

A Completed Study of The 2022 United States Market

Builder Decision Analysis for Exterior Residential Trim

© 2022 Ciprus Limited LLC--All Rights Reserved

5th Edition Prospectus Spring 2022

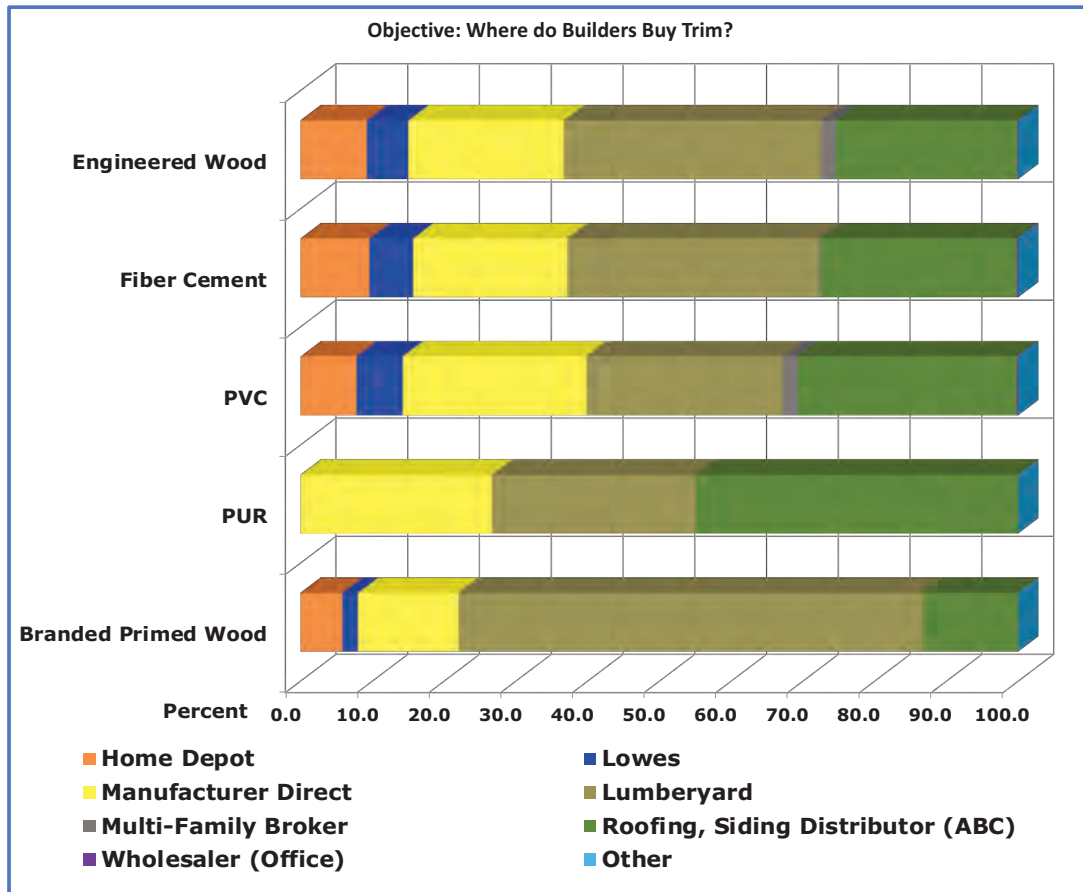


Exterior Residential Trim - Completed Study Prospectus

A Comprehensive Study of the U.S. Market for Manmade and Primed Branded Wood Trim is Now Available for Sale in its Entirety or by Chapter.

Ciprus Limited LLC is pleased to announce the completion of our fifth Edition of The Builder Decision Analysis of Exterior Residential Trim - A Multi-Sponsored Study of United States Market. The report, represents over 6 months of exhaustive research, including in excess of 481 in-depth telephone interviews with small, medium large and mega builders across the United States. The report is presented in PDF format consisting of 825 pages of detailed analysis in matrix format.

The research provides a thorough review of the decision making process for all leading types and brands of man-made and primed branded wood trim installed in starter, move-up and luxury homes.



Source: Ciprus Builder & Remodeler Interviews (Spring 2022)

Exterior Residential Trim - Completed Study Prospectus

A Comprehensive Research Plan to determine who is the ultimate decision maker in the choice of trim as well as what factors are important to builders in a statistical survey among 481 small, medium, large and mega builders in the U.S.

Regional differences are documented in the Northeast, South, Midcentral and Western geographical areas. The study presents the average lineal feet and width of trim and fascia by housing type - starter, move-up and luxury by builder size and region. Key questions include where builders look for information about man-made and wood trim, what is their usage history by type and brand of trim and with what types of cladding do they install each type of trim. The impact of the COVID-19 was also assessed on trim purchasing.

5 Trim Types		4 Builder Sizes	
1. Engineered Wood	2. Fiber Cement	1. Small - 1-49 Units per Year	
3. Cellular PVC	6. Branded Primed Wood	2. Medium - 50-149 Units per Year	
5. PUR		3. Large 150-299 Units per Year	
		4. Mega - 300+ Units per Year	
4 U.S. Regions		3 Housing Types	
1. Northeast	2. South	1. Starter ~1,500 SF	
3. MidCentral	4. West	2. Move-Up ~2,200 SF	
		3. Luxury ~3,200 SF	
24+ Brands & Types of Trim Included			
Azek® All Brands	Kleer™ See Royal	Royal All Brands	TruWood® Trim
CertainTeed All Brands	MiraTEC®JELD-WEN	SilvaStar™	Tuf® Board
Checrest	NichiTrim™	SmartSide® LP	Terminal Forest
Dak Trim	Allura® Trim	TechTrim™	Unprimed SPF
Fypon®	Plygem®	BuildersFirst	Windsor-One
HardieTrim®	RealTrim™	TruExterior® Royal	XT Trim-Belco

Additional questions include whether trim is used as siding, for other applications such as louvers, panel surrounds or shutters. The impact of the COVID-19 pandemic was also assessed. Geographic differences in usage are documented as well. What factors are important to builders in selecting a brand of trim, where builders buy their trim and why they prefer this source. Do builders purchase their trim as part of the siding package, roofing package or as an individual component is also included as well as what would it take for a builder to switch brands of trim as where they look for information on trim.

Exterior Residential Trim - Completed Study Prospectus

Highlights - What is contained in the 2022 5th Edition

Answers to the previous questions are contained in the completed report and provide powerful analytical tools for use in strategic, marketing and sales planning and business development.

Changes for 2022	New questions include leadtime expectations as well as the impact of the COVID-19 pandemic on trim purchasing.
Sample Selection	Small, medium and large builders were selected on a random basis with mega builders being drawn from the Professional Builder Giants List.
Brands Combined for 2022	At the request of Charter Subscribers, brand names have been combined into one umbrella brand. VersaTEX has been combined with Azek. Boral and Kleer have been combined with Royal Building Products.
Additional Uses for Trim	Additional uses include: batten cladding, electrical box surrounds, fixture mounts, flower boxes, gable pediments, louvers, panel work, quoins, sills, spirals & finials, tile vent.
Growth Rates	Anticipated growth rates are provided for each brand of trim by region.
Brand Market Size Average Lineal Feet	Also included in the research is the market size and share of each type and brand of trim. Market share is presented for manufacturers by the type of trim they produce. The share of each type of trim is also included.
Trim & Cladding & Soffit Mix]	The types of cladding with which each type and brand of trim is installed is summarized by type and brand of trim by region.
Brand Specific Data	Analysis by brand is provided by trim material, by region, builder size, as well as housing type including starter, move-up, luxury.
Matrix Data	All information is provided in matrix format by the key parameters in the research, including geographic area,

Price List Effective June 20, 2022

Now Available in its Entirety or By One or More of the 6 Product Chapters all in an Indexed PDF Version.

Complete Report Includes all 6 Product Chapters

The complete report contains 825 pages of data, charts, tables, summary tables, graphs and detailed analysis of the types and brands of trim used by builder size and housing type by region. The study documents installations of trim materials by builder size, geographic region and housing type - starter, move-up and luxury.

This study is the most comprehensive analysis of its type published in one easily referenced document. The information has been developed through an extensive database of 481 detailed interviews with builders across the United States as well as a detailed analysis of the data captured from the builders interviewed.

Each subscription either the full report or individual chapters include index PDF versions on via secure download. *All subscriptions include unlimited telephone consultation.*

For more information please call John Ciprus at (860) 575-9040, or e-mail: john.ciprus@ciprus.com.

Ciprus LLC • 650 Tarpon Bay Road • Unit 321 • Sanibel, FL 33957-0321

Report and Chapter	Complete	Pricing Schedule - Individual Chapters				
Description	Report	Engineered Wood	Fiber Cement	Cellular PVC	Poly Urethane (PUR)	Branded Primed Wood
All Prices Include 3 Copies	\$19,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Total Pages	773	314	314	314	314	314
Phase 1 Report	188	197	197	197	197	197
Introduction	6	6	6	6	6	6
Executive Summary	12	12	12	12	12	12
Market Size and Share (Manufacture	13	7	7	7	7	7
The Sample & Construction Data	104	119	119	119	119	119
Brand Recognition & Brands Used	53	53	53	53	53	53
Product Chapters	585	117	117	117	117	117
Brand Awareness & Share Among B	-	-	-	-	-	-
Cladding Types Used	-	-	-	-	-	-
Growth Ranges	-	-	-	-	-	-
Decision Makers & Influencers	-	-	-	-	-	-
Trim Sources - Stregths & Weaknes	-	-	-	-	-	-

* Orders for more than one chapter will receive a 10% discount.

Table of Contents - Executive Summary & Introduction

Introduction

25 Pages

Table Number

1. Sources of Data
2. Report Organization
3. Builder Size Definitions
4. Regional Definitions
5. Housing Type Sizes
6. Questionnaire and Weighted Data

Executive Summary

Table Number

1. Research Objectives
2. Objective - Brand Recognition - Un-Aided
3. Objective - Who is the decision maker by type of trim?
4. Objective - Who are the Influencers by type of trim?
5. Objective - Where do builders look for information regarding trim?
6. Objective - Where do builders buy trim?
7. Objective - What factors are important in the decision process - Top 5?
8. Objective - How long have builders been using trim by type?
9. Objective - How much trim & fascia is used by housing type?
10. Objective - How have your exterior trim purchasing habits been affected by the COVID-19 pandemic
11. Objective - How do you anticipate your trim purchasing to change once the pandemic is under control?
12. Objective - What Would It Take to Switch to a New Brand of Trim?
13. Market Size of the Man-Made Trim Market by Key Segments
14. Engineered Wood - 2022 Segment Size - Key Producer Share
15. Fiber Cement - 2022 Segment Size - Key Producer Share
16. PVC - 2022 Segment Size - Key Producer Share
17. Branded Primed Wood - 2022 Segment Size - Key Producer Share

Table of Contents - The Sample & Construction Data

Chart Number

119 Pages

1. Number of Units Completed Annually - By Builder Size
2. Number of Units Completed Annually - By Region
3. Percent of Residential Units - Starter, Move Up & Luxury By Builder Size
4. Percent of Residential Units - Starter, Move Up & Luxury By Region
5. Total Average Lineal Footage of Trim & Fascia Used on Starter, Move-Up and Luxury Homes

- 6. Total Average Lineal Footage of Trim & Fascia Used by Builder Size
- 7. Total Average Lineal Footage of Trim & Fascia Used by Region
- 8. Do You Use Any Trim as Siding - by Housing Type?
- 8A. Percent of trim installed smooth, woodgrain or sandstone
- 9. Do You Use Trim for Any Other Applications?
- 10. What Percentage of Your Trim Package is Comprised of Mouldings?
- 11. What is the Mix of Trim by Width
- 12. What is the Mix of Trim by Width by Housing Type?
- 13. What is the Mix of Trim by Width by Region?
- 14. How Many Squares of Soffit do you Use on Typical Unit - By Housing Type
- 15. What are the Most Common Moldings You Use?
- 16. What Would it Take to Switch to a New Brand of Trim?
- 17. COVID 19 - How have your ext res trim purchasing habits changed since the pandemic started?
- 18. How do you expect your trim purchasing to change with the pandemic under control?

Table Number

- 1. Completed Sample by Builder Size and By Region
- 2. Number of Units Completed Annually - By Builder Size
- 3. Number of Units Completed Annually - By Region
- 4. Percent of Residential Units - Starter, Move Up & Luxury By Builder Size
- 5. Percent of Residential Units - Starter, Move Up & Luxury By Region
- 6. Total Average Lineal Footage of Trim & Fascia Used on Starter Homes by Builder Size
- 7. Total Average Lineal Footage of Trim & Fascia Used on Starter Homes by Region
- 8. Total Average Lineal Footage of Trim & Fascia Used on Move-Up Homes by Builder Size
- 9. Total Average Lineal Footage of Trim & Fascia Used on Move-Up Homes by Region
- 10. Total Average Lineal Footage of Trim & Fascia Used on Luxury Homes by Builder Size
- 11. Total Average Lineal Footage of Trim & Fascia Used on Luxury Homes by Region
- 12. Total Average Lineal Footage of Trim & Fascia Used on All Homes by Builder Size
- 13. Total Average Lineal Footage of Trim & Fascia Used on All Homes by Region
- 14. Total Average Lineal Footage of Trim Used on Starter Homes by Builder Size
- 15. Total Average Lineal Footage of Trim Used on Starter Homes by Region
- 16. Total Average Lineal Footage of Trim Used on Move-Up Homes by Builder Size
- 17. Total Average Lineal Footage of Trim Used on Move-Up Homes by Region
- 18. Total Average Lineal Footage of Trim Used on Luxury Homes by Builder Size
- 19. Total Average Lineal Footage of Trim Used on Luxury Homes by Region
- 20. Total Average Lineal Footage of Trim Used on All Homes by Builder Size
- 21. Total Average Lineal Footage of Trim Used on All Homes by Region
- 22. Total Average Lineal Footage of Fascia Used on Starter Homes by Builder Size
- 23. Total Average Lineal Footage of Fascia Used on Starter Homes by Region
- 24. Total Average Lineal Footage of Fascia Used on Move-Up Homes by Builder Size
- 25. Total Average Lineal Footage of Fascia Used on Move-Up Homes by Region
- 26. Total Average Lineal Footage of Fascia Used on Luxury Homes by Builder Size
- 27. Total Average Lineal Footage of Fascia Used on Luxury Homes by Region
- 28. Total Average Lineal Footage of Fascia Used on All Homes by Builder Size
- 29. Total Average Lineal Footage of Fascia Used on All Homes by Region
- 30. Smooth, Woodgrain or Sandstone/Stone Surface Starter Homes by Builder Size

- 31. Smooth, Woodgrain or Sandstone/Stone Surface Starter Homes by Region
- 32. Smooth, Woodgrain or Sandstone/Stone Surface Move Up Homes by Builder Size
- 33. Smooth, Woodgrain or Sandstone/Stone Surface Move Up Homes by Region
- 34. Smooth, Woodgrain or Sandstone/Stone Surface Luxury Homes by Builder Size
- 35. Smooth, Woodgrain or Sandstone/Stone Surface Luxury Homes by Region
- 36. Other Applications for Trim - by Housing Type - North East
- 37. Other Applications for Trim - by Housing Type - South
- 38. Other Applications for Trim - by Housing Type - MidCentral
- 39. Other Applications for Trim - by Housing Type - West
- 40. Other Applications for Trim - by Housing Type - All Regions
- 40A. Trim Used by Housing Style - by Housing Type - North East
- 40B. Trim Used by Housing Style - by Housing Type - South
- 40C. Trim Used by Housing Style - by Housing Type - MidCentral
- 40D. Trim Used by Housing Style - by Housing Type - West
- 40E. Trim Used by Housing Style - by Housing Type - All Regions
- 41. Do you Use Any Trim As Siding by Region and Builder Size
- 42. Do you Use Any Trim As Siding by Region and Housing Type
- 43. Percentage of Trim Used as Siding Used on Starter Homes by Builder Size
- 44. Percentage of Trim Used as Siding Used on Starter Homes by Region
- 45. Percentage of Trim Used as Siding Used on Move-Up Homes by Builder Size
- 46. Percentage of Trim Used as Siding Used on Move-Up Homes by Region
- 47. Percentage of Trim Used as Siding Used on Luxury Homes by Builder Size
- 48. Percentage of Trim Used as Siding Used on Luxury Homes by Region
- 49. Percentage of Trim Package Comprised of Mouldings on Starter Homes by Builder Size
- 50. Percentage of Trim Package Comprised of Mouldings on Starter Homes by Region
- 51. Percentage of Trim Package Comprised of Mouldings on Move-Up Homes by Builder Size
- 52. Percentage of Trim Package Comprised of Mouldings on Move-Up Homes by Region
- 53. Percentage of Trim Package Comprised of Mouldings on Luxury Homes by Builder Size
- 54. Percentage of Trim Package Comprised of Mouldings on Luxury Homes by Region
- 55. Percentage of Trim Package Comprised of Mouldings on All Homes by Builder Size
- 56. Percentage of Trim Package Comprised of Mouldings on All Homes by Region
- 57. What is the Mix of Trim by Width - Starter Homes - By Builder Size - Northeast
- 58. What is the Mix of Trim by Width - Starter Homes - By Builder Size - South
- 59. What is the Mix of Trim by Width - Starter Homes - By Builder Size - MidCentral
- 60. What is the Mix of Trim by Width - Starter Homes - By Builder Size - West
- 61. What is the Mix of Trim by Width - Move-Up Homes - By Builder Size - Northeast
- 62. What is the Mix of Trim by Width - Move-Up Homes - By Builder Size - South
- 63. What is the Mix of Trim by Width - Move-Up Homes - By Builder Size - MidCentral
- 64. What is the Mix of Trim by Width - Move-Up Homes - By Builder Size - West
- 65. What is the Mix of Trim by Width - Luxury Homes - By Builder Size - Northeast
- 66. What is the Mix of Trim by Width - Luxury Homes - By Builder Size - South
- 67. What is the Mix of Trim by Width - Luxury Homes - By Builder Size - MidCentral
- 68. What is the Mix of Trim by Width - Luxury Homes - By Builder Size - West
- 69. What is the Mix of Trim by Width by Housing Type?
- 70. What is the Mix of Trim by Width by Region?
- 71. Approximately How Many Squares of Soffit do you Use on Typical Residential Unit - By Region

72.	Approximately How Many Squares of Soffit do you Use on Typical Residential Unit - By Builder Size
73.	Approximately How Many Squares of Soffit do you Use on Typical Residential Unit - By Housing Type
74.	What are the Most Common Moldings You Use? - By Region
75.	What are the Most Common Moldings You Use? - By Builder Size
76.	What are the Most Common Moldings You Use? - By Housing Type
77.	Are you currently using online ordering systems such as ABC Connect - By Region
78.	Are you currently using online ordering systems such as ABC Connect - By Builder Size
79.	Which online ordering systems are you currently using - By Region
80.	Which online ordering systems are you currently using - By Builder Size
81.	Why aren't you using online ordering systems - By Region
82.	Why aren't you using online ordering systems - By Builder Size
83.	COVID 19-How have your purchasing habits changed since the pandemic started-By Region
84.	COVID 19-How have your purchasing habits changed since the pandemic started-By Builder Size
85.	COVID 19-How have your purchasing habits changed since the pandemic started-By Housing Type
86.	COVID 19-How do you expect your purchasing to change as the pandemic is controlled-By Region
87.	COVID 19-How do you expect your purchasing to change as the pandemic is controlled-By Builder Size
88.	COVID 19-How do you expect your purchasing to change as the pandemic is controlled-By Housing Type
89.	What Would it Take for You to Change to a New Brand of Trim? - By Region
90.	What Would it Take for You to Change to a New Brand of Trim? - By Builder Size
91.	What Would it Take for You to Change to a New Brand of Trim? - By Housing Type
92.	Bases Used in the Report by Housing Type and Builder Size
93.	Bases Used in the Report by Builder Size and Region

Table of Contents - Brand Recognition & Brands Used

Chart Number

53 Pages

1.	Brand Recognition - All Builders - All Types of Trim
2.	Brand Recognition - All Builders - All Types of Trim - Northeast
3.	Brand Recognition - All Builders - All Types of Trim - South
4.	Brand Recognition - All Builders - All Types of Trim - MidCentral
5.	Brand Recognition - All Builders - All Types of Trim - West
6.	Brands of Trim Used - All Builders - All Types of Trim
7.	Brands of Trim Used - All Builders - All Types of Trim - Northeast
8.	Brands of Trim Used - All Builders - All Types of Trim - South
9.	Brands of Trim Used - All Builders - All Types of Trim - MidCentral
10.	Brands of Trim Used - All Builders - All Types of Trim - West
<i>Historical Comparison</i>	
11.	Comparison of Brands Used Among Builders Surveyed 2022 vs 2019 vs 2016 vs 2012

Table Number

12.	Brand Recognition - Starter Homes by Builder Size - Northeast
13.	Brand Recognition - Starter Homes by Builder Size - South
14.	Brand Recognition - Starter Homes by Builder Size - MidCentral
15.	Brand Recognition - Starter Homes by Builder Size - West

16.	Brand Recognition - Starter Homes by Builder Size - All Regions
17.	Brand Recognition - Move-Up Homes by Builder Size - Northeast
18.	Brand Recognition - Move-Up Homes by Builder Size - South
19.	Brand Recognition - Move-Up Homes by Builder Size - All Regions
20.	Brand Recognition - Luxury Homes by Builder Size - Northeast
21.	Brand Recognition - Luxury Homes by Builder Size - South
22.	Brand Recognition - Luxury Homes by Builder Size - MidCentral
23.	Brand Recognition - Luxury Homes by Builder Size - West
24.	Brand Recognition - Luxury Homes by Builder Size - All Regions
25.	Brand Recognition - All Home Types by Builder Size
26.	Brand Recognition - All Home Types by Region
27.	Brands of Trim Used - Starter Homes by Builder Size - Northeast
28.	Brands of Trim Used - Starter Homes by Builder Size - South
29.	Brands of Trim Used - Starter Homes by Builder Size - MidCentral
30.	Brands of Trim Used - Starter Homes by Builder Size - West
31.	Brands of Trim Used - Move-Up Homes by Builder Size - Northeast
32.	Brands of Trim Used - Move-Up Homes by Builder Size - South
33.	Brands of Trim Used - Move-Up Homes by Builder Size - MidCentral
34.	Brands of Trim Used - Move-Up Homes by Builder Size - West
35.	Brands of Trim Used - Luxury Homes by Builder Size - Northeast
36.	Brands of Trim Used - Luxury Homes by Builder Size - South
37.	Brands of Trim Used - Luxury Homes by Builder Size - MidCentral
38.	Brands of Trim Used - Luxury Homes by Builder Size - West
39.	Brands of Trim Used - Summary of All Home Types - Northeast
40.	Brands of Trim Used - Summary of All Home Types - South
41.	Brands of Trim Used - Summary of All Home Types - MidCentral
42.	Brands of Trim Used - Summary of All Home Types - West
43.	Brands of Trim Used - Summary of All Builder Sizes - Northeast
44.	Brands of Trim Used - Summary of All Builder Sizes - South
44A	Brands of Trim Used - Summary of All Home Types -All Regions
45.	Brands of Trim Used - Summary of All Builder Sizes - MidCentral
46.	Brands of Trim Used - Summary of All Builder Sizes - West
47.	Brands of Trim Used - Summary of All Builder Sizes - All Regions
48.	Brands of Trim Used - Summary All Regions

Table of Contents - Product Chapters - Engineered Wood Trim

Chart Number	117 Pages
1.	Brand Awareness - Incidence - By Builder Size - Overall
2.	Brand Awareness - Incidence - By Geographic Area - Overall
3.	Brand Share - Trim Share by Manufacturer - Overall
4.	Brand Share - By Builder Size - Overall
5.	Brand Share - By Housing Type
6.	Brand Share - By Geographic Area
7.	Year Brand First Used - Overall

8. With What Type of Cladding Do You Use Each Brand of Trim? - All Regions
9. What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
10. In What Regions is the Brand of Trim Used?
11. With Which Brand of Soffit is the Trim Used? - All Regions - Top Brands
12. With Which Brand of Moulding is the Trim Used? - All Regions - Top Brands
13. Who is the Decision Maker for Using the Brand of Trim? - All Homes
14. Who is the Influencer for Using the Brand of Trim? - All Homes
15. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
16. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
17. Why is Your Preferred Source Preferred?
18. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
19. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders

Table Number

1. Brand Awareness - Incidence - By Builder Size - Overall
2. Brand Awareness - Incidence - By Builder Size - Northeast
3. Brand Awareness - Incidence - By Builder Size - South
4. Brand Awareness - Incidence - By Builder Size - MidCentral
5. Brand Awareness - Incidence - By Builder Size - West
6. Brand Awareness - Incidence - By Housing Type - Northeast
7. Brand Awareness - Incidence - By Housing Type - South
8. Brand Awareness - Incidence - By Housing Type - MidCentral
9. Brand Awareness - Incidence - By Housing Type - West
10. Brand Share Overall
11. Brand Share - Starter Homes by Builders Size - Northeast
12. Brand Share - Starter Homes by Builders Size - South
13. Brand Share - Starter Homes by Builders Size - MidCentral
14. Brand Share - Starter Homes by Builders Size - West
15. Brand Share - Move-Up Homes by Builders Size - Northeast
16. Brand Share - Move-Up Homes by Builders Size - South
17. Brand Share - Move-Up Homes by Builders Size - MidCentral
18. Brand Share - Move-Up Homes by Builders Size - West
19. Brand Share - Luxury Homes by Builders Size - Northeast
20. Brand Share - Luxury Homes by Builders Size - South
21. Brand Share - Luxury Homes by Builders Size - MidCentral
22. Brand Share - Luxury Homes by Builders Size - West
23. Brand Share - Summary of All Home Types - Northeast
24. Brand Share - Summary of All Home Types - South
25. Brand Share - Summary of All Home Types - MidCentral
26. Brand Share - Summary of All Home Types - West
27. Brand Share - Summary of All Home Types - Small Builders
28. Brand Share - Summary of All Home Types - Medium Builders
29. Brand Share - Summary of All Home Types - Large Builders
30. Brand Share - Summary of All Home Types - Mega Builders
31. Brand Share - Summary of All Home Types - All Builders

- 32. Year Brand First Used - By Region
- 33. Year Brand First Used - By Builder Size
- 34. With What Types of Cladding Do You Use Each Brand of Trim? - Northeast
- 35. With What Types of Cladding Do You Use Each Brand of Trim? - South
- 36. With What Types of Cladding Do You Use Each Brand of Trim? - MidCentral
- 37. With What Types of Cladding Do You Use Each Brand of Trim? - West
- 38. With What Types of Cladding Do You Use Each Brand of Trim? - All Regions
- 39. What Range of Growth Do You Anticipate for Each Brand of Trim? - Northeast
- 40. What Range of Growth Do You Anticipate for Each Brand of Trim? - South
- 41. What Range of Growth Do You Anticipate for Each Brand of Trim? - MidCentral
- 42. What Range of Growth Do You Anticipate for Each Brand of Trim? - West
- 43. What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
- 44. In What Regions is the Brand of Trim Used?
- 45. With Which Brand of Soffit is the Trim Used? - Northeast
- 46. With Which Brand of Soffit is the Trim Used? - South
- 47. With Which Brand of Soffit is the Trim Used? - MidCentral
- 48. With Which Brand of Soffit is the Trim Used? - West
- 49. With Which Brand of Soffit is the Trim Used? - All Regions
- 50. With Which Brand of Moulding is the Trim Used? - Northeast
- 51. With Which Brand of Moulding is the Trim Used? - South
- 52. With Which Brand of Moulding is the Trim Used? - MidCentral
- 53. With Which Brand of Moulding is the Trim Used? - West
- 54. With Which Brand of Moulding is the Trim Used? - All Regions
- 55. With Which Brand of Other Apps is the Trim Used? - Northeast
- 56. With Which Brand of Other Apps is the Trim Used? - South
- 57. With Which Brand of Other Apps is the Trim Used? - MidCentral
- 58. With Which Brand of Other Apps is the Trim Used? - West
- 59. With Which Brand of Other Apps is the Trim Used? - All Regions
- 60. Who is the Decision Maker for Using the Brand of Trim? - Starter Homes
- 61. Who is the Decision Maker for Using the Brand of Trim? - Move-Up Homes
- 62. Who is the Decision Maker for Using the Brand of Trim? - Luxury Homes
- 63. Who is the Decision Maker for Using the Brand of Trim? - All Homes
- 64. Who is the Influencer for Using the Brand of Trim? - Starter Homes
- 65. Who is the Influencer for Using the Brand of Trim? - Move-Up Homes
- 66. Who is the Influencer for Using the Brand of Trim? - Luxury Homes
- 67. Who is the Influencer for Using the Brand of Trim? - All Homes
- 68. Where Did You Look For Information About the Trim You Are Using by Brand? - Small Builders
- 69. Where Did You Look For Information About the Trim You Are Using by Brand? - Medium Builders
- 70. Where Did You Look For Information About the Trim You Are Using by Brand? - Large Builders
- 71. Where Did You Look For Information About the Trim You Are Using by Brand? - Mega Builders
- 72. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
- 73. What are the Most Important Sources of Information by Brand?
- 74. Where do You Buy the Brands of Trim You Use? - By Brand - By Small Builders
- 75. Where do You Buy the Brands of Trim You Use? - By Brand - By Medium Builders
- 76. Where do You Buy the Brands of Trim You Use? - By Brand - By Large Builders
- 77. Where do You Buy the Brands of Trim You Use? - By Brand - By Mega Builders

- 78. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
- 79. Is this the Same Source as You Buy Your Other Materials? - By Brand
- 80. What is Your Preferred Source? - By Brand
- 81. Why is This Your Preferred Source? - By Brand
- 82. Why is This Your Preferred Source? - By the Source
- 83. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Small Builders
- 84. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Medium Builders
- 85. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Large Builders
- 86. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Mega Builders
- 87. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
- 88. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Small Builders
- 89. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Medium Builders
- 90. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Large Builders
- 91. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Mega Builders
- 92. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders
- 93. What leadtimes are you accustomed to as planning to purchase exterior building products? - By Brand
- 94. What leadtimes are you accustomed to as planning to purchase exterior building products? - By Builder Size

Table of Contents - Product Chapters - Fiber Cement Trim

Chart Number 117 Pages

- 1. Brand Awareness - Incidence - By Builder Size - Overall
- 2. Brand Awareness - Incidence - By Geographic Area - Overall
- 3. Brand Share - Trim Share by Manufacturer - Overall
- 4. Brand Share - By Builder Size - Overall
- 5. Brand Share - By Housing Type
- 6. Brand Share - By Geographic Area
- 7. Year Brand First Used - Overall
- 8. With What Type of Cladding Do You Use Each Brand of Trim? - All Regions
- 9. What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
- 10. In What Regions is the Brand of Trim Used?
- 11. With Which Brand of Soffit is the Trim Used? - All Regions - Top Brands
- 12. With Which Brand of Moulding is the Trim Used? - All Regions - Top Brands
- 13. Who is the Decision Maker for Using the Brand of Trim? - All Homes
- 14. Who is the Influencer for Using the Brand of Trim? - All Homes
- 15. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
- 16. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
- 17. Why is Your Preferred Source Preferred?
- 18. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
- 19. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders

Table Number

- 1. Brand Awareness - Incidence - By Builder Size - Overall

2. Brand Awareness - Incidence - By Builder Size - Northeast
3. Brand Awareness - Incidence - By Builder Size - South
4. Brand Awareness - Incidence - By Builder Size - MidCentral
5. Brand Awareness - Incidence - By Builder Size - West
6. Brand Awareness - Incidence - By Housing Type - Northeast
7. Brand Awareness - Incidence - By Housing Type - South
8. Brand Awareness - Incidence - By Housing Type - MidCentral
9. Brand Awareness - Incidence - By Housing Type - West
10. Brand Share Overall
11. Brand Share - Starter Homes by Builders Size - Northeast
12. Brand Share - Starter Homes by Builders Size - South
13. Brand Share - Starter Homes by Builders Size - MidCentral
14. Brand Share - Starter Homes by Builders Size - West
15. Brand Share - Move-Up Homes by Builders Size - Northeast
16. Brand Share - Move-Up Homes by Builders Size - South
17. Brand Share - Move-Up Homes by Builders Size - MidCentral
18. Brand Share - Move-Up Homes by Builders Size - West
19. Brand Share - Luxury Homes by Builders Size - Northeast
20. Brand Share - Luxury Homes by Builders Size - South
21. Brand Share - Luxury Homes by Builders Size - MidCentral
22. Brand Share - Luxury Homes by Builders Size - West
23. Brand Share - Summary of All Home Types - Northeast
24. Brand Share - Summary of All Home Types - South
25. Brand Share - Summary of All Home Types - MidCentral
26. Brand Share - Summary of All Home Types - West
27. Brand Share - Summary of All Home Types - Small Builders
28. Brand Share - Summary of All Home Types - Medium Builders
29. Brand Share - Summary of All Home Types - Large Builders
30. Brand Share - Summary of All Home Types - Mega Builders
31. Brand Share - Summary of All Home Types - All Builders
32. Year Brand First Used - By Region
33. Year Brand First Used - By Builder Size
34. With What Types of Cladding Do You Use Each Brand of Trim? - Northeast
35. With What Types of Cladding Do You Use Each Brand of Trim? - South
36. With What Types of Cladding Do You Use Each Brand of Trim? - MidCentral
37. With What Types of Cladding Do You Use Each Brand of Trim? - West
38. With What Types of Cladding Do You Use Each Brand of Trim? - All Regions
39. What Range of Growth Do You Anticipate for Each Brand of Trim? - Northeast
40. What Range of Growth Do You Anticipate for Each Brand of Trim? - South
41. What Range of Growth Do You Anticipate for Each Brand of Trim? - MidCentral
42. What Range of Growth Do You Anticipate for Each Brand of Trim? - West
43. What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
44. In What Regions is the Brand of Trim Used?
45. With Which Brand of Soffit is the Trim Used? - Northeast
46. With Which Brand of Soffit is the Trim Used? - South
47. With Which Brand of Soffit is the Trim Used? - MidCentral

48. With Which Brand of Soffit is the Trim Used? - West
49. With Which Brand of Soffit is the Trim Used? - All Regions
50. With Which Brand of Moulding is the Trim Used? - Northeast
51. With Which Brand of Moulding is the Trim Used? - South
52. With Which Brand of Moulding is the Trim Used? - MidCentral
53. With Which Brand of Moulding is the Trim Used? - West
54. With Which Brand of Moulding is the Trim Used? - All Regions
55. With Which Brand of Other Apps is the Trim Used? - Northeast
56. With Which Brand of Other Apps is the Trim Used? - South
57. With Which Brand of Other Apps is the Trim Used? - MidCentral
58. With Which Brand of Other Apps is the Trim Used? - West
59. With Which Brand of Other Apps is the Trim Used? - All Regions
60. Who is the Decision Maker for Using the Brand of Trim? - Starter Homes
61. Who is the Decision Maker for Using the Brand of Trim? - Move-Up Homes
62. Who is the Decision Maker for Using the Brand of Trim? - Luxury Homes
63. Who is the Decision Maker for Using the Brand of Trim? - All Homes
64. Who is the Influencer for Using the Brand of Trim? - Starter Homes
65. Who is the Influencer for Using the Brand of Trim? - Move-Up Homes
66. Who is the Influencer for Using the Brand of Trim? - Luxury Homes
67. Who is the Influencer for Using the Brand of Trim? - All Homes
68. Where Did You Look For Information About the Trim You Are Using by Brand? - Small Builders
69. Where Did You Look For Information About the Trim You Are Using by Brand? - Medium Builders
70. Where Did You Look For Information About the Trim You Are Using by Brand? - Large Builders
71. Where Did You Look For Information About the Trim You Are Using by Brand? - Mega Builders
72. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
73. What are the Most Important Sources of Information by Brand?
74. Where do You Buy the Brands of Trim You Use? - By Brand - By Small Builders
75. Where do You Buy the Brands of Trim You Use? - By Brand - By Medium Builders
76. Where do You Buy the Brands of Trim You Use? - By Brand - By Large Builders
77. Where do You Buy the Brands of Trim You Use? - By Brand - By Mega Builders
78. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
79. Is this the Same Source as You Buy Your Other Materials? - By Brand
80. What is Your Preferred Source? - By Brand
81. Why is This Your Preferred Source? - By Brand
82. Why is This Your Preferred Source? - By the Source
83. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Small Builders
84. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Medium Builders
85. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Large Builders
86. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Mega Builders
87. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
88. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Small Builders
89. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Medium Builders
90. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Large Builders
91. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Mega Builders
92. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders
93. What leadtimes are you accustomed to as planning to purchase exterior building products? - By Brand

94. What leadtimes are you accustomed to as planning to purchase exterior building products? - By Builder Size

Table of Contents - Product Chapters - Cellular PVC Trim

Chart Number

117 Pages

1.	Brand Awareness - Incidence - By Builder Size - Overall
2.	Brand Awareness - Incidence - By Geographic Area - Overall
3.	Brand Share - Trim Share by Manufacturer - Overall
4.	Brand Share - By Builder Size - Overall
5.	Brand Share - By Housing Type
6.	Brand Share - By Geographic Area
7.	Year Brand First Used - Overall
8.	With What Type of Cladding Do You Use Each Brand of Trim? - All Regions
9.	What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
10.	In What Regions is the Brand of Trim Used?
11.	With Which Brand of Soffit is the Trim Used? - All Regions - Top Brands
12.	With Which Brand of Moulding is the Trim Used? - All Regions - Top Brands
13.	Who is the Decision Maker for Using the Brand of Trim? - All Homes
14.	Who is the Influencer for Using the Brand of Trim? - All Homes
15.	Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
16.	Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
17.	Why is Your Preferred Source Preferred?
18.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
19.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders

Table Number

1.	Brand Awareness - Incidence - By Builder Size - Overall
2.	Brand Awareness - Incidence - By Builder Size - Northeast
3.	Brand Awareness - Incidence - By Builder Size - South
4.	Brand Awareness - Incidence - By Builder Size - MidCentral
5.	Brand Awareness - Incidence - By Builder Size - West
6.	Brand Awareness - Incidence - By Housing Type - Northeast
7.	Brand Awareness - Incidence - By Housing Type - South
8.	Brand Awareness - Incidence - By Housing Type - MidCentral
9.	Brand Awareness - Incidence - By Housing Type - West
10.	Brand Share Overall
11.	Brand Share - Starter Homes by Builders Size - Northeast
12.	Brand Share - Starter Homes by Builders Size - South
13.	Brand Share - Starter Homes by Builders Size - MidCentral
14.	Brand Share - Starter Homes by Builders Size - West
15.	Brand Share - Move-Up Homes by Builders Size - Northeast
16.	Brand Share - Move-Up Homes by Builders Size - South
17.	Brand Share - Move-Up Homes by Builders Size - MidCentral

18.	Brand Share - Move-Up Homes by Builders Size - West
19.	Brand Share - Luxury Homes by Builders Size - Northeast
20.	Brand Share - Luxury Homes by Builders Size - South
21.	Brand Share - Luxury Homes by Builders Size - MidCentral
22.	Brand Share - Luxury Homes by Builders Size - West
23.	Brand Share - Summary of All Home Types - Northeast
24.	Brand Share - Summary of All Home Types - South
25.	Brand Share - Summary of All Home Types - MidCentral
26.	Brand Share - Summary of All Home Types - West
27.	Brand Share - Summary of All Home Types - Small Builders
28.	Brand Share - Summary of All Home Types - Medium Builders
29.	Brand Share - Summary of All Home Types - Large Builders
30.	Brand Share - Summary of All Home Types - Mega Builders
31.	Brand Share - Summary of All Home Types - All Builders
32.	Year Brand First Used - By Region
33.	Year Brand First Used - By Builder Size
34.	With What Types of Cladding Do You Use Each Brand of Trim? - Northeast
35.	With What Types of Cladding Do You Use Each Brand of Trim? - South
36.	With What Types of Cladding Do You Use Each Brand of Trim? - MidCentral
37.	With What Types of Cladding Do You Use Each Brand of Trim? - West
38.	With What Types of Cladding Do You Use Each Brand of Trim? - All Regions
39.	What Range of Growth Do You Anticipate for Each Brand of Trim? - Northeast
40.	What Range of Growth Do You Anticipate for Each Brand of Trim? - South
41.	What Range of Growth Do You Anticipate for Each Brand of Trim? - MidCentral
42.	What Range of Growth Do You Anticipate for Each Brand of Trim? - West
43.	What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
44.	In What Regions is the Brand of Trim Used?
45.	With Which Brand of Soffit is the Trim Used? - Northeast
46.	With Which Brand of Soffit is the Trim Used? - South
47.	With Which Brand of Soffit is the Trim Used? - MidCentral
48.	With Which Brand of Soffit is the Trim Used? - West
49.	With Which Brand of Soffit is the Trim Used? - All Regions
50.	With Which Brand of Moulding is the Trim Used? - Northeast
51.	With Which Brand of Moulding is the Trim Used? - South
52.	With Which Brand of Moulding is the Trim Used? - MidCentral
53.	With Which Brand of Moulding is the Trim Used? - West
54.	With Which Brand of Moulding is the Trim Used? - All Regions
55.	With Which Brand of Other Apps is the Trim Used? - Northeast
56.	With Which Brand of Other Apps is the Trim Used? - South
57.	With Which Brand of Other Apps is the Trim Used? - MidCentral
58.	With Which Brand of Other Apps is the Trim Used? - West
59.	With Which Brand of Other Apps is the Trim Used? - All Regions
60.	Who is the Decision Maker for Using the Brand of Trim? - Starter Homes
61.	Who is the Decision Maker for Using the Brand of Trim? - Move-Up Homes
62.	Who is the Decision Maker for Using the Brand of Trim? - Luxury Homes
63.	Who is the Decision Maker for Using the Brand of Trim? - All Homes

64.	Who is the Influencer for Using the Brand of Trim? - Starter Homes
65.	Who is the Influencer for Using the Brand of Trim? - Move-Up Homes
66.	Who is the Influencer for Using the Brand of Trim? - Luxury Homes
67.	Who is the Influencer for Using the Brand of Trim? - All Homes
68.	Where Did You Look For Information About the Trim You Are Using by Brand? - Small Builders
69.	Where Did You Look For Information About the Trim You Are Using by Brand? - Medium Builders
70.	Where Did You Look For Information About the Trim You Are Using by Brand? - Large Builders
71.	Where Did You Look For Information About the Trim You Are Using by Brand? - Mega Builders
72.	Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
73.	What are the Most Important Sources of Information by Brand?
74.	Where do You Buy the Brands of Trim You Use? - By Brand - By Small Builders
75.	Where do You Buy the Brands of Trim You Use? - By Brand - By Medium Builders
76.	Where do You Buy the Brands of Trim You Use? - By Brand - By Large Builders
77.	Where do You Buy the Brands of Trim You Use? - By Brand - By Mega Builders
78.	Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
79.	Is this the Same Source as You Buy Your Other Materials? - By Brand
80.	What is Your Preferred Source? - By Brand
81.	Why is This Your Preferred Source? - By Brand
82.	Why is This Your Preferred Source? - By the Source
83.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Small Builders
84.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Medium Builders
85.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Large Builders
86.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Mega Builders
87.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
88.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Small Builders
89.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Medium Builders
90.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Large Builders
91.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Mega Builders
92.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders
93.	What leadtimes are you accustomed to as planning to purchase exterior building products? - By Brand
94.	What leadtimes are you accustomed to as planning to purchase exterior building products? - By Builder Size

Table of Contents - Product Chapters - PUR Trim

Chart Number

117 Pages

1.	Brand Awareness - Incidence - By Builder Size - Overall
2.	Brand Awareness - Incidence - By Geographic Area - Overall
3.	Brand Share - Trim Share by Manufacturer - Overall
4.	Brand Share - By Builder Size - Overall
5.	Brand Share - By Housing Type
6.	Brand Share - By Geographic Area
7.	Year Brand First Used - Overall
8.	With What Type of Cladding Do You Use Each Brand of Trim? - All Regions
9.	What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
10.	In What Regions is the Brand of Trim Used?

11. With Which Brand of Soffit is the Trim Used? - All Regions - Top Brands
12. With Which Brand of Moulding is the Trim Used? - All Regions - Top Brands
13. Who is the Decision Maker for Using the Brand of Trim? - All Homes
14. Who is the Influencer for Using the Brand of Trim? - All Homes
15. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
16. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
17. Why is Your Preferred Source Preferred?
18. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
19. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders

Table Number

1. Brand Awareness - Incidence - By Builder Size - Overall
2. Brand Awareness - Incidence - By Builder Size - Northeast
3. Brand Awareness - Incidence - By Builder Size - South
4. Brand Awareness - Incidence - By Builder Size - MidCentral
5. Brand Awareness - Incidence - By Builder Size - West
6. Brand Awareness - Incidence - By Housing Type - Northeast
7. Brand Awareness - Incidence - By Housing Type - South
8. Brand Awareness - Incidence - By Housing Type - MidCentral
9. Brand Awareness - Incidence - By Housing Type - West
10. Brand Share Overall
11. Brand Share - Starter Homes by Builders Size - Northeast
12. Brand Share - Starter Homes by Builders Size - South
13. Brand Share - Starter Homes by Builders Size - MidCentral
14. Brand Share - Starter Homes by Builders Size - West
15. Brand Share - Move-Up Homes by Builders Size - Northeast
16. Brand Share - Move-Up Homes by Builders Size - South
17. Brand Share - Move-Up Homes by Builders Size - MidCentral
18. Brand Share - Move-Up Homes by Builders Size - West
19. Brand Share - Luxury Homes by Builders Size - Northeast
20. Brand Share - Luxury Homes by Builders Size - South
21. Brand Share - Luxury Homes by Builders Size - MidCentral
22. Brand Share - Luxury Homes by Builders Size - West
23. Brand Share - Summary of All Home Types - Northeast
24. Brand Share - Summary of All Home Types - South
25. Brand Share - Summary of All Home Types - MidCentral
26. Brand Share - Summary of All Home Types - West
27. Brand Share - Summary of All Home Types - Small Builders
28. Brand Share - Summary of All Home Types - Medium Builders
29. Brand Share - Summary of All Home Types - Large Builders
30. Brand Share - Summary of All Home Types - Mega Builders
31. Brand Share - Summary of All Home Types - All Builders
32. Year Brand First Used - By Region
33. Year Brand First Used - By Builder Size
34. With What Types of Cladding Do You Use Each Brand of Trim? - Northeast

35. With What Types of Cladding Do You Use Each Brand of Trim? - South
36. With What Types of Cladding Do You Use Each Brand of Trim? - MidCentral
37. With What Types of Cladding Do You Use Each Brand of Trim? - West
38. With What Types of Cladding Do You Use Each Brand of Trim? - All Regions
39. What Range of Growth Do You Anticipate for Each Brand of Trim? - Northeast
40. What Range of Growth Do You Anticipate for Each Brand of Trim? - South
41. What Range of Growth Do You Anticipate for Each Brand of Trim? - MidCentral
42. What Range of Growth Do You Anticipate for Each Brand of Trim? - West
43. What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
44. In What Regions is the Brand of Trim Used?
45. With Which Brand of Soffit is the Trim Used? - Northeast
46. With Which Brand of Soffit is the Trim Used? - South
47. With Which Brand of Soffit is the Trim Used? - MidCentral
48. With Which Brand of Soffit is the Trim Used? - West
49. With Which Brand of Soffit is the Trim Used? - All Regions
50. With Which Brand of Moulding is the Trim Used? - Northeast
51. With Which Brand of Moulding is the Trim Used? - South
52. With Which Brand of Moulding is the Trim Used? - MidCentral
53. With Which Brand of Moulding is the Trim Used? - West
54. With Which Brand of Moulding is the Trim Used? - All Regions
55. With Which Brand of Other Apps is the Trim Used? - Northeast
56. With Which Brand of Other Apps is the Trim Used? - South
57. With Which Brand of Other Apps is the Trim Used? - MidCentral
58. With Which Brand of Other Apps is the Trim Used? - West
59. With Which Brand of Other Apps is the Trim Used? - All Regions
60. Who is the Decision Maker for Using the Brand of Trim? - Starter Homes
61. Who is the Decision Maker for Using the Brand of Trim? - Move-Up Homes
62. Who is the Decision Maker for Using the Brand of Trim? - Luxury Homes
63. Who is the Decision Maker for Using the Brand of Trim? - All Homes
64. Who is the Influencer for Using the Brand of Trim? - Starter Homes
65. Who is the Influencer for Using the Brand of Trim? - Move-Up Homes
66. Who is the Influencer for Using the Brand of Trim? - Luxury Homes
67. Who is the Influencer for Using the Brand of Trim? - All Homes
68. Where Did You Look For Information About the Trim You Are Using by Brand? - Small Builders
69. Where Did You Look For Information About the Trim You Are Using by Brand? - Medium Builders
70. Where Did You Look For Information About the Trim You Are Using by Brand? - Large Builders
71. Where Did You Look For Information About the Trim You Are Using by Brand? - Mega Builders
72. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
73. What are the Most Important Sources of Information by Brand?
74. Where do You Buy the Brands of Trim You Use? - By Brand - By Small Builders
75. Where do You Buy the Brands of Trim You Use? - By Brand - By Medium Builders
76. Where do You Buy the Brands of Trim You Use? - By Brand - By Large Builders
77. Where do You Buy the Brands of Trim You Use? - By Brand - By Mega Builders
78. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
79. Is this the Same Source as You Buy Your Other Materials? - By Brand
80. What is Your Preferred Source? - By Brand

81.	Why is This Your Preferred Source? - By Brand
82.	Why is This Your Preferred Source? - By the Source
83.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Small Builders
84.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Medium Builders
85.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Large Builders
86.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Mega Builders
87.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
88.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Small Builders
89.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Medium Builders
90.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Large Builders
91.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Mega Builders
92.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders
93.	What leadtimes are you accustomed to as planning to purchase exterior building products? - By Brand
94.	What leadtimes are you accustomed to as planning to purchase exterior building products? - By Builder Size

Table of Contents - Product Chapters - Primed Wood Trim

Chart Number 117 Pages

1.	Brand Awareness - Incidence - By Builder Size - Overall
2.	Brand Awareness - Incidence - By Geographic Area - Overall
3.	Brand Share - Trim Share by Manufacturer - Overall
4.	Brand Share - By Builder Size - Overall
5.	Brand Share - By Housing Type
6.	Brand Share - By Geographic Area
7.	Year Brand First Used - Overall
8.	With What Type of Cladding Do You Use Each Brand of Trim? - All Regions
9.	What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
10.	In What Regions is the Brand of Trim Used?
11.	With Which Brand of Soffit is the Trim Used? - All Regions - Top Brands
12.	With Which Brand of Moulding is the Trim Used? - All Regions - Top Brands
13.	Who is the Decision Maker for Using the Brand of Trim? - All Homes
14.	Who is the Influencer for Using the Brand of Trim? - All Homes
15.	Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
16.	Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
17.	Why is Your Preferred Source Preferred?
18.	What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
19.	What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders

Table Number	
1.	Brand Awareness - Incidence - By Builder Size - Overall
2.	Brand Awareness - Incidence - By Builder Size - Northeast
3.	Brand Awareness - Incidence - By Builder Size - South
4.	Brand Awareness - Incidence - By Builder Size - MidCentral
5.	Brand Awareness - Incidence - By Builder Size - West

6.	Brand Awareness - Incidence - By Housing Type - Northeast
7.	Brand Awareness - Incidence - By Housing Type - South
8.	Brand Awareness - Incidence - By Housing Type - MidCentral
9.	Brand Awareness - Incidence - By Housing Type - West
10.	Brand Share Overall
11.	Brand Share - Starter Homes by Builders Size - Northeast
12.	Brand Share - Starter Homes by Builders Size - South
13.	Brand Share - Starter Homes by Builders Size - MidCentral
14.	Brand Share - Starter Homes by Builders Size - West
15.	Brand Share - Move-Up Homes by Builders Size - Northeast
16.	Brand Share - Move-Up Homes by Builders Size - South
17.	Brand Share - Move-Up Homes by Builders Size - MidCentral
18.	Brand Share - Move-Up Homes by Builders Size - West
19.	Brand Share - Luxury Homes by Builders Size - Northeast
20.	Brand Share - Luxury Homes by Builders Size - South
21.	Brand Share - Luxury Homes by Builders Size - MidCentral
22.	Brand Share - Luxury Homes by Builders Size - West
23.	Brand Share - Summary of All Home Types - Northeast
24.	Brand Share - Summary of All Home Types - South
25.	Brand Share - Summary of All Home Types - MidCentral
26.	Brand Share - Summary of All Home Types - West
27.	Brand Share - Summary of All Home Types - Small Builders
28.	Brand Share - Summary of All Home Types - Medium Builders
29.	Brand Share - Summary of All Home Types - Large Builders
30.	Brand Share - Summary of All Home Types - Mega Builders
31.	Brand Share - Summary of All Home Types - All Builders
32.	Year Brand First Used - By Region
33.	Year Brand First Used - By Builder Size
34.	With What Types of Cladding Do You Use Each Brand of Trim? - Northeast
35.	With What Types of Cladding Do You Use Each Brand of Trim? - South
36.	With What Types of Cladding Do You Use Each Brand of Trim? - MidCentral
37.	With What Types of Cladding Do You Use Each Brand of Trim? - West
38.	With What Types of Cladding Do You Use Each Brand of Trim? - All Regions
39.	What Range of Growth Do You Anticipate for Each Brand of Trim? - Northeast
40.	What Range of Growth Do You Anticipate for Each Brand of Trim? - South
41.	What Range of Growth Do You Anticipate for Each Brand of Trim? - MidCentral
42.	What Range of Growth Do You Anticipate for Each Brand of Trim? - West
43.	What Range of Growth Do You Anticipate for Each Brand of Trim? - All Regions
44.	In What Regions is the Brand of Trim Used?
45.	With Which Brand of Soffit is the Trim Used? - Northeast
46.	With Which Brand of Soffit is the Trim Used? - South
47.	With Which Brand of Soffit is the Trim Used? - MidCentral
48.	With Which Brand of Soffit is the Trim Used? - West
49.	With Which Brand of Soffit is the Trim Used? - All Regions
50.	With Which Brand of Moulding is the Trim Used? - Northeast
51.	With Which Brand of Moulding is the Trim Used? - South

52. With Which Brand of Moulding is the Trim Used? - MidCentral
53. With Which Brand of Moulding is the Trim Used? - West
54. With Which Brand of Moulding is the Trim Used? - All Regions
55. With Which Brand of Other Apps is the Trim Used? - Northeast
56. With Which Brand of Other Apps is the Trim Used? - South
57. With Which Brand of Other Apps is the Trim Used? - MidCentral
58. With Which Brand of Other Apps is the Trim Used? - West
59. With Which Brand of Other Apps is the Trim Used? - All Regions
60. Who is the Decision Maker for Using the Brand of Trim? - Starter Homes
61. Who is the Decision Maker for Using the Brand of Trim? - Move-Up Homes
62. Who is the Decision Maker for Using the Brand of Trim? - Luxury Homes
63. Who is the Decision Maker for Using the Brand of Trim? - All Homes
64. Who is the Influencer for Using the Brand of Trim? - Starter Homes
65. Who is the Influencer for Using the Brand of Trim? - Move-Up Homes
66. Who is the Influencer for Using the Brand of Trim? - Luxury Homes
67. Who is the Influencer for Using the Brand of Trim? - All Homes
68. Where Did You Look For Information About the Trim You Are Using by Brand? - Small Builders
69. Where Did You Look For Information About the Trim You Are Using by Brand? - Medium Builders
70. Where Did You Look For Information About the Trim You Are Using by Brand? - Large Builders
71. Where Did You Look For Information About the Trim You Are Using by Brand? - Mega Builders
72. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
73. What are the Most Important Sources of Information by Brand?
74. Where do You Buy the Brands of Trim You Use? - By Brand - By Small Builders
75. Where do You Buy the Brands of Trim You Use? - By Brand - By Medium Builders
76. Where do You Buy the Brands of Trim You Use? - By Brand - By Large Builders
77. Where do You Buy the Brands of Trim You Use? - By Brand - By Mega Builders
78. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
79. Is this the Same Source as You Buy Your Other Materials? - By Brand
80. What is Your Preferred Source? - By Brand
81. Why is This Your Preferred Source? - By Brand
82. Why is This Your Preferred Source? - By the Source
83. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Small Builders
84. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Medium Builders
85. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Large Builders
86. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Mega Builders
87. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
88. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Small Builders
89. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Medium Builders
90. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Large Builders
91. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Mega Builders
92. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders
93. What leadtimes are you accustomed to as planning to purchase exterior building products? - By Brand
94. What leadtimes are you accustomed to as planning to purchase exterior building products? - By Builder Size