

Survey Finds Home Owners Favor Brick

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According to a recent survey conducted online by Harris Interactive on behalf of Boral Bricks, 59 percent of all home owners with a siding preference would choose brick for their homes. The study was commissioned by Boral Bricks, Inc. to determine current consumer preferences for siding.

The survey, conducted in October, asked participants which type of siding they prefer on a home. Possible answers included brick, vinyl, stucco, fiber cement/composite and other; participants were allowed to choose more than one option. For the 1,144 home owners with a siding preference, brick was the leading choice with nearly two of every three respondents selecting it. Vinyl came in second (37 percent), followed by stucco (19 percent), fiber cement/composite (14 percent), and other (11 percent).

“This research shows brick is still the overwhelming choice for home owners who have a say in their exterior cladding,” said Bob Kepford, president, Boral Bricks, Inc. “Coming out of the recession, home owners will likely be in their homes longer than in recent years, and they should insist their builders use the most sustainable siding option to ensure it holds up to the elements. Brick has also proven to help homes increase in value, which is important with slower real estate appreciation expected in the future.”

According to U.S. Census data on siding for new homes, builders have increasingly opted for lap siding products over the last ten years. These products may provide more ease of installation; however, they don't offer the consumer benefits home owners appreciate with brick including the fact that it is virtually maintenance free, extremely durable, locally sourced and sustainable.

Visit BoralBricks.com for the complete survey results.

Survey Methodology:

Harris Interactive fielded the Siding Preferences study on behalf of Boral Bricks from October 12-14, 2009 via its QuickQuery online omnibus service, interviewing a nationwide sample of 2,073 U.S. adults aged 18 years and older of which 1,114 are home owners. For complete survey methodology, including weighting variables, please contact Brian Remsberg at brianr@imre.com.

About Boral Bricks:

Boral Bricks is the largest clay brick and paver manufacturer in the United States. Boral Bricks Inc. is the largest operating company of Boral USA, a holding company that owns Boral's U.S. operation. Boral Bricks Inc. is headquartered in Roswell, GA. For additional information, please visit www.boralbricks.com or call 800-5-BORAL-5.