

Harris Interactive QuickQuery
 Fielding Period: October 12-14, 2009
 IMRE Communications, LLC
 Weighted To The U.S. General Adult Population - Propensity

15 Oct 2009

Q1705 Which type(s) of siding do you prefer on a home? By "siding" we mean the primary material used on a home's exterior.

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	2073	453	564	635	421	520	373	448	732	929	209	196	199	325	1144	311	177	249	407	1112	505	337	
Weighted Base	2073	452	455	683	483	583	345	460	685	979	266*	180*	212	322	1094	317	166*	248	363	1084	539	304	
Have Siding Preference (Net)	1466	303	327	524	312	347	246	337	536	694	152	121	157	263	772	195	125	179	273	846	296	208	
	71% U	67% E	72% e	77% ABE	65% 27%	59% 38%	71% 44%	73% 47% f	78% 45% f	AFg 46%	71% 38%	57% 42%	68% 42%	74% 52% KP	82% 50% kp	71% 42%	61% 39%	75% 47%	72% 43%	75% 42%	78% 46% u	55% 38%	68% 41%
Brick	906	161	230	386	128	224	153	217	311	447	101	76	111	160	458	123	78	107	151	497	207	124	
	44% fu	BE 36% E	51% ABE	57% ABE	27% 27%	38% 38%	44% 44%	47% 47% f	45% 45% f	46% 46%	38% 38%	42% 42%	52% 52% KP	50% 50% kp	42% 42%	39% 39%	47% 47%	43% 43%	42% 42%	46% 46% u	38% 38%	41% 41%	
Vinyl	486	162	113	128	82	106	77	109	194	211	43	38	45	85	275	63	39	63	110	294	86	72	
	23% FU	DE 36% E	ACD 25% dE	19% 17%	17% 17%	18% 18%	22% 22%	24% 24%	28% 28% AF	22% 22%	16% 16%	21% 21%	21% 21%	26% 26% k	25% 25%	20% 20%	24% 24%	25% 25% k	30% 30% KP	27% 27% AU	16% 16%	24% 24% u	
Stucco	273	39	35	84	114	82	55	42	93	149	46	31	21	51	124	37	24	21	41	145	62	35	
	13% o	BCH 9%	8% 8%	12% 12% c	24% 24% ABC	14% 14% h	16% 16% H	9% 9%	14% 14%	15% 15% ao	17% 17% r	17% 17% r	10% 10%	16% 16% r	11% 11%	12% 12%	15% 15%	8% 8%	11% 11%	13% 13%	11% 11%	12% 12%	
Fiber cement/Composite	193	28	31	72	61	63	41	38	51	124	38	22	29	35	68	25	19	9	16	125	35	21	
	9% b	Ou 6%	7% 7%	11% 11% b	13% 13% aBC	11% 11% i	12% 12% i	8% 8%	7% 7%	13% 13% AO	14% 14% RS	12% 12% RS	14% 14% RS	11% 11% RS	6% 6%	8% 8%	11% 11% RS	3% 3%	4% 4%	12% 12% AUv	7% 7%	7% 7%	
Other	159	51	29	25	53	30	23	53	53	78	19	13	23	22	81	11	9	30	31	85	31	22	
	8% D	f 11% AcD	6% 6%	4% 4%	11% 11% AcD	5% 5%	7% 7%	11% 11% AFg	8% 8%	8% 8%	7% 7%	7% 7%	11% 11% P	7% 7%	7% 7%	3% 3%	6% 6%	12% 12% P	9% 9% p	8% 8%	6% 6%	7% 7%	
I do not have a siding preference.	356	95	70	87	105	101	61	84	110	161	46	38	37	40	195	55	23	48	70	162	109	67	
	17% DT	21% aD	15% 15%	13% 13%	22% 22% acD	17% 17%	18% 18%	18% 18%	16% 16%	16% 16%	17% 17%	21% 21% n	17% 17%	12% 12%	18% 18%	17% 17%	14% 14%	19% 19%	19% 19% n	15% 15%	20% 20% t	22% 22% aT	
Don't know/Not sure	251	55	58	73	66	136	38	39	38	125	69	20	18	19	127	67	19	21	20	76	134	29	
	12% T	hI 12%	13% 13%	11% 11%	14% 14%	23% 23% AGH	11% 11% I	8% 8%	6% 6%	13% 13%	26% 26% LM	11% 11% s	8% 8%	6% 6%	12% 12%	21% 21% LM	11% 11% s	9% 9%	5% 5%	7% 7%	25% 25% ATV	10% 10%	
Sigma	2623	591	567	855	611	742	449	582	850	1294	361	239	283	412	1329	381	211	298	438	1383	663	371	
	127% 127%	131% 131%	125% 125%	125% 125%	126% 126%	127% 127%	130% 130%	126% 126%	124% 124%	132% 132%	136% 136%	133% 133%	134% 134%	128% 128%	121% 121%	120% 120%	127% 127%	120% 120%	121% 121%	128% 128%	123% 123%	122% 122%	

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. * small base

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Base: Have Siding Preference

	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	1498	314	414	503	267	332	266	328	572	692	142	135	150	265	806	190	131	178	307	865	302	235
Weighted Base	1466	303	327	524	312	347	246	337	536	694	152*	121*	157*	263	772	195*	125*	179*	273	846	296	208
Brick	906	161	230	386	128	224	153	217	311	447	101	76	111	160	458	123	78	107	151	497	207	124
	62%BE	53%E	70%ABE	74%ABE	41%	65%	62%	65%	58%	64%	67%	62%	70%S	61%	59%	63%	62%	60%	55%	59%	70%ATv	60%
Vinyl	486	162	113	128	82	106	77	109	194	211	43	38	45	85	275	63	39	63	110	294	86	72
	33%De	54%ACD	35%D	24%	26%	31%	31%	32%	36%	30%	28%	31%	29%	32%	36%	33%	31%	35%	40%km	35%	29%	35%
Stucco	273	39	35	84	114	82	55	42	93	149	46	31	21	51	124	37	24	21	41	145	62	35
	19%BC	13%	11%	16%	37%ABC	24%aH	23%H	12%	17%	21%ao	30%Mn	26%R	13%	20%	16%	19%	20%	12%	15%	17%	21%	17%
Fiber cement/Composite	193	28	31	72	61	63	41	38	51	124	38	22	29	35	68	25	19	9	16	125	35	21
	13%bcI	9%	10%	14%	20%ABC	18%Ahi	17%I	11%	9%	18%AO	25%Np	18%RS	18%RS	13%RS	9%	13%rs	15%RS	5%	6%	15%	12%	10%
Other	159	51	29	25	53	30	23	53	53	78	19	13	23	22	81	11	9	30	31	85	31	22
	11%D	17%ACD	9%d	5%	17%ACD	9%	9%	16%Afi	10%	11%	13%	11%	15%P	8%	11%	6%	8%	17%nP	11%	10%	10%	11%
Sigma	2016	441	439	696	439	506	350	458	702	1009	247	180	229	353	1007	259	170	229	349	1145	420	274
	138%	146%	134%	133%	141%	146%	142%	136%	131%	145%	162%	149%	146%	134%	130%	133%	136%	128%	128%	135%	142%	132%

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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 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	2073	451	770	852	503	284	391	518	454	853	616	150	528	228	235	208	1545	1070	263	783	161	401
Weighted Base	2073	874	604	596	478	237	338	661	380	831	679	183*	562	227	247	254	1511	995	257	853	177*	377
Have Siding Preference (Net)	1466 71% iU	570 65% BE	434 72% b	461 77% c	301 63% AB	180 76% Eg	225 67% G	530 80% AE	249 66% AI	617 74% AI	477 70% G	122 67% G	416 74% AE	165 73% G	170 69% G	194 76% G	1050 69% G	720 72% U	194 75% U	577 68% U	92 52% U	283 75% TU
Brick	906 44% B	332 38% B	272 45% b	302 51% AB	191 40% AB	96 41% AB	142 42% AB	332 50% AE	169 44% AE	365 44% AE	282 42% AE	90 49% AE	251 45% AE	99 43% AE	95 39% AE	124 49% o	655 43% o	445 45% o	114 44% o	359 42% o	67 38% o	165 44% o
Vinyl	486 23% rU	218 25% DI	151 25% d	117 20% d	109 23% d	83 35% H	77 23% AE	165 25% AE	68 18% AE	229 28% AI	158 23% AI	31 17% AI	133 24% AI	55 24% AI	56 23% AI	61 24% AI	353 23% AI	209 21% U	75 29% RU	207 24% U	19 10% U	107 28% aRtU
Stucco	273 13% B	77 9% B	82 14% B	114 19% C	49 10% AB	31 13% AB	33 10% AB	116 18% AE	47 12% AE	110 13% AE	95 14% AE	21 12% AE	76 14% AE	37 16% AE	28 11% AE	30 12% AE	196 13% AE	141 14% AE	32 13% AE	101 12% AE	22 12% AE	55 14% AE
Fiber cement/Composite	193 9% QS	47 5% BEJ	61 10% B	84 14% ABC	16 3% ABC	25 11% E	38 11% E	98 15% AE	27 7% AE	59 7% AE	73 11% j	34 19% AI	86 15% AQ	38 17% AQ	40 16% AQ	38 15% AQ	107 7% V	119 12% AST	7 3% AST	67 8% S	14 8% s	25 7% s
Other	159 8% M	47 5% El	44 7% El	68 11% ABC	15 3% ABC	12 5% ABC	20 6% ABC	74 11% AE	25 7% AE	79 10% al	50 7% al	5 3% g	27 5% g	10 5% g	9 4% g	14 5% g	131 9% AM	82 8% AM	29 11% v	57 7% v	15 9% v	23 6% v
I do not have a siding preference.	356 17% M	162 19% dH	108 18% dH	86 14% af	101 21% af	33 14% af	81 24% AFH	87 13% AFH	90 13% AFH	140 17% AFH	99 15% AFH	27 15% AFH	70 13% AFH	31 14% AFH	39 16% p	23 9% p	286 19% AM	160 16% AM	33 13% AM	166 19% s	34 19% s	71 19% s
Don't know/Not sure	251 12% JV	142 16% DH	61 10% AC	49 8% AC	77 16% Ag	24 10% Ag	32 10% Ag	44 7% Ag	41 11% Ag	74 9% aJ	103 15% aJ	33 18% aJ	75 13% aJ	31 14% aJ	38 15% aJ	37 15% aJ	176 12% v	115 12% v	30 12% v	110 13% v	51 29% ARS	22 6% TV
Sigma	2623 127%	1024 117%	779 129%	820 138%	557 117%	303 128%	424 125%	917 139%	465 122%	1056 127%	860 127%	242 133%	719 128%	301 133%	306 124%	327 129%	1904 126%	1271 128%	319 124%	1067 125%	222 125%	468 124%

Proportions/Means: 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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	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	1498	302	553	643	332	209	274	425	303	642	443	110	395	165	177	162	1103	792	186	554	99	308
Weighted Base	1466	570	434	461	301	180	225	530	249	617	477	122*	416	165*	170*	194*	1050	720	194*	577	92*	283
Brick	906	332	272	302	191	96	142	332	169	365	282	90	251	99	95	124	655	445	114	359	67	165
	62% f	58%	63%	65% a	63%	53%	63%	63%	68% j	59%	59%	74% a	60% j	60%	56%	64%	62%	62%	59%	62%	72% sv	58%
Vinyl	486	218	151	117	109	83	77	165	68	229	158	31	133	55	56	61	353	209	75	207	19	107
	33% Di	38% a	35% D	25%	36%	46% a	34% g	31%	27%	37% AI	33%	26%	32%	33%	33%	31%	34%	29%	39% r	36% r	20%	38% RU
Stucco	273	77	82	114	49	31	33	116	47	110	95	21	76	37	28	30	196	141	32	101	22	55
	19% B	13%	19%	25% AB	16% c	17%	15%	22% g	19%	18%	20%	17%	18%	23%	16%	16%	19%	20%	17%	17%	24%	19%
Fiber cement/Composite	193	47	61	84	16	25	38	98	27	59	73	34	86	38	40	38	107	119	7	67	14	25
	13% BEJ	8%	14% B	18% AB	5%	14% E	17% E	18% AE	11%	10%	15% J	28% AI	21% AQ	23%	24%	20%	10%	17% AS	3% t	12% S	15% S	9% s
Other	159	47	44	68	15	12	20	74	25	79	50	5	27	10	9	14	131	82	29	57	15	23
	11% ELM	8%	10%	15% ABC	5%	7%	9%	14% a	10% E	13% l	10%	4%	7%	6%	6%	7%	13% AM	11%	15% v	10%	17% v	8%
Sigma	2016	720	610	686	380	247	311	785	334	842	658	182	574	239	229	267	1442	996	256	791	137	374
	138%	126%	140%	149%	126%	137%	138%	148%	134%	136%	138%	149%	138%	145%	135%	138%	137%	138%	132%	137%	148%	132%

Proportions/Means: 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