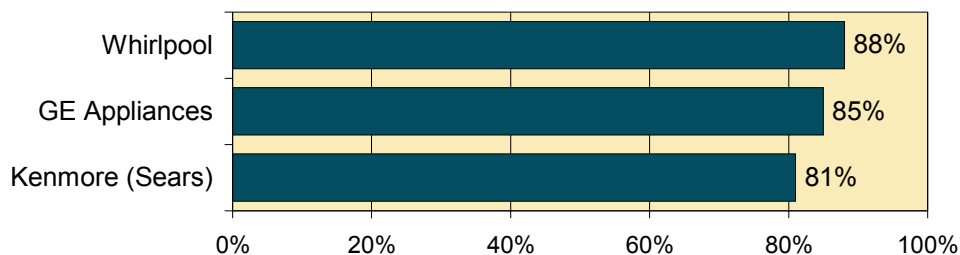
INSULATION

Importance of Factors Influencing Brand Selection

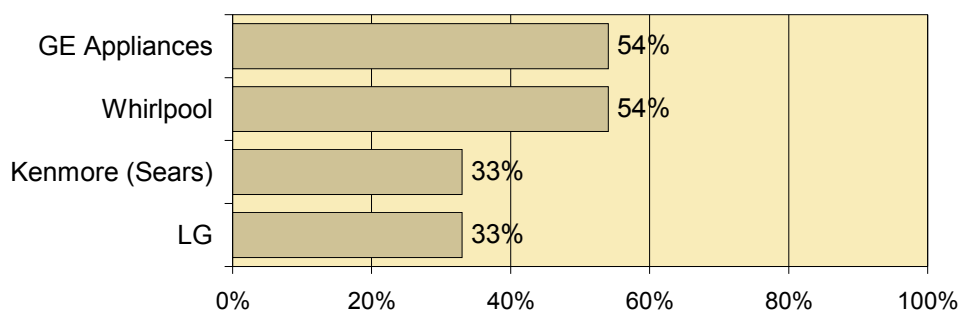


LAUNDRY APPLIANCES

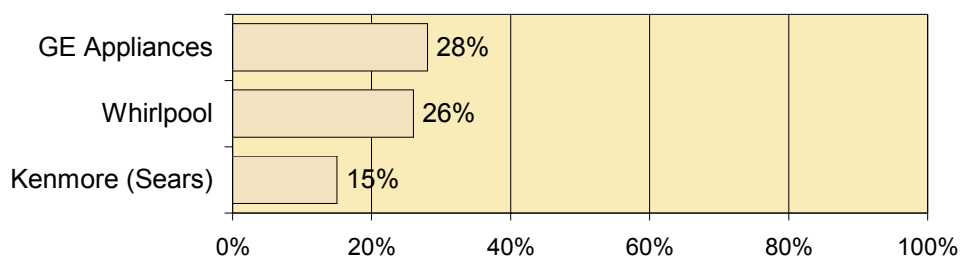
Brand Familiarity



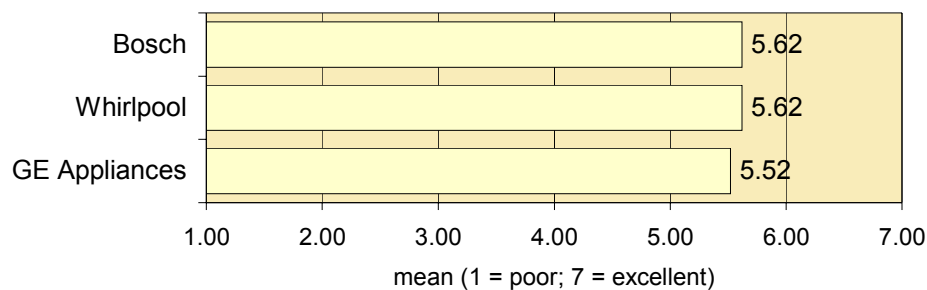
Brands Used in Past 2 Years



Brands Used the Most

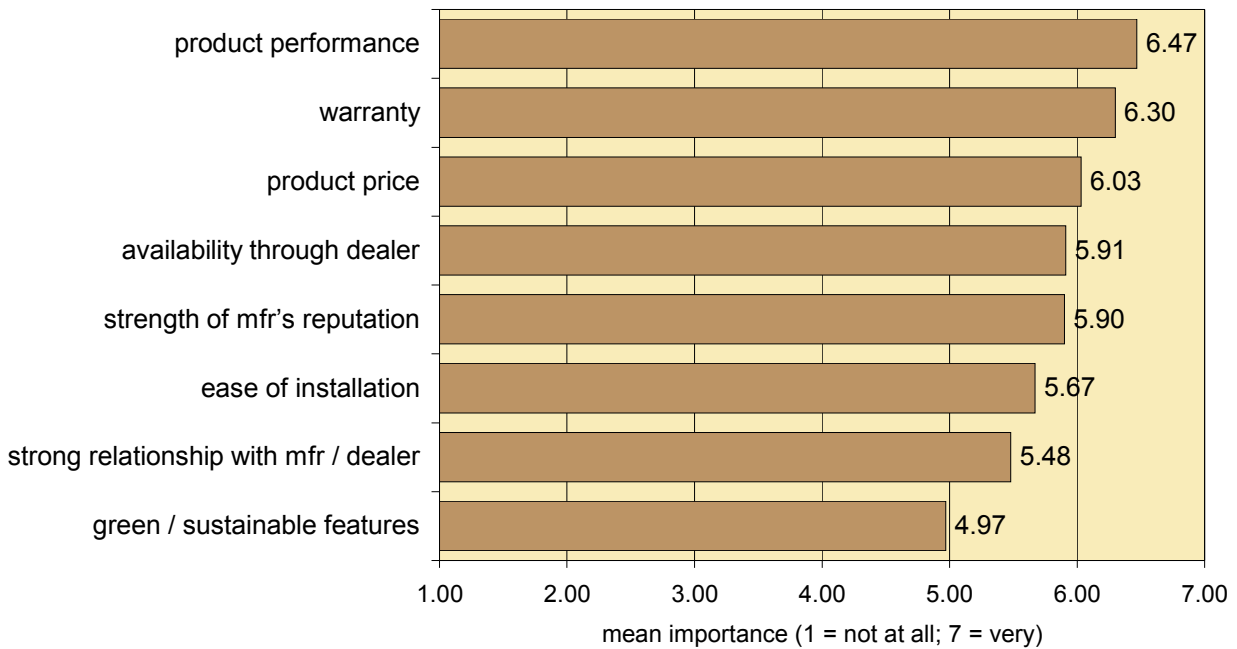


Quality Rating



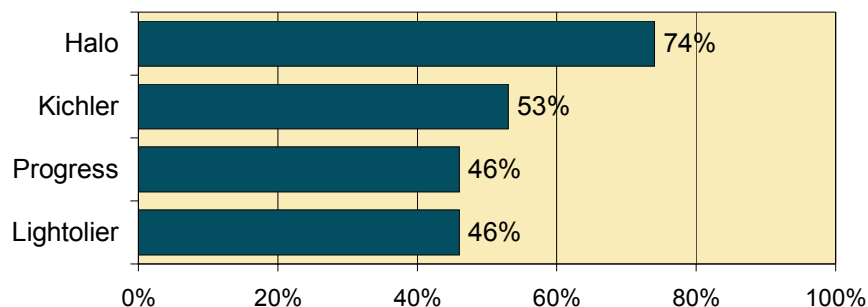
LAUNDRY APPLIANCES

Importance of Factors Influencing Brand Selection

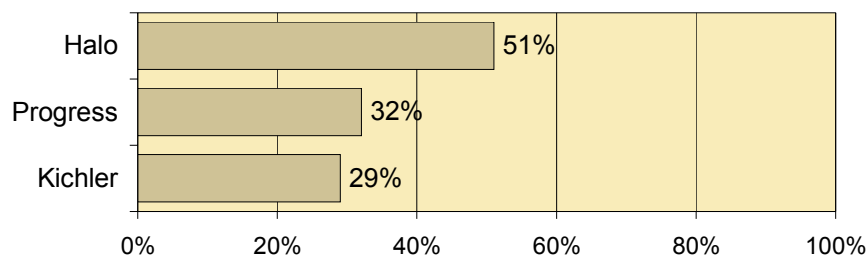


LIGHTING

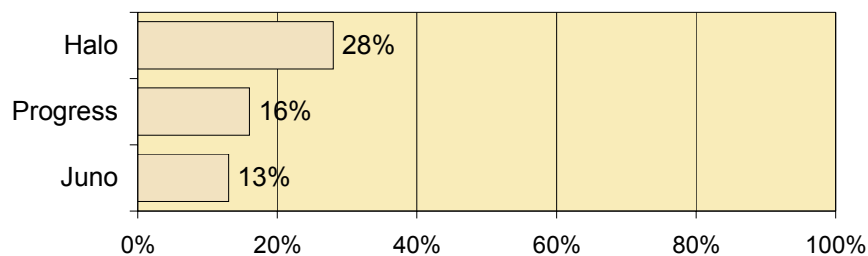
Brand Familiarity



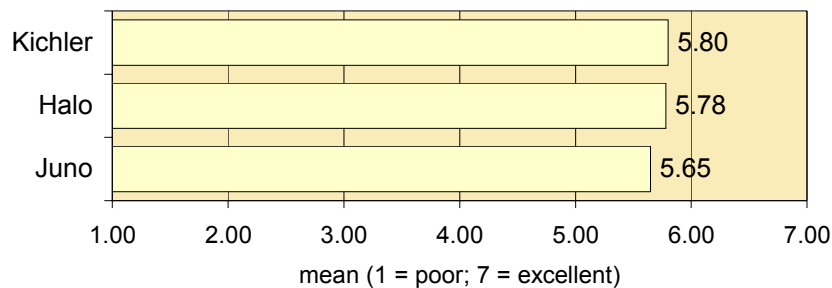
Brands Used in Past 2 Years



Brands Used the Most

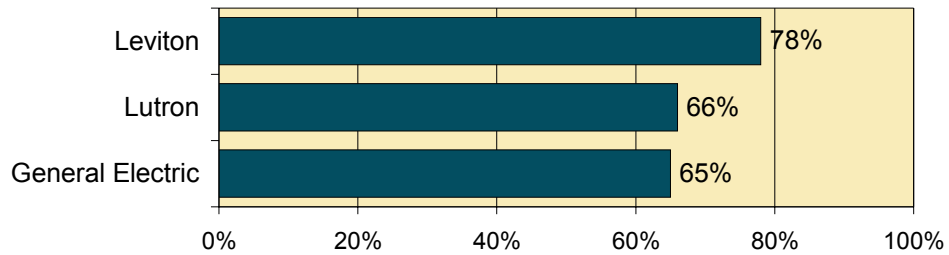


Quality Rating

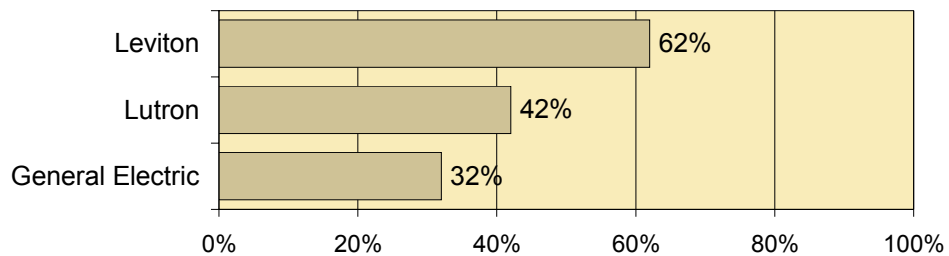


LIGHTING CONTROLS/SWITCHES

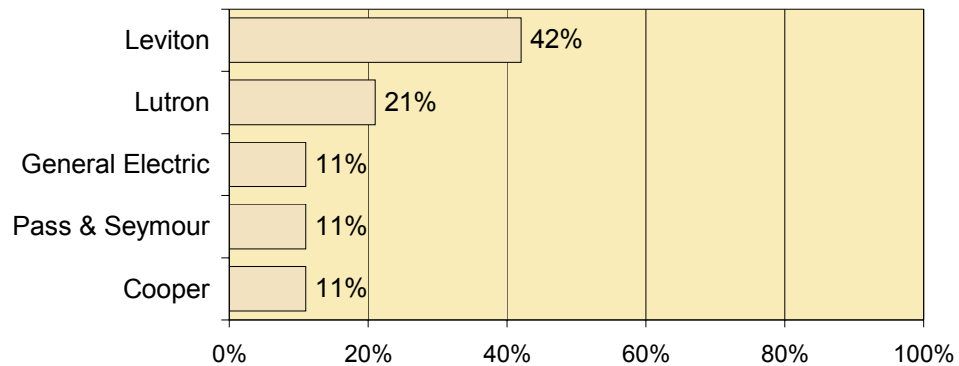
Brand Familiarity



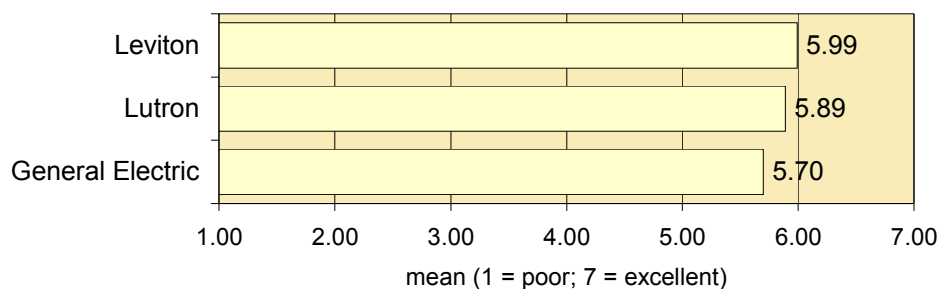
Brands Used in Past 2 Years



Brands Used the Most

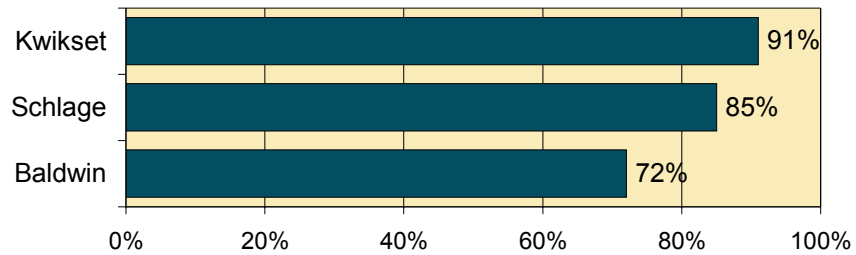


Quality Rating

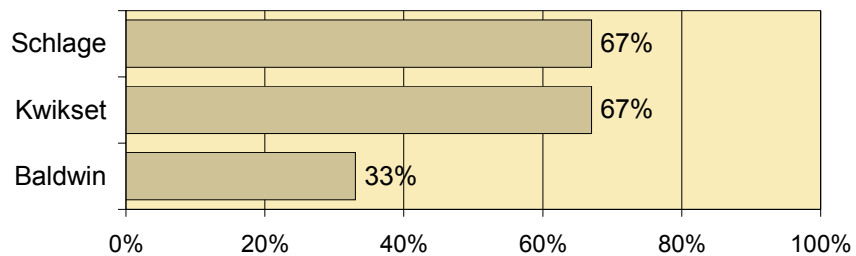


LOCKSETS/HARDWARE

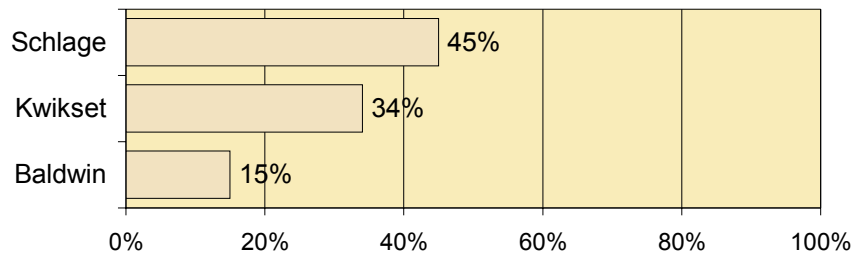
Brand Familiarity



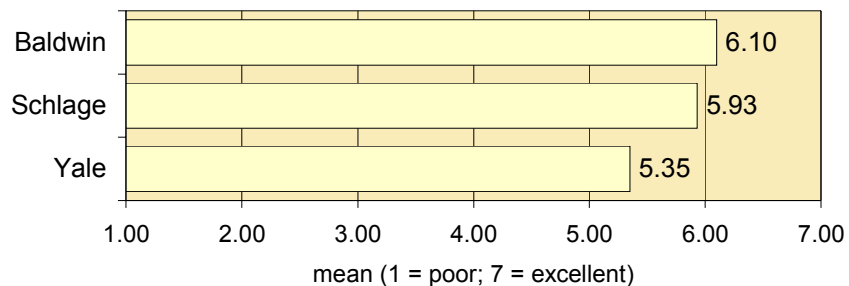
Brands Used in Past 2 Years



Brands Used the Most

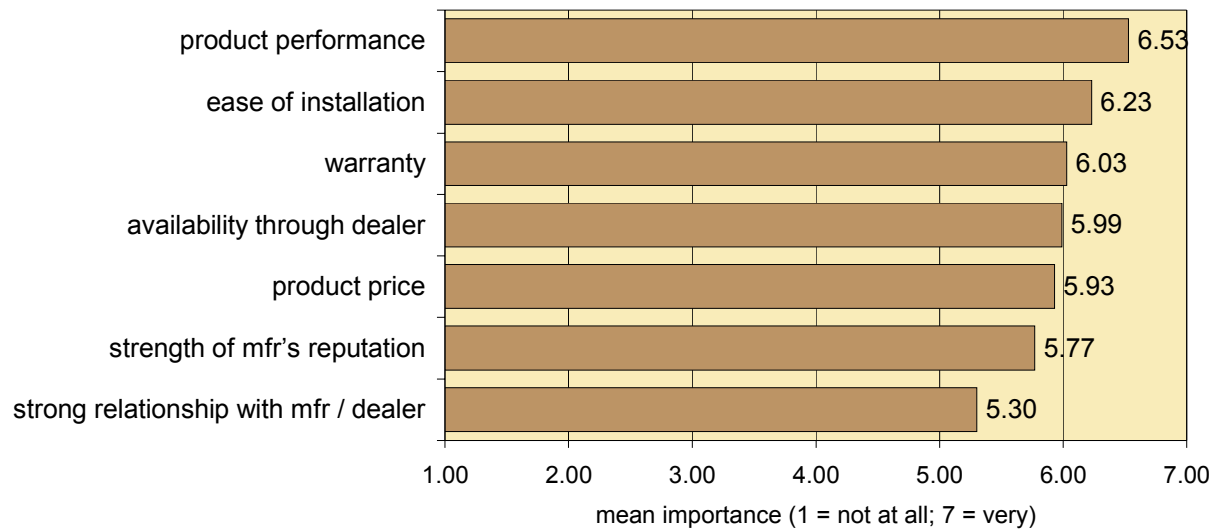


Quality Rating



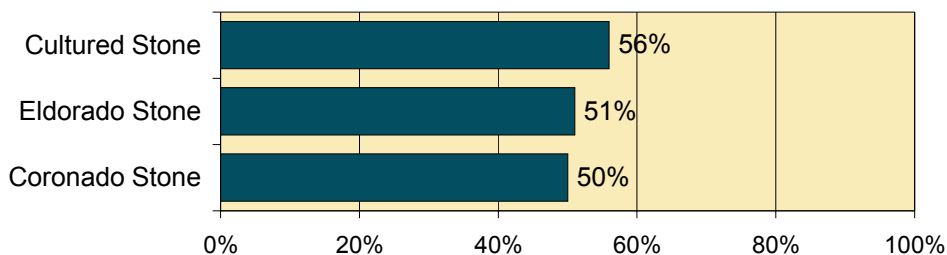
LOCKSETS/HARDWARE

Importance of Factors Influencing Brand Selection

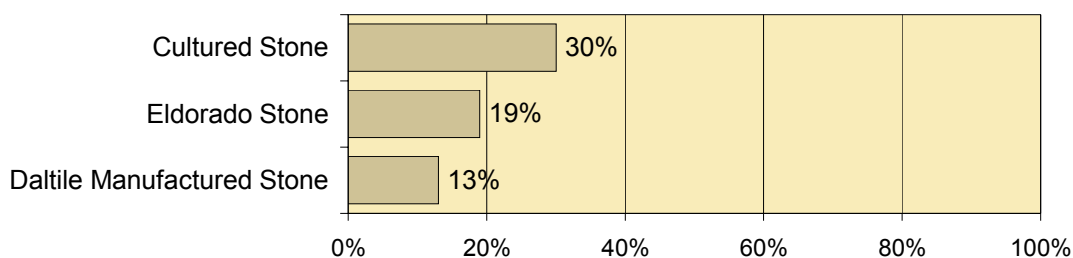


MANUFACTURED STONE

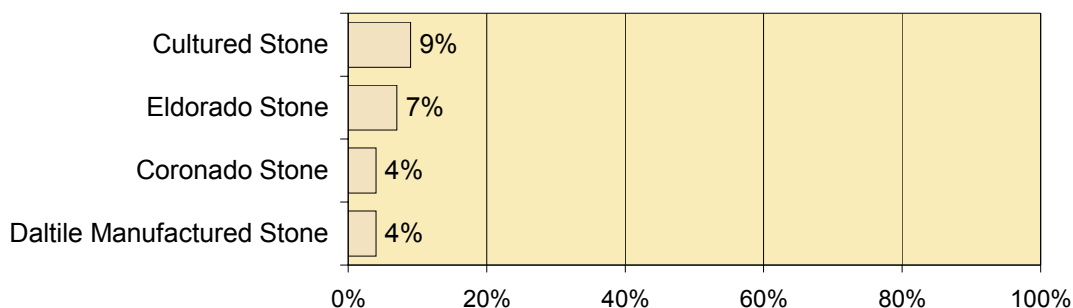
Brand Familiarity



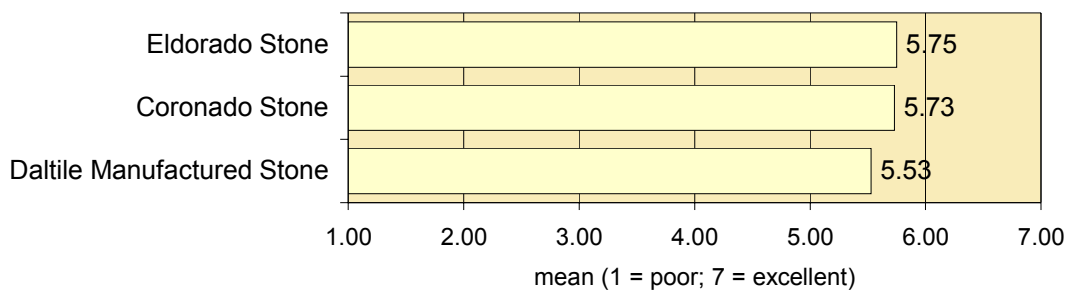
Brands Used in Past 2 Years



Brands Used the Most

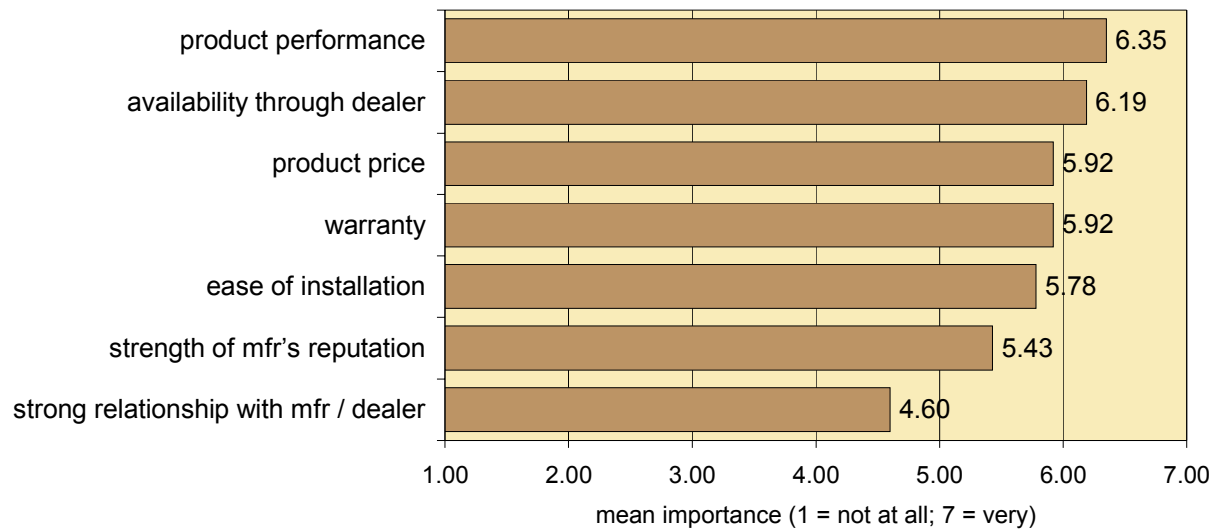


Quality Rating



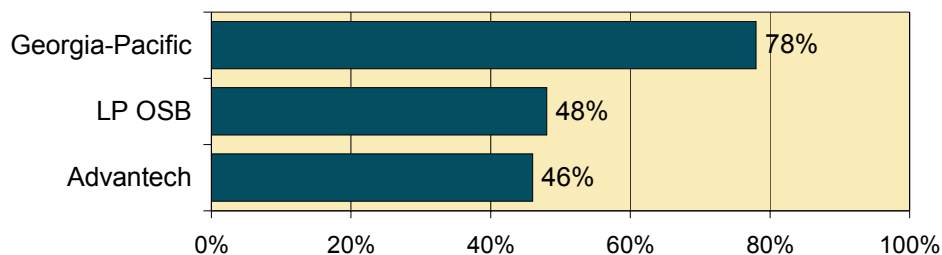
MANUFACTURED STONE

Importance of Factors Influencing Brand Selection

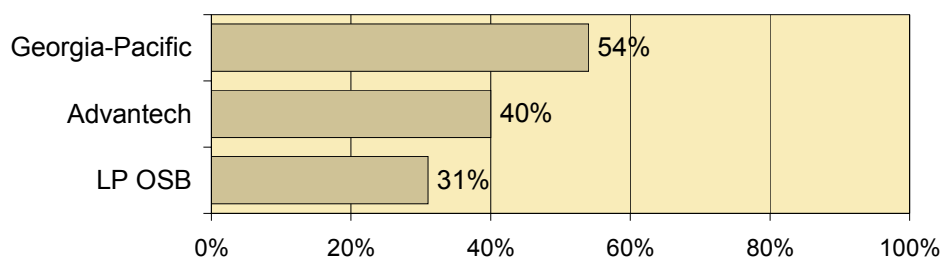


ORIENTED STRAND BOARD

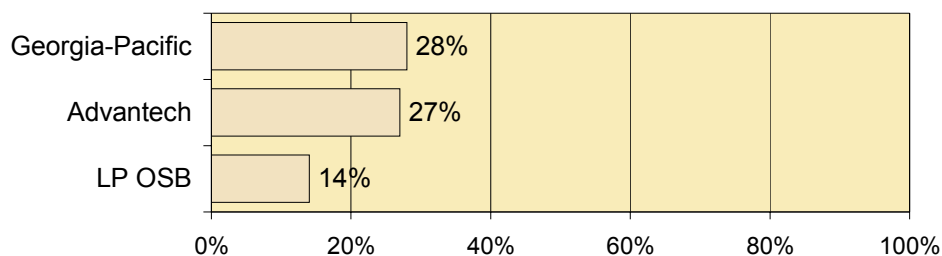
Brand Familiarity



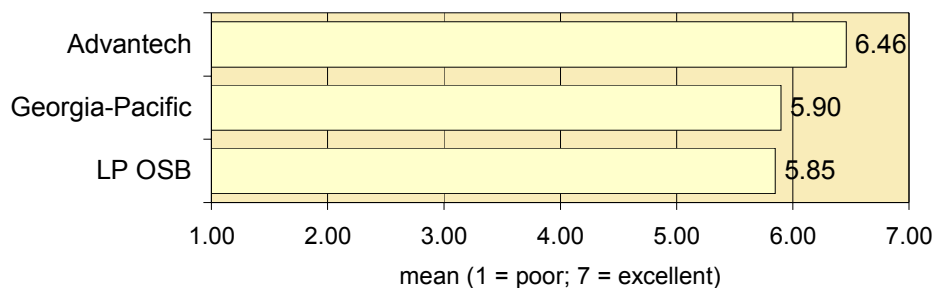
Brands Used in Past 2 Years



Brands Used the Most

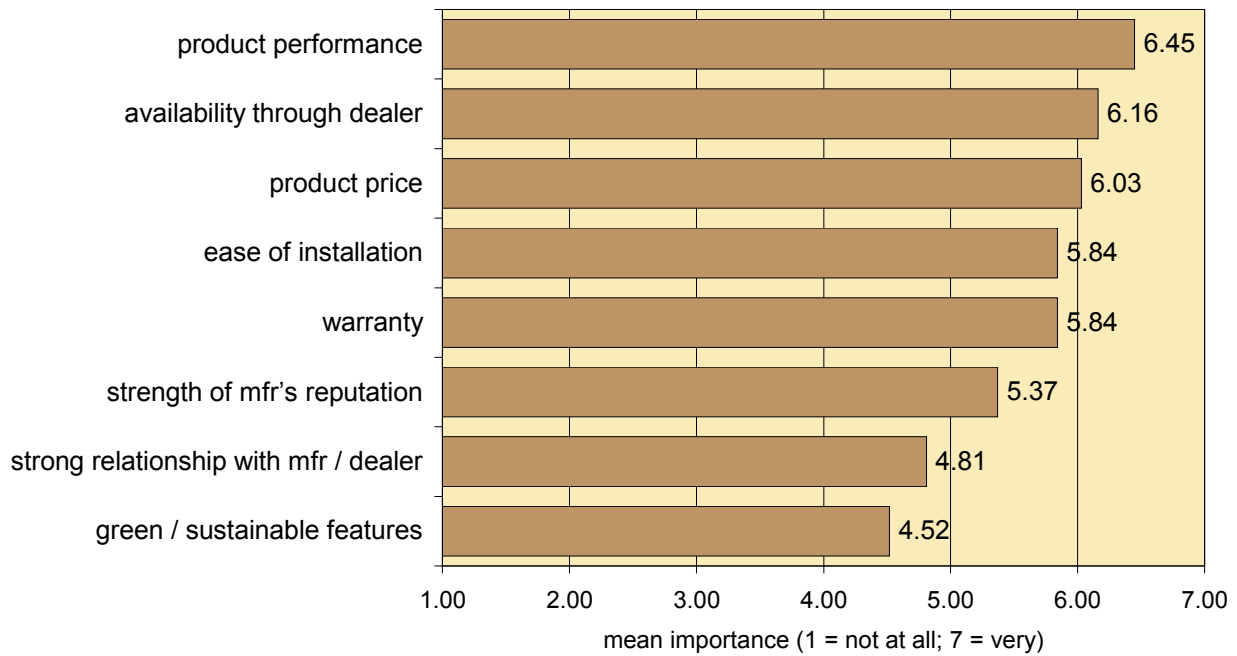


Quality Rating



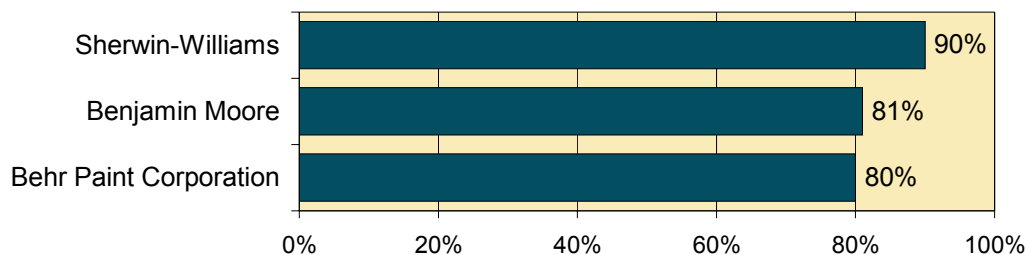
ORIENTED STRAND BOARD

Importance of Factors Influencing Brand Selection

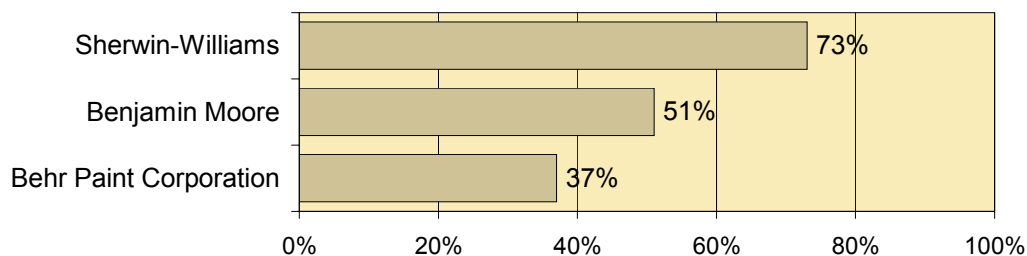


PAINTS

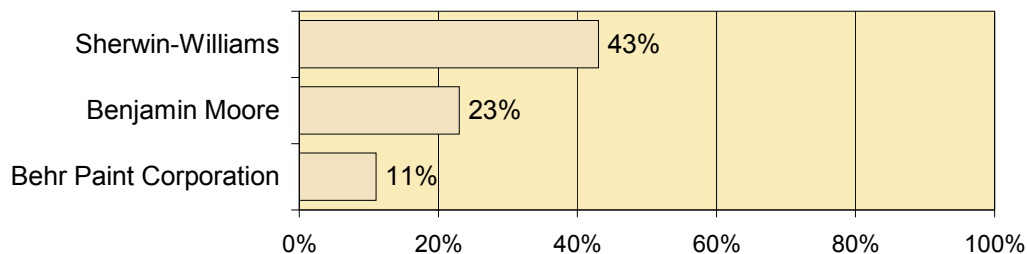
Brand Familiarity



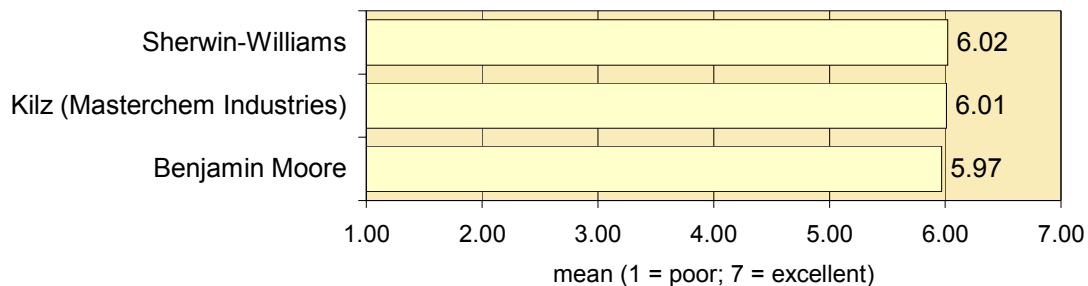
Brands Used in Past 2 Years



Brands Used the Most

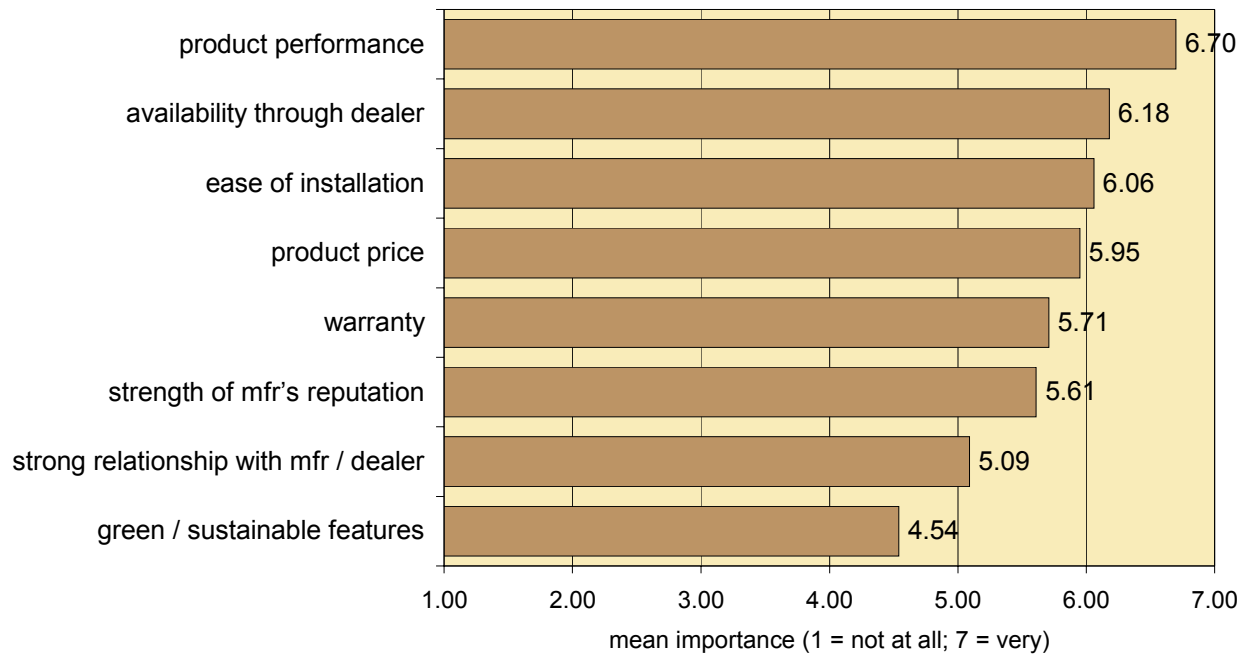


Quality Rating



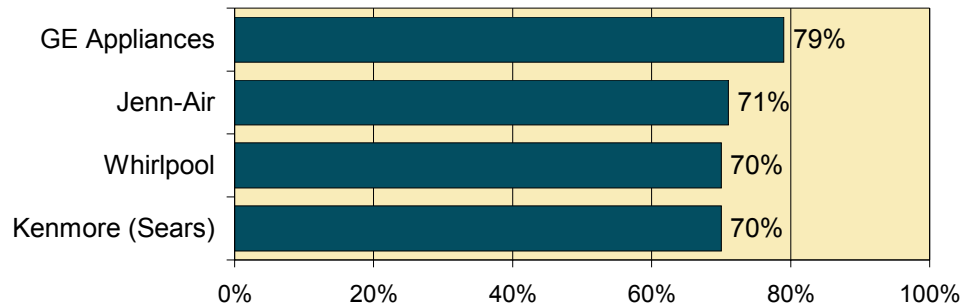
PAINTS

Importance of Factors Influencing Brand Selection

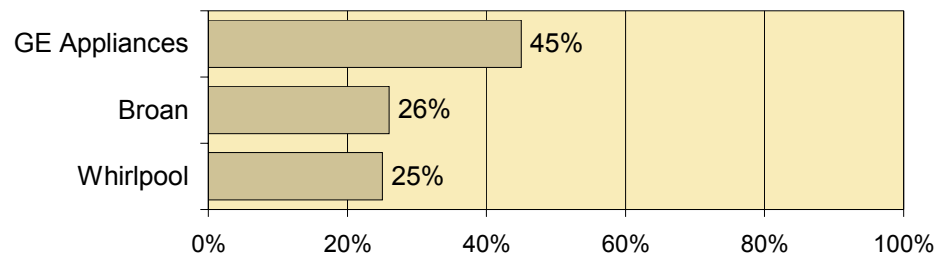


RANGE HOODS

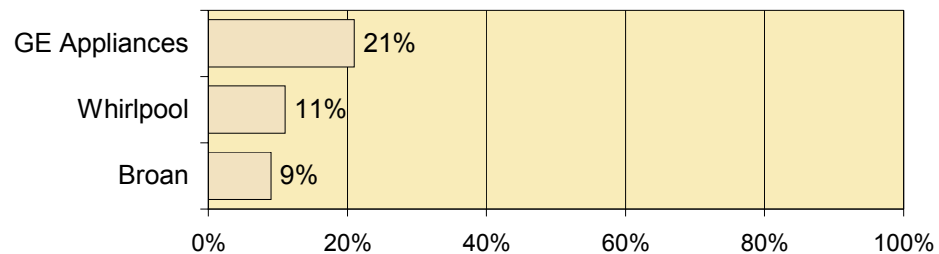
Brand Familiarity



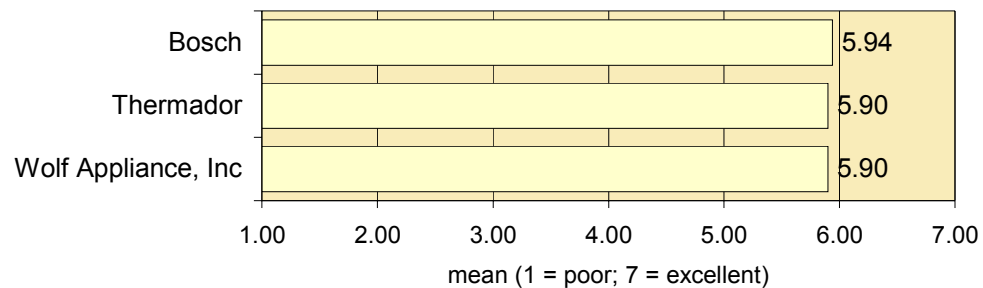
Brands Used in Past 2 Years



Brands Used the Most

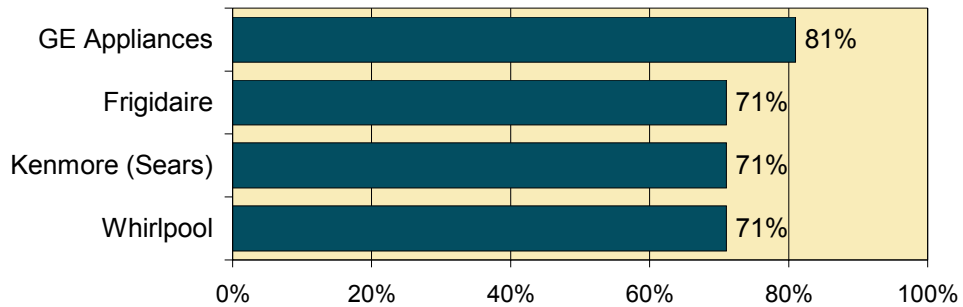


Quality Rating

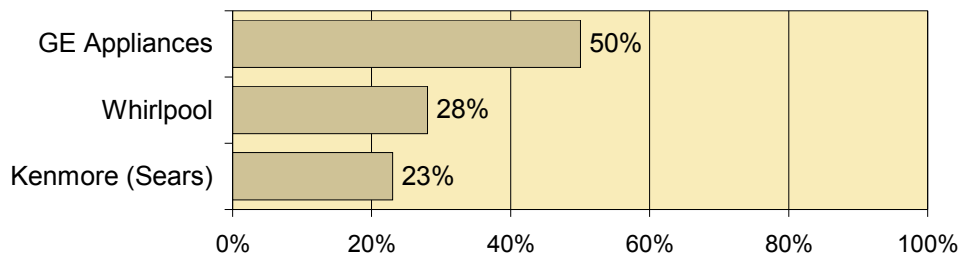


RANGES/COOKTOPS

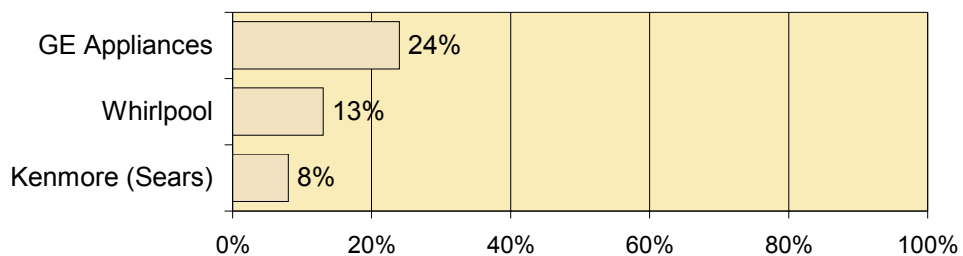
Brand Familiarity



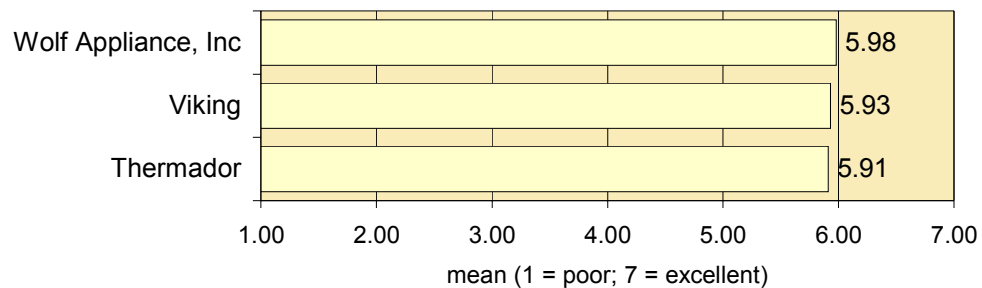
Brands Used in Past 2 Years



Brands Used the Most

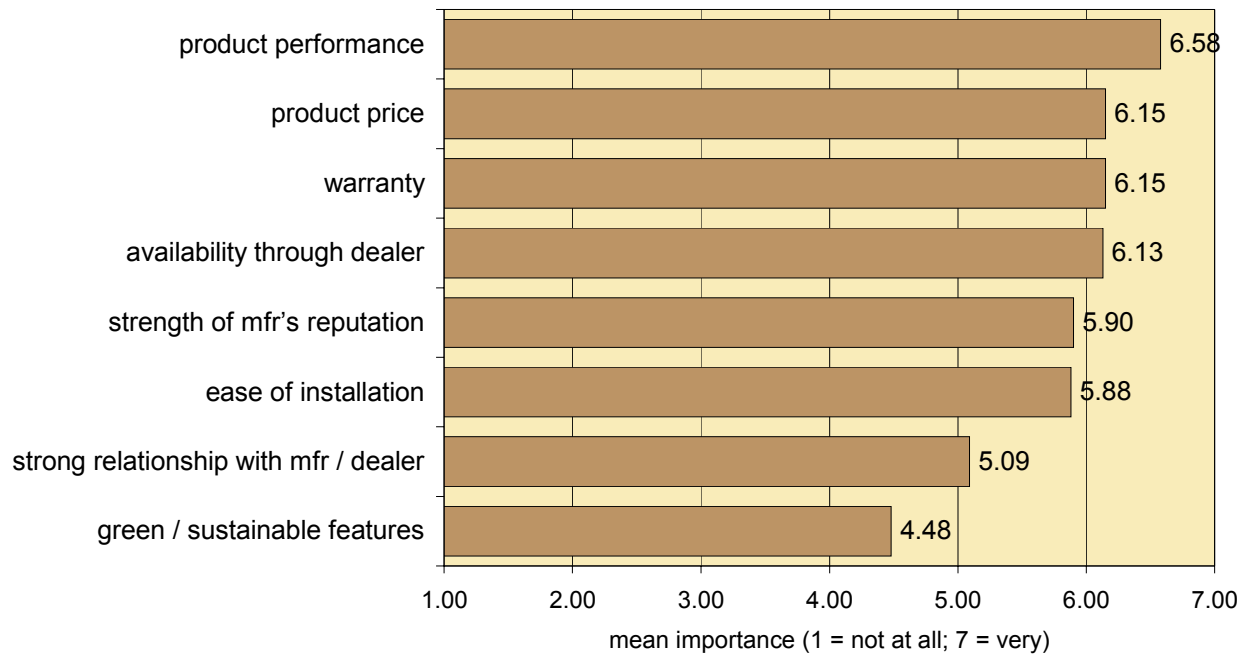


Quality Rating



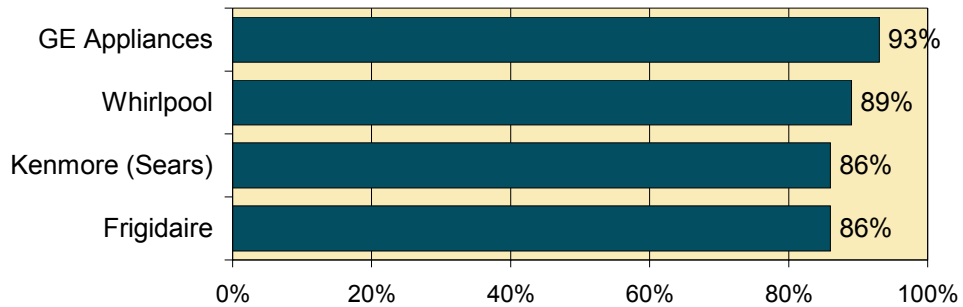
RANGES/COOKTOPS

Importance of Factors Influencing Brand Selection

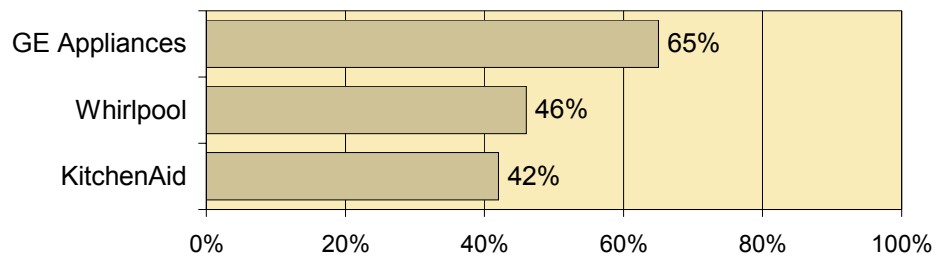


REFRIGERATORS

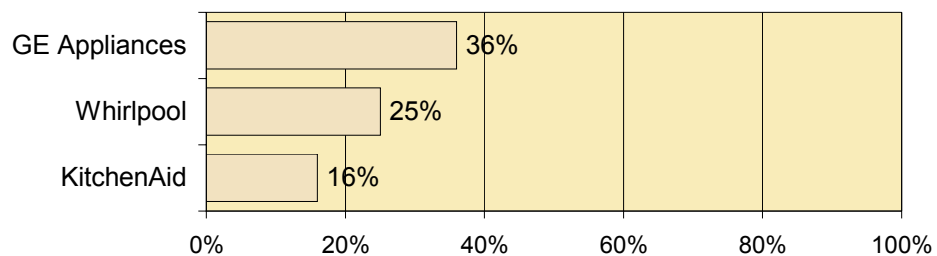
Brand Familiarity



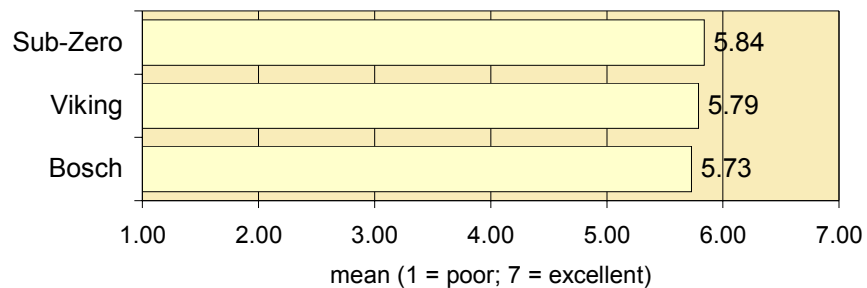
Brands Used in Past 2 Years



Brands Used the Most

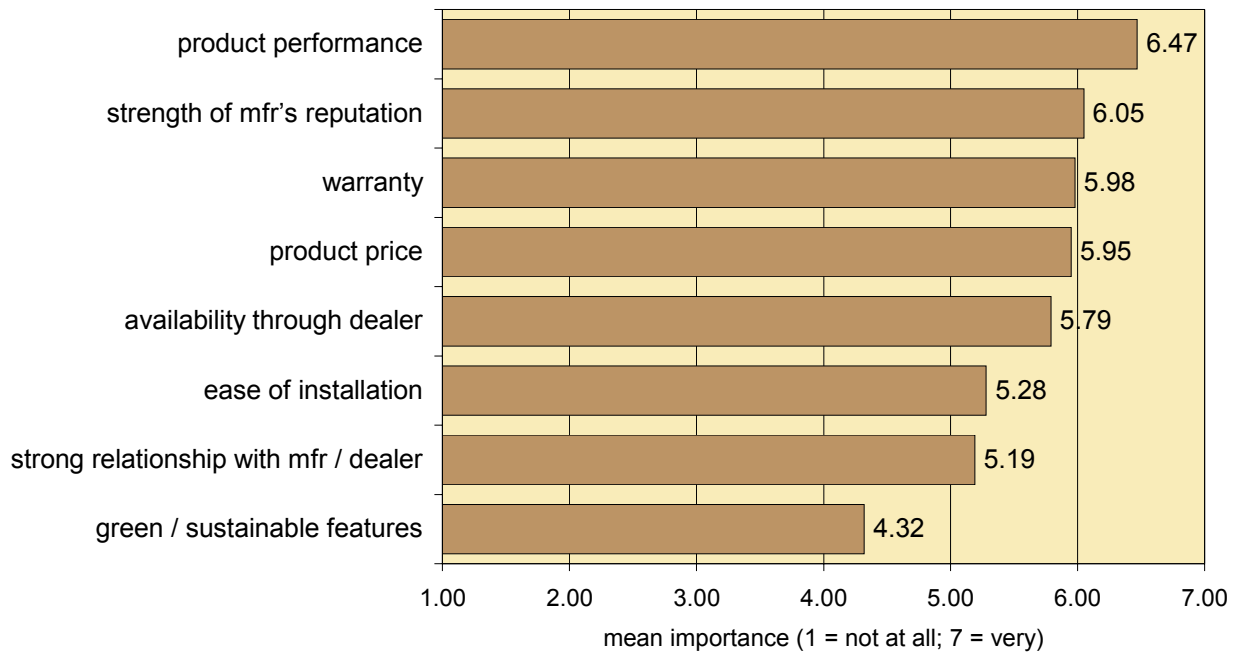


Quality Rating



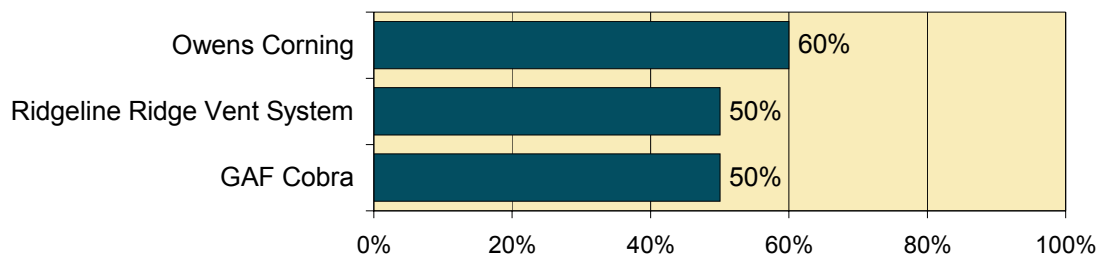
REFRIGERATORS

Importance of Factors Influencing Brand Selection

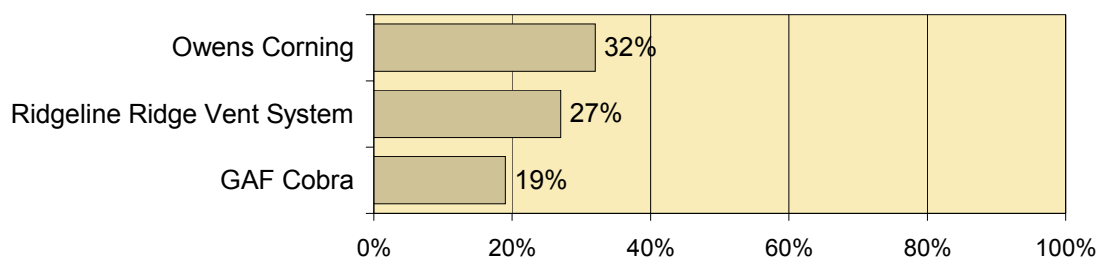


RIDGE VENT SYSTEMS

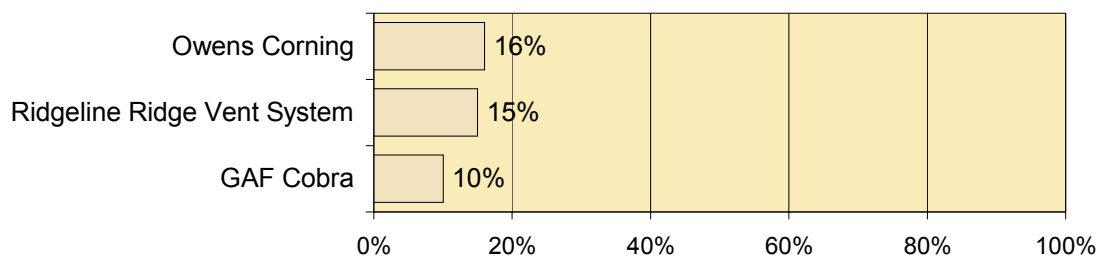
Brand Familiarity



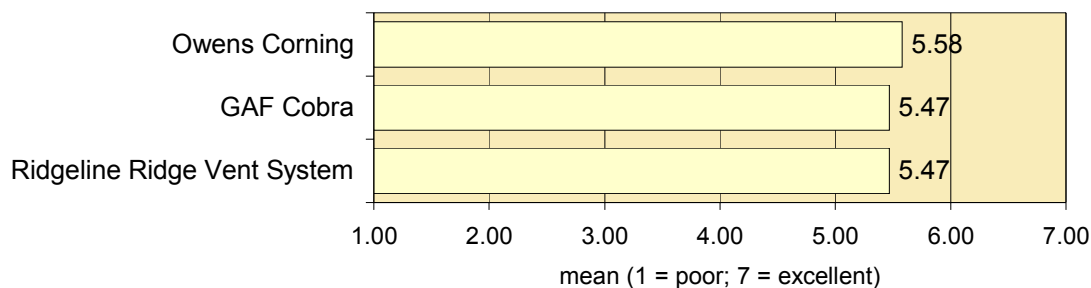
Brands Used in Past 2 Years



Brands Used the Most

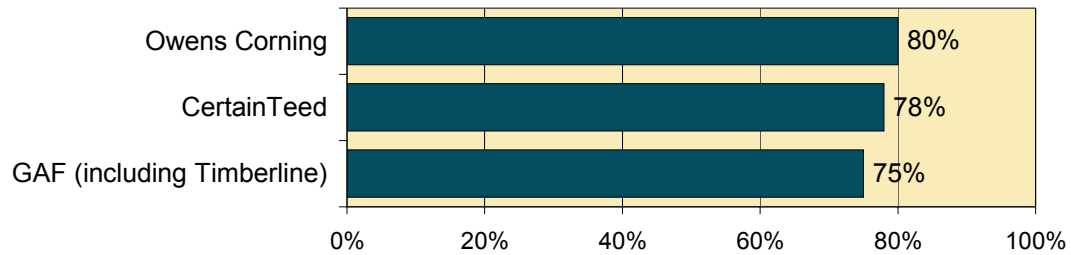


Quality Rating

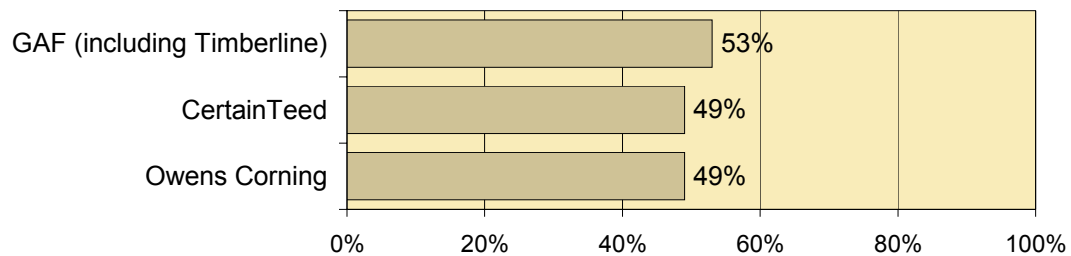


ROOFING: ASPHALT/FIBERGLASS SHINGLES

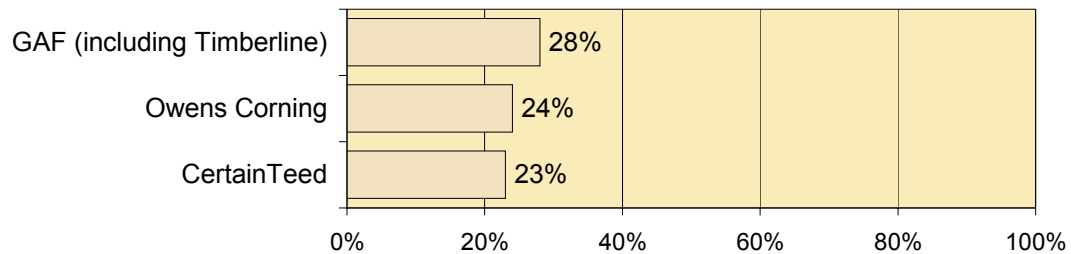
Brand Familiarity



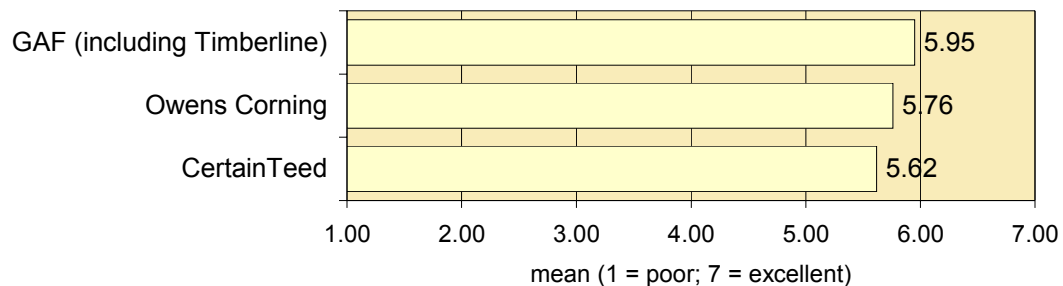
Brands Used in Past 2 Years



Brands Used the Most

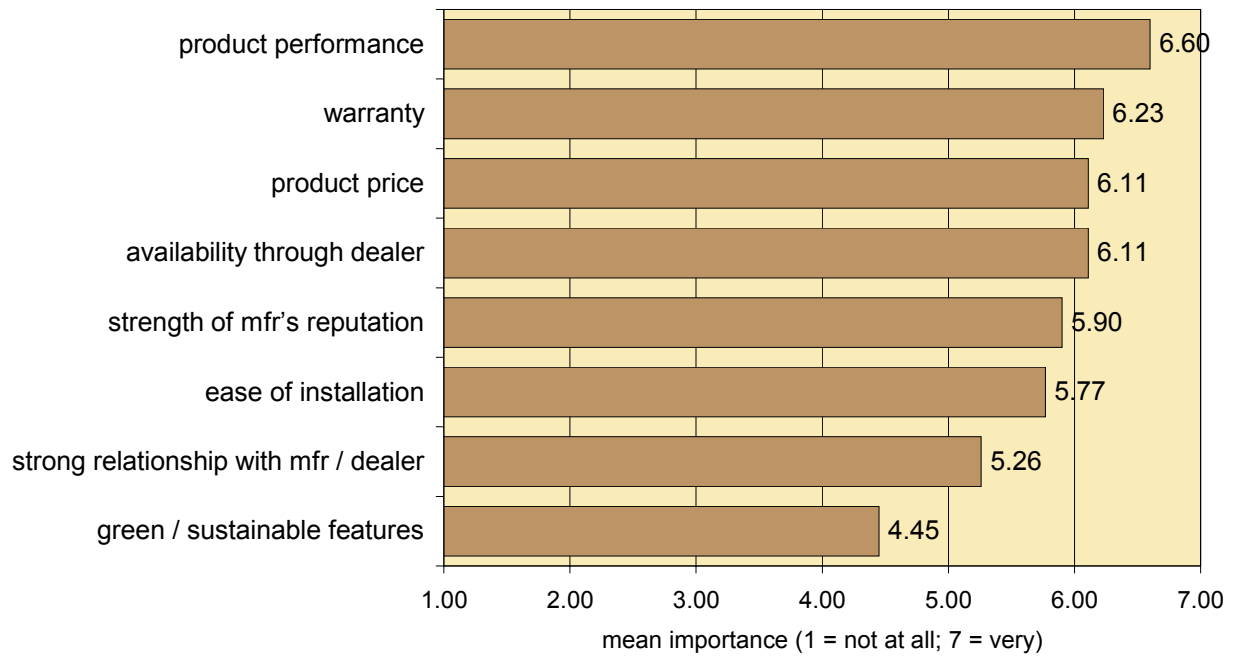


Quality Rating



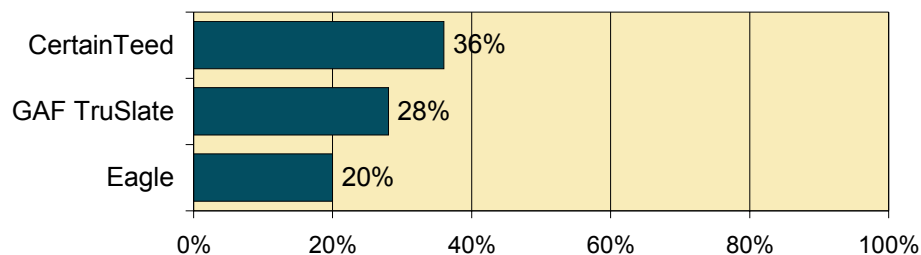
ROOFING: ASPHALT/FIBERGLASS SHINGLES

Importance of Factors Influencing Brand Selection

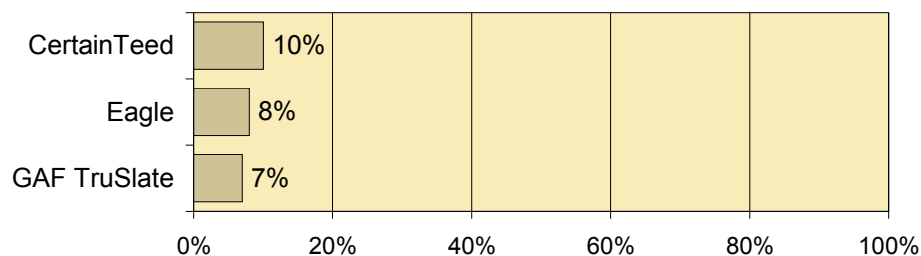


ROOFING: CLAY/CONCRETE/SYNTHETIC TILES

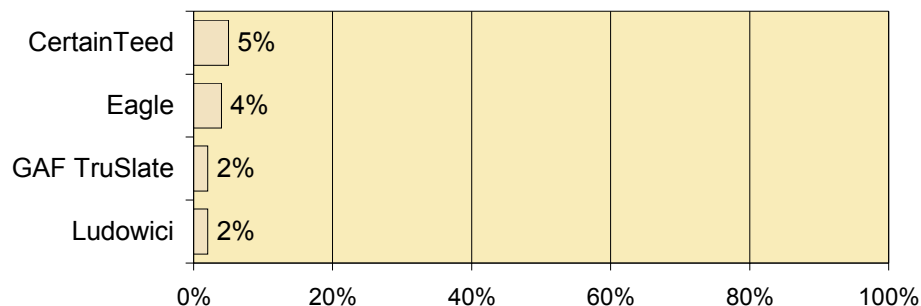
Brand Familiarity



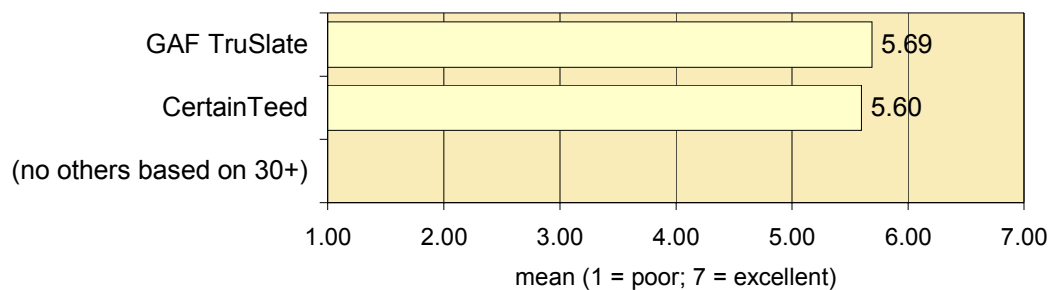
Brands Used in Past 2 Years



Brands Used the Most

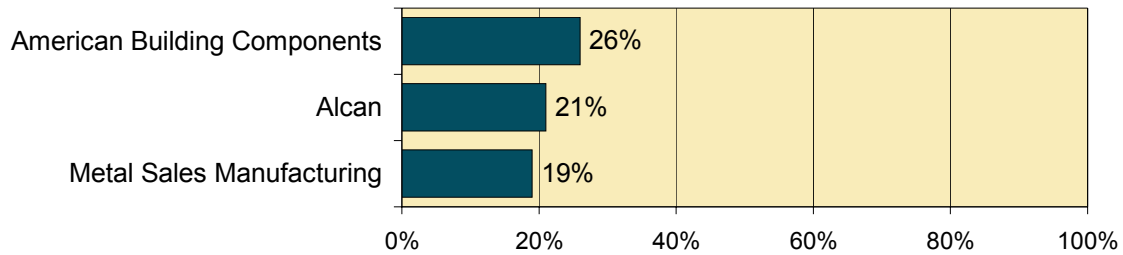


Quality Rating

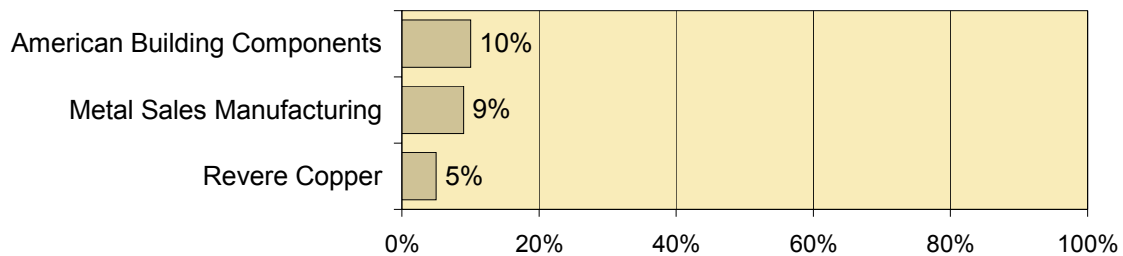


ROOFING: METAL

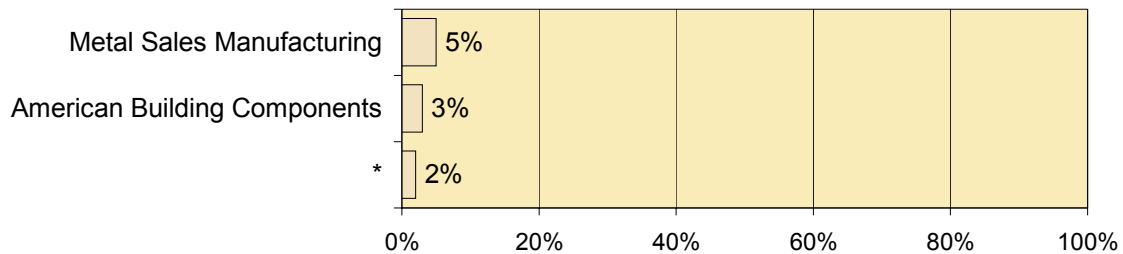
Brand Familiarity



Brands Used in Past 2 Years

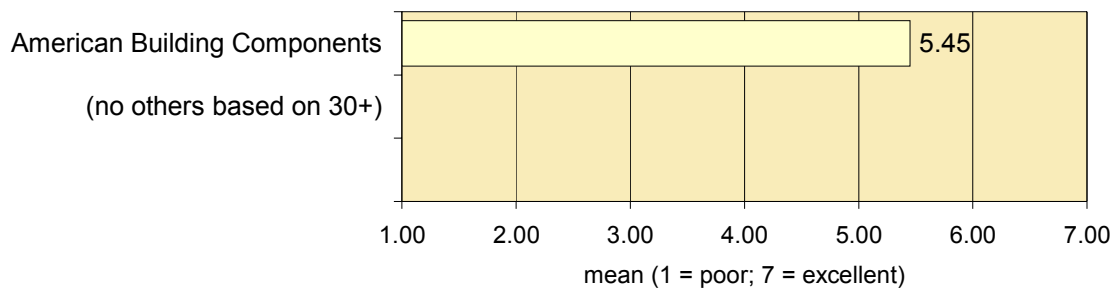


Brands Used the Most



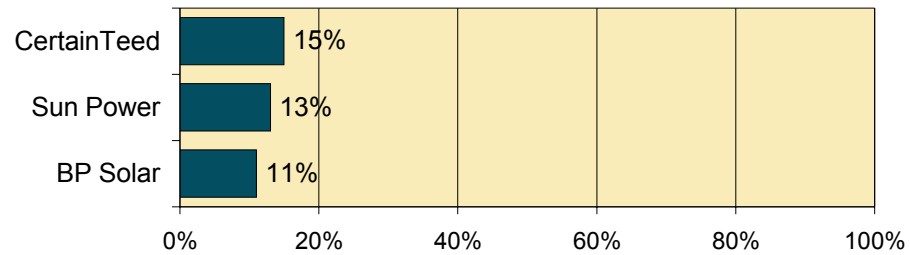
*Revere Copper; Alcan; ATAS; Custom Bilt Metals

Quality Rating

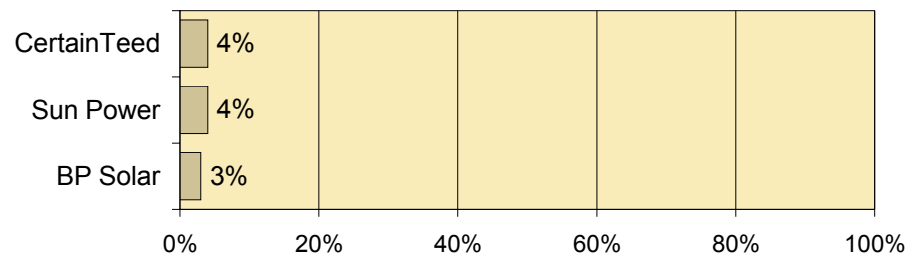


ROOFING: PHOTOVOLTAIC

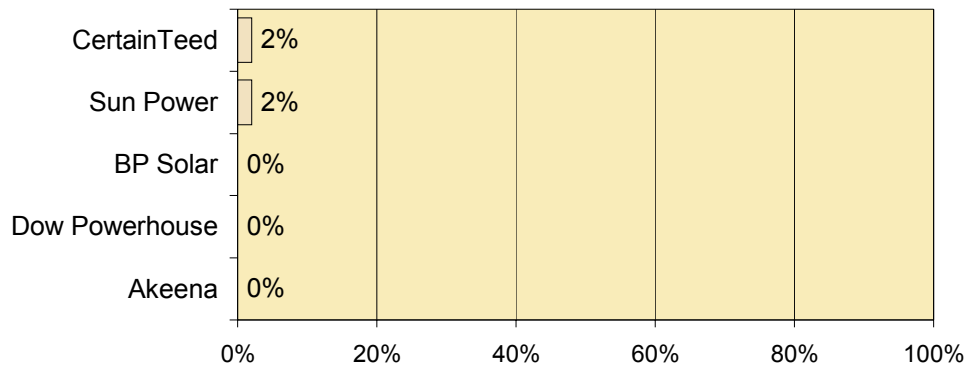
Brand Familiarity



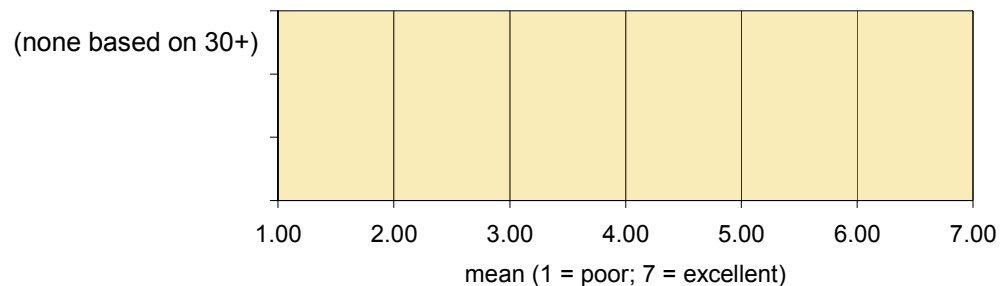
Brands Used in Past 2 Years



Brands Used the Most

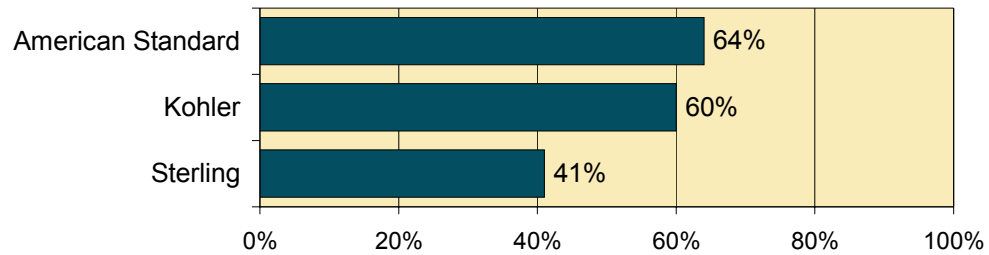


Quality Rating

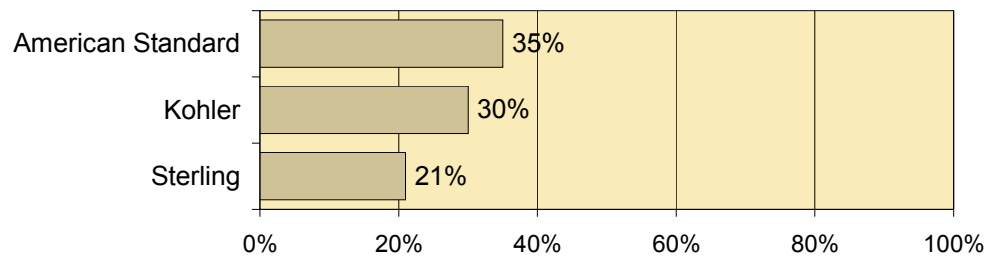


SHOWER DOORS/SURROUNDS

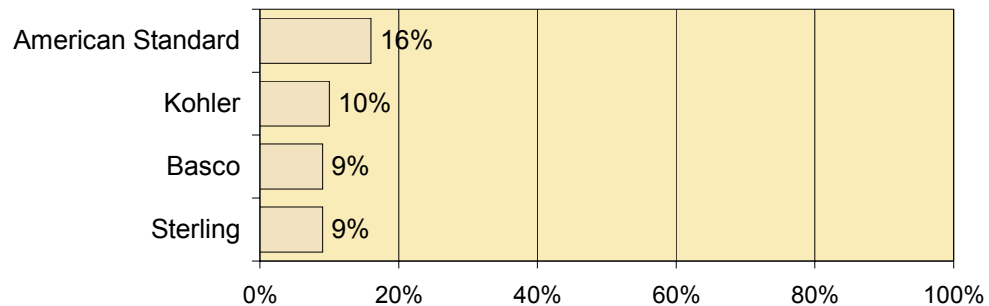
Brand Familiarity



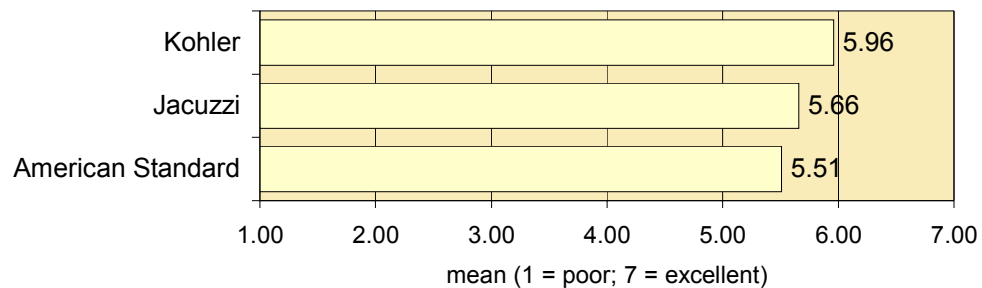
Brands Used in Past 2 Years



Brands Used the Most

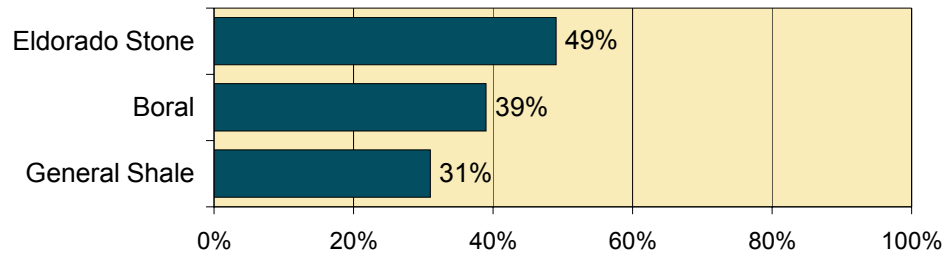


Quality Rating

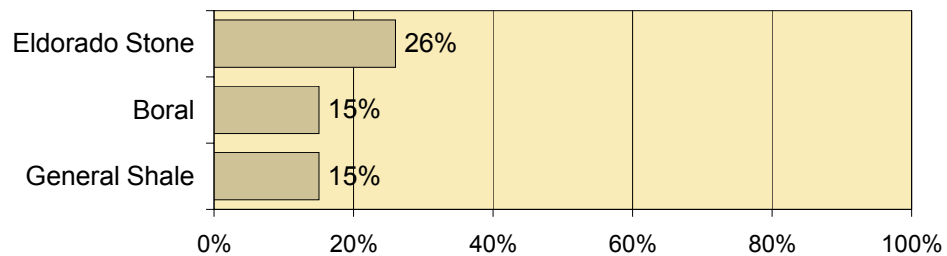


SIDING: BRICK & BRICK VENEER

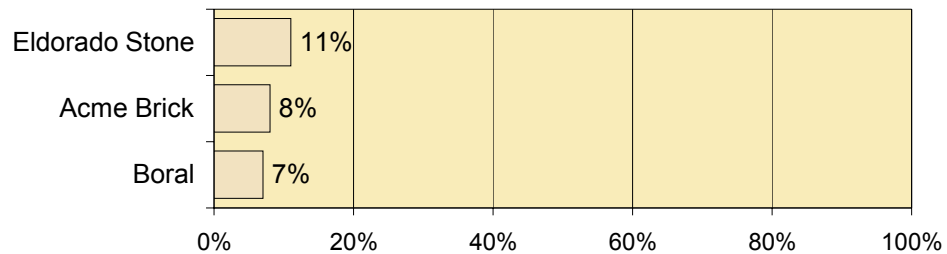
Brand Familiarity



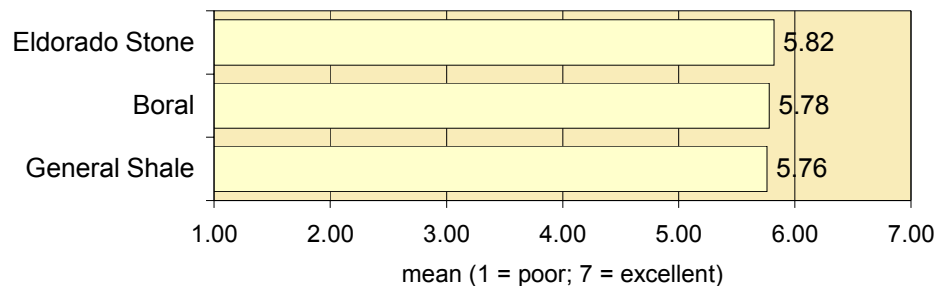
Brands Used in Past 2 Years



Brands Used the Most

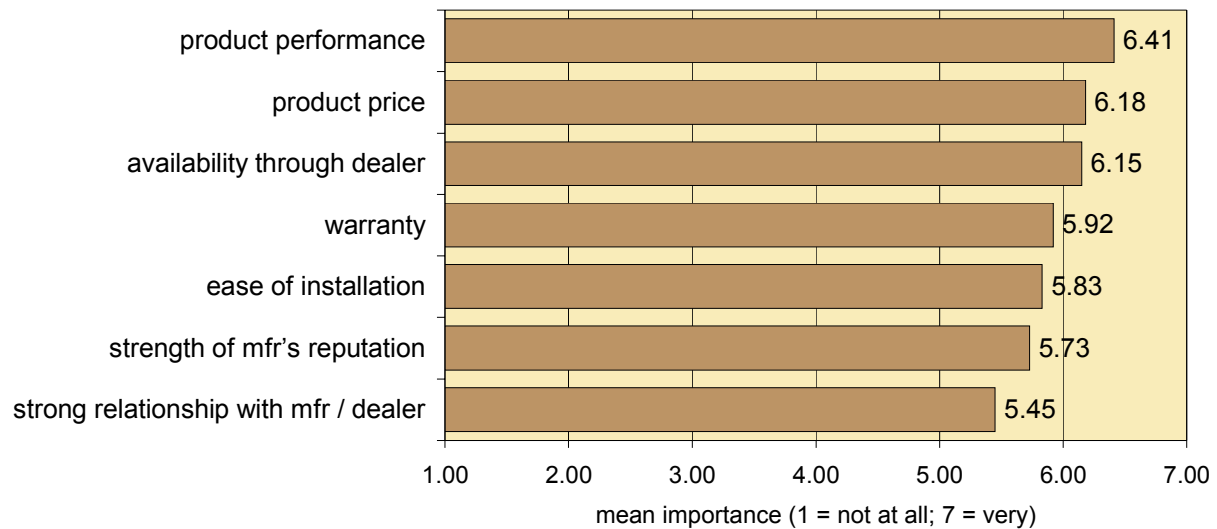


Quality Rating



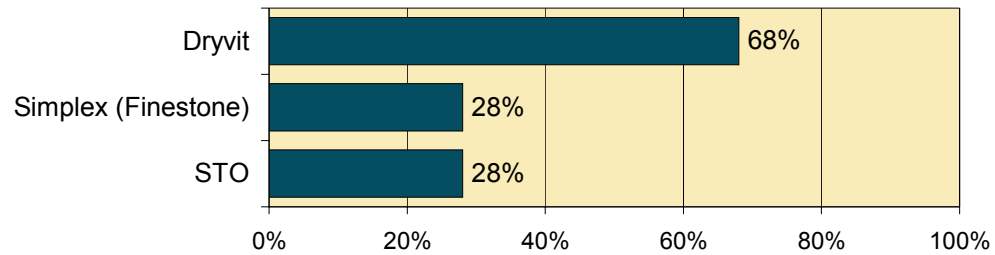
SIDING: BRICK & BRICK VENEER

Importance of Factors Influencing Brand Selection

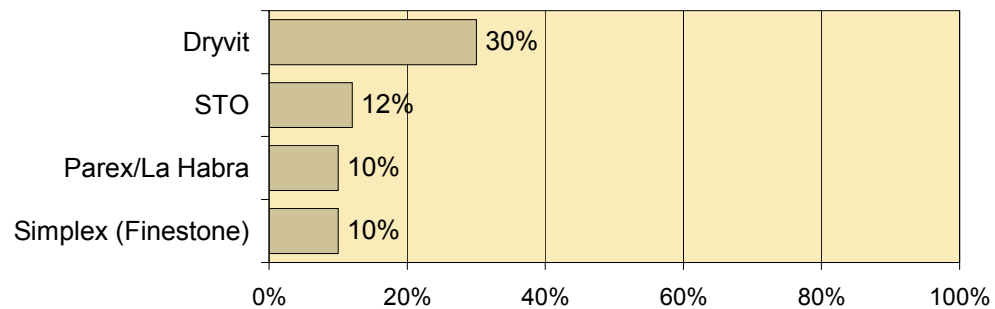


SIDING: EIFS/STUCCO

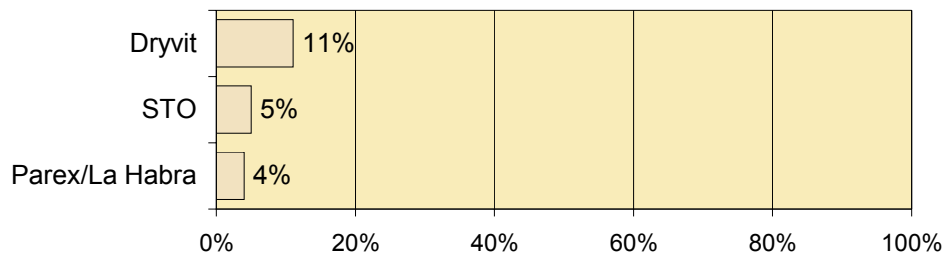
Brand Familiarity



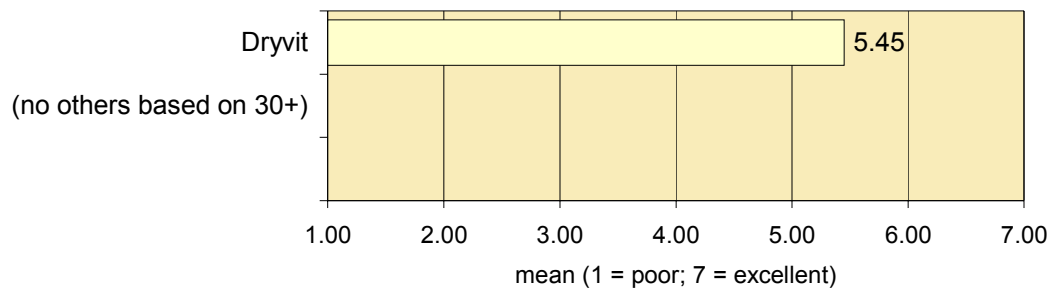
Brands Used in Past 2 Years



Brands Used the Most

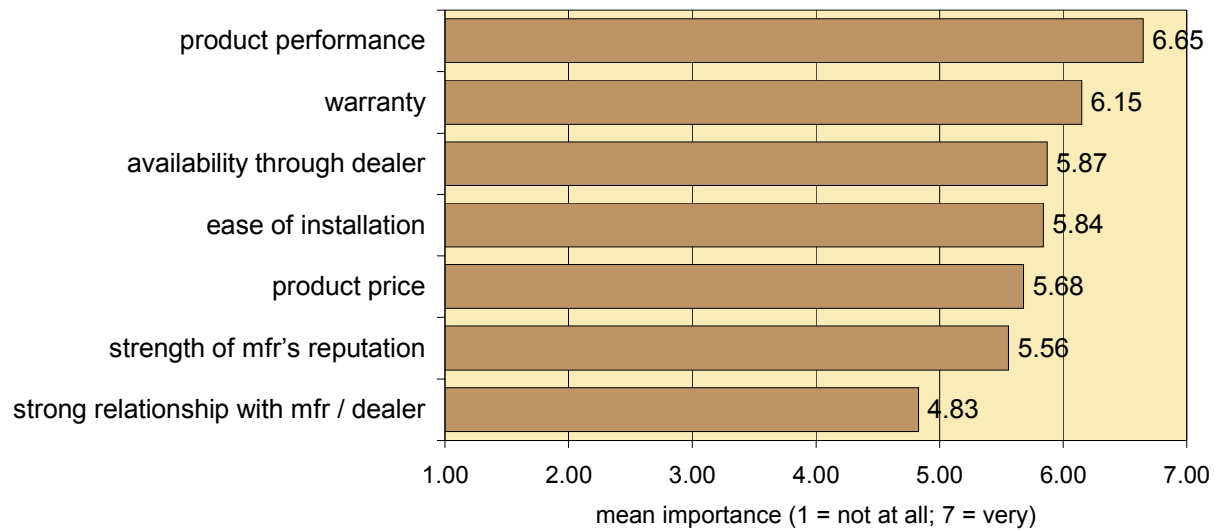


Quality Rating



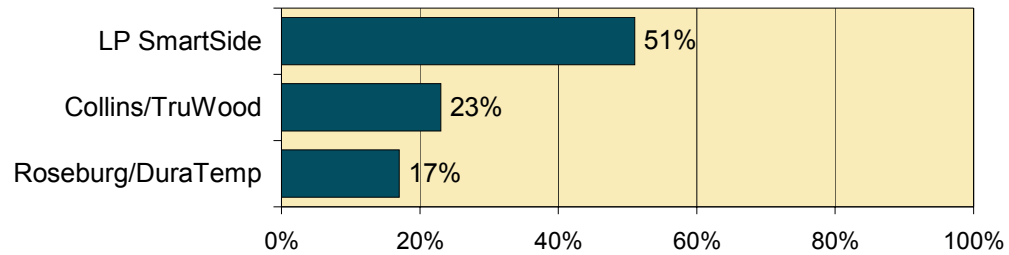
SIDING: EIFS/STUCCO

Importance of Factors Influencing Brand Selection

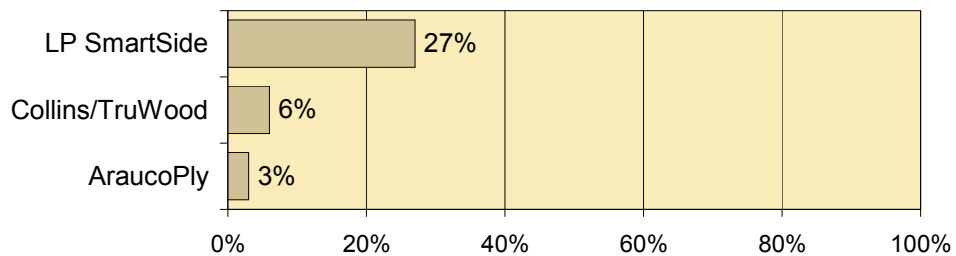


SIDING: ENGINEERED WOOD

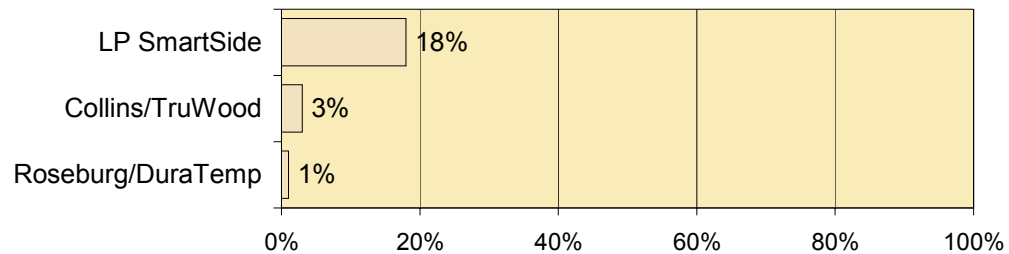
Brand Familiarity



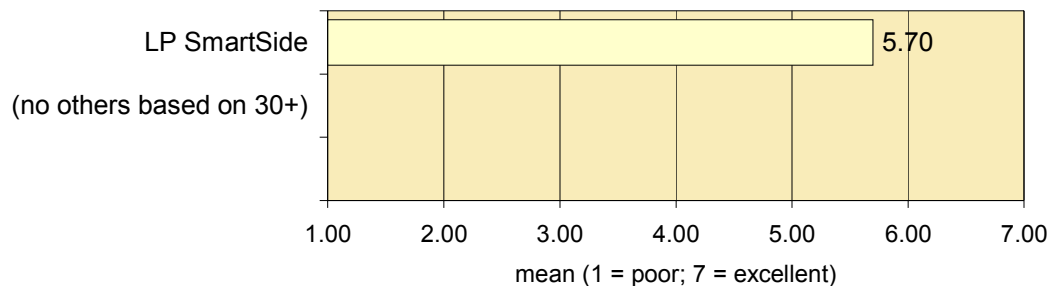
Brands Used in Past 2 Years



Brands Used the Most

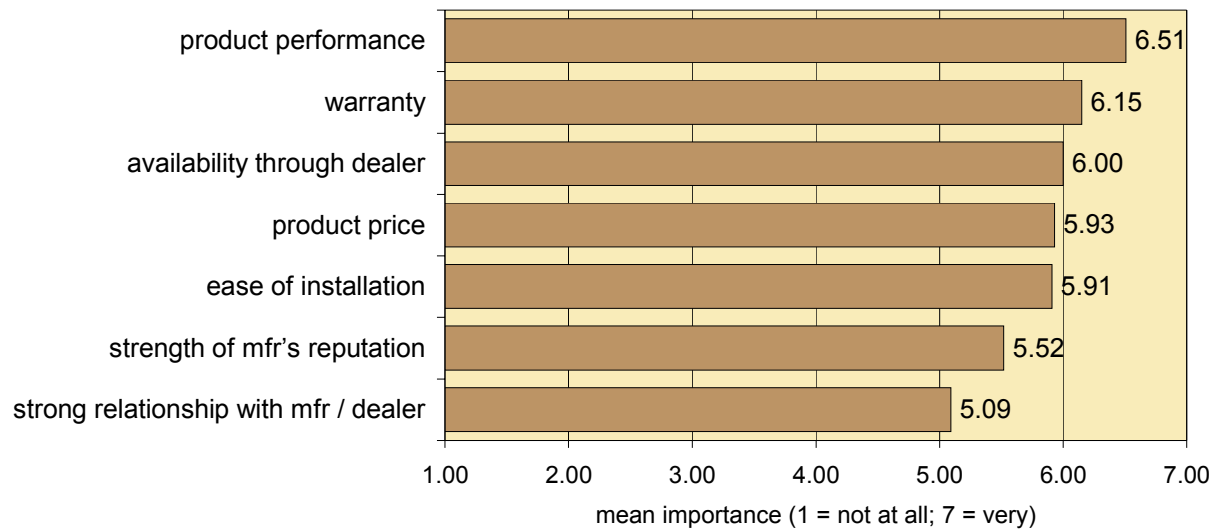


Quality Rating



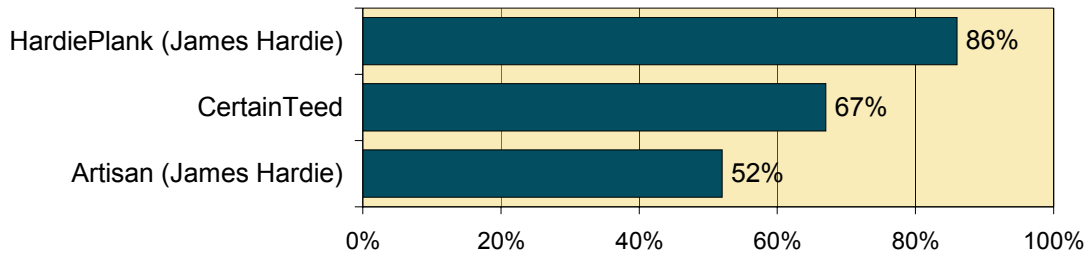
SIDING: ENGINEERED WOOD

Importance of Factors Influencing Brand Selection

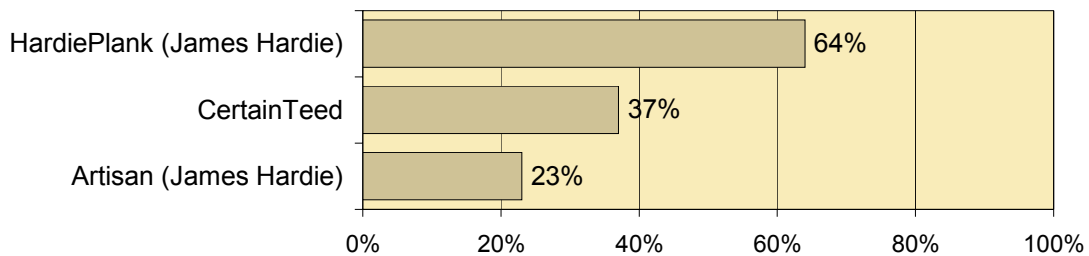


SIDING: FIBER CEMENT

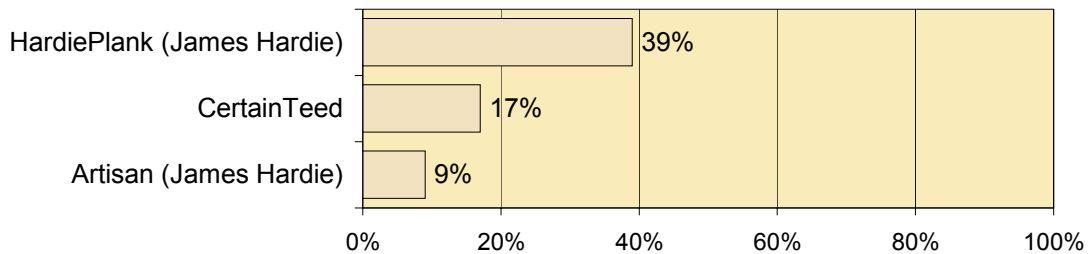
Brand Familiarity



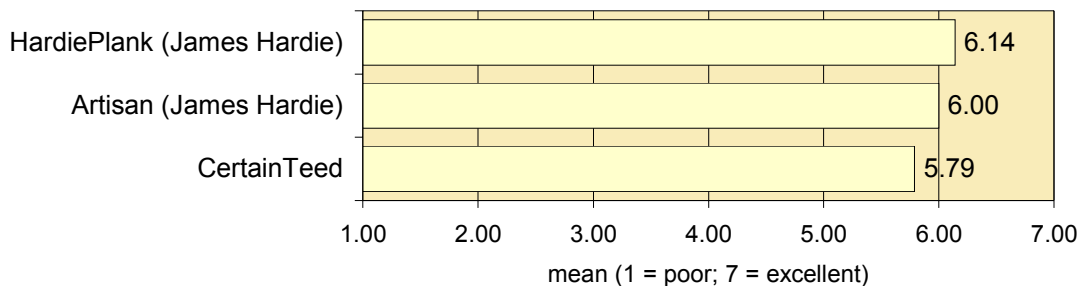
Brands Used in Past 2 Years



Brands Used the Most

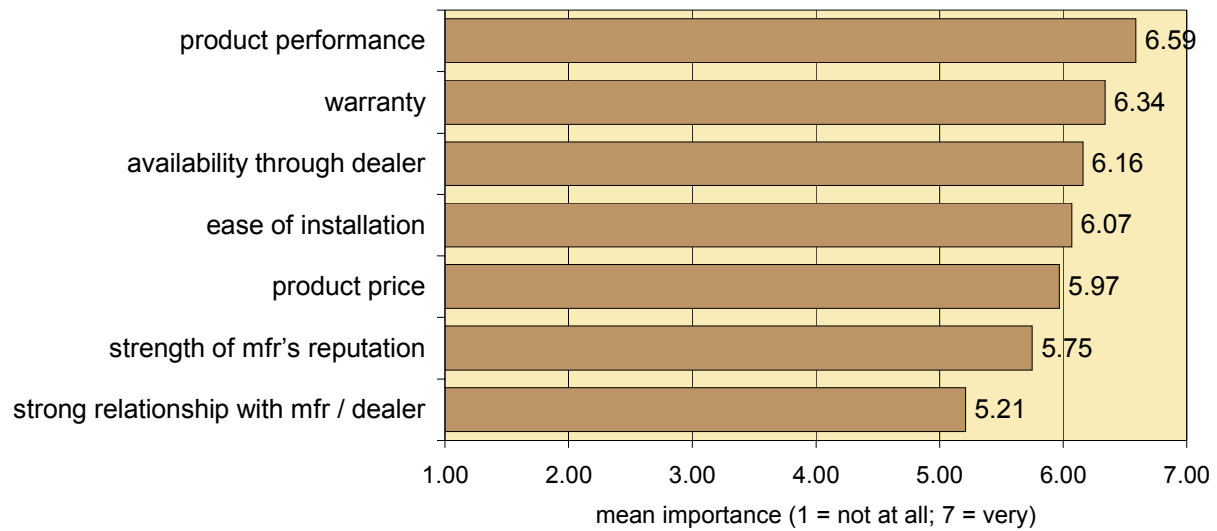


Quality Rating



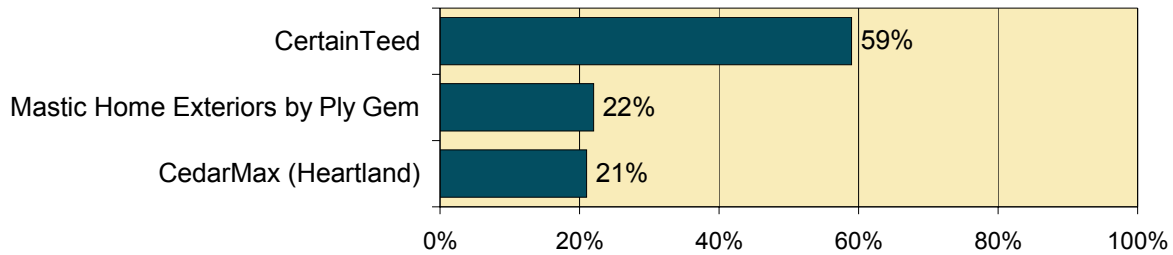
SIDING: FIBER CEMENT

Importance of Factors Influencing Brand Selection

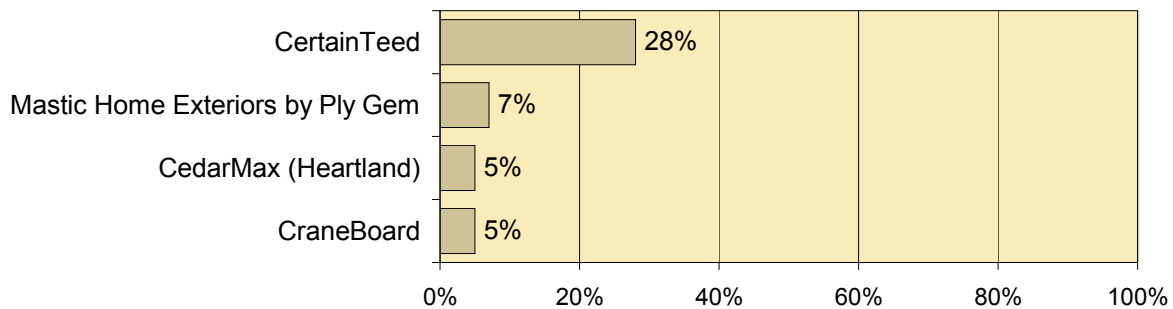


SIDING: INSULATED

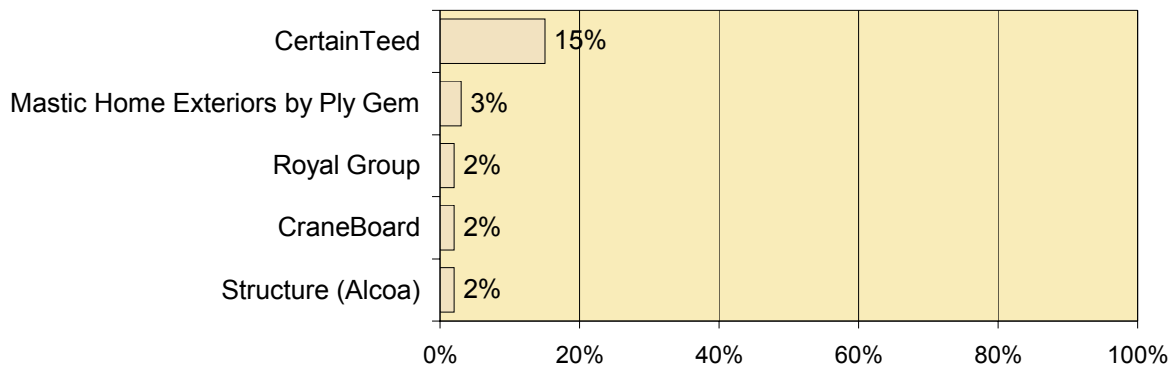
Brand Familiarity



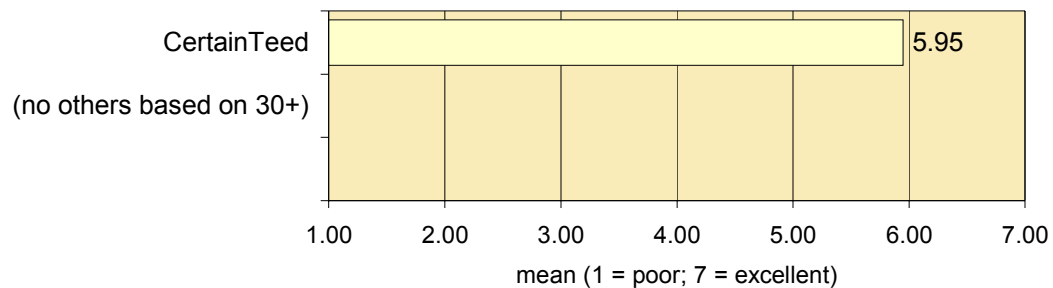
Brands Used in Past 2 Years



Brands Used the Most

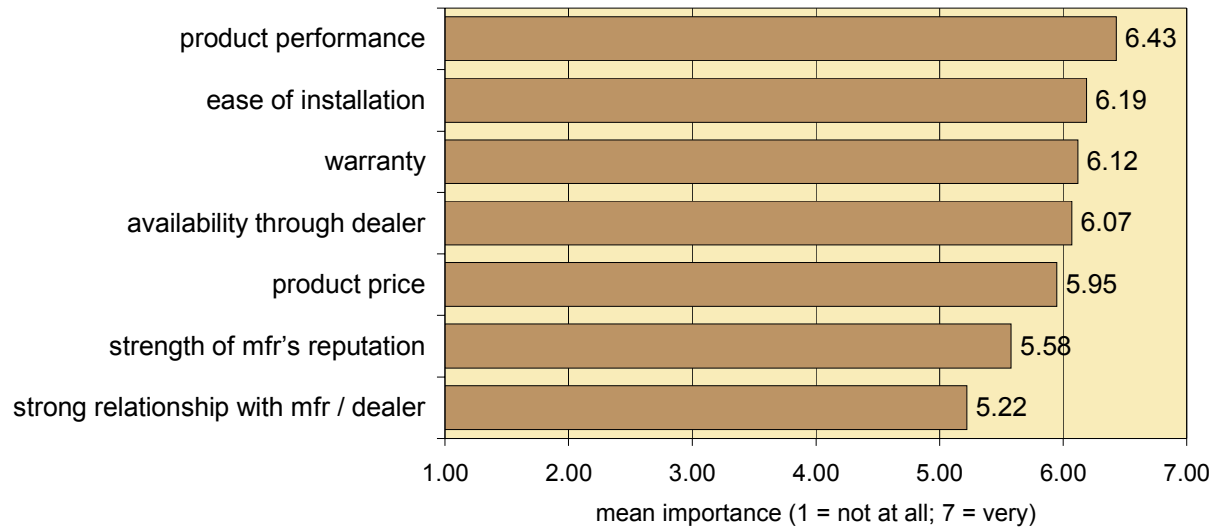


Quality Rating



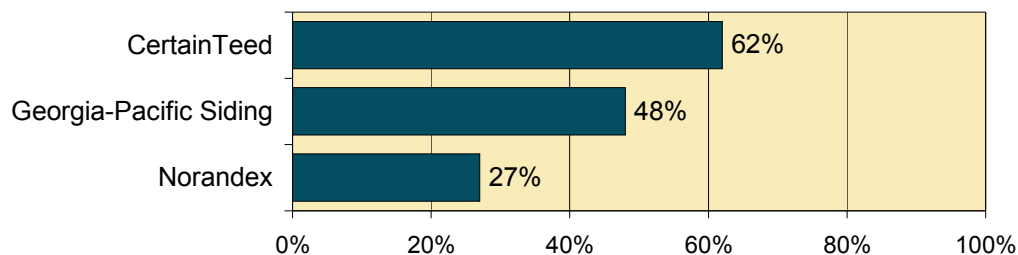
SIDING: INSULATED

Importance of Factors Influencing Brand Selection

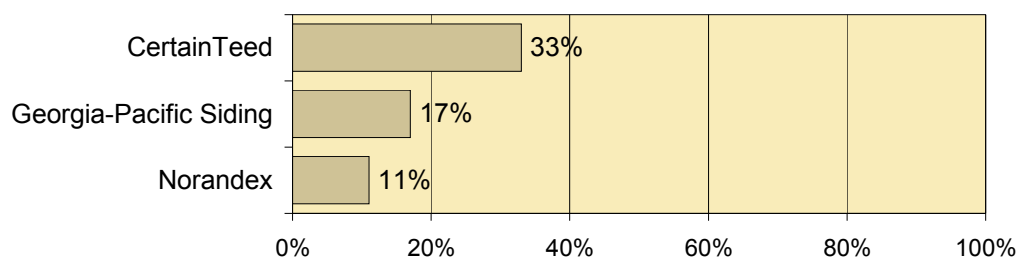


SIDING: VINYL

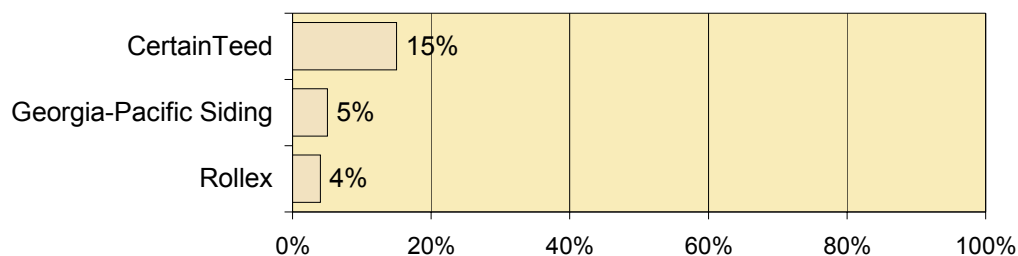
Brand Familiarity



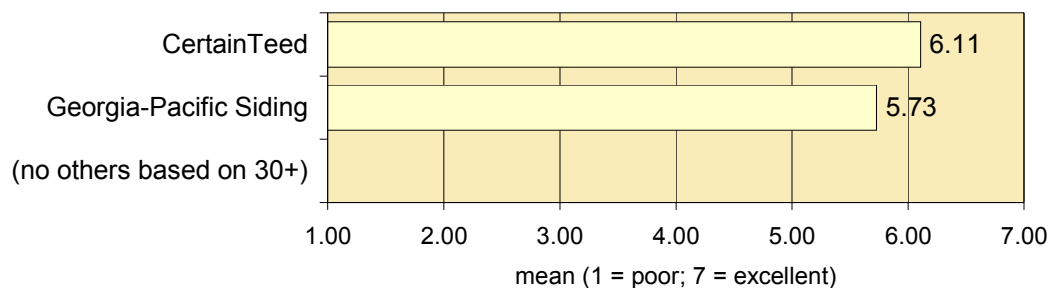
Brands Used in Past 2 Years



Brands Used the Most

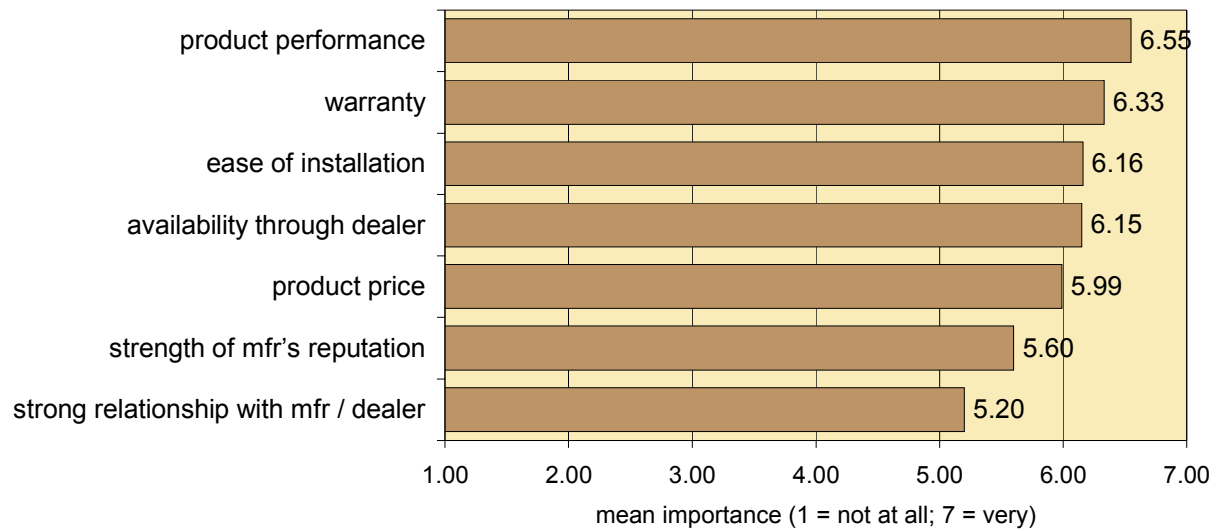


Quality Rating



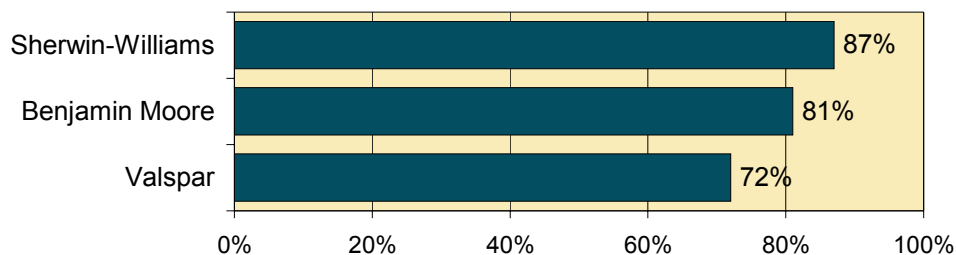
SIDING: VINYL

Importance of Factors Influencing Brand Selection

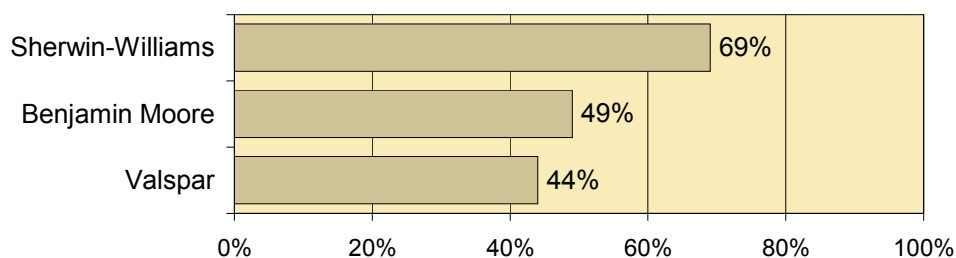


STAINS/VARNISHES

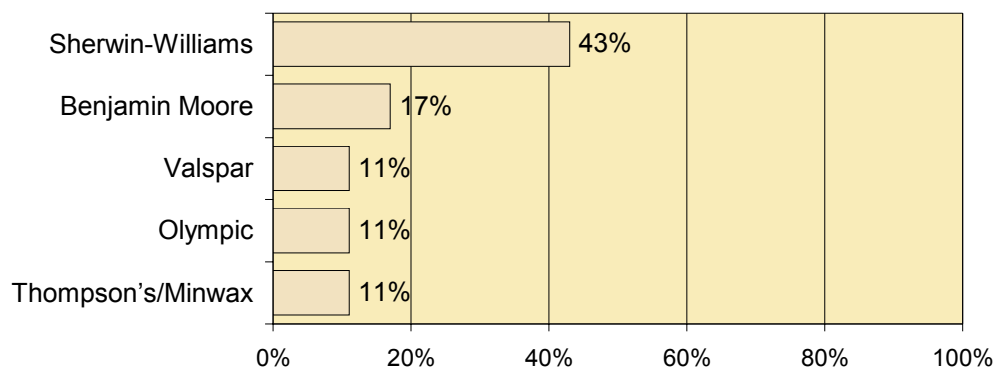
Brand Familiarity



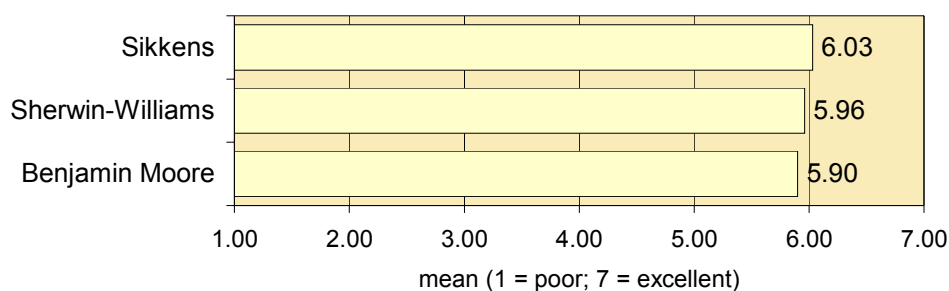
Brands Used in Past 2 Years



Brands Used the Most

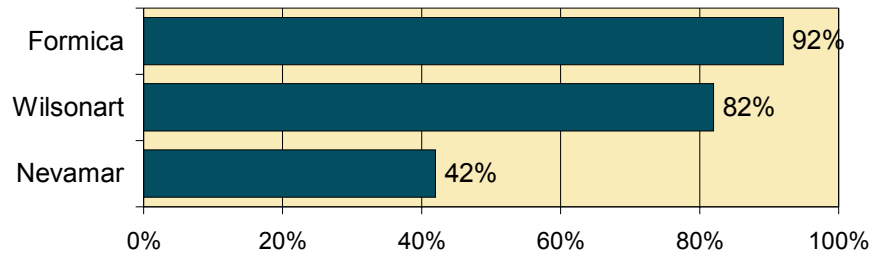


Quality Rating

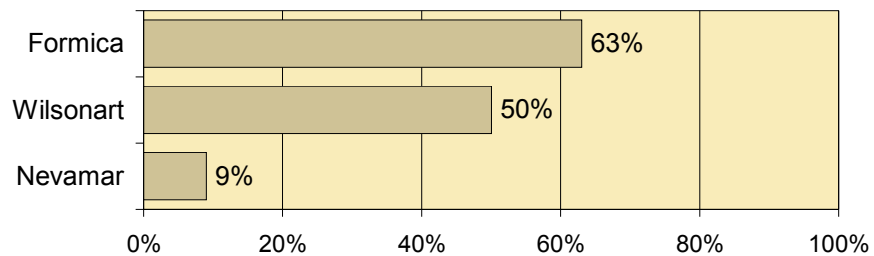


SURFACING: LAMINATE

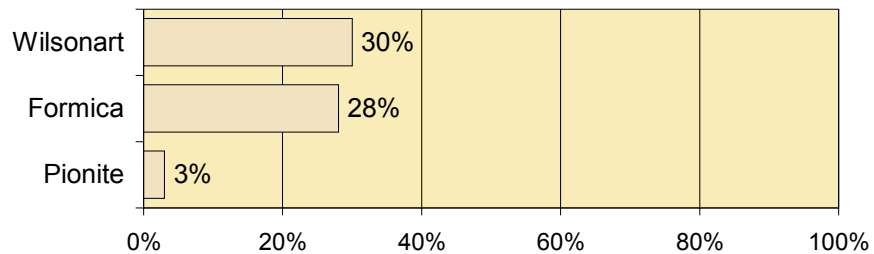
Brand Familiarity



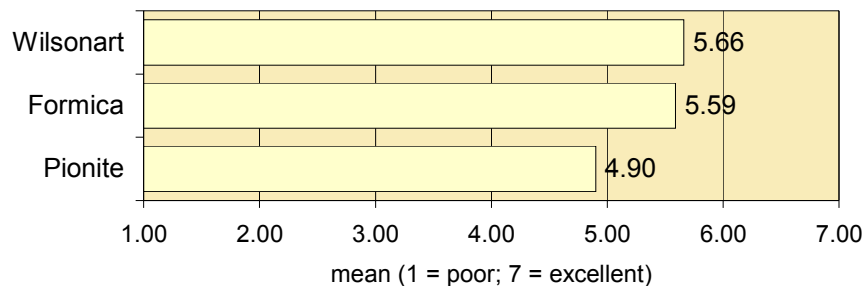
Brands Used in Past 2 Years



Brands Used the Most

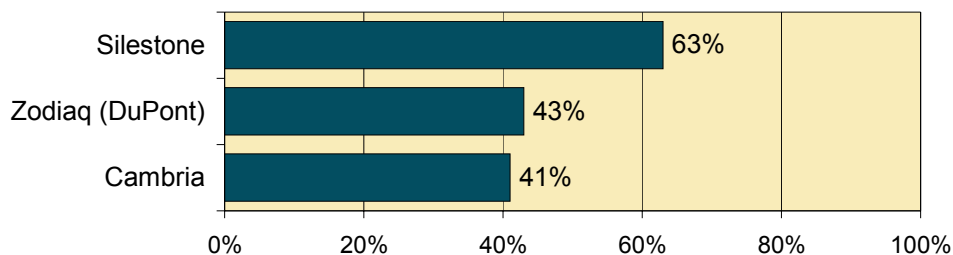


Quality Rating

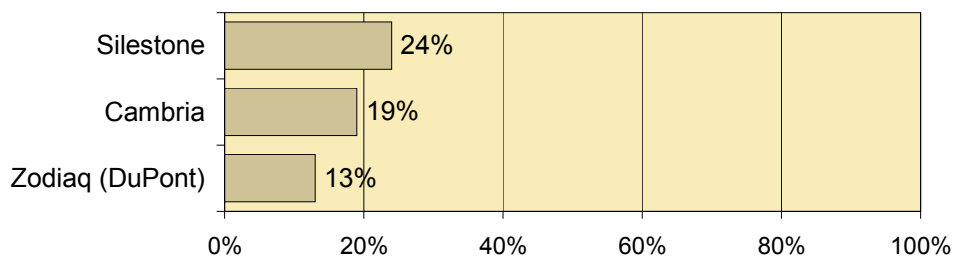


SURFACING: QUARTZ

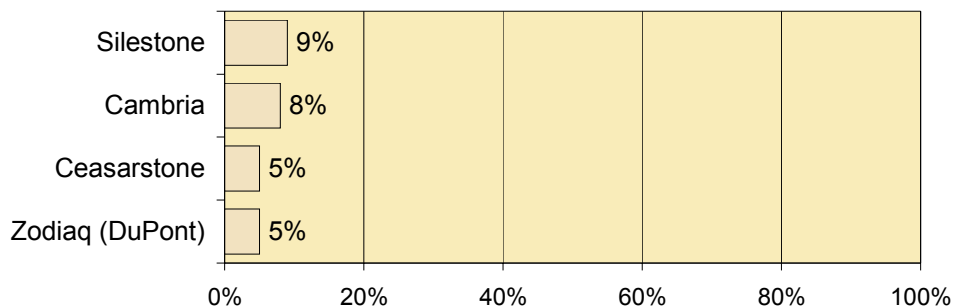
Brand Familiarity



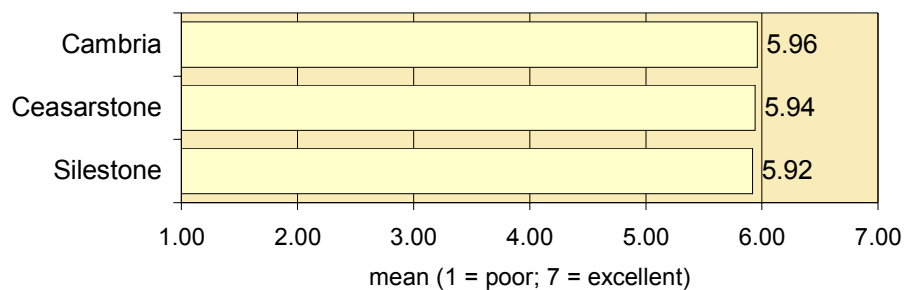
Brands Used in Past 2 Years



Brands Used the Most

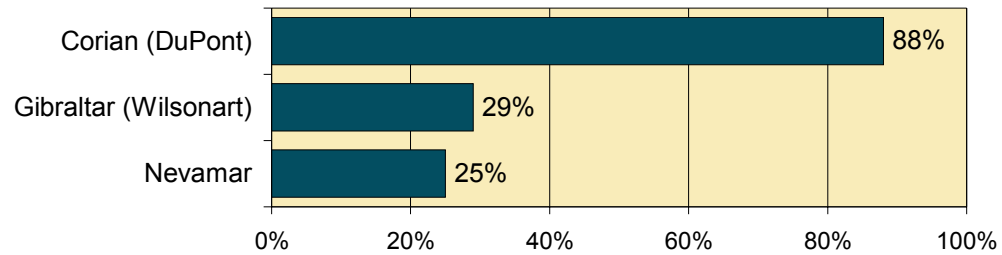


Quality Rating

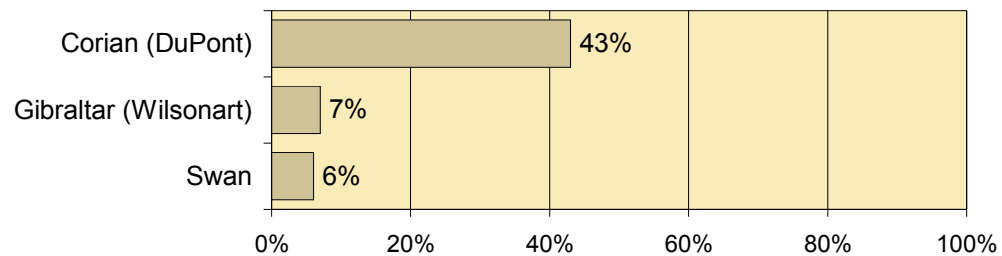


SURFACING: SOLID SURFACES

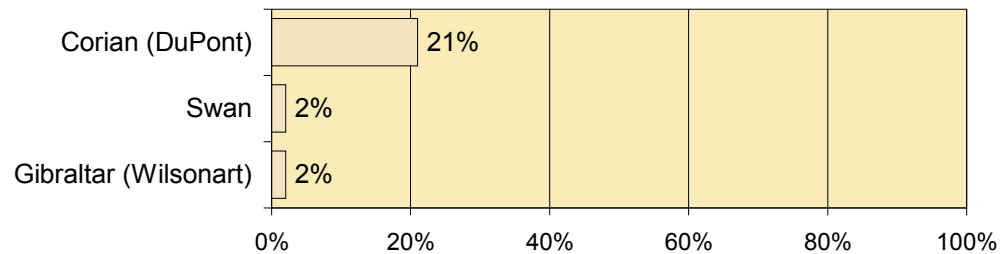
Brand Familiarity



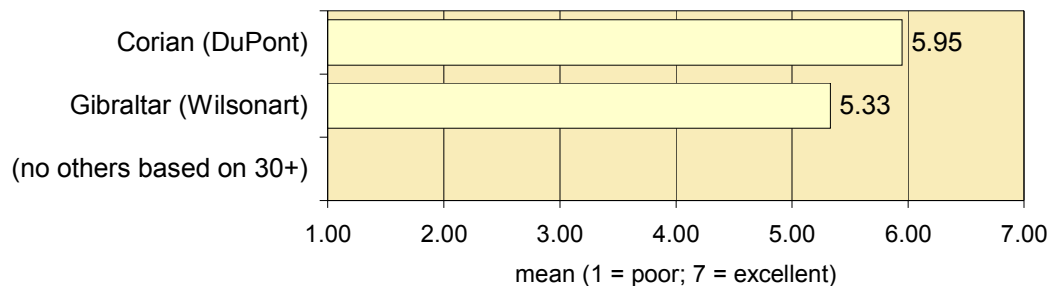
Brands Used in Past 2 Years



Brands Used the Most

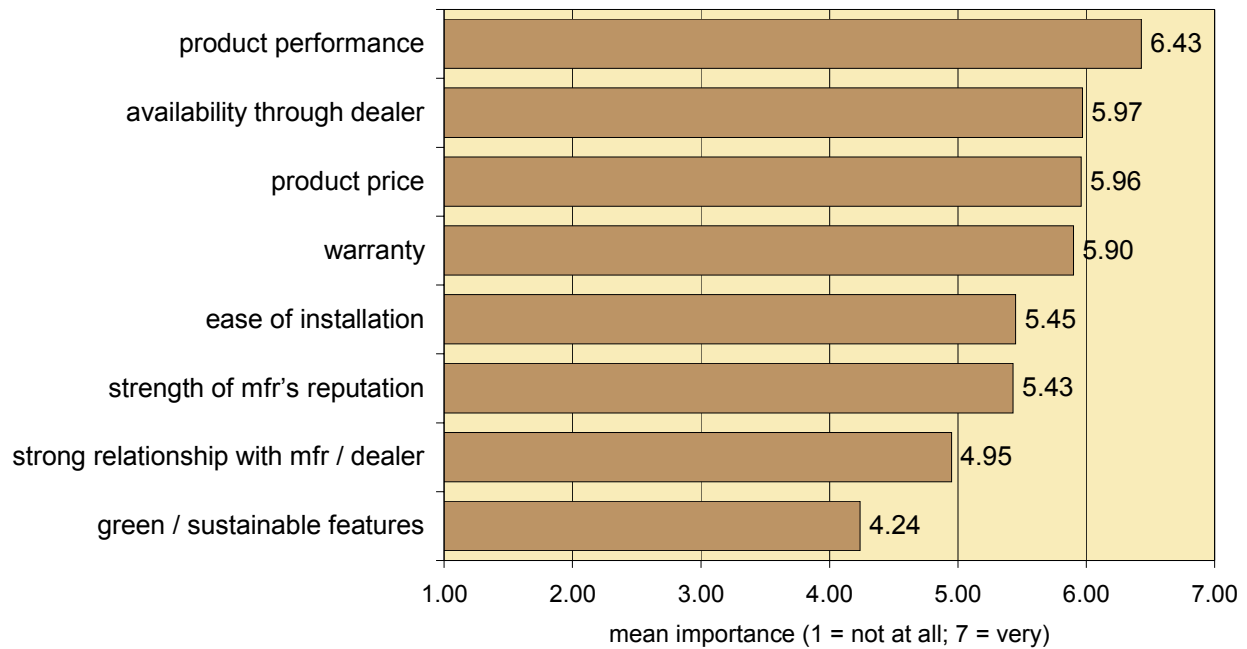


Quality Rating



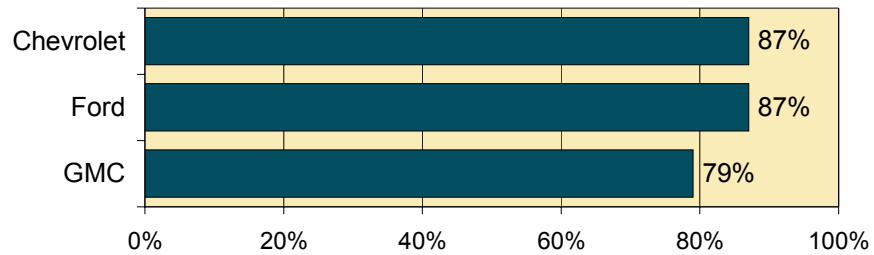
SURFACING: SOLID SURFACES

Importance of Factors Influencing Brand Selection

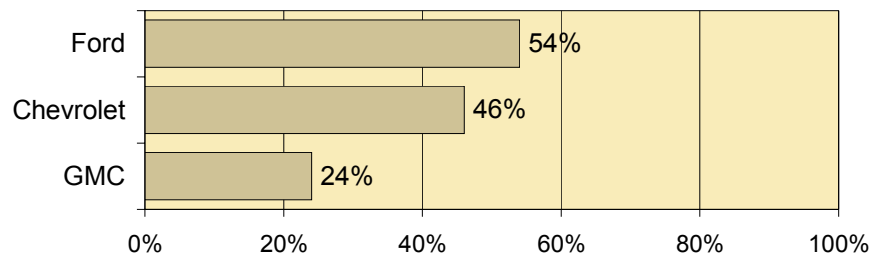


TRUCKS: PICKUP

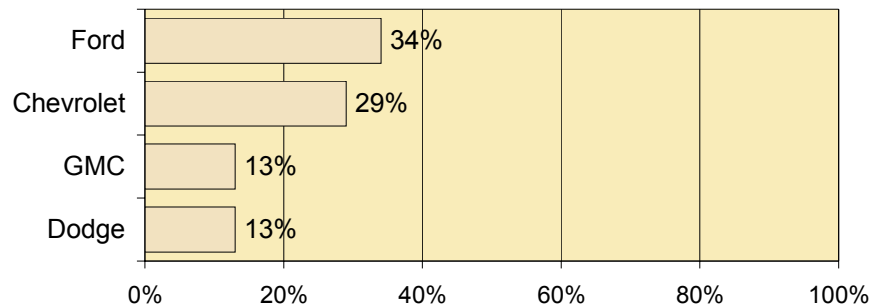
Brand Familiarity



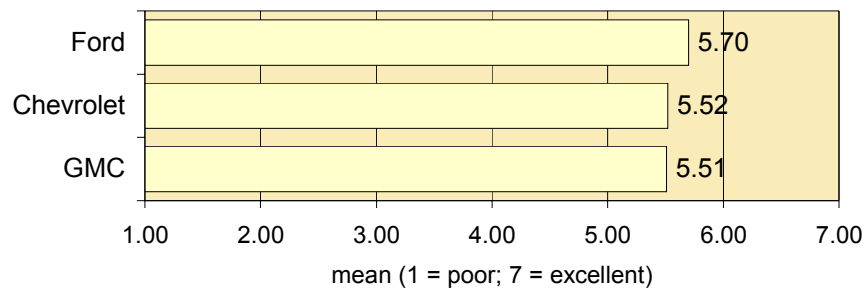
Brands Used in Past 2 Years



Brands Used the Most

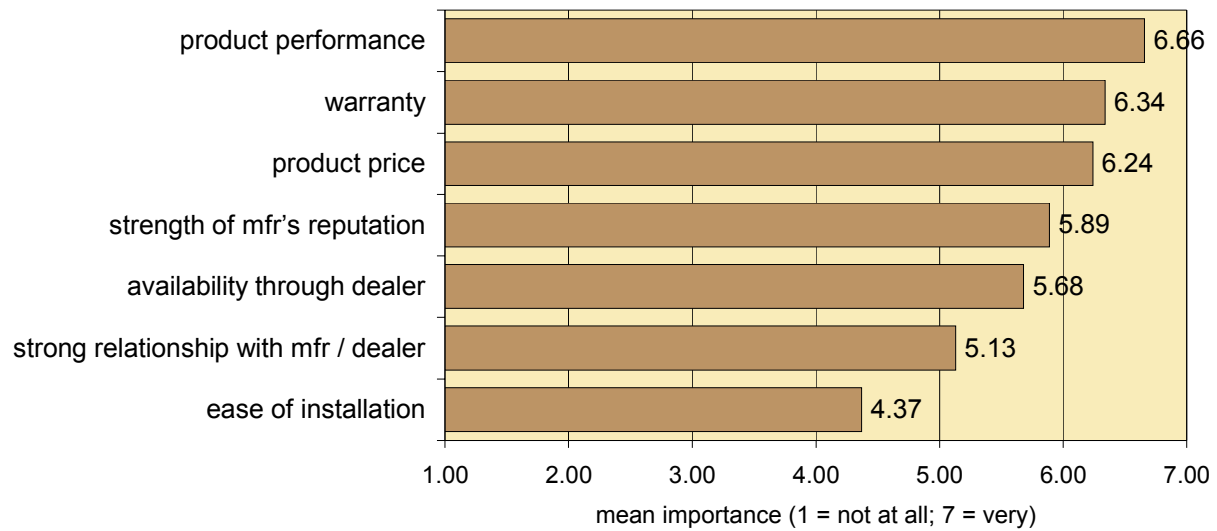


Quality Rating



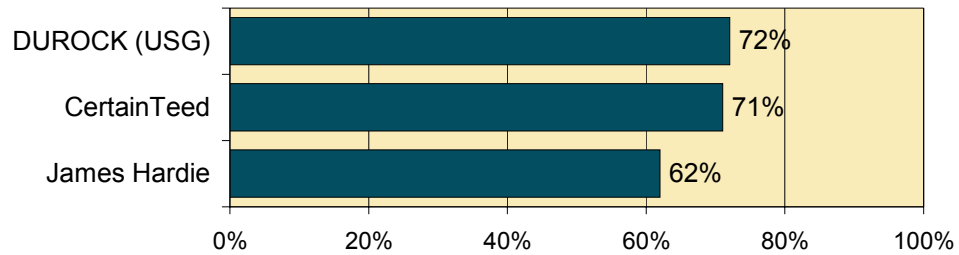
TRUCKS: PICKUP

Importance of Factors Influencing Brand Selection

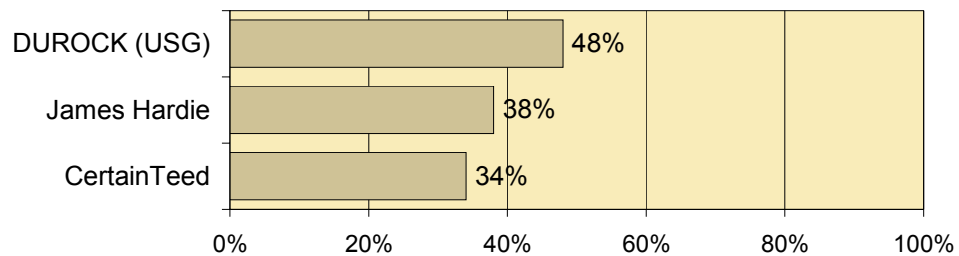


UNDERLAYMENT

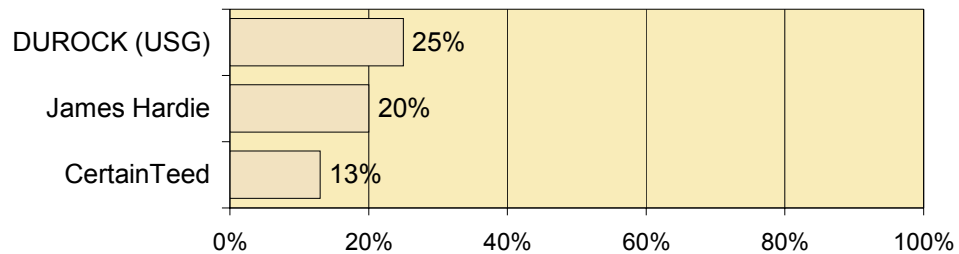
Brand Familiarity



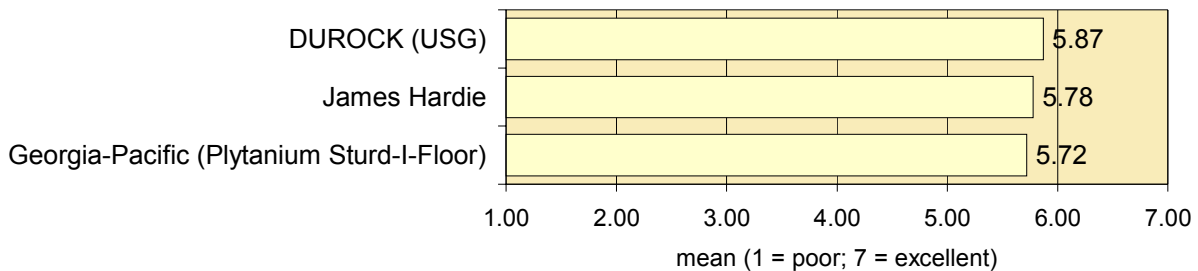
Brands Used in Past 2 Years



Brands Used the Most

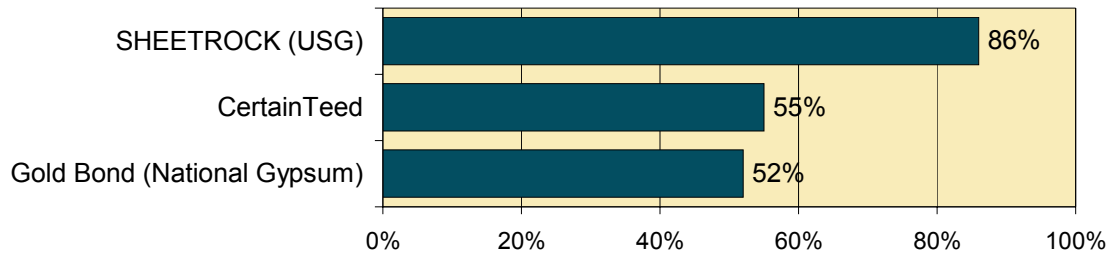


Quality Rating

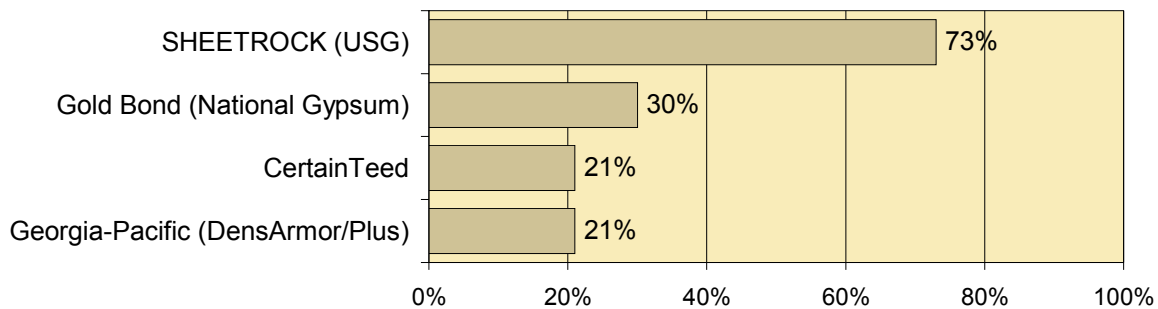


WALLBOARD

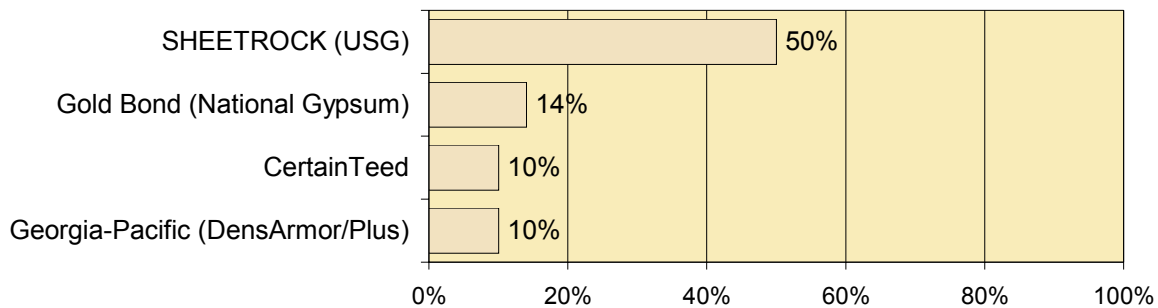
Brand Familiarity



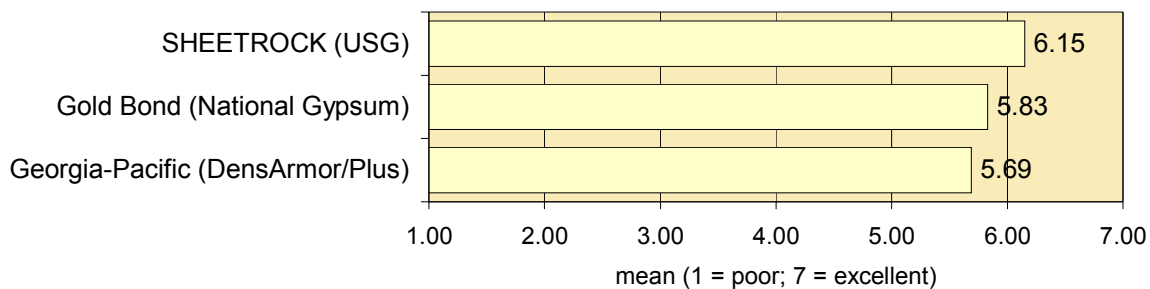
Brands Used in Past 2 Years



Brands Used the Most

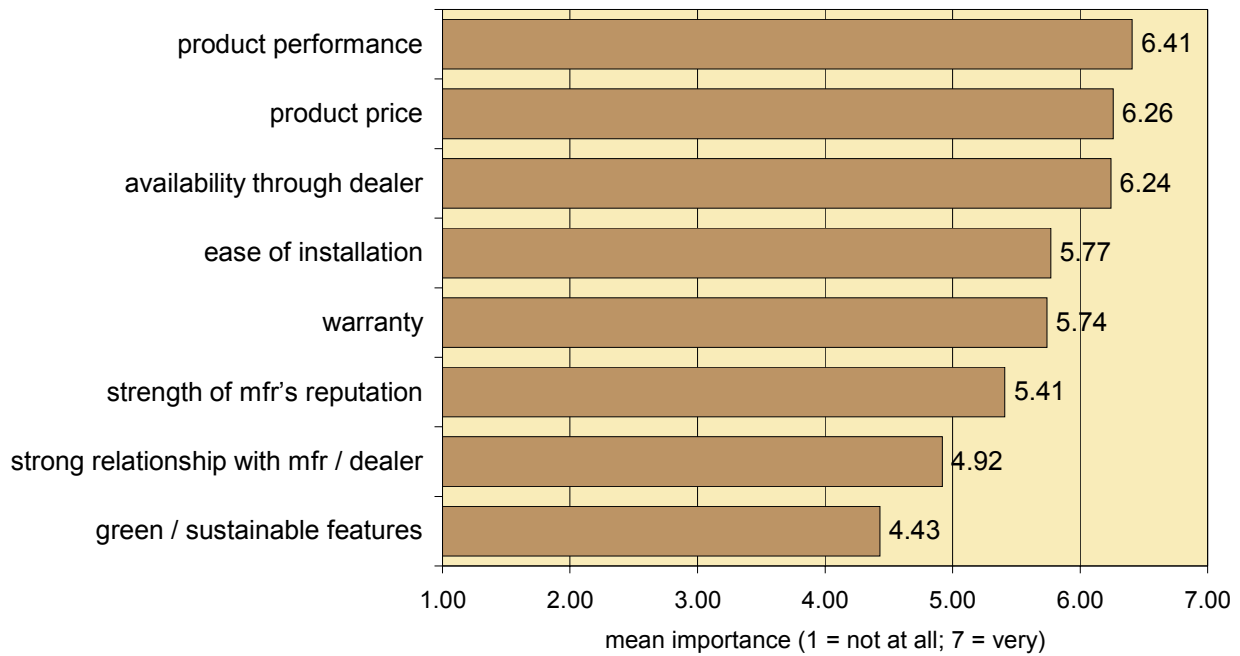


Quality Rating



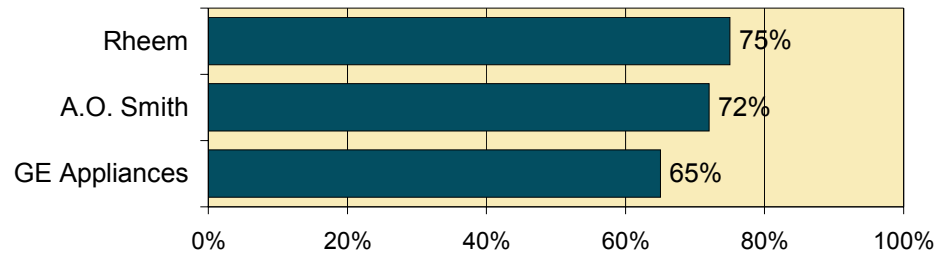
WALLBOARD

Importance of Factors Influencing Brand Selection

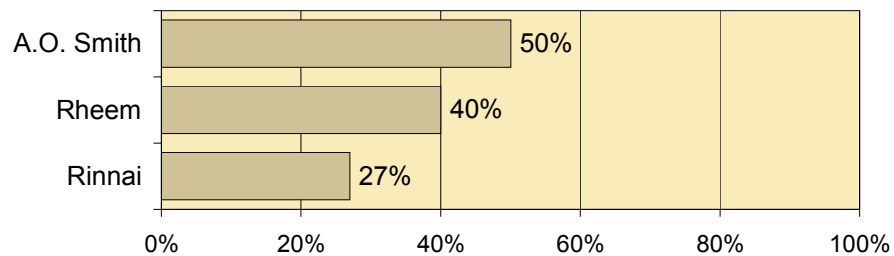


WATER HEATERS

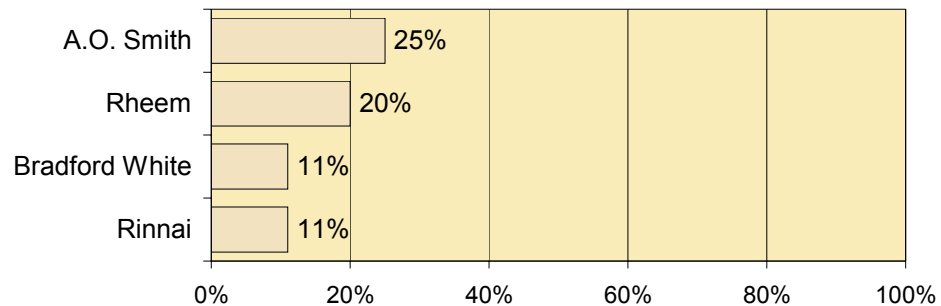
Brand Familiarity



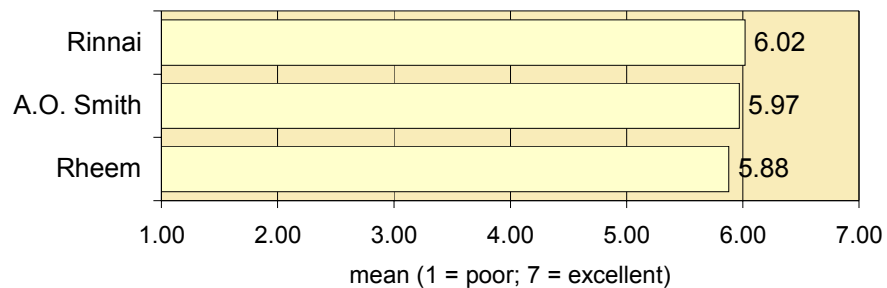
Brands Used in Past 2 Years



Brands Used the Most

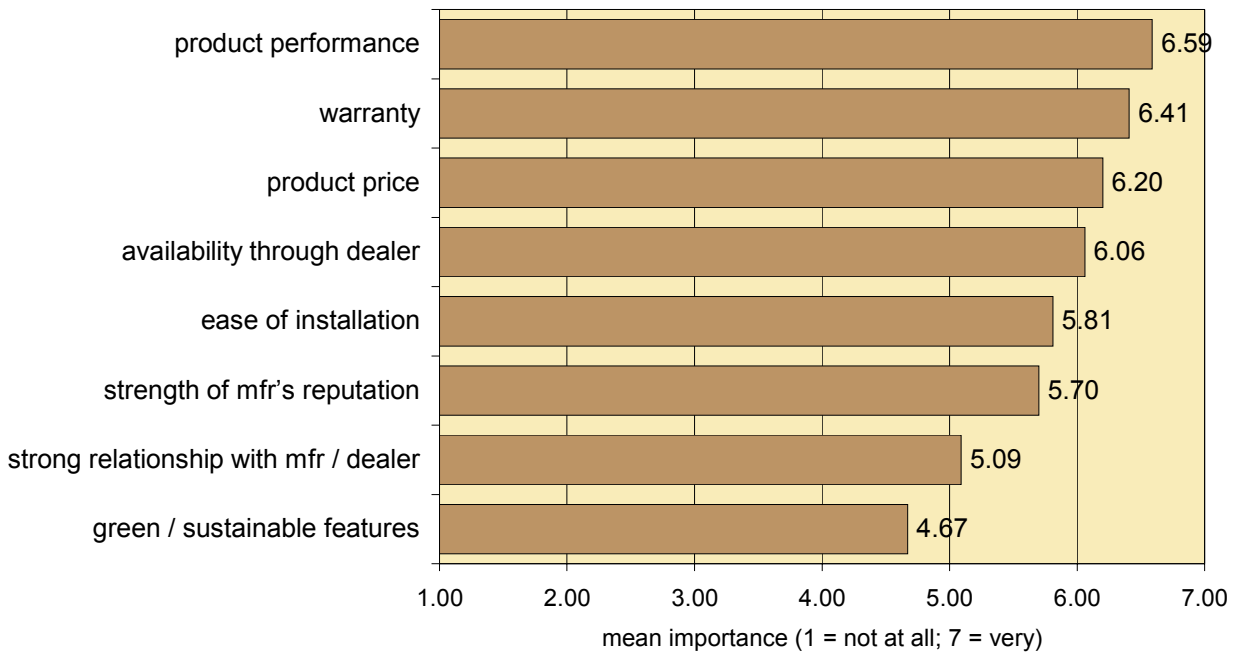


Quality Rating



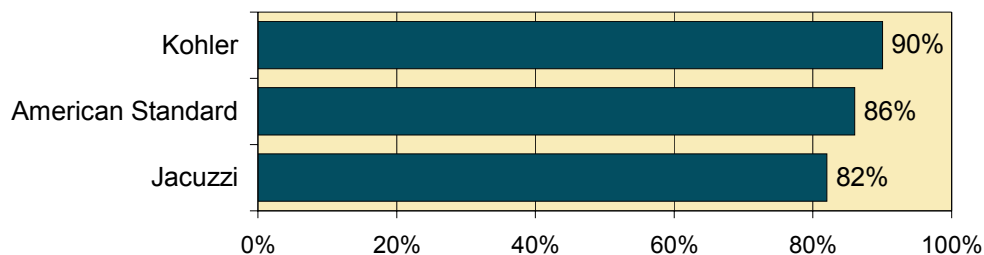
WATER HEATERS

Importance of Factors Influencing Brand Selection

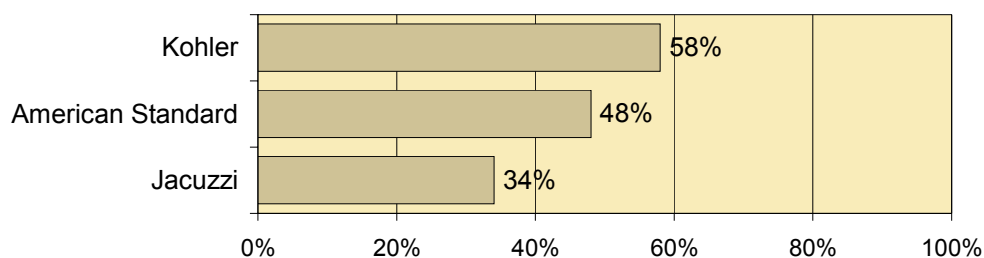


WHIRLPOOL BATHS

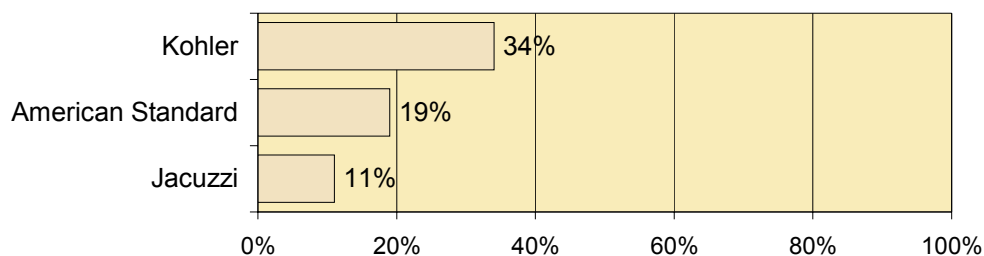
Brand Familiarity



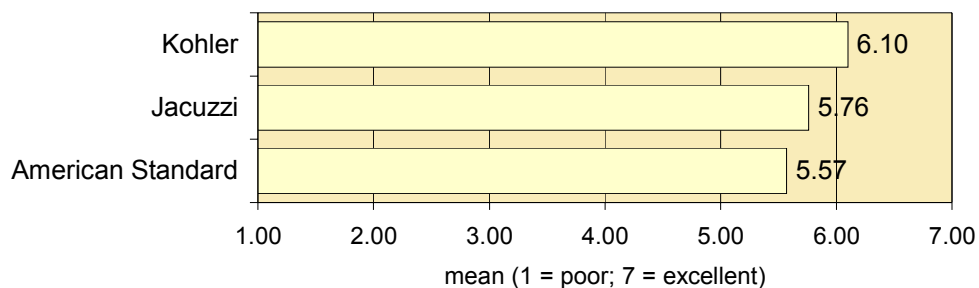
Brands Used in Past 2 Years



Brands Used the Most

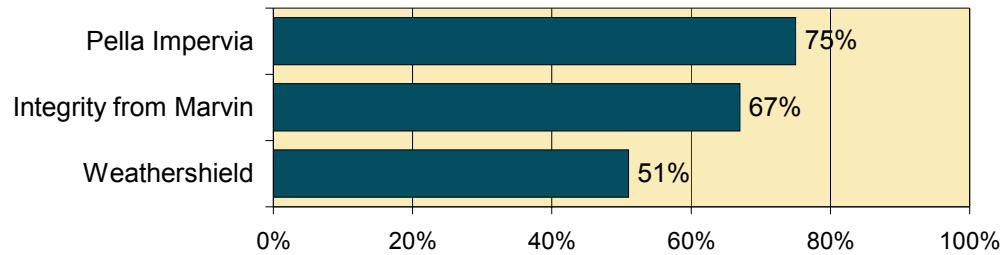


Quality Rating

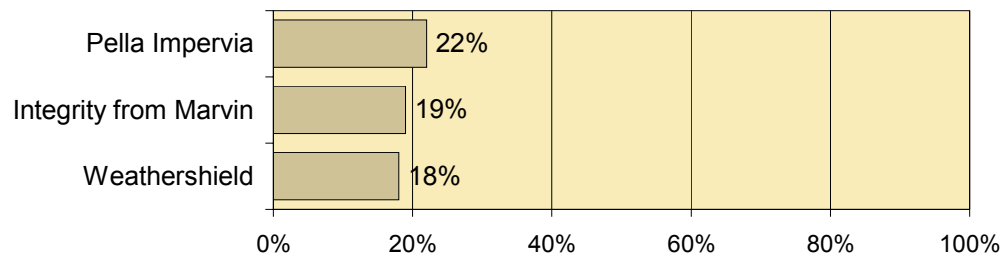


WINDOWS: FIBERGLASS

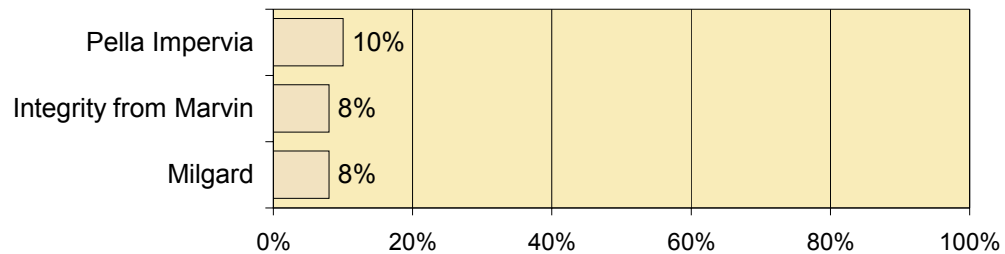
Brand Familiarity



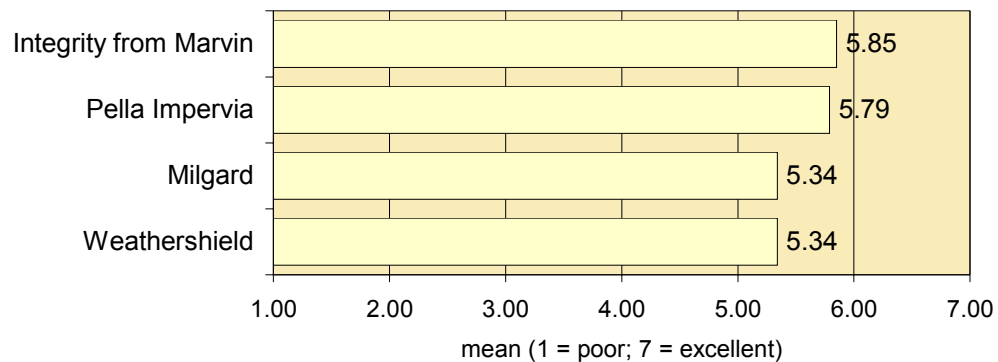
Brands Used in Past 2 Years



Brands Used the Most

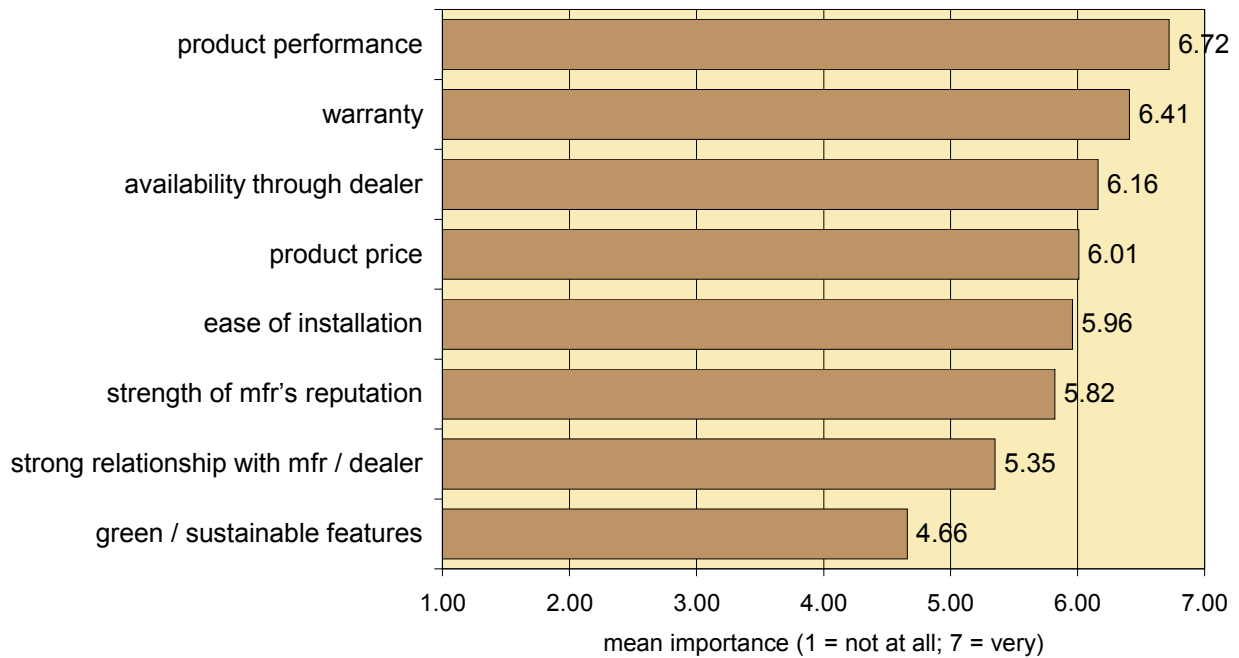


Quality Rating



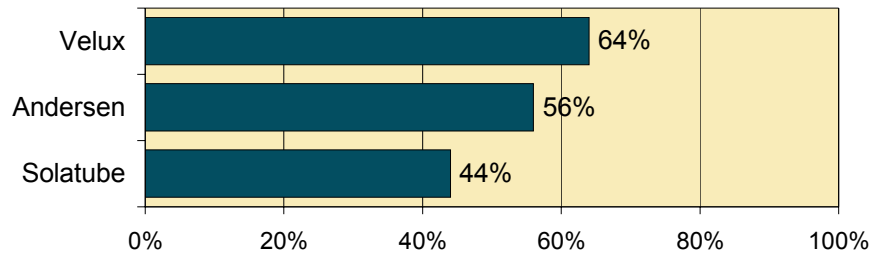
WINDOWS: FIBERGLASS

Importance of Factors Influencing Brand Selection

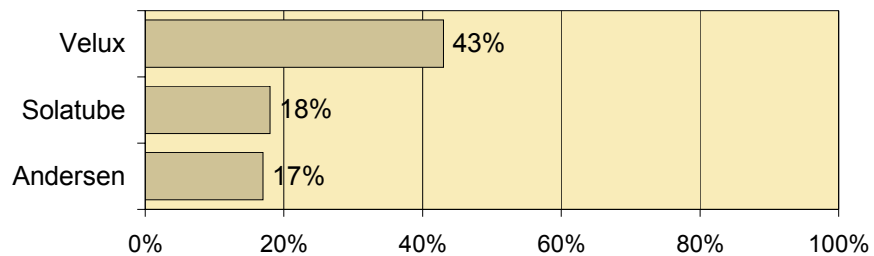


WINDOWS: SKYLIGHTS/ROOF

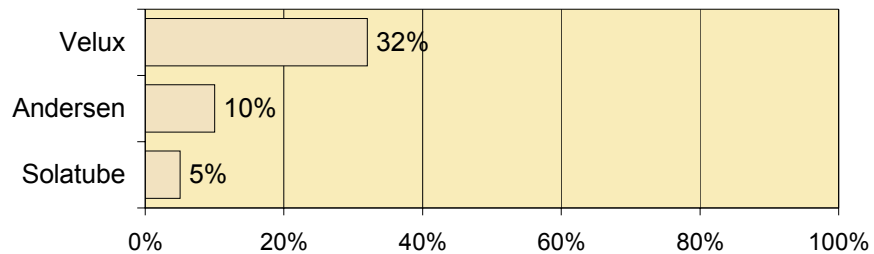
Brand Familiarity



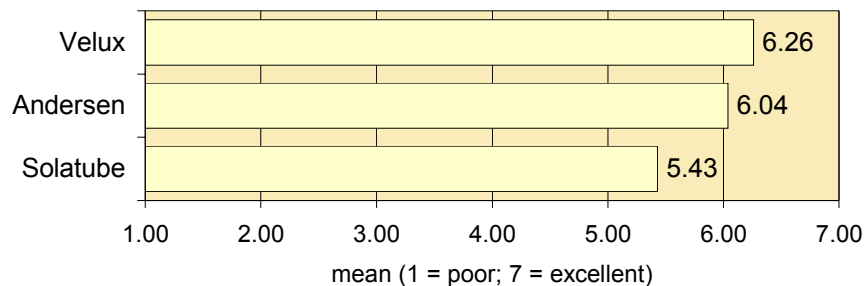
Brands Used in Past 2 Years



Brands Used the Most

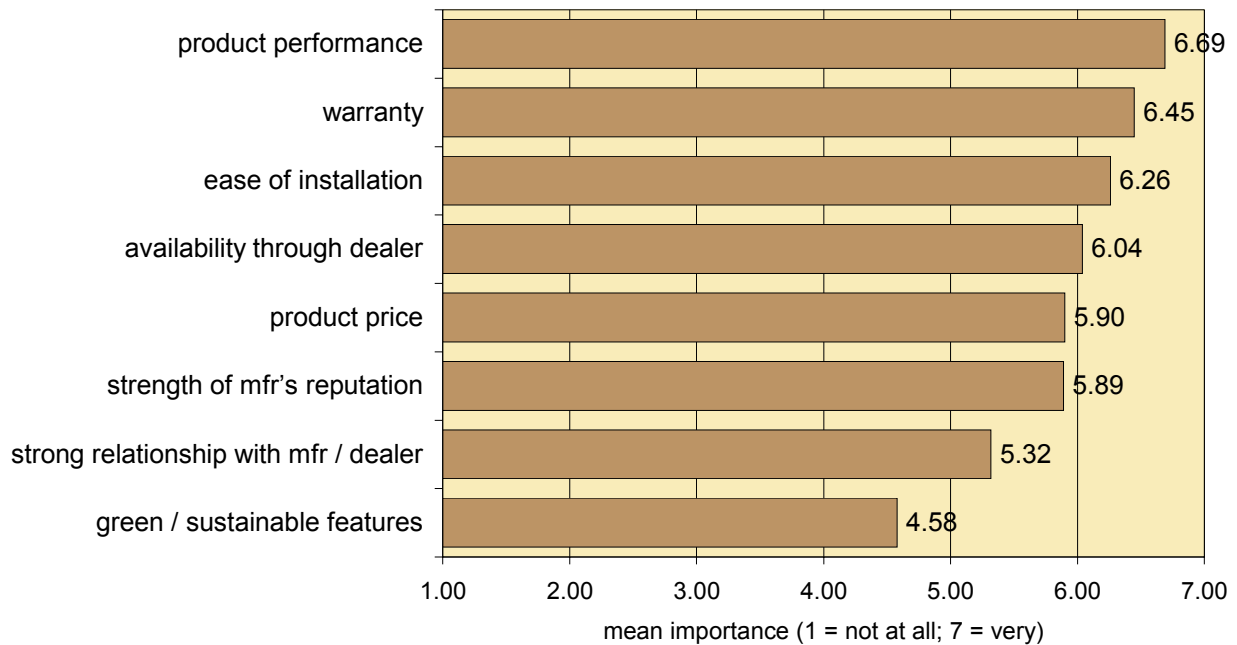


Quality Rating



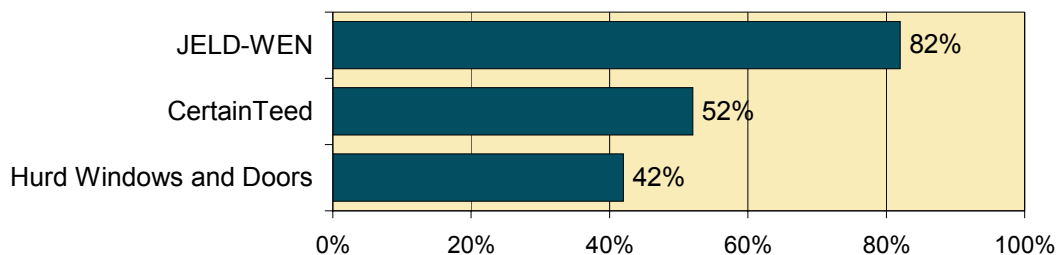
WINDOWS: SKYLIGHTS/ROOF

Importance of Factors Influencing Brand Selection

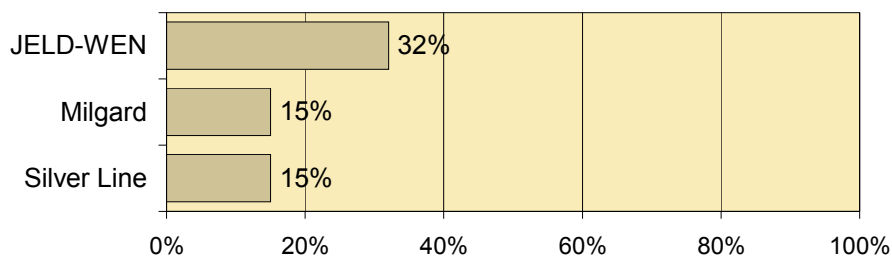


WINDOWS: VINYL

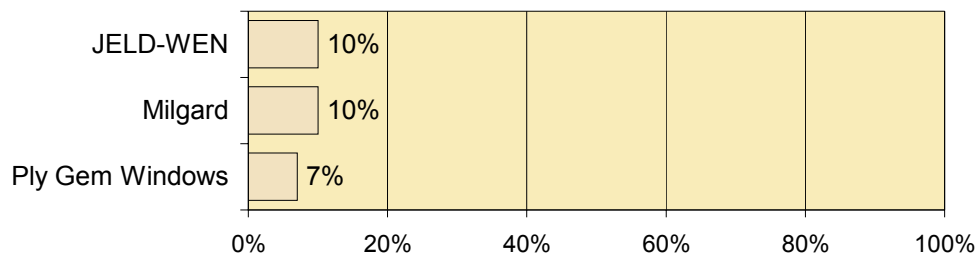
Brand Familiarity



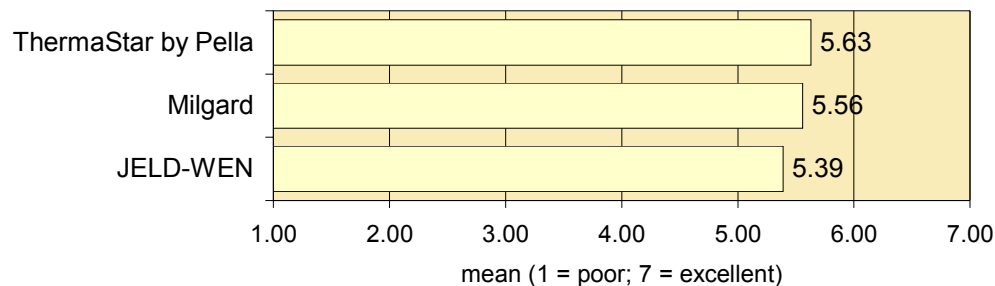
Brands Used in Past 2 Years



Brands Used the Most

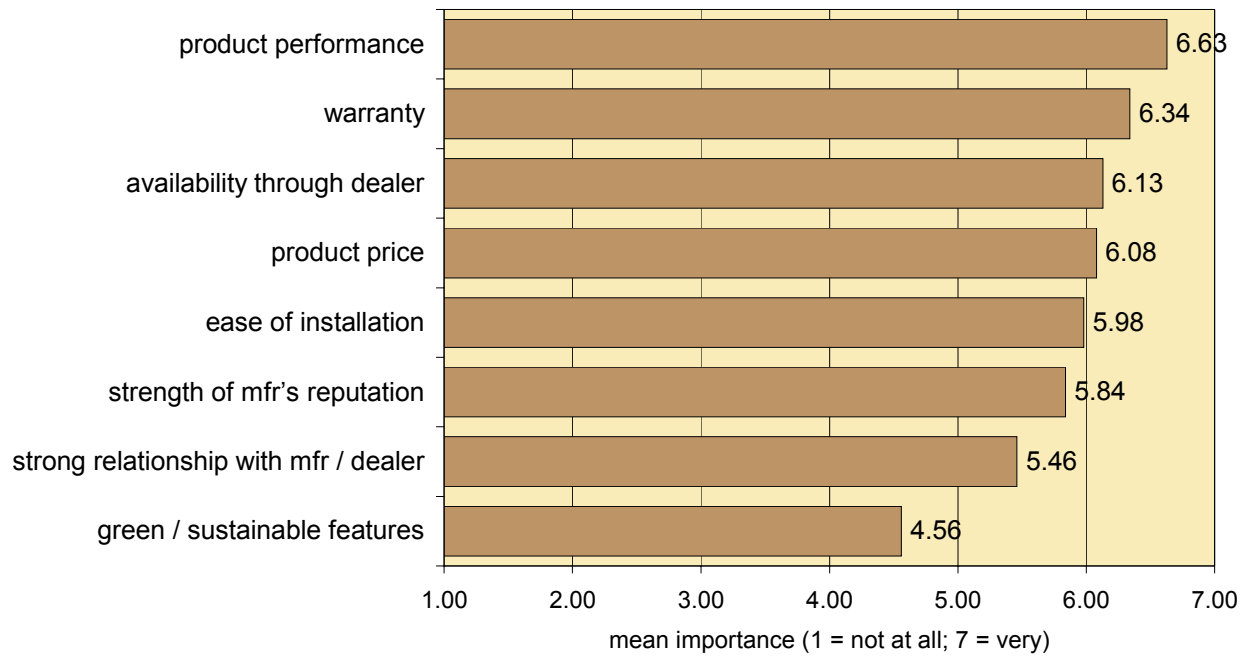


Quality Rating



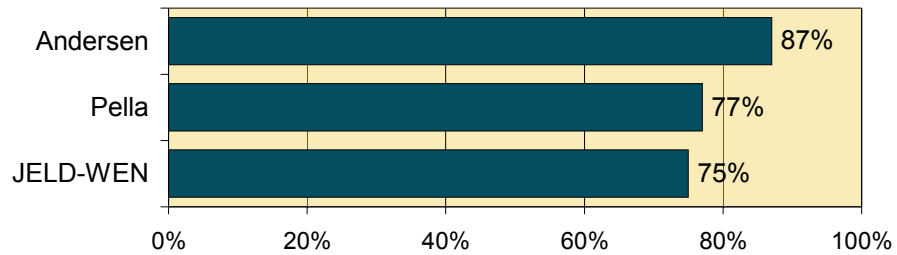
WINDOWS: VINYL

Importance of Factors Influencing Brand Selection

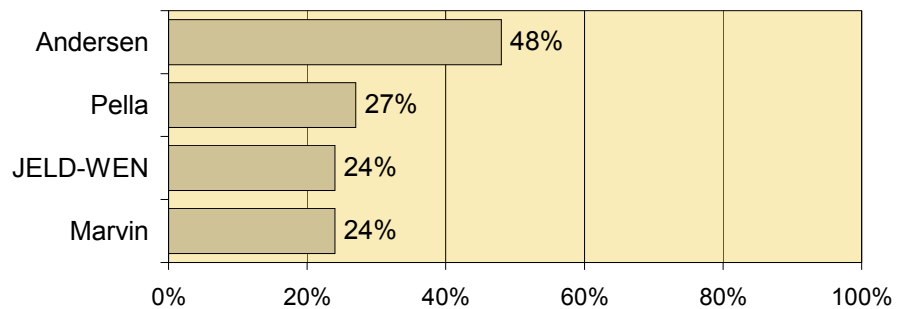


WINDOWS: WOOD & CLAD-WOOD

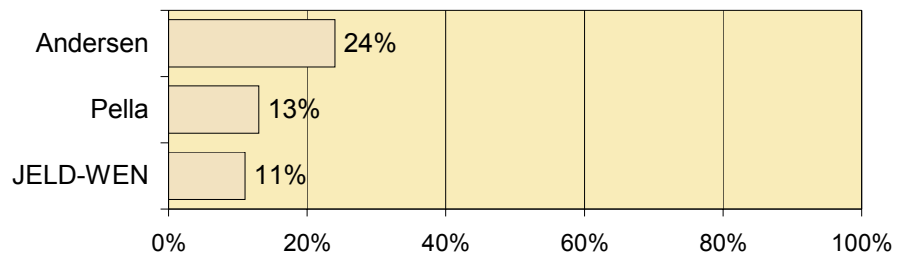
Brand Familiarity



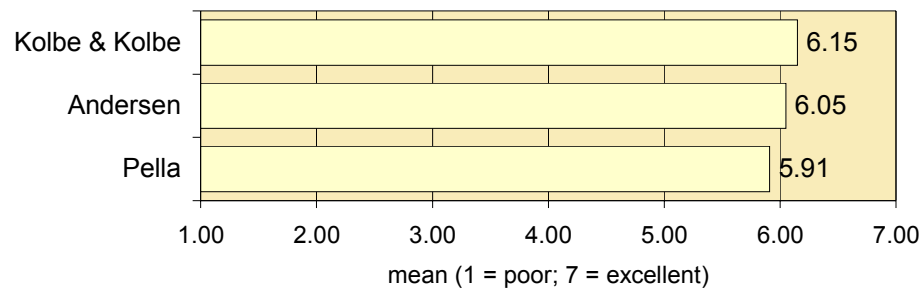
Brands Used in Past 2 Years



Brands Used the Most



Quality Rating



WINDOWS: WOOD & CLAD-WOOD

Importance of Factors Influencing Brand Selection

