

Harris Interactive QuickQuery
 Fielding Period: April 21-23, 2010
 Boral Bricks
 Weighted To The U.S. General Adult Population - Propensity

23 Apr 2010

Q2145 Which of the following best describes your current primary residence?

I/We live in...

Base: All Respondents

| | Region | | | | Age | | | | Male Age | | | | | Female Age | | | | | Marital Status | | | |
|---|-------------|----------------|--------------|-------|-------------|-------------|--------|-------|-------------|-------|---------------|-------|-------|---------------|-------|---------------|-------|----------------|----------------|---------|-----------------------------|------------------------|
| | Total | North- east | Mid- west | South | West | 18-34 | 35-44 | 45-54 | 55+ | Total | 18-34 | 35-44 | 45-54 | 55+ | Total | 18-34 | 35-44 | 45-54 | 55+ | Married | Single/ Never Married | Div./ Sep./ Wid. |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2449 | 589 | 640 | 716 | 504 | 733 | 501 | 502 | 713 | 1231 | 364 | 257 | 282 | 328 | 1218 | 369 | 244 | 220 | 385 | 1257 | 635 | 384 |
| Weighted Base | 2449 | 531 | 545 | 809 | 564 | 727 | 443 | 474 | 804 | 1182 | 361 | 209 | 243 | 369 | 1267 | 367 | 234 | 231 | 435 | 1298 | 638 | 345 |
| Homeowners (Net) | 1683 | 366 | 404 | 568 | 345 | 378 | 299 | 335 | 671 | 795 | 190 | 138 | 163 | 304 | 888 | 188 | 161 | 172 | 367 | 1038 | 334 | 214 |
| | 69%EF UV | 69%E | 74%AE | 70%E | 61% | 52% | 67%F | 71%F | 83%AFG H | 67% | 53% | 66%KP | 67%KP | 82%KL MPQr | 70% | 51% | 69%KP | 74%KP | 84%KL MPQR | 80%AUV | 52% | 62%U |
| A house that I/we own | 1478 | 309 | 362 | 507 | 300 | 325 | 270 | 282 | 602 | 706 | 161 | 123 | 146 | 276 | 772 | 164 | 147 | 136 | 326 | 954 | 282 | 172 |
| | 60%EF UV | 58% | 66%ABE | 63%E | 53% | 45% | 61%F | 59%F | 75%AFG H | 60% | 45% | 59%KP | 60%KP | 75%KL MPQR | 61% | 45% | 63%KP | 59%KP | 75%KL MPQR | 73%AUV | 44% | 50% |
| An apartment or condominium that I/we own | 115 | 44 | 17 | 24 | 30 | 37 | 15 | 27 | 36 | 52 | 16 | 8 | 13 | 16 | 63 | 20 | 8 | 14 | 21 | 38 | 30 | 24 |
| | 5%DT | 8%ACD | 3% | 3% | 5% | 5% | 3% | 6% | 5% | 4% | 5% | 4% | 5% | 4% | 5% | 6% | 3% | 6% | 5% | 3% | 5% | 7%T |
| Another type of home that I/we own | 90 | 13 | 24 | 37 | 16 | 17 | 14 | 27 | 33 | 37 | 13 | 7 | 5 | 12 | 53 | 5 | 6 | 22 | 20 | 46 | 22 | 18 |
| | 4%f | 2% | 4% | 5% | 3% | 2% | 3% | 6%aF | 4% | 3% | 3% | 4% | 2% | 3% | 4% | 1% | 3% | 10%KLM NPQs | 5%P | 4% | 3% | 5% |
| Renters/Leasers (Net) | 701 | 151 | 126 | 219 | 205 | 304 | 138 | 131 | 127 | 345 | 141 | 68 | 73 | 62 | 356 | 163 | 70 | 58 | 65 | 248 | 265 | 126 |
| | 29%CI T | 28%c | 23% | 27% | 36%ABC D | 42%AGH I | 31%I | 28%I | 16% | 29% | 39%mn qRS | 33%NS | 30%NS | 17% | 28% | 44%LM NQRS | 30%NS | 25%nS | 15% | 19% | 41%AT | 36%AT |
| A house that I/we rent or lease | 326 | 58 | 48 | 107 | 112 | 128 | 81 | 62 | 54 | 156 | 64 | 39 | 32 | 21 | 169 | 64 | 42 | 30 | 34 | 147 | 109 | 47 |
| | 13%CI T | 11% | 9% | 13%c | 20%ABC D | 18%AI | 18%Ahi | 13%I | 7% | 13% | 18%NS | 19%NS | 13%NS | 6% | 13% | 17%NS | 18%NS | 13%N | 8% | 11% | 17%AT | 14% |
| An apartment or condominium that I/we rent or lease | 324 | 85 | 61 | 99 | 80 | 159 | 48 | 57 | 61 | 170 | 73 | 27 | 34 | 36 | 154 | 86 | 21 | 23 | 25 | 85 | 138 | 64 |
| | 13%IT | 16%ac | 11% | 12% | 14% | 22%AGH I | 11% | 12%I | 8% | 14% | 20%LN QRS | 13%S | 14%S | 10% | 12% | 23%LMN QRS | 9% | 10% | 6% | 7% | 22%AT | 19%AT |
| Another type of home that I/we rent or lease | 50 | 8 | 17 | 12 | 13 | 18 | 9 | 12 | 12 | 18 | 5 | 2 | 6 | 5 | 32 | 13 | 8 | 5 | 6 | 16 | 18 | 15 |
| | 2%T | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 3% | 1% | 3% | 4% | 3% | 2% | 1% | 1% | 3%t | 4%AT |
| None of these | 65 | 14 | 15 | 22 | 14 | 45 | 6 | 8 | 6 | 42 | 30 | 2 | 7 | 3 | 24 | 16 | 4 | 1 | 3 | 12 | 40 | 6 |
| | 3%gIO T | 3% | 3% | 3% | 2% | 6%AGHI | 1% | 2% | 1% | 4%ao | 8%LMN pQRS | 1% | 3% | 1% | 2% | 4%LNR S | 2% | * | 1% | 1% | 6%ATV | 2% |
| Sigma | 2449 | 531 | 545 | 809 | 564 | 727 | 443 | 474 | 804 | 1182 | 361 | 209 | 243 | 369 | 1267 | 367 | 234 | 231 | 435 | 1298 | 638 | 345 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used.

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Q3105 Which of the following aspects of a home with brick siding, if any, do you find appealing? Please select all that apply.

Base: Homeowners

| | Region | | | | | Age | | | | Male Age | | | | | Female Age | | | | | Marital Status | | |
|---|--------------------|----------------|---------------|---------------|---------------|--------------|-------------|--------------|--------------------|--------------|-------------|--------------|-------------|--------------------|--------------|--------------------|-------------|-------------|--------------------|----------------|-----------------------------|------------------------|
| | Total | North- east | Mid- west | South | West | 18-34 | 35-44 | 45-54 | 55+ | Total | 18-34 | 35-44 | 45-54 | 55+ | Total | 18-34 | 35-44 | 45-54 | 55+ | Married | Single/ Never Married | Div./ Sep./ Wid. |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 1618 | 383 | 449 | 479 | 307 | 378 | 310 | 348 | 582 | 801 | 197 | 154 | 190 | 260 | 817 | 181 | 156 | 158 | 322 | 980 | 320 | 227 |
| Weighted Base | 1683 | 366 | 404 | 568 | 345 | 378 | 299 | 335 | 671 | 795 | 190 | 138* | 163 | 304 | 888 | 188 | 161* | 172* | 367 | 1038 | 334 | 214 |
| Find Aspects Of Brick Homes Appealing (Net) | 1509 90%E | 330 90%E | 374 93%aE | 526 93%AE | 278 81% | 347 92% | 263 88% | 292 87% | 607 90% | 717 90% | 170 90% | 126 91% | 142 87% | 279 92% | 791 89% | 176 94%mq | 137 85% | 150 87% | 327 89% | 932 90% | 297 89% | 188 88% |
| Appearance | 1198 71%E | 252 69% | 298 74%E | 431 76%AbE | 216 63% | 259 68% | 201 67% | 226 67% | 512 76%AFG H | 572 72% | 122 64% | 91 66% | 120 74%r | 239 79%KL qR | 626 70% | 137 73%r | 110 69% | 105 61% | 274 75%kR | 744 72% | 236 71% | 145 68% |
| Low maintenance | 1151 68%EF U | 239 65% | 290 72%E | 411 72%abE | 211 61% | 225 60% | 207 69%F | 233 69%F | 486 72%AF | 555 70% | 102 54% | 104 75%Kq | 114 70%K | 234 77%KP Qs | 596 67% | 124 66%k | 102 64% | 119 69%K | 251 69%K | 742 71%AU | 186 56% | 142 67%u |
| Fire resistance | 824 49% | 166 45% | 200 49% | 285 50% | 173 50% | 173 46% | 135 45% | 158 47% | 358 53%Afg | 406 51% | 83 44% | 74 53%Q | 75 46% | 173 57%Km Q | 418 47% | 90 48% | 61 38% | 83 48% | 185 50%q | 500 48% | 169 51% | 98 46% |
| Resale value | 764 45%EF hU | 152 41%e | 223 55%ABE | 277 49%E | 112 32% | 138 37% | 126 42% | 134 40% | 365 54%AFG H | 383 48%a | 73 38% | 67 48%pR | 77 47%pR | 166 55%KP QR | 381 43% | 65 35% | 59 37% | 57 33% | 199 54%KP QR | 515 50%AUV | 114 34% | 84 39% |
| Sustainability | 753 45%EH | 148 40% | 198 49%bE | 280 49%aBE | 127 37% | 173 46% | 131 44% | 129 38% | 320 48%H | 340 43% | 70 37% | 67 48%h | 58 36% | 145 48%km | 413 47% | 103 55%KM Qr | 64 40% | 71 41% | 175 48%km | 478 46% | 146 44% | 83 39% |
| Energy efficiency | 752 45%EH | 152 42% | 198 49%aE | 275 48%E | 127 37% | 160 42% | 141 47% | 132 39% | 319 48%h | 338 42% | 80 42% | 67 49%M | 55 34% | 135 45%m | 414 47% | 80 42% | 73 46%h | 77 45% | 184 50%M | 478 46% | 133 40% | 93 44% |
| Other | 31 2%Dot | 7 2%D | 16 4%AD | 1 * | 6 2%d | 12 3%aH | 4 1% | 2 1% | 12 2% | 22 3%aO | 10 5%Mrs | 2 1% | 1 * | 10 3%s | 9 1% | 3 1% | 2 1% | 1 1% | 2 1% | 13 1% | 11 3%t | 5 3% |
| Nothing | 175 10%cD | 35 10% | 30 7% | 42 7% | 67 19%ABCD | 32 8% | 36 12% | 43 13% | 64 10% | 78 10% | 20 10% | 12 9% | 22 13%p | 24 8% | 97 11% | 12 6% | 24 15%p | 22 13% | 40 11% | 106 10% | 37 11% | 25 12% |
| Sigma | 5647 335% | 1153 315% | 1453 359% | 2003 352% | 1038 301% | 1173 310% | 981 328% | 1056 315% | 2437 363% | 2693 339% | 559 295% | 484 350% | 522 320% | 1127 371% | 2954 333% | 613 326% | 497 309% | 534 310% | 1310 357% | 3575 344% | 1032 309% | 676 317% |

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3105 Which of the following aspects of a home with brick siding, if any, do you find appealing? Please select all that apply.

Base: Find Aspects Of Brick Homes Appealing

| | Region | | | | Age | | | | Male Age | | | | | Female Age | | | | | Marital Status | | | |
|-------------------|-----------------------|----------------|-------------------|-----------------|-------------------|----------------|-----------------|-----------------|------------------------|-------------------|----------------|------------------|-----------------------|-----------------------|--------------|------------------|-----------------|-----------------|-----------------------|-------------------|-----------------------------|------------------------|
| | Total | North- east | Mid- west | South | West | 18-34 | 35-44 | 45-54 | 55+ | Total | 18-34 | 35-44 | 45-54 | 55+ | Total | 18-34 | 35-44 | 45-54 | 55+ | Married | Single/ Never Married | Div./ Sep./ Wid. |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 1447 | 344 | 412 | 441 | 250 | 337 | 280 | 308 | 522 | 718 | 171 | 140 | 170 | 237 | 729 | 166 | 140 | 138 | 285 | 879 | 279 | 203 |
| Weighted Base | 1509 | 330 | 374 | 526 | 278 | 347 | 263 | 292 | 607 | 717 | 170* | 126* | 142* | 279 | 791 | 176* | 137* | 150* | 327 | 932 | 297 | 188 |
| Appearance | 1198 79%f | 252 76% | 298 80% | 431 82% | 216 78% | 259 75% | 201 76% | 226 77% | 512 84% H | 572 AFG 80% | 122 72% | 91 72% | 120 85% KL R | 239 85% KL R | 626 79% | 137 78% | 110 80% | 105 70% | 274 84% KL R | 744 80% | 236 79% | 145 77% |
| Low maintenance | 1151 76% FU | 239 72% | 290 78% | 411 78% | 211 76% | 225 65% | 207 79% F | 233 80% F | 486 80% AF | 555 77% | 102 60% | 104 83% Kp | 114 81% Kp | 234 84% KP | 596 75% | 124 70% | 102 75% K | 119 79% K | 251 77% K | 742 80% AU | 186 63% | 142 75% U |
| Fire resistance | 824 55% | 166 50% | 200 53% | 285 54% | 173 62% ABc | 173 50% | 135 51% | 158 54% | 358 59% aF | 406 57% | 83 49% | 74 59% q | 75 53% | 173 62% Kp | 418 53% | 90 51% | 61 44% | 83 55% | 185 56% q | 500 54% | 169 57% | 98 52% |
| Resale value | 764 51% EF U | 152 46% | 223 60% ABE | 277 53% E | 112 40% | 138 40% | 126 48% | 134 46% | 365 60% AFG H | 383 53% | 73 43% | 67 53% Pr | 77 55% PR | 166 59% KP | 381 48% | 65 37% | 59 43% | 57 38% | 199 61% KP | 515 55% AUV | 114 38% | 84 45% |
| Sustainability | 753 50% h | 148 45% | 198 53% b | 280 53% b | 127 46% | 173 50% | 131 50% | 129 44% | 320 53% h | 340 47% | 70 41% | 67 53% | 58 41% | 145 52% | 413 52% | 103 59% KM | 64 47% | 71 47% | 175 53% km | 478 51% | 146 49% | 83 44% |
| Energy efficiency | 752 50% | 152 46% | 198 53% | 275 52% | 127 45% | 160 46% | 141 53% | 132 45% | 319 53% | 338 47% | 80 47% | 67 53% m | 55 39% | 135 48% | 414 52% | 80 45% | 73 54% m | 77 51% | 184 56% Mp | 478 51% | 133 45% | 93 49% |
| Other | 31 2% DOT | 7 2% D | 16 4% AD | 1 * | 6 2% D | 12 4% ah | 4 2% | 2 1% | 12 2% | 22 3% aO | 10 6% Mr | 2 1% | 1 * | 10 4% s | 9 1% | 3 2% | 2 2% | 1 1% | 2 1% | 13 1% | 11 4% t | 5 3% |
| Sigma | 5472 363% | 1117 338% | 1423 381% | 1961 373% | 972 349% | 1141 329% | 945 359% | 1013 347% | 2373 391% | 2615 365% | 540 317% | 472 374% | 501 354% | 1103 395% | 2857 361% | 601 341% | 473 345% | 512 340% | 1270 388% | 3469 372% | 995 335% | 651 346% |

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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I/We live in...

Base: All Respondents

| | Education | | | | Income | | | | Household Size | | | | Age/Presence Children | | | | Employment Status | | | | | | |
|---|------------|----------------------------|----------------------------|-------------------------|-----------------------------|------------------------------|-------------------------------|-------------------------|-------------------------------|-------------------------|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
| | Total | H.S. or Less | Some Col. | Col. Grad+ | Less Than \$35K | \$35K - \$49.9K | \$50K - \$74.9K | \$75K+ | 1 | 2 | 3-4 | 5+ | Has Chld Hhld | <6 | 6-12 | 13-17 | No Chld | Full-time/ Self-Empl | Part-time | Total Un-emp. | Stud-ent | Ret-ired | |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | |
| Unweighted Base | 2449 | 750 | 860 | 839 | 726 | 336 | 428 | 586 | 465 | 920 | 808 | 256 | 771 | 319 | 356 | 341 | 1678 | 1136 | 305 | 1062 | 273 | 422 | |
| Weighted Base | 2449 | 1088 | 691 | 671 | 593 | 288 | 403 | 786 | 392 | 942 | 841 | 275 | 792 | 321 | 373 | 372 | 1657 | 1038 | 334 | 1129 | 268 | 466 | |
| Homeowners (Net) | 1683 | 725 | 449 | 509 | 267 | 175 | 316 | 652 | 217 | 707 | 588 | 171 | 547 | 211 | 257 | 268 | 1136 | 732 | 218 | 773 | 140 | 397 | |
| | 69% FIU | CE 67% 65% C | 65% AB 45% 76% C | 45% 61% E | 79% AEF F | 83% AE 55% | 75% AI 62% | 69% 66% 69% | 72% 69% 71% U | 65% U 68% U | 52% 58% ARSTU | 85% ARSTU | | | | | | | | | | | |
| A house that I/we own | 1478 | 631 | 407 | 441 | 218 | 157 | 277 | 581 | 156 | 612 | 552 | 158 | 510 | 195 | 240 | 254 | 969 | 630 | 199 | 685 | 126 | 353 | |
| | 60% IQU | Ef 58% 59% C | 59% AB 37% 66% C | 37% 54% E | 69% AEF F | 74% AE 40% | 65% AI 66% I | 57% I 64% AQ | 61% 64% 68% 58% | 61% U 60% U | 61% U 47% 76% ARSTU | | | | | | | | | | | | |
| An apartment or condominium that I/we own | 115 | 42 | 21 | 52 | 21 | 6 | 24 | 46 | 39 | 51 | 17 | 8 | 19 | 9 | 8 | 7 | 96 | 65 | 7 | 43 | 11 | 23 | |
| | 5% Ms | CFK 4% 4% 3% | 3% 8% ABC | 3% 3% 2% | 6% F 6% F | 6% F 6% F | 6% F 10% AJK | 5% K 2% 3% | 2% 3% 2% 3% | 2% 2% 2% 2% | 2% 2% 2% 2% | 2% 2% 2% 2% | 6% AM 6% AST | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% | 2% 4% 4% 4% |
| Another type of home that I/we own | 90 | 52 | 21 | 17 | 28 | 13 | 15 | 24 | 22 | 43 | 20 | 5 | 19 | 7 | 9 | 7 | 72 | 37 | 12 | 44 | 2 | 21 | |
| | 4% u | dKm 5% 5% 3% | 3% 2% 5% 4% | 2% 5% 4% 4% | 3% 6% aKl | 5% k 2% 2% | 2% 2% 2% 2% | 2% 2% 2% 2% | 4% am 4% u | 4% u 4% u | 4% u 4% u | 4% u 4% u | 1% 1% 1% 1% | 4% u | | | | | | | | | |
| Renters/Leasers (Net) | 701 | 328 | 217 | 155 | 293 | 108 | 84 | 127 | 155 | 218 | 234 | 93 | 236 | 107 | 112 | 98 | 464 | 292 | 103 | 317 | 110 | 64 | |
| | 29% HJV | DG 30% 30% 31% aD | 23% 31% aD | 23% 49% AF | 37% AGH 21% 16% | 40% AJ 23% 28% j | 34% J 30% 33% 30% | 26% 28% 28% V | 31% V 28% V | 41% AR 14% STV | | | | | | | | | | | | | |
| A house that I/we rent or lease | 326 | 164 | 92 | 69 | 118 | 42 | 37 | 88 | 46 | 85 | 128 | 66 | 139 | 62 | 78 | 66 | 187 | 143 | 45 | 141 | 42 | 26 | |
| | 13% JQV | DG 15% 13% 13% | 13% 10% 20% AG | 15% 10% 20% AG | 15% 9% 11% 12% | 9% 11% 12% 9% | 15% J 24% AI | 17% AQ 19% 21% | 21% 18% 11% 14% V | 13% V 13% V | 12% V 16% V | 5% 5% | | | | | | | | | | | |
| An apartment or condominium that I/we rent or lease | 324 | 138 | 104 | 82 | 150 | 60 | 43 | 30 | 96 | 115 | 94 | 19 | 84 | 40 | 32 | 24 | 240 | 138 | 51 | 143 | 55 | 31 | |
| | 13% MV | HL 13% 13% 15% | 15% 12% 25% AG | 12% 12% 25% AG | 11% H 4% 25% AJ | 12% 11% 11% 7% | 11% 13% P 9% 6% | 15% AM 13% V | 15% V 13% V | 21% ART 7% V | | | | | | | | | | | | | |
| Another type of home that I/we rent or lease | 50 | 27 | 20 | 4 | 25 | 6 | 4 | 8 | 13 | 18 | 12 | 8 | 14 | 5 | 3 | 9 | 37 | 11 | 7 | 33 | 13 | 8 | |
| | 2% DR | 2% D 3% D | 3% D 1% 4% AGH | 2% 1% 4% AGH | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | 2% 1% 3% k | |
| None of these | 65 | 35 | 24 | 6 | 33 | 5 | 2 | 7 | 20 | 16 | 18 | 11 | 9 | 3 | 4 | 5 | 57 | 14 | 13 | 39 | 18 | 4 | |
| | 3% jMRV | DGH 3% 3% 3% D | 3% D 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | 2% 1% 5% AFG | |
| Sigma | 2449 | 1088 | 691 | 671 | 593 | 288 | 403 | 786 | 392 | 942 | 841 | 275 | 792 | 321 | 373 | 372 | 1657 | 1038 | 334 | 1129 | 268 | 466 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
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|---|--------------------|--------------|--------------|-----------------|-----------------|-----------------|--------------|-------------------|----------------|--------------------|--------------|---------------|-----------------------|-------------|-------------|-------------|---------------------|--------------|---------------|--------------|-------------|-----------------|
| | H.S. or Less | Some Col. | Col. Grad+ | Less Than \$35K | \$35K - \$49.9K | \$50K - \$74.9K | \$75K+ | 1 | 2 | 3-4 | 5+ | Has Chld Hhld | <6 | 6-12 | 13-17 | No Chld | Full-time/Self-Empl | Part-time | Total Un-emp. | Stud-ent | Ret-ired | |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 1618 | 479 | 534 | 605 | 340 | 206 | 328 | 479 | 238 | 662 | 560 | 158 | 525 | 202 | 241 | 246 | 1093 | 772 | 185 | 699 | 132 | 348 |
| Weighted Base | 1683 | 725 | 449 | 509 | 267 | 175 | 316 | 652 | 217 | 707 | 588 | 171* | 547 | 211 | 257 | 268 | 1136 | 732 | 218 | 773 | 140* | 397 |
| Find Aspects Of Brick Homes Appealing (Net) | 1509 90% | 646 89% | 396 88% | 468 92%a | 235 88% | 154 88% | 288 91% | 599 92% | 191 88% | 632 89% | 529 90% | 156 91% | 484 89% | 191 90% | 222 87% | 238 89% | 1024 90% | 651 89% | 198 90% | 699 90% | 124 89% | 365 92% |
| Appearance | 1198 71%bE f | 487 67% | 322 72% | 390 77%AB | 170 64% | 112 64% | 222 70% | 493 76%AE F | 149 68% | 510 72% | 425 72% | 114 66% | 371 68% | 133 63% | 175 68% | 193 72%n | 827 73% | 510 70% | 160 73% | 560 72% | 101 73% | 297 75% |
| Low maintenance | 1151 68%LM | 501 69% | 302 67% | 347 68% | 180 67% | 125 71% | 221 70% | 452 69% | 140 64% | 514 73%AI L | 401 68%L | 96 56% | 346 63% | 128 60% | 163 63% | 171 64% | 805 71%AM | 491 67% | 149 68% | 539 70% | 97 69% | 297 75%ART |
| Fire resistance | 824 49%LM r | 347 48% | 220 49% | 257 50% | 131 49% | 79 45% | 156 49% | 333 51% | 106 49%L | 364 51%L | 294 50%L | 60 35% | 230 42% | 84 40% | 104 41% | 106 39% | 594 52%AM | 337 46% | 111 51% | 394 51% | 77 55% | 221 56%Ar |
| Resale value | 764 45%eM | 315 43% | 208 46% | 241 47% | 105 39% | 81 47% | 143 45% | 308 47%e | 89 41% | 357 51%AI KL | 250 43% | 68 40% | 221 40% | 89 42% | 113 44% | 112 42% | 543 48%AM | 315 43% | 106 48%u | 365 47%u | 51 37% | 236 59%ARsTU |
| Sustainability | 753 45%eI R | 307 42% | 208 46% | 237 47% | 105 39% | 77 44% | 141 45% | 312 48%e | 72 33% | 330 47%I | 273 46%I | 78 46%l | 245 45% | 91 43% | 120 47% | 114 43% | 508 45% | 298 41% | 96 44% | 372 48%aR | 86 61%AR | 184 46%STV |
| Energy efficiency | 752 45% | 318 44% | 201 45% | 234 46% | 124 46% | 76 44% | 131 41% | 303 46% | 98 45% | 335 47% | 247 42% | 71 42% | 227 42% | 93 44% | 122 48%p | 105 39% | 525 46% | 321 44% | 96 44% | 356 46% | 59 42% | 201 51%at |
| Other | 31 2% | 19 3% | 6 1% | 5 1% | 9 3%afg | 1 * | 3 1% | 11 2% | 4 2% | 8 1% | 16 3% | 4 2% | 10 2% | 4 2% | 1 * | 8 3%O | 20 2% | 11 2% | 4 2% | 16 2% | 4 3% | 7 2% |
| Nothing | 175 10%d | 79 11% | 54 12% | 42 8% | 33 12% | 21 12% | 28 9% | 53 8% | 26 12% | 75 11% | 59 10% | 15 9% | 63 11% | 21 10% | 35 13% | 30 11% | 112 10% | 81 10% | 21 10% | 74 10% | 16 11% | 32 8% |
| Sigma | 5647 335% | 2373 327% | 1522 339% | 1752 344% | 857 321% | 571 327% | 1045 330% | 2264 347% | 683 315% | 2492 352% | 1966 334% | 505 295% | 1713 313% | 643 304% | 832 324% | 839 313% | 3934 346% | 2363 323% | 742 340% | 2676 346% | 491 351% | 1475 371% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: April 21-23, 2010
 Boral Bricks
 Weighted To The U.S. General Adult Population - Propensity

23 Apr 2010

Q3105 Which of the following aspects of a home with brick siding, if any, do you find appealing? Please select all that apply.

Base: Find Aspects Of Brick Homes Appealing

| | Education | | | | Income | | | | Household Size | | | | Age/Presence Children | | | | Employment Status | | | | | |
|-------------------|-----------|--------------|-----------|------------|-----------------|-----------------|-----------------|-----------|----------------|-----------|----------|------|-----------------------|------|----------|----------|-------------------|----------------------|-----------|---------------|-----------|--------------|
| | Total | H.S. or Less | Some Col. | Col. Grad+ | Less Than \$35K | \$35K - \$49.9K | \$50K - \$74.9K | \$75K+ | 1 | 2 | 3-4 | 5+ | Has Chld Hhld | <6 | 6-12 | 13-17 | No Chld Hhld | Full-time/ Self-Empl | Part-time | Total Un-emp. | Student | Retired |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 1447 | 415 | 475 | 557 | 300 | 188 | 297 | 438 | 210 | 595 | 499 | 143 | 467 | 182 | 213 | 218 | 980 | 696 | 164 | 623 | 113 | 315 |
| Weighted Base | 1509 | 646 | 396 | 468 | 235 | 154 | 288 | 599 | 191 | 632 | 529 | 156* | 484 | 191 | 222 | 238 | 1024 | 651 | 198* | 699 | 124* | 365 |
| Appearance | 1198 | 487 | 322 | 390 | 170 | 112 | 222 | 493 | 149 | 510 | 425 | 114 | 371 | 133 | 175 | 193 | 827 | 510 | 160 | 560 | 101 | 297 |
| | 79% f | BE 75% | 81% | 83% AB | 72% | 73% | 77% | 82% EF | 78% | 81% | 80% | 73% | 77% | 70% | 79% n | 81% N | 81% | 78% | 81% | 80% | 82% | 81% |
| Low maintenance | 1151 | 501 | 302 | 347 | 180 | 125 | 221 | 452 | 140 | 514 | 401 | 96 | 346 | 128 | 163 | 171 | 805 | 491 | 149 | 539 | 97 | 297 |
| | 76% LM | 78% | 76% | 74% | 77% | 81% | 77% | 75% | 73% l | 81% Ai | 76% L | 61% | 71% | 67% | 73% | 72% | 79% AM | 75% | 75% | 77% | 78% | 81% at |
| Fire resistance | 824 | 347 | 220 | 257 | 131 | 79 | 156 | 333 | 106 | 364 | 294 | 60 | 230 | 84 | 104 | 106 | 594 | 337 | 111 | 394 | 77 | 221 |
| | 55% LM | 54% | 56% | 55% | 56% | 51% | 54% | 56% | 56% L | 58% L | 56% L | 38% | 47% | 44% | 47% | 44% | 58% AM | 52% | 56% | 56% | 62% | 60% aR |
| Resale value | 764 | 315 | 208 | 241 | 105 | 81 | 143 | 308 | 89 | 357 | 250 | 68 | 221 | 89 | 113 | 112 | 543 | 315 | 106 | 365 | 51 | 236 |
| | 51% em | 49% | 53% | 52% | 45% | 53% | 49% | 51% | 47% | 57% Ai | 47% | 44% | 46% | 47% | 51% | 47% | 53% Am | 48% | 54% u | 52% u | 42% | 65% ARsTU |
| Sustainability | 753 | 307 | 208 | 237 | 105 | 77 | 141 | 312 | 72 | 330 | 273 | 78 | 245 | 91 | 120 | 114 | 508 | 298 | 96 | 372 | 86 | 184 |
| | 50% IR | 48% | 53% | 51% | 45% | 50% | 49% | 52% | 38% | 52% I | 52% I | 50% | 51% | 47% | 54% | 48% | 50% | 46% | 49% | 53% aR | 69% AR | 50% STV |
| Energy efficiency | 752 | 318 | 201 | 234 | 124 | 76 | 131 | 303 | 98 | 335 | 247 | 71 | 227 | 93 | 122 | 105 | 525 | 321 | 96 | 356 | 59 | 201 |
| | 50% | 49% | 51% | 50% | 53% | 50% | 45% | 51% | 51% | 53% | 47% | 46% | 47% | 49% | 55% p | 44% | 51% | 49% | 48% | 51% | 48% | 55% |
| Other | 31 | 19 | 6 | 5 | 9 | 1 | 3 | 11 | 4 | 8 | 16 | 4 | 10 | 4 | 1 | 8 | 20 | 11 | 4 | 16 | 4 | 7 |
| | 2% d | 3% | 2% | 1% | 4% afg | * | 1% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | * | 3% o | 2% | 2% | 2% | 2% | 3% | 2% |
| Sigma | 5472 | 2294 | 1468 | 1711 | 824 | 550 | 1017 | 2212 | 657 | 2418 | 1907 | 490 | 1650 | 622 | 798 | 809 | 3822 | 2282 | 721 | 2602 | 475 | 1443 |
| | 363% | 355% | 371% | 366% | 351% | 357% | 353% | 369% | 345% | 382% | 360% | 314% | 341% | 326% | 359% | 340% | 373% | 351% | 365% | 372% | 384% | 395% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base