



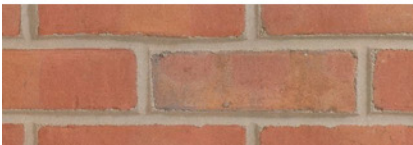
Harris Interactive Survey
Results:
Consumer Feedback On
Aspects of Brick

Prepared by: Boral Bricks
Release Date: May 2010



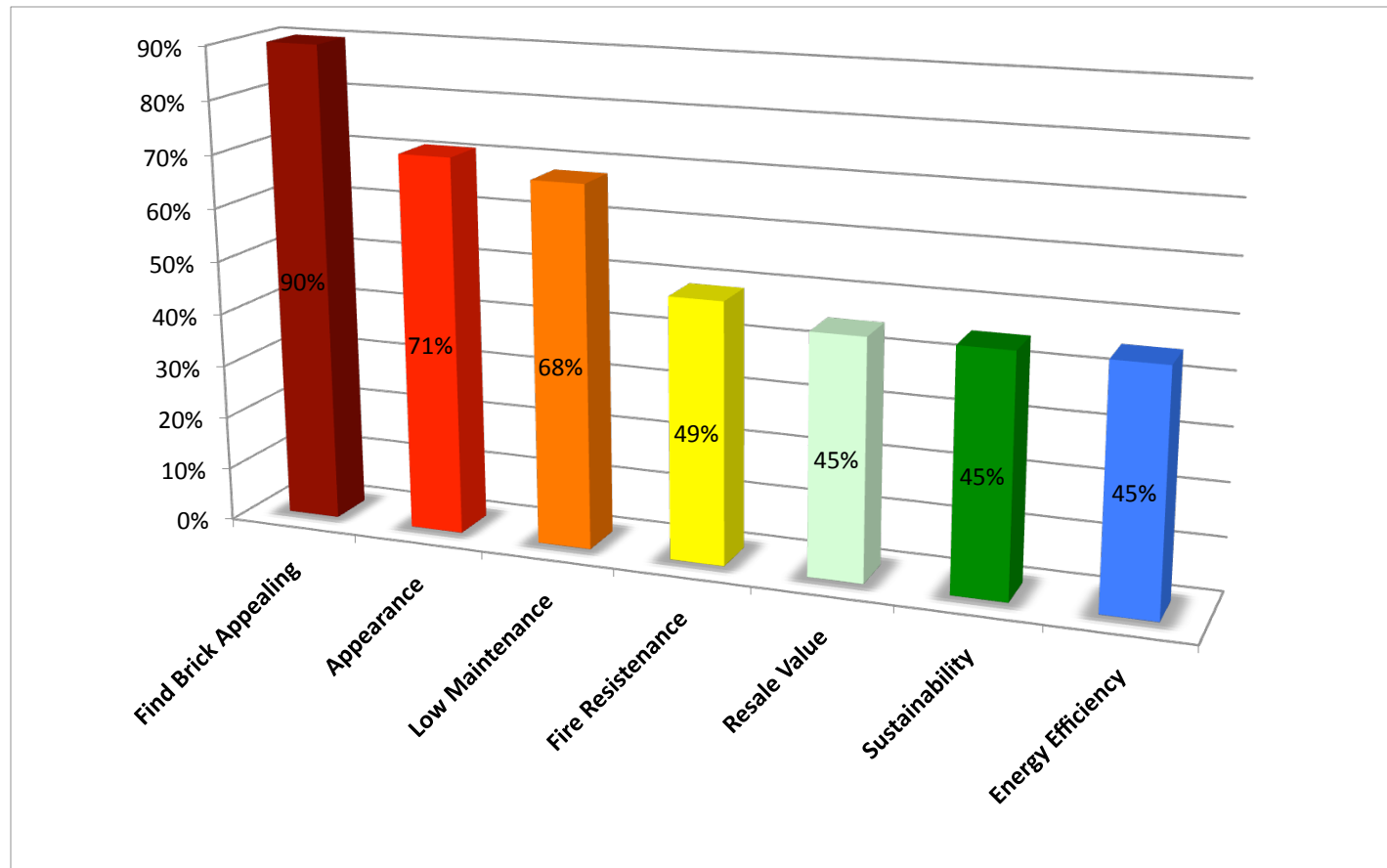
Methodology

- Boral Bricks sponsored a national survey among 2,449 adults across the U.S. The survey was conducted online between April 21-23, 2010 by Harris Interactive, an independent market research firm.
- Respondents were asked: **Which of the following aspects of a home with brick siding, if any, do you find appealing.**
- Answers included the following and respondents could select multiple answers: Appearance, Low Maintenance, Fire Resistance, Resale Value, Sustainability, Energy Efficiency
- Demographic information such as age, income, educational attainment, household size, employment status and gender was also captured in this survey.
- Results in this presentation are solely focused on those who stated they were homeowners (1,683 total).
- Boral was not identified as the sponsor of the survey.

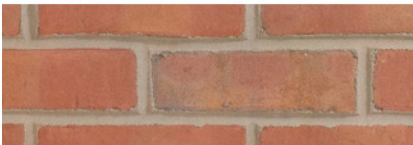


Survey Findings*

Percentage of homeowners who find attributes of brick appealing:

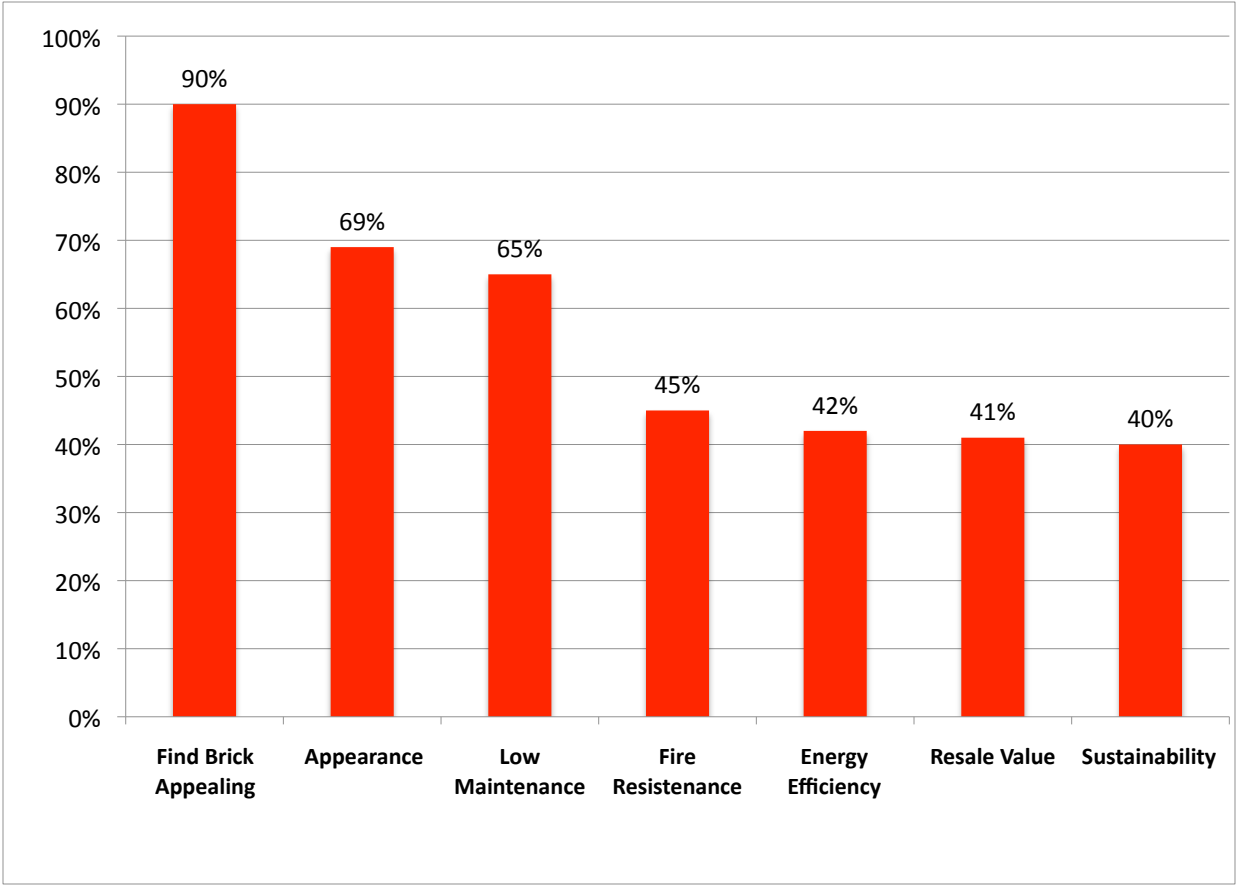


* Filtered on homeowners (1,683)

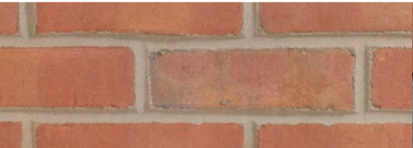


Regional Appreciation For Brick*

Northeast

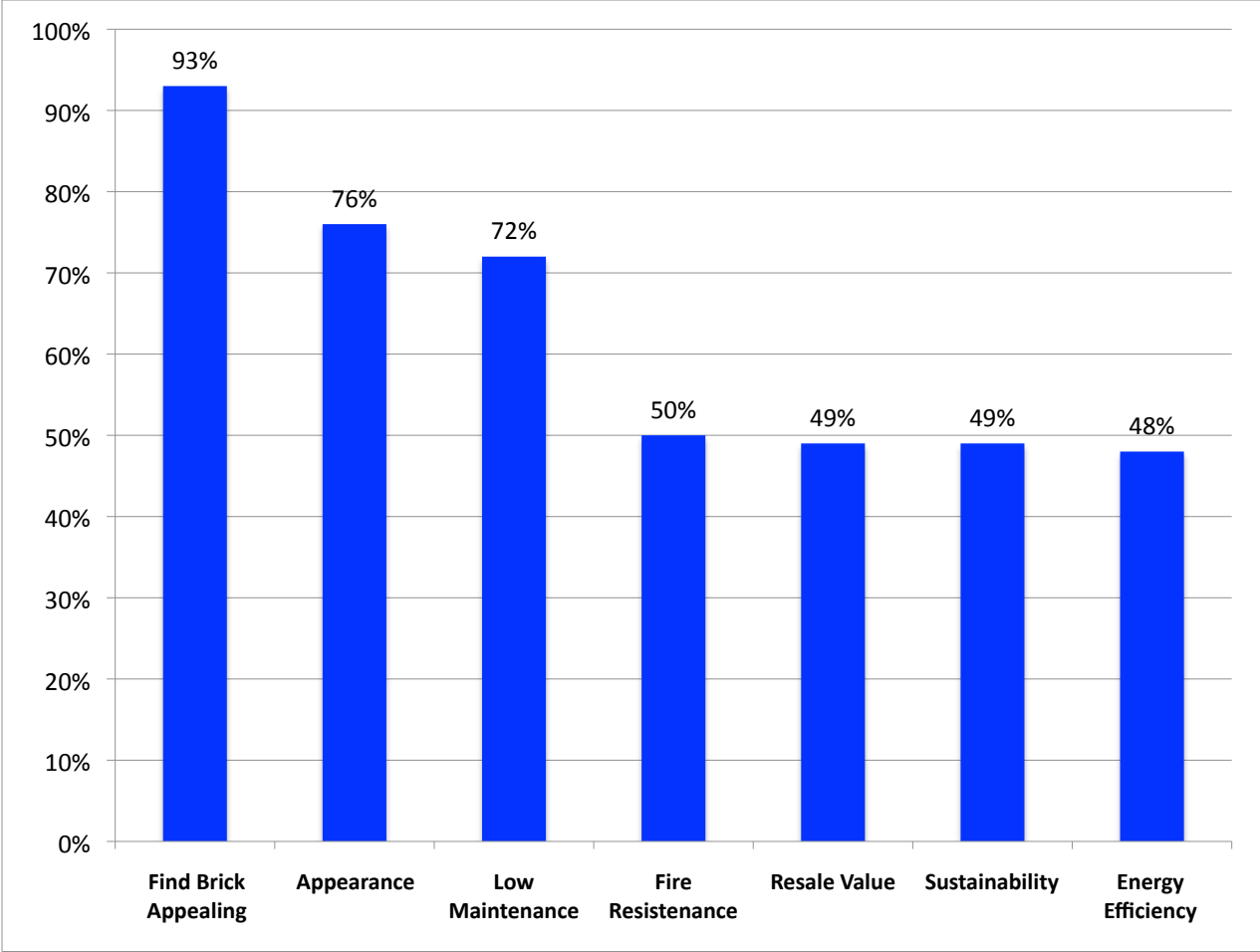


* Filtered on homeowners (1,683)



Regional Appreciation For Brick*

South

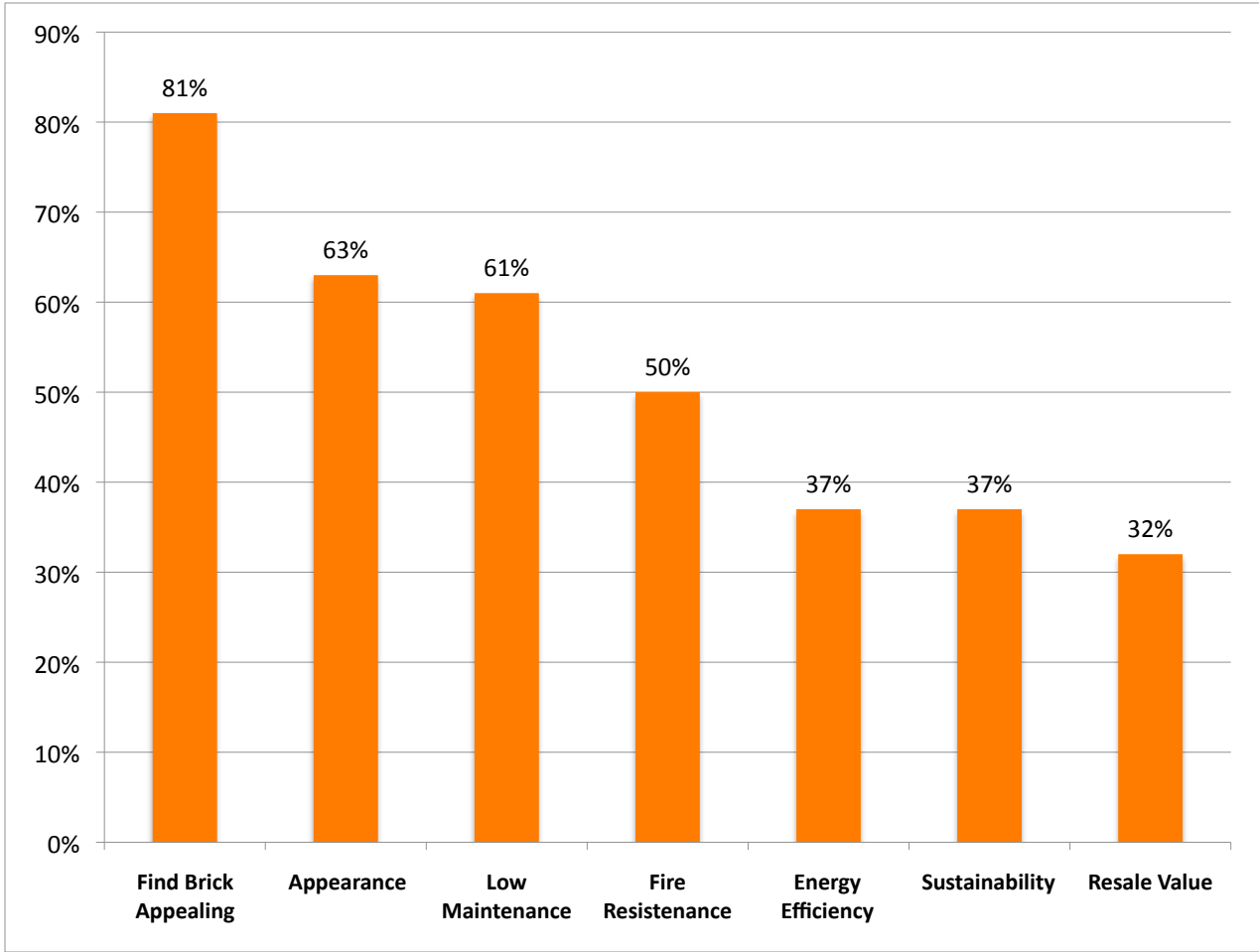


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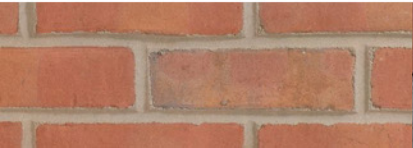


Regional Appreciation For Brick*

West

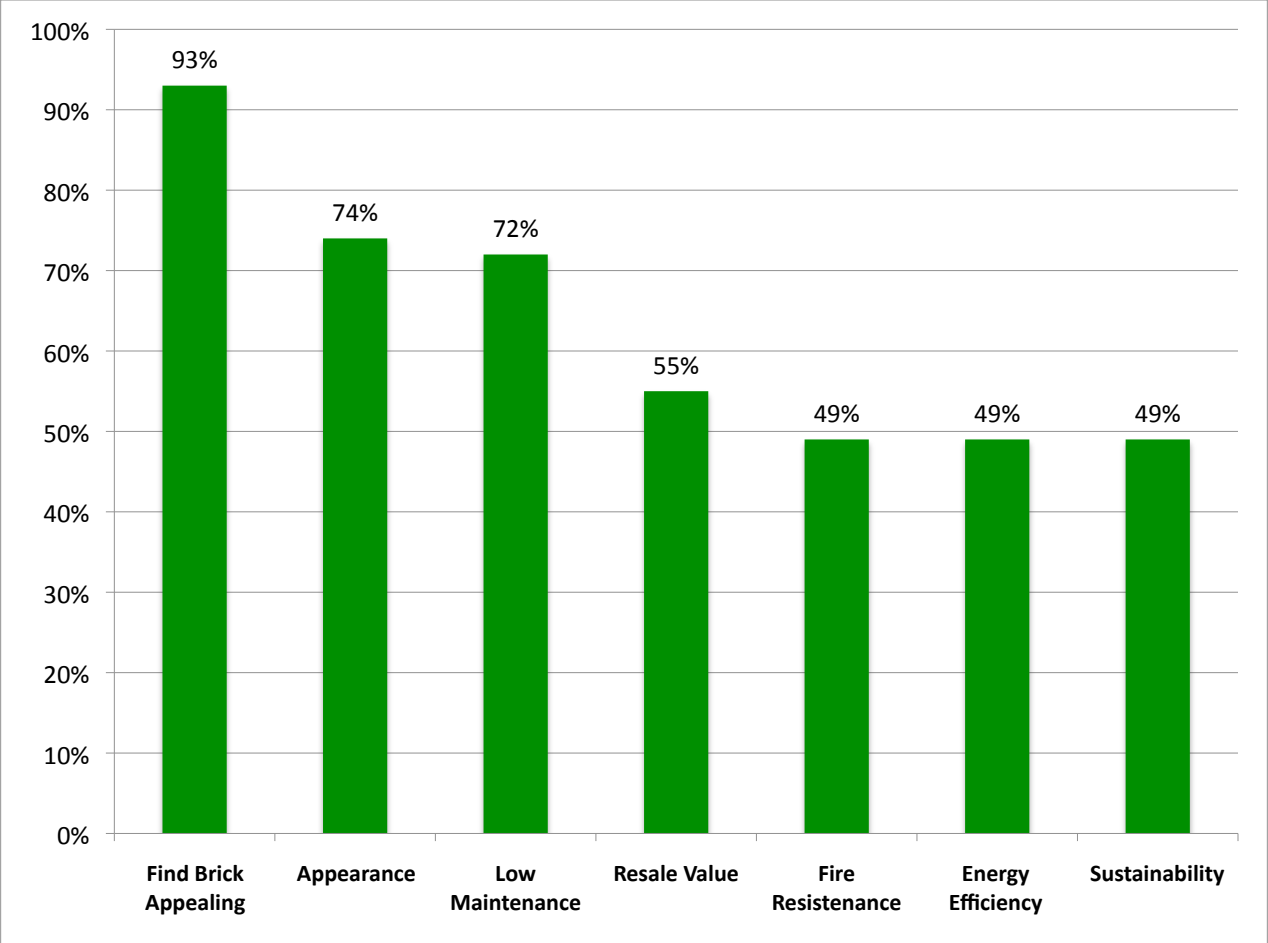


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Regional Appreciation For Brick*

Midwest

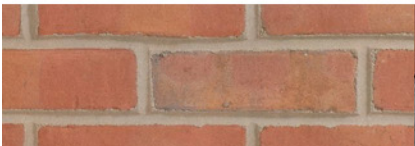


* Filtered on homeowners (1,683)



Key Takeaways

- 9 of 10 homeowners find some aspect of brick appealing
- 7 of 10 homeowners find brick appearance appealing
- 93% of homeowners in the South and Midwest find some aspect of bricks appealing
- 55% of homeowners in the Midwest recognize the resale value of brick
- 45% of homeowners are aware of brick's sustainability and energy efficiency attributes
- 72% of homeowners age 55+ appreciate the low maintenance aspect of brick



Demographic Preference

Tables depict percentage of respondents who find aspects of brick appealing:

South	93%
Midwest	93%
Northeast	90%
West	81%
18-34	92%
35-44	88%
45-54	87%
55+	90%
Male	90%
Female	89%

H.S. or Less	89%
Some College	88%
College Graduate	92%
>\$35K	88%
\$35K - \$50K	88%
\$50K to \$75K	91%
\$75K+	92%
Single	89%
Married	90%
Retired	92%

