

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

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	1456	320	404	468	264	274	233	334	615	651	107	125	145	274	805	167	108	189	341	925	253	212
Weighted Base	1426	309	323	494	299	312	209	332	572	668	150*	106*	146*	267	758	162*	104*	186*	305	878	273	189*
Have Siding Preference (Net)	1102	228	254	396	224	206	162	263	471	528	98	76	120	234	574	108	86	143	237	718	162	146
	77% _{FU}	74%	79%	80%	75%	66%	77% _f	79% _F	82% _{AF}	79%	65%	72%	82% _{KP}	88% _{KL}	76%	67%	83% _{KP}	77%	78% _{kp}	82% _{AU}	60%	77% _U
Brick	654	113	169	284	89	119	98	165	273	327	56	46	80	146	327	63	52	85	127	413	110	82
	46% _{BE}	36%	52% _{ABE}	57% _{ABE}	30%	38%	47%	50% _F	48% _f	49%	38%	43%	55% _{kP}	55% _{KP}	43%	39%	50%	46%	42%	47%	40%	43%
Vinyl	409	141	98	102	68	77	54	94	183	180	34	26	41	79	228	43	29	53	104	266	60	56
	29% _{Du}	46% _{ACD}	30% _D	21%	23%	25%	26%	28%	32%	27%	23%	24%	28%	30%	30%	27%	28%	28%	34%	30% _u	22%	30%
Stucco	204	28	23	64	90	52	37	31	84	114	30	22	17	45	90	22	15	14	39	123	34	24
	14% _{BCH}	9%	7%	13% _C	30% _{ABC}	17% _h	18% _H	9%	15% _h	17% _{aO}	20% _R	21% _R	11%	17% _R	12%	13%	14%	8%	13%	14%	13%	13%
Fiber cement/Composite	151	21	30	50	50	42	35	35	39	98	28	17	28	26	53	15	17	7	13	106	22	16
	11% _{bIO}	7%	9%	10%	17% _{ABC}	14% _I	16% _{AI}	10%	7%	15% _{AO}	18% _{RS}	16% _{RS}	19% _{Np}	10% _{rs}	7%	9%	17% _{RS}	4%	4%	12% _a	8%	8%
Other	119	42	25	22	31	19	11	43	45	56	16	4	16	20	63	3	7	27	25	75	16	15
	8% _D	13% _{AcD}	8%	4%	10% _D	6%	5%	13% _{AFGi}	8%	8%	11% _P	4%	11% _P	8% _p	8%	2%	7%	15% _{LnP}	8% _p	9%	6%	8%
I do not have a siding preference.	202	58	41	55	48	41	34	47	80	85	23	24	17	22	116	18	10	30	59	113	44	34
	14%	19% _{aD}	13%	11%	16%	13%	16%	14%	14%	13%	15%	23% _{mN}	12%	8%	15%	11%	9%	16% _n	19% _{Nq}	13%	16%	18%
Don't know/Not sure	122	23	28	43	27	65	14	22	21	55	30	5	9	11	67	35	8	13	10	47	66	9
	9% _{IT}	7%	9%	9%	9%	21% _{AGHI}	7%	7%	4%	8%	20% _{LMN}	5%	6%	4%	9%	22% _{LMN}	8%	7%	3%	5%	24% _{ATV}	5%
Sigma	1860	424	413	620	403	416	282	436	726	916	217	145	206	349	944	199	138	230	377	1144	352	236
	131%	137%	128%	126%	135%	133%	135%	131%	127%	137%	144%	137%	142%	131%	125%	123%	133%	123%	123%	130%	129%	125%

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	1144	244	315	392	193	194	183	263	504	531	83	94	118	236	613	111	89	145	268	750	168	167
Weighted Base	1102	228	254	396	224*	206	162*	263	471	528	98*	76*	120*	234	574	108*	86*	143*	237	718	162*	146*
Brick	654	113	169	284	89	119	98	165	273	327	56	46	80	146	327	63	52	85	127	413	110	82
	59%BE	49%	67%ABE	72%ABE	40%	58%	60%	63%	58%	62%	58%	60%	66% _s	62%	57%	58%	60%	60%	54%	58%	68% _{at}	56%
Vinyl	409	141	98	102	68	77	54	94	183	180	34	26	41	79	228	43	29	53	104	266	60	56
	37%D	62%ACD	38%D	26%	31%	38%	33%	36%	39%	34%	35%	34%	34%	34%	40%	40%	33%	37%	44%	37%	37%	38%
		E																				
Stucco	204	28	23	64	90	52	37	31	84	114	30	22	17	45	90	22	15	14	39	123	34	24
	19%BC	12%	9%	16%C	40%ABC	25%aH	23%H	12%	18%	22%ao	31%MR	29%MR	14%	19%r	16%	20%r	17%	10%	17%	17%	21%	17%
		Ho			D						S	s										
Fiber cement/Composite	151	21	30	50	50	42	35	35	39	98	28	17	28	26	53	15	17	7	13	106	22	16
	14%bIO	9%	12%	13%	22%ABC	21%AI	21%AI	13%	8%	19%AO	28%Np	22%nR	23%NR	11%	9%	14%rs	20%RS	5%	6%	15%	13%	11%
					D						RS	S	S									
Other	119	42	25	22	31	19	11	43	45	56	16	4	16	20	63	3	7	27	25	75	16	15
	11%D	18%ACD	10%	5%	14%D	9%	7%	16%AGi	10%	11%	16%P	5%	13%p	9%	11%	3%	8%	19%LN	11%p	11%	10%	10%
																		Ps				
Sigma	1537	343	344	522	328	310	235	367	625	776	164	115	181	316	761	146	120	186	308	985	242	193
	139%	150%	135%	132%	146%	151%	145%	140%	133%	147%	168%	151%	151%	135%	132%	135%	140%	130%	130%	137%	149%	132%

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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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	1456	309	551	596	259	185	298	432	250	652	448	106	371	151	164	151	1085	741	178	567	76	339
Weighted Base	1426	560	436	430	236	163*	254	529	220	624	461	120*	354	125*	159*	166*	1071	672	181*	587	83*	316
Have Siding Preference (Net)	1102	398	335	369	175	130	189	435	159	495	366	82	284	95	127	128	818	531	146	437	43	249
	77%BU	71%	77%	86%AB	74%	80%	74%	82%Ae	72%	79%l	79%l	68%	80%	76%	80%	77%	76%	79%U	81%U	74%U	52%	79%tU
Brick	654	214	208	232	95	66	116	263	106	279	215	55	162	52	66	76	492	322	80	258	26	146
	46%B	38%	48%B	54%AB	40%	40%	46%	50%e	48%	45%	47%	46%	46%	42%	41%	46%	46%	48%U	44%	44%	31%	46%u
Vinyl	409	188	122	98	81	63	69	152	51	199	131	28	104	36	45	51	305	163	70	179	13	101
	29%DR	34%aD	28%	23%	34%	39%Agh	27%	29%	23%	32%ai	28%	23%	29%	29%	28%	31%	28%	24%	38%AR	31%rU	15%	32%rU
Stucco	204	54	55	96	25	22	29	97	23	92	72	17	53	24	19	22	151	108	20	78	13	50
	14%B	10%	13%	22%AB	11%	13%	12%	18%Ae	11%	15%	16%	14%	15%	19%	12%	13%	14%	16%	11%	13%	16%	16%
Fiber cement/Composite	151	35	45	71	8	22	27	79	16	46	67	21	66	27	31	26	84	94	5	52	7	20
	11%BEJ	6%	10%b	16%ABC	4%	13%E	11%E	15%AE	7%	7%	15%AI	18%aI	19%AQ	22%	19%	15%	8%	14%AST	3%	9%S	8%	6%
Other	119	30	36	54	7	10	16	66	15	62	39	3	22	7	7	13	97	62	20	40	9	21
	8%BE	5%	8%	12%ABc	3%	6%	6%	12%AEf	7%	10%l	8%	3%	6%	6%	5%	8%	9%	9%	11%	7%	10%	7%
I do not have a siding preference.	202	93	68	41	37	20	48	64	43	95	47	17	35	14	19	11	166	87	20	97	15	55
	14%DK	17%D	16%D	9%	16%	12%	19%h	12%	20%aK	15%k	10%	14%	10%	11%	12%	7%	16%am	13%	11%	16%	19%	18%
Don't know/Not sure	122	68	33	20	23	14	18	30	18	34	48	21	35	17	13	26	87	54	14	53	25	12
	9%DH	12%AcD	8%	5%	10%	8%	7%	6%	8%	5%	10%J	18%AI	10%	13%	8%	16%o	8%	8%v	8%	9%V	30%ARS	4%
Sigma	1860	682	567	611	277	216	322	750	271	807	619	164	478	177	201	224	1382	890	230	757	107	405
	131%	122%	130%	142%	117%	132%	127%	142%	123%	129%	134%	136%	135%	142%	126%	135%	129%	132%	127%	129%	129%	128%

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.	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	1144	224	427	493	196	146	229	362	191	522	350	81	297	114	137	122	847	598	138	432	50	271
Weighted Base	1102	398	335	369	175*	130*	189	435	159*	495	366	82*	284	95*	127*	128*	818	531	146*	437	43*	249
Brick	654 59%b	214 54%	208 62%	232 63%b	95 54%	66 51%	116 61%	263 60%	106 66%j	279 56%	215 59%	55 68%	162 57%	52 55%	66 52%	76 59%	492 60%	322 61%	80 55%	258 59%	26 61%	146 59%
Vinyl	409 37%DR	188 47%AC	122 37%D	98 27%	81 46%ah	63 48%AgH	69 36%	152 35%	51 32%	199 40%	131 36%	28 34%	104 36%	36 38%	45 35%	51 40%	305 37%	163 31%	70 48%aR	179 41%R	13 30%	101 41%R
Stucco	204 19%b	54 13%	55 16%	96 26%AB	25 14%	22 17%	29 16%	97 22%a	23 15%	92 19%	72 20%	17 21%	53 19%	24 25%o	19 15%	22 17%	151 18%	108 20%	20 14%	78 18%	13 30%aS	50 20%
Fiber cement/Composite	151 14%BEJ	35 9%	45 13%	71 19%ABC	8 5%	22 17%E	27 14%E	79 18%AE	16 10%	46 9%	67 18%AI	21 26%AI	66 23%AQ	27 29%	31 24%	26 20%	84 10%	94 18%AS	5 4%	52 12%SV	7 16%S	20 8%
Other	119 11%E	30 8%	36 11%	54 15%AB	7 4%	10 8%	16 8%	66 15%AEg	15 9%	62 12%	39 11%	3 4%	22 8%	7 8%	7 6%	13 10%	97 12%	62 12%	20 14%	40 9%	9 20%aTv	21 9%
Sigma	1537 139%	520 131%	466 139%	551 149%	216 123%	182 141%	257 136%	656 151%	210 132%	678 137%	524 143%	125 154%	408 144%	147 155%	168 132%	186 145%	1129 138%	749 141%	195 133%	607 139%	67 157%	338 136%

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