

# Exterior Cladding Comparison New Single-Family Houses Sold 1998 - 2010

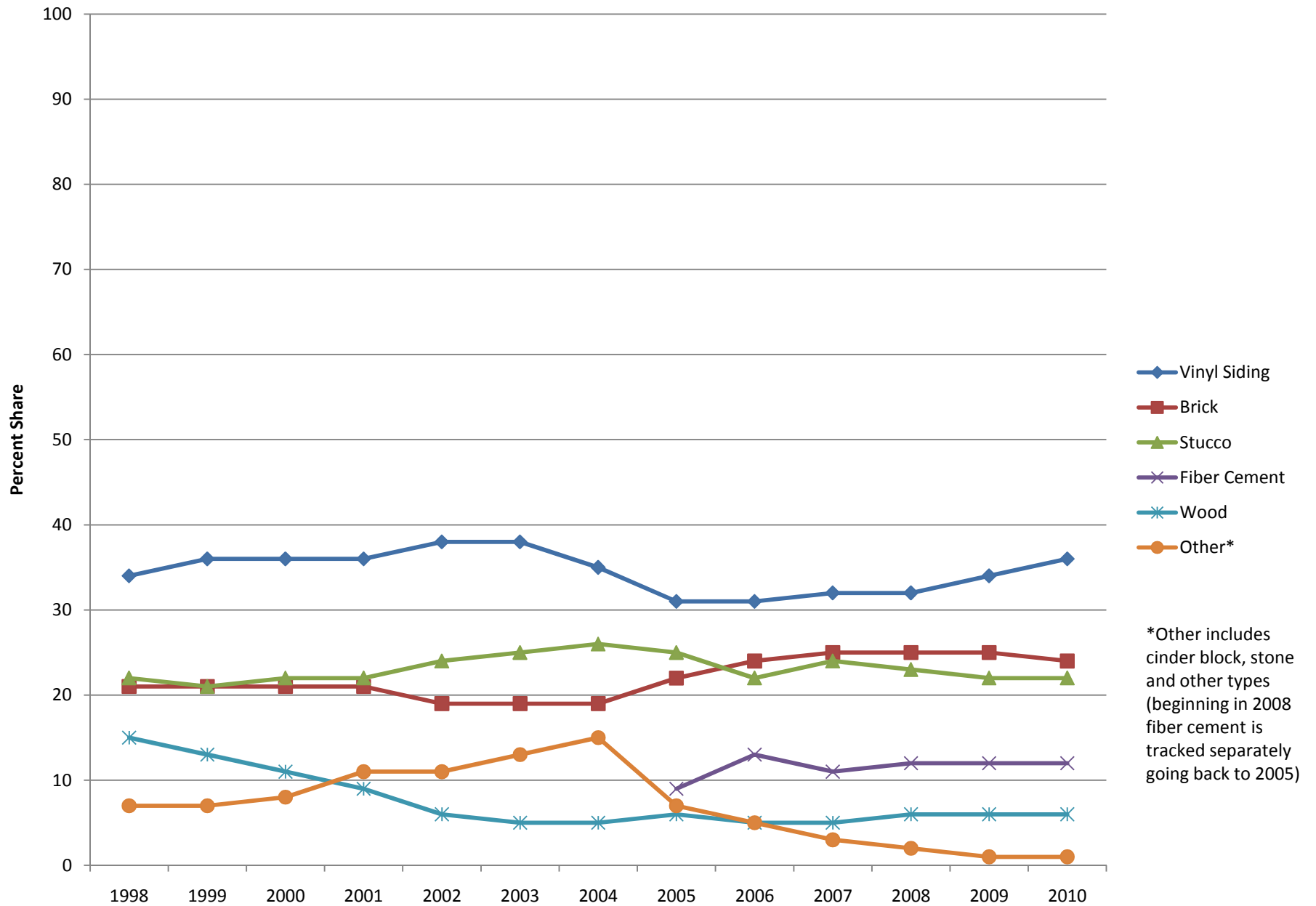
June 21, 2011



# Overall Highlights

- Vinyl siding remained the #1 choice for exterior cladding on new single-family houses sold in 2010, and has been the market leader for 16 years
- Vinyl siding is the only exterior cladding to gain market share for the second consecutive year for new single-family homes sold, up 2 points to 36% in 2010
- Share for other cladding remained relatively flat
  - Brick dropped 1 share point to 24%
  - Stucco remained steady at 22% for the second year
  - Fiber cement and wood held steady at 12% and 6% respectively for the third consecutive year

# New Single-Family Houses Sold

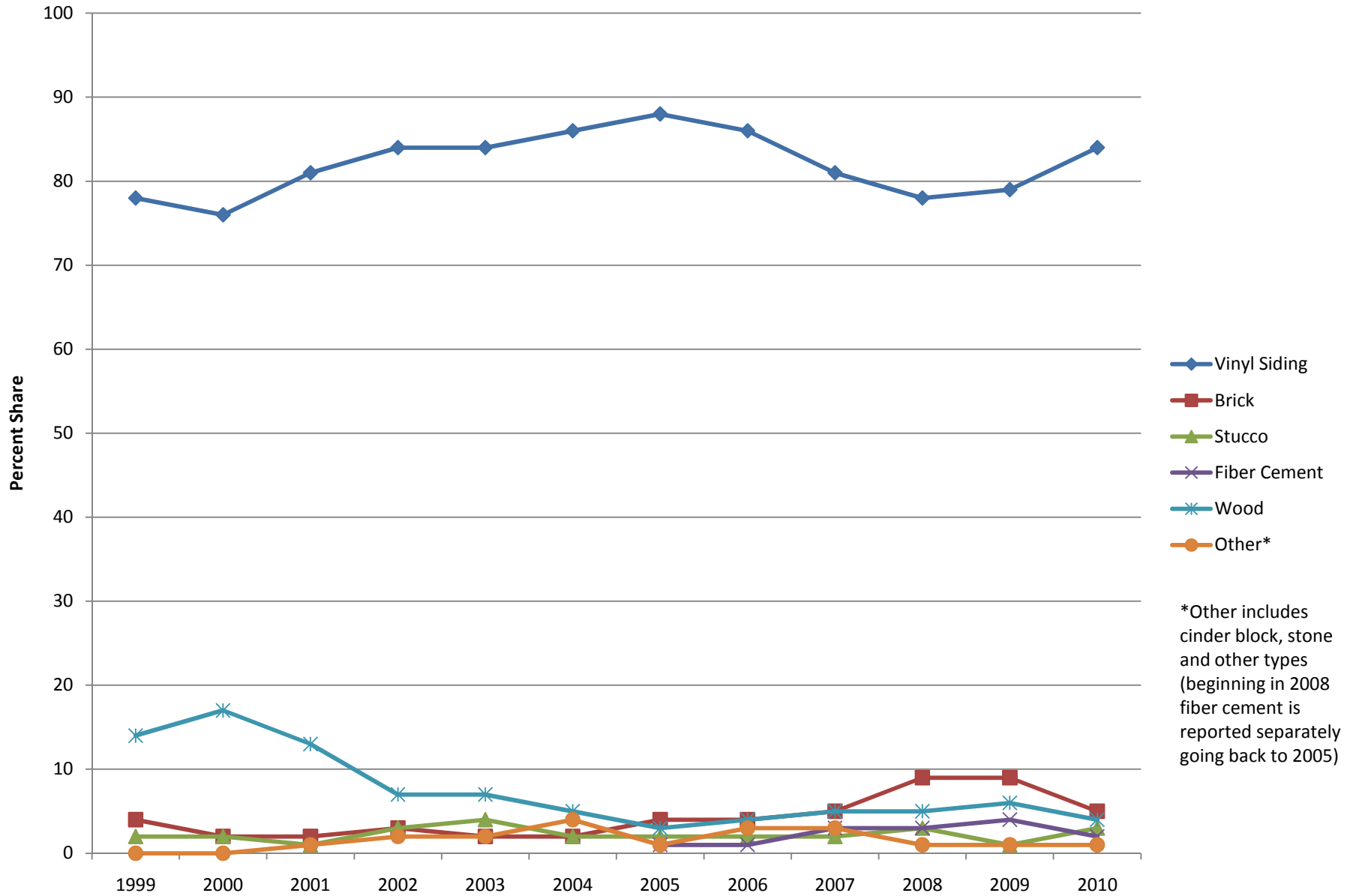


2010 U. S. Census Bureau. *Principal Type of Exterior Wall Material of New Single-Family Houses Sold*

# Regional Highlights

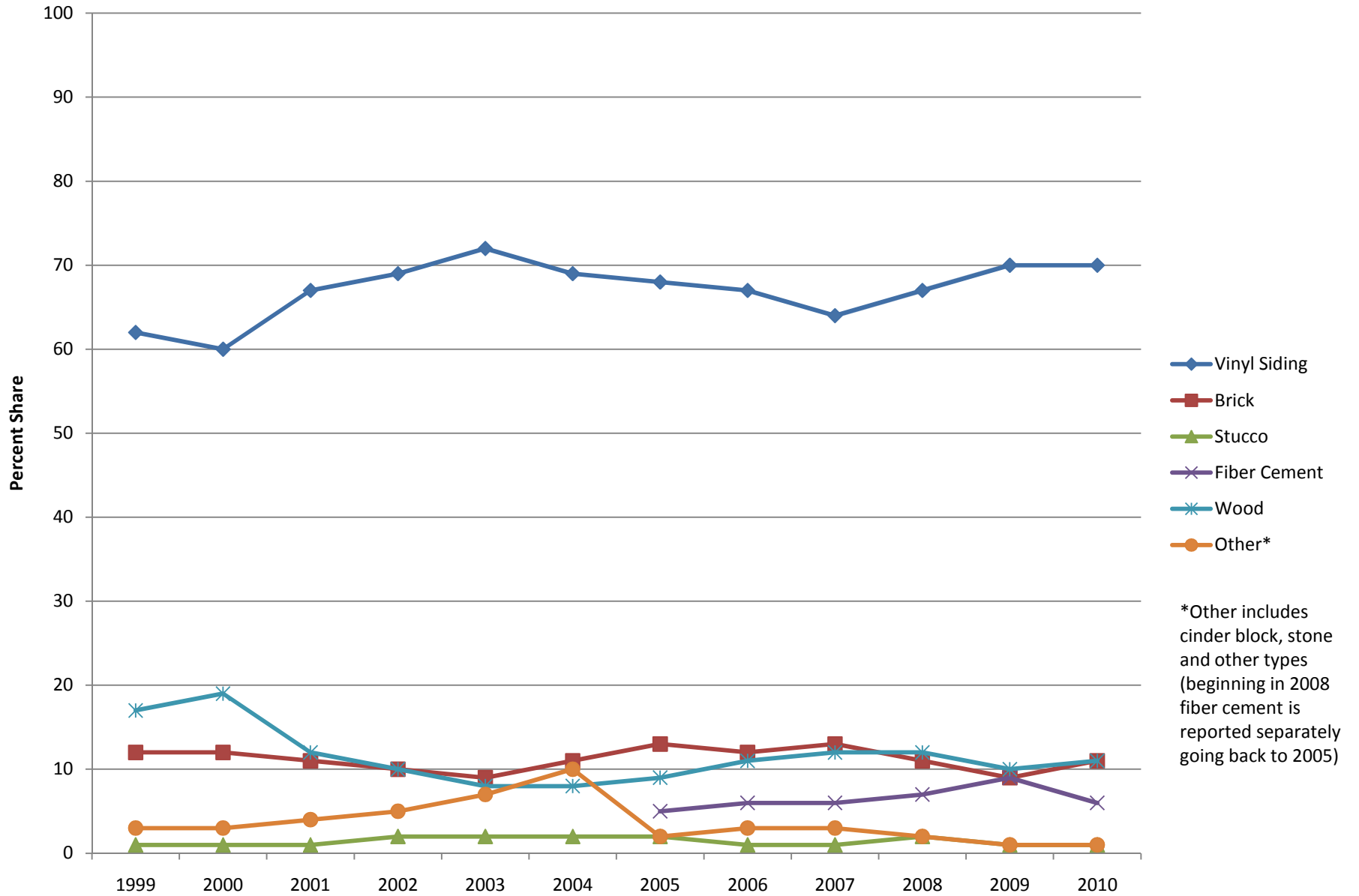
- Vinyl siding's share remained unchanged in all regions except in the Northeast
  - Vinyl siding continues to dominate the Northeast market at 84%, reflecting a 5-point gain from 2009
  - Vinyl siding also leads in the Midwest at 70% share for the second consecutive year
  - In the South, the region with the largest number of new homes sold, vinyl siding share remained at 30%, 10 points below brick, but more than 20 points above fiber cement
  - Vinyl siding's share in the stucco dominated West remains at 7% for the second consecutive year

## New Single-Family Houses Sold: Northeast



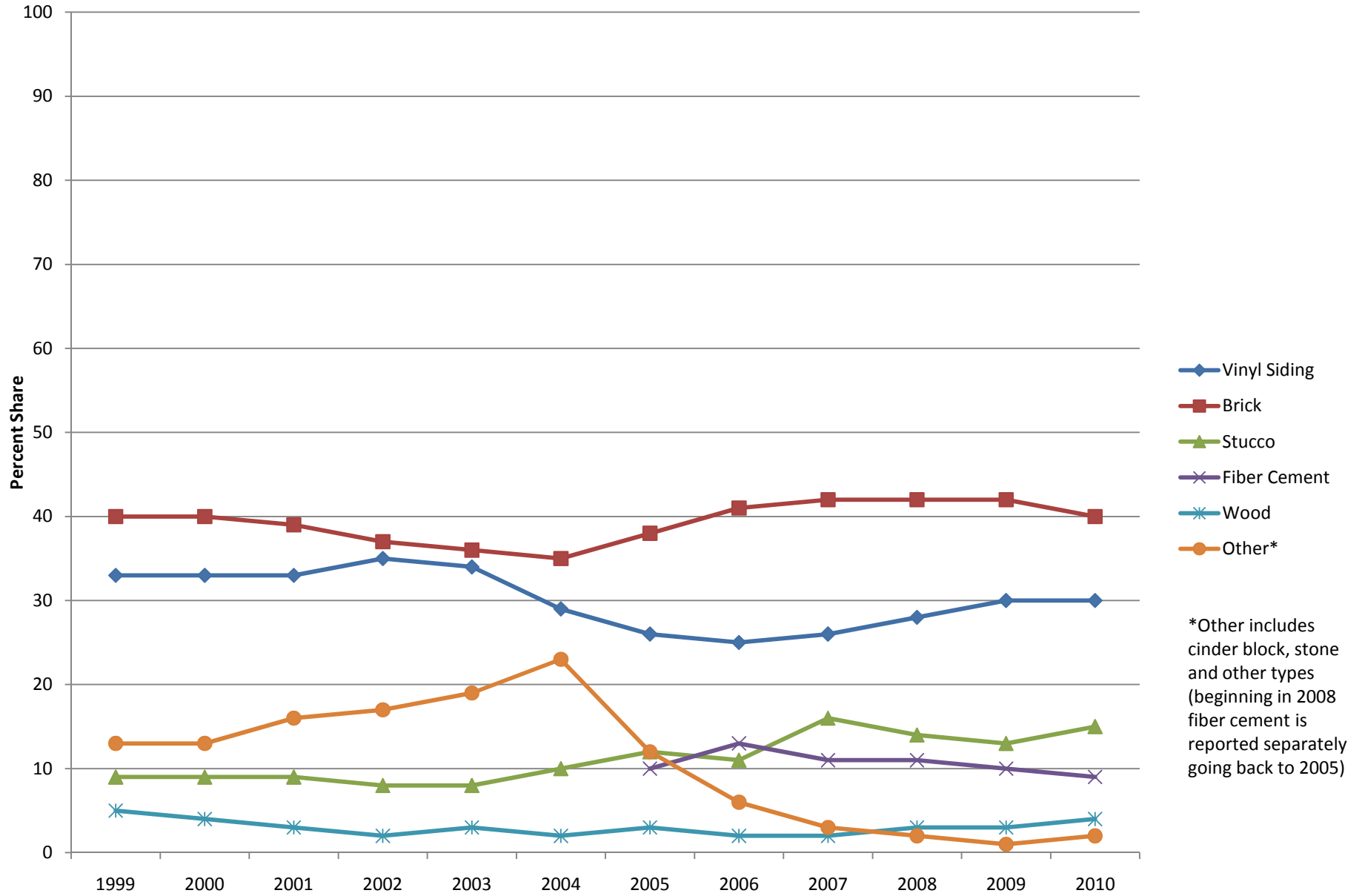
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# New Single-Family Houses Sold: Midwest



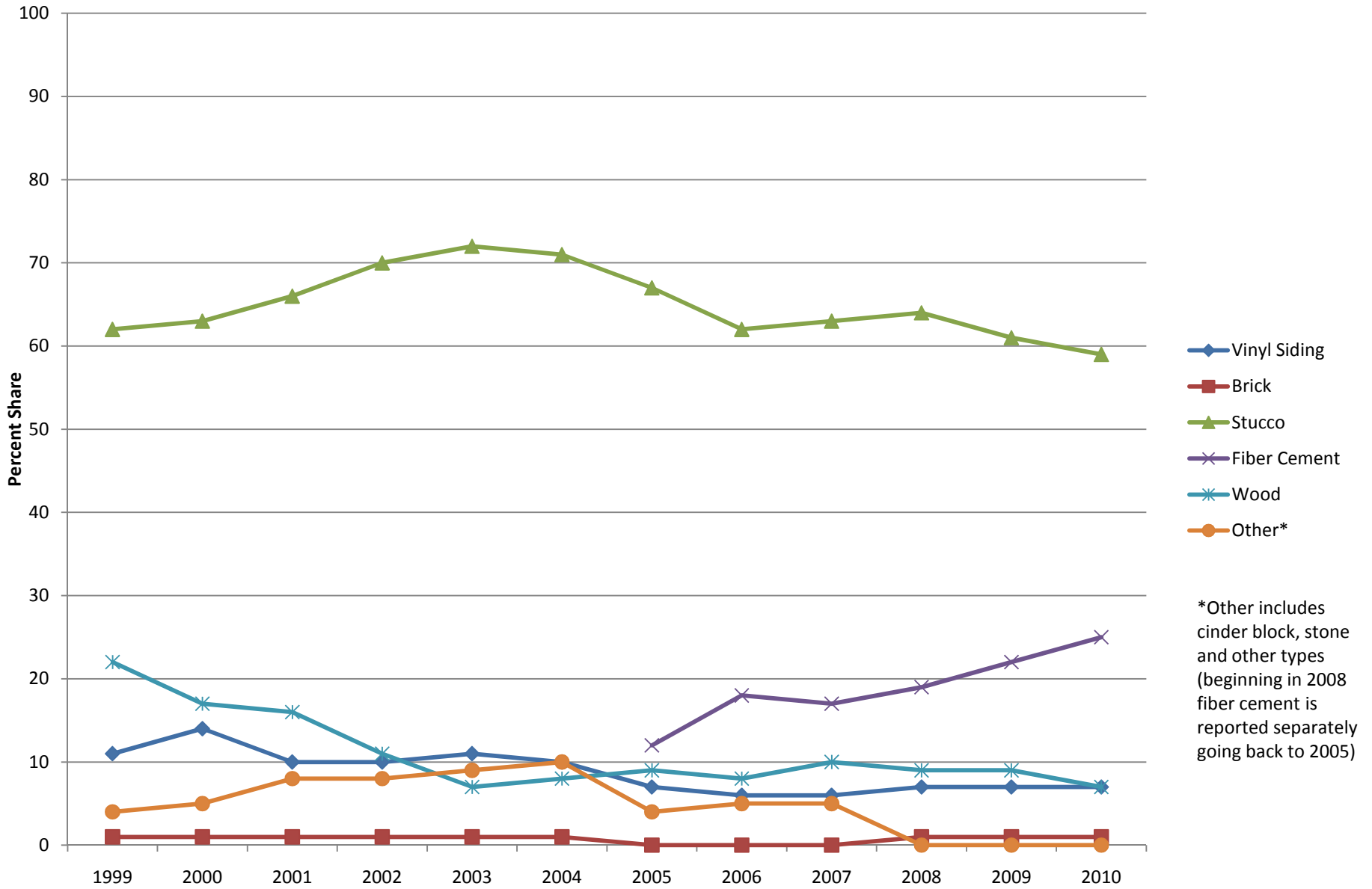
\*Other includes cinder block, stone and other types (beginning in 2008 fiber cement is reported separately going back to 2005)

# New Single-Family Houses Sold: South



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# New Single-Family Houses Sold: West

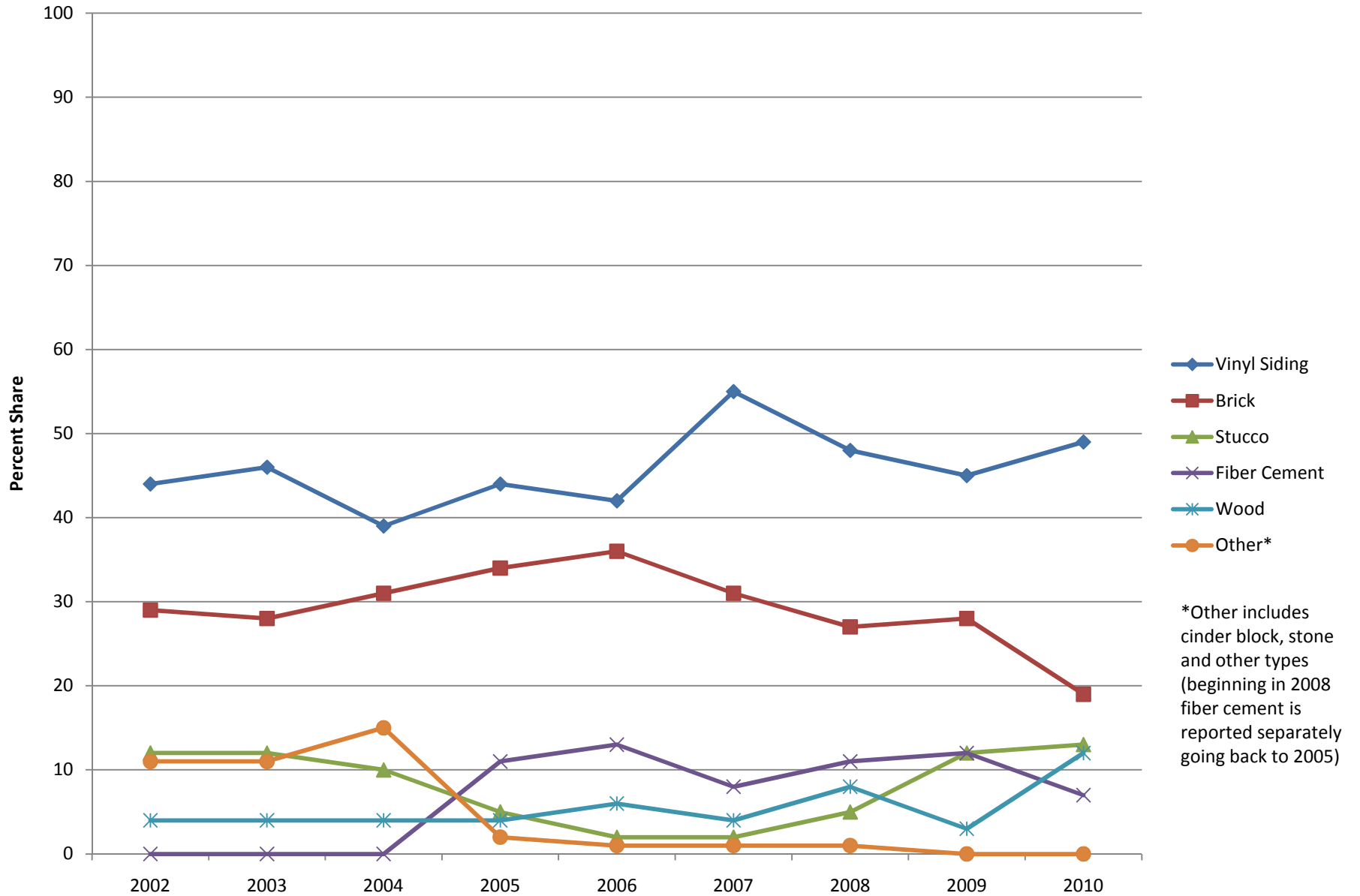


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# Sales Price Highlights

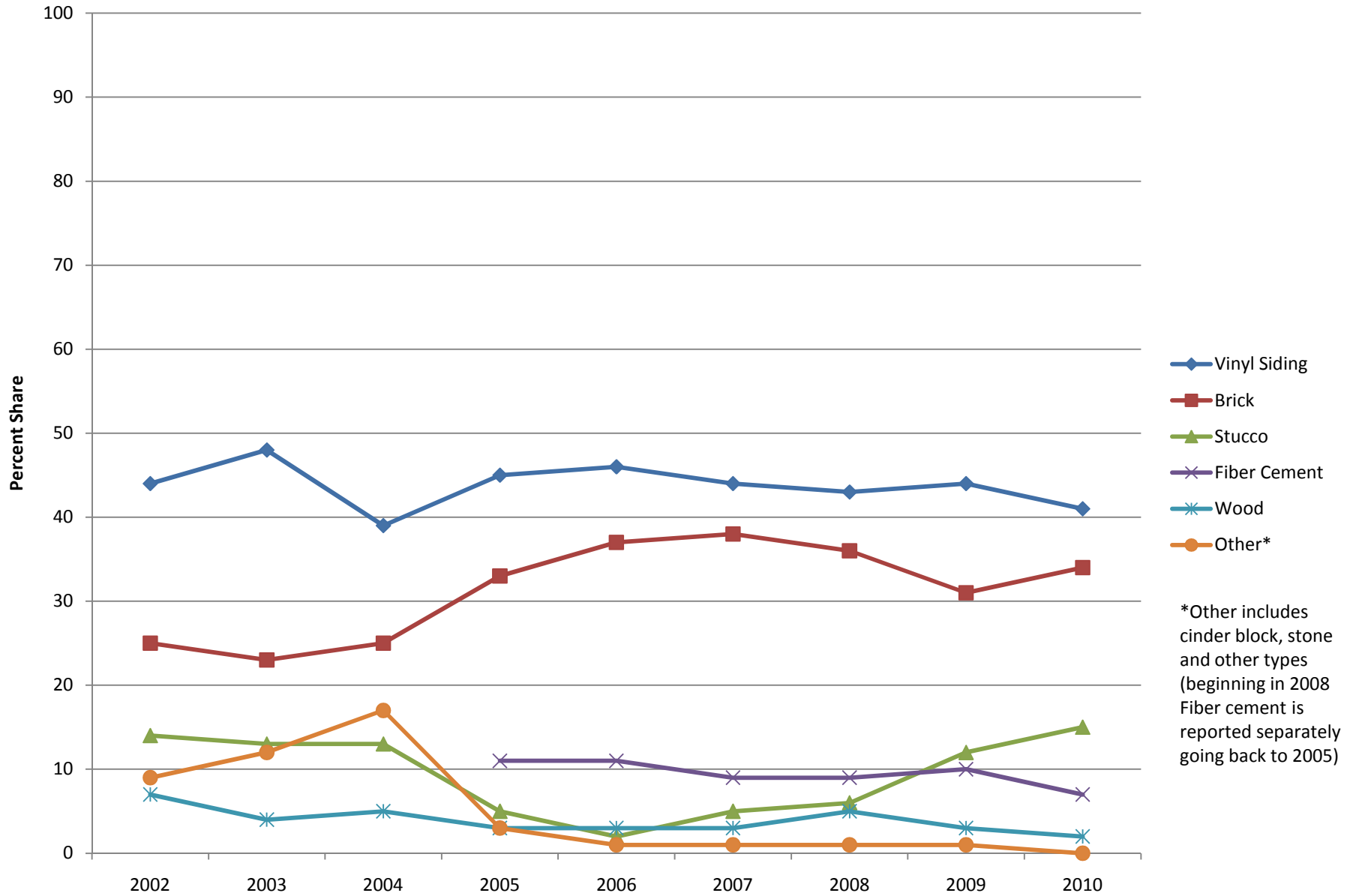
- Vinyl siding was the market leader in 2010 for exterior cladding on new single-family homes sold up to \$499,999
- Vinyl siding overtook stucco as the #1 choice at the \$300,000 - \$499,999 price points
- Vinyl siding continues to gain share on new homes sold between \$500,000 and \$749,999, however, after knocking stucco out of the top spot in this price range in 2009, vinyl siding fell to the #2 spot after stucco regained the lead with an 11 point gain
- Vinyl siding had strong gains in the \$250,000 - \$499,999 price points
  - The biggest gain, 7 share points, was on new single-family homes sold between \$250,000 - \$299,999
  - Additional gains of 5 share points were made in new single-family homes sold in both the \$300,000 - \$399,000 and \$400,000 - \$499,000 price points

## New Single-Family Houses Sold: < \$125,000

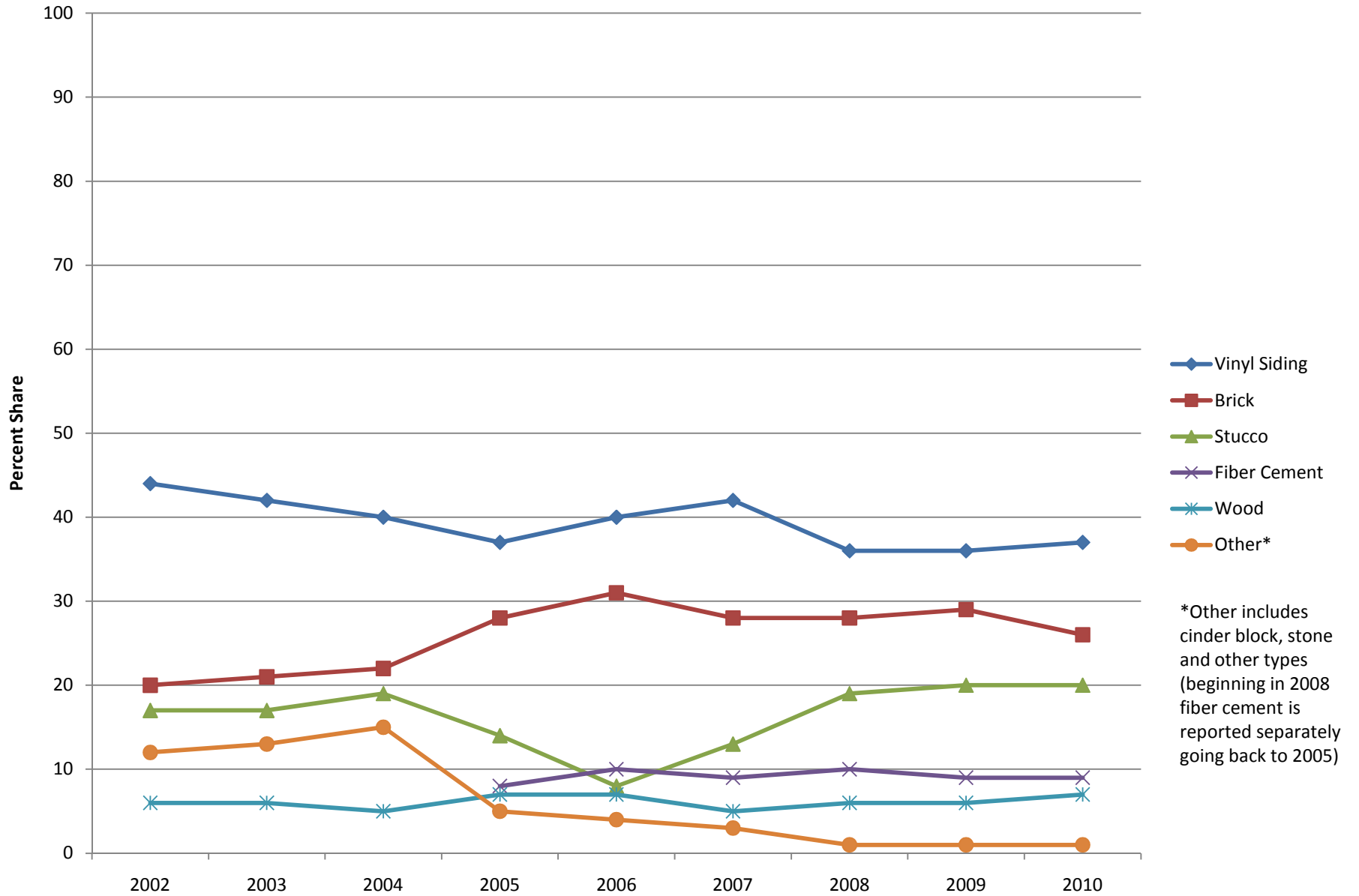


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## New Single-Family Houses Sold: \$125,000 - \$149,999

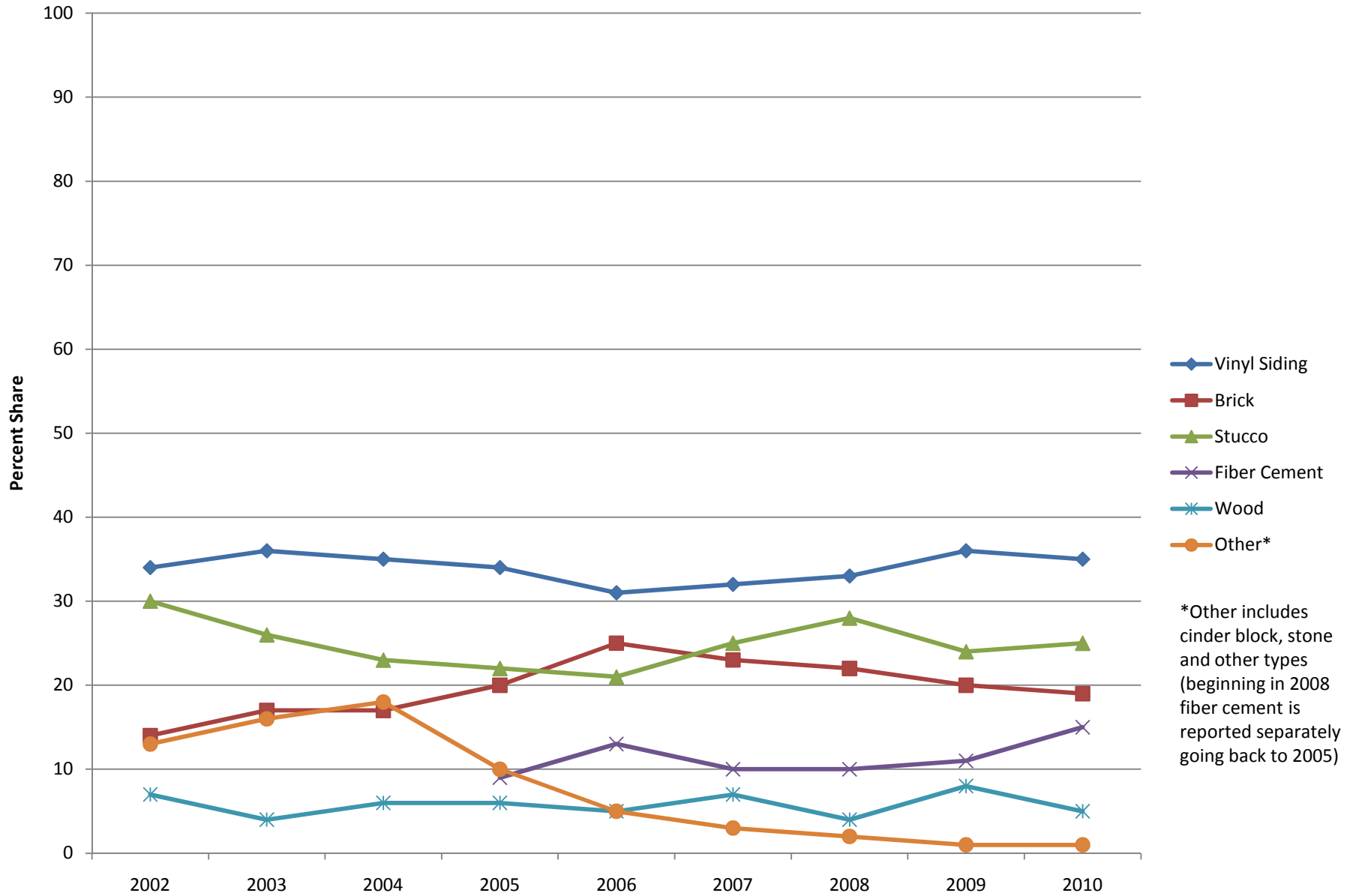


## New Single-Family Houses Sold: \$150,000 - \$199,999

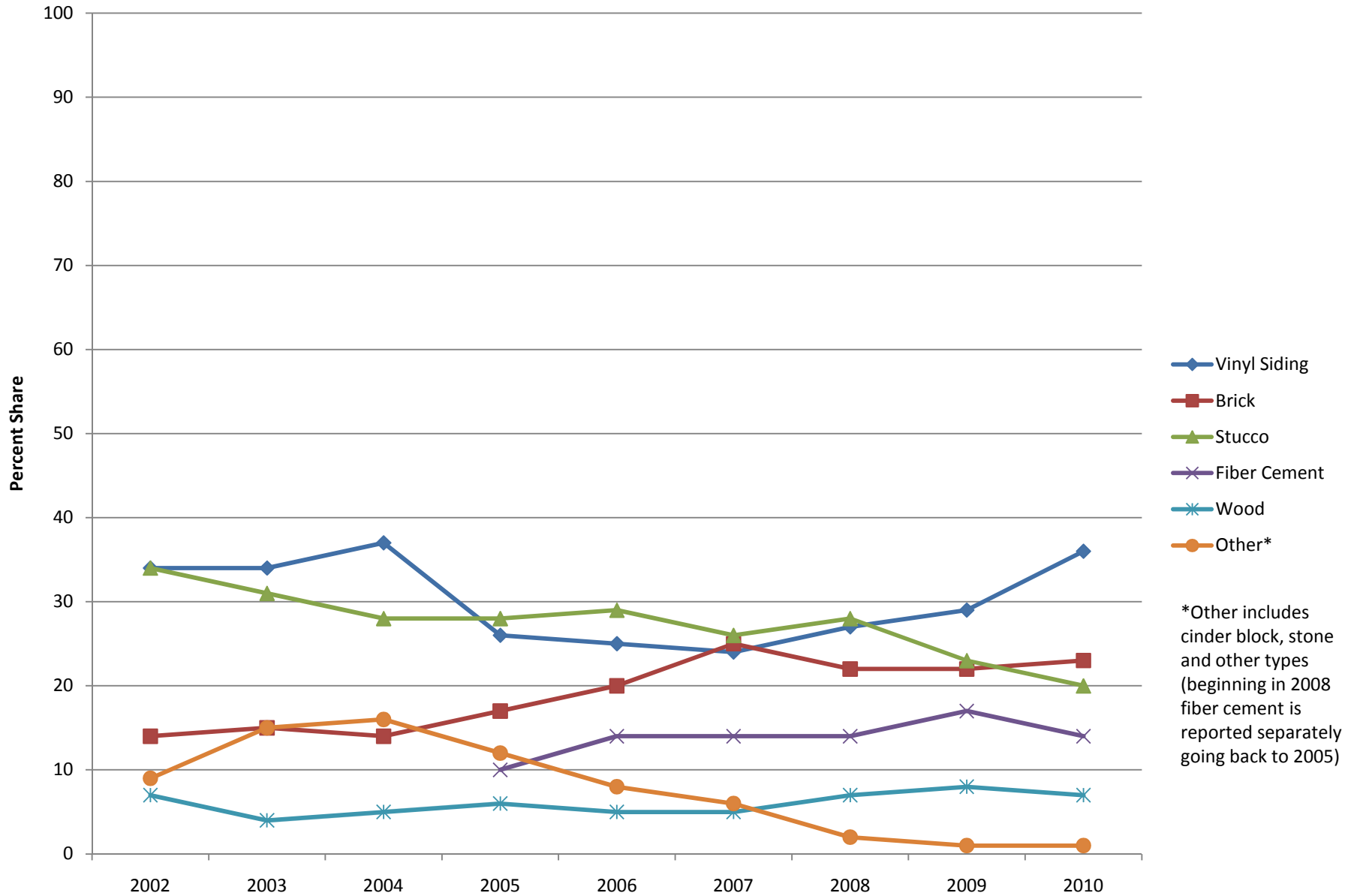


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## New Single-Family Houses Sold: \$200,000 - \$249,999

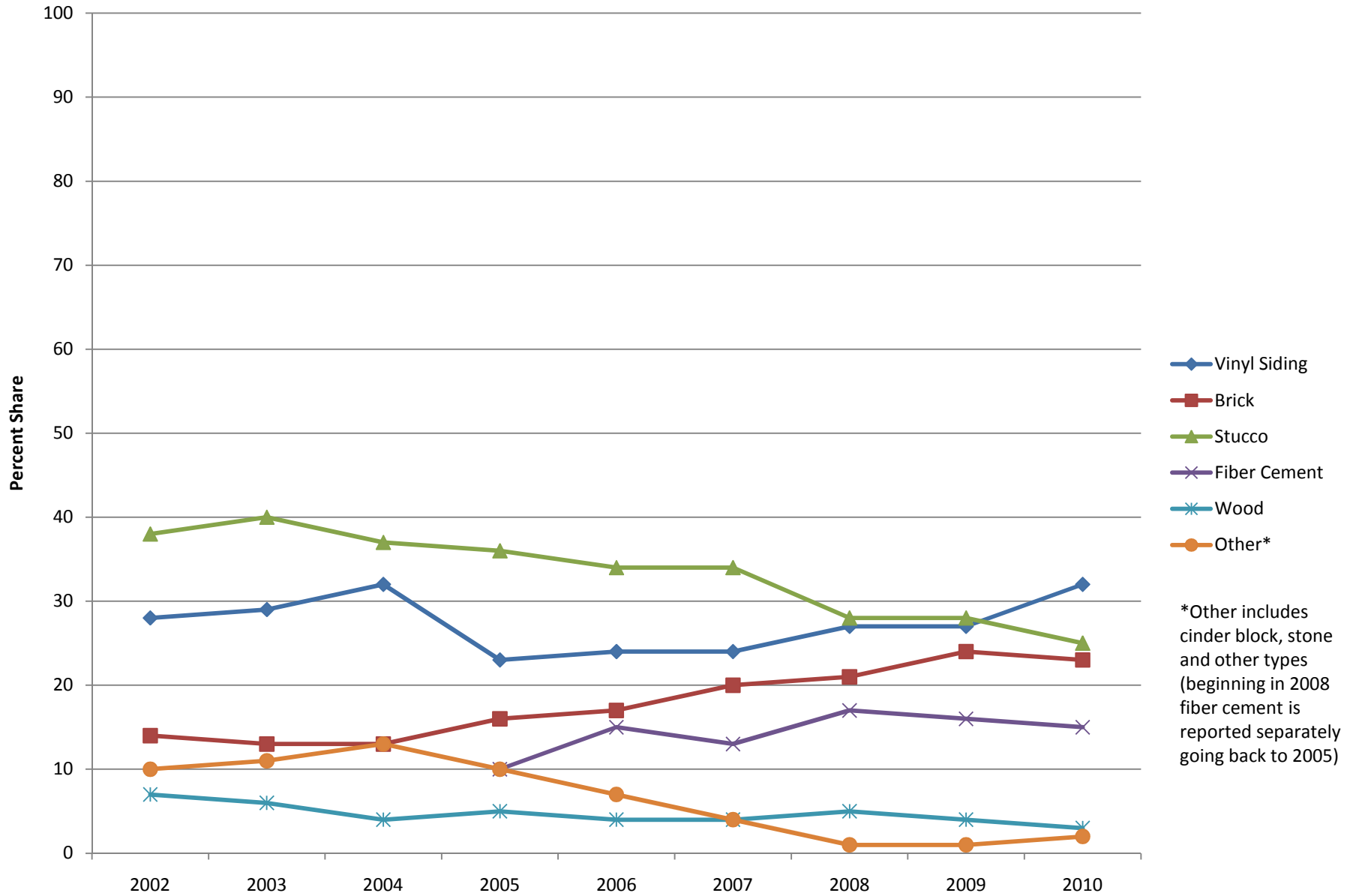


## New Single-Family Houses Sold: \$250,000 - \$299,999



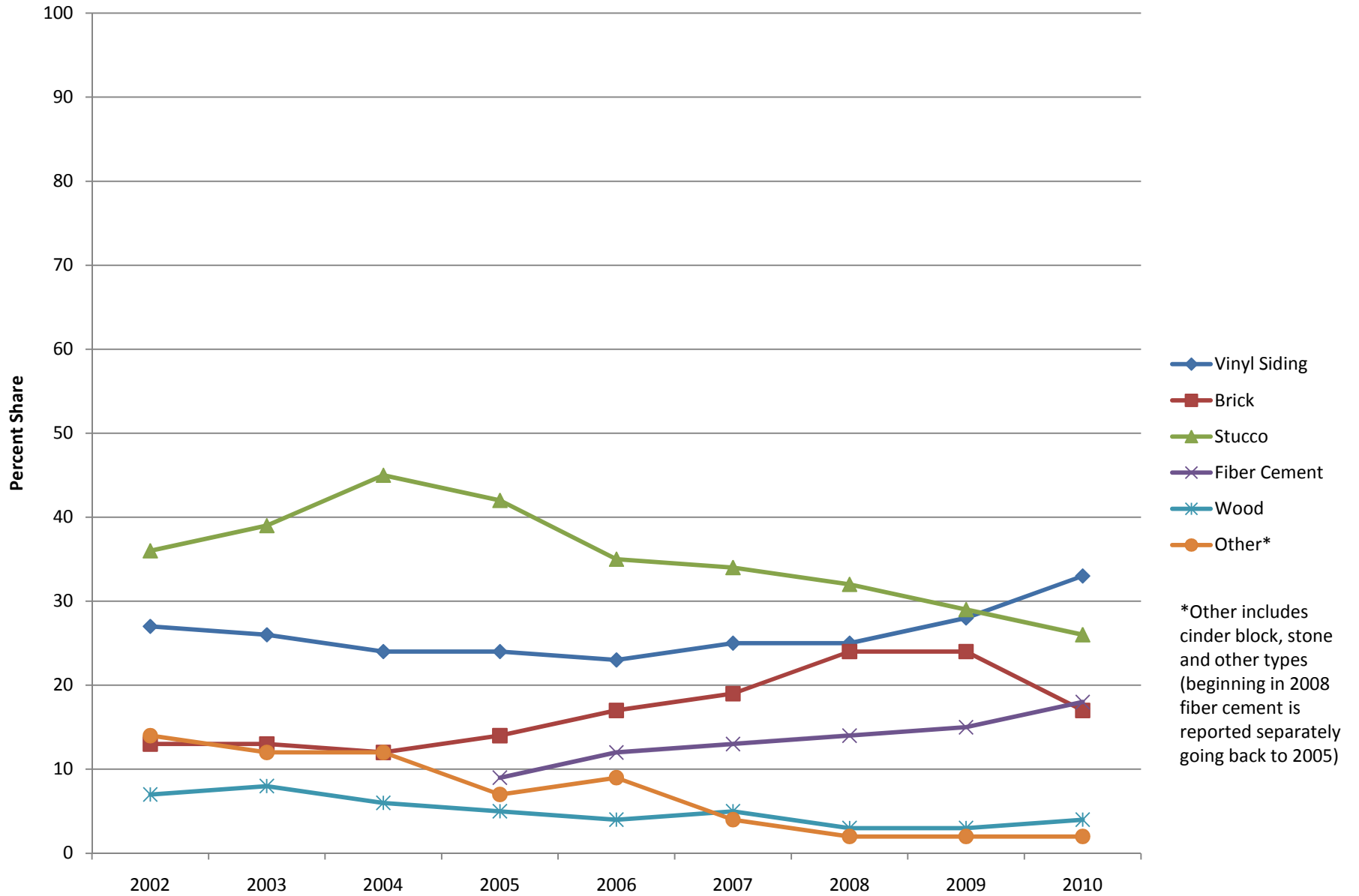
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## New Single-Family Houses Sold: \$300,000 - \$399,999



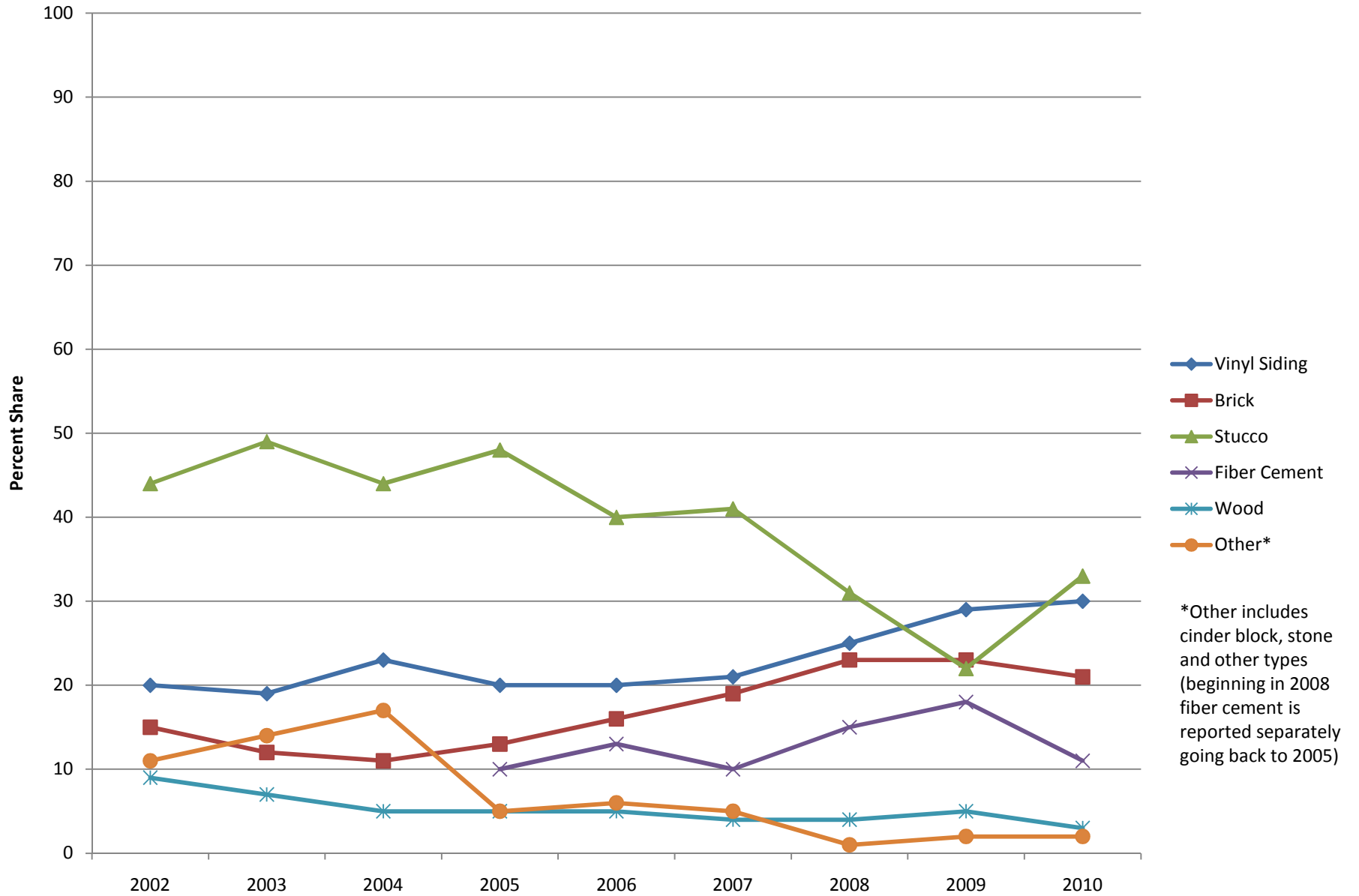
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## New Single-Family Houses Sold: \$400,000 - \$499,000



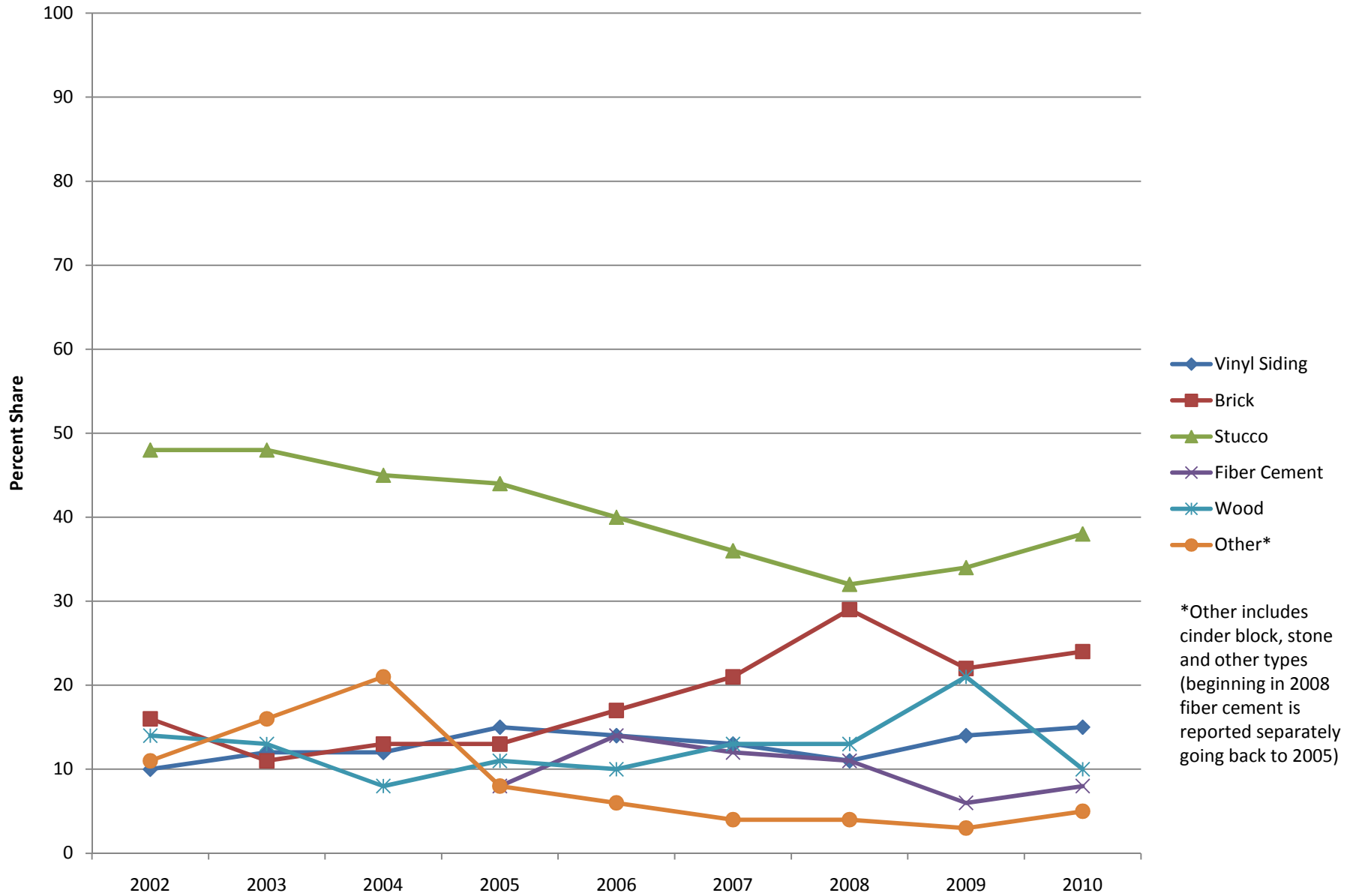
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## New Single-Family Houses Sold: \$500,000 - \$749,000



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## New Single-Family Houses Sold: \$750,000 or More



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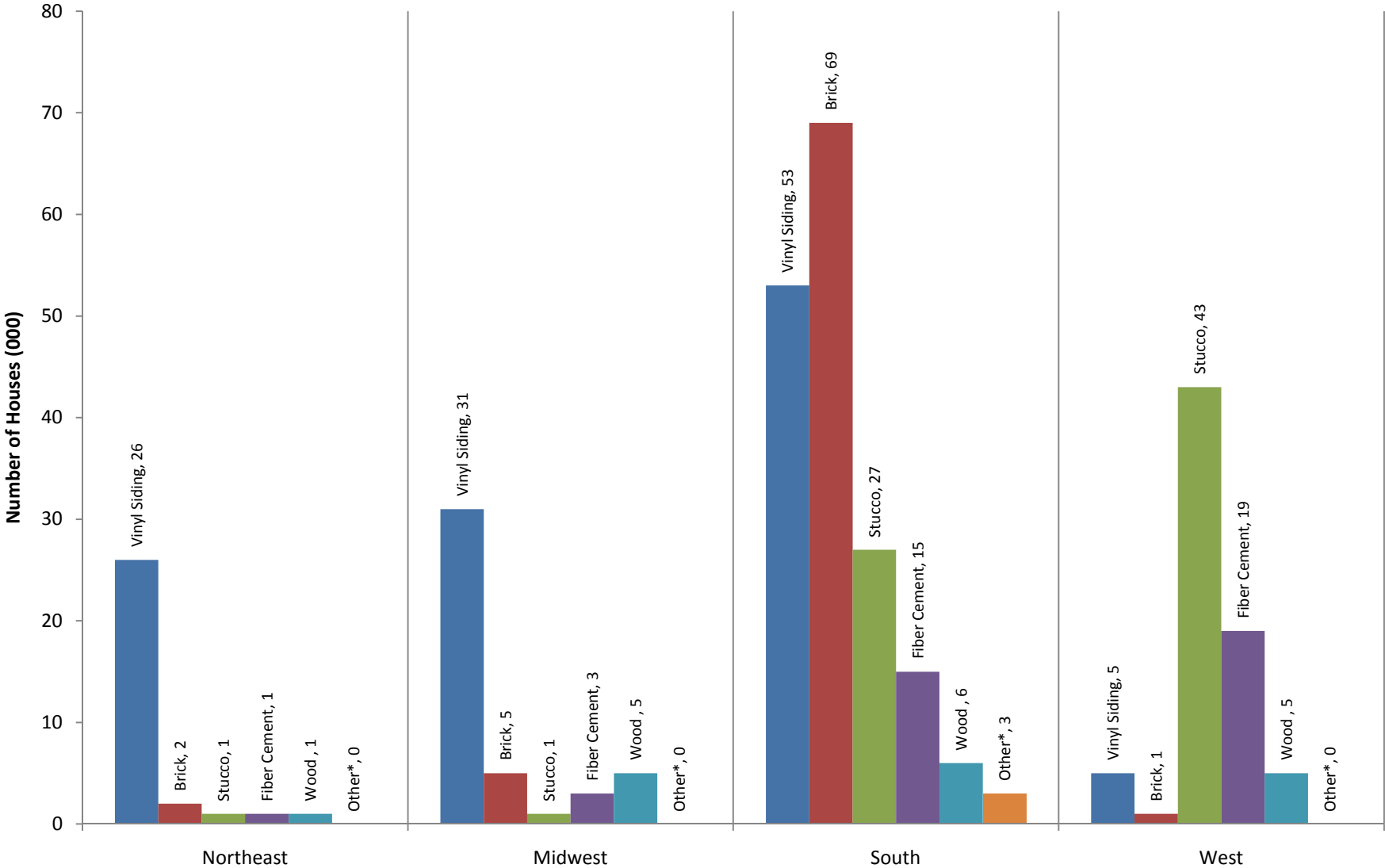
# Additional Details

Exterior Siding Volume by Region

Exterior Siding Volume by Price Point

# Volume Sold by Region

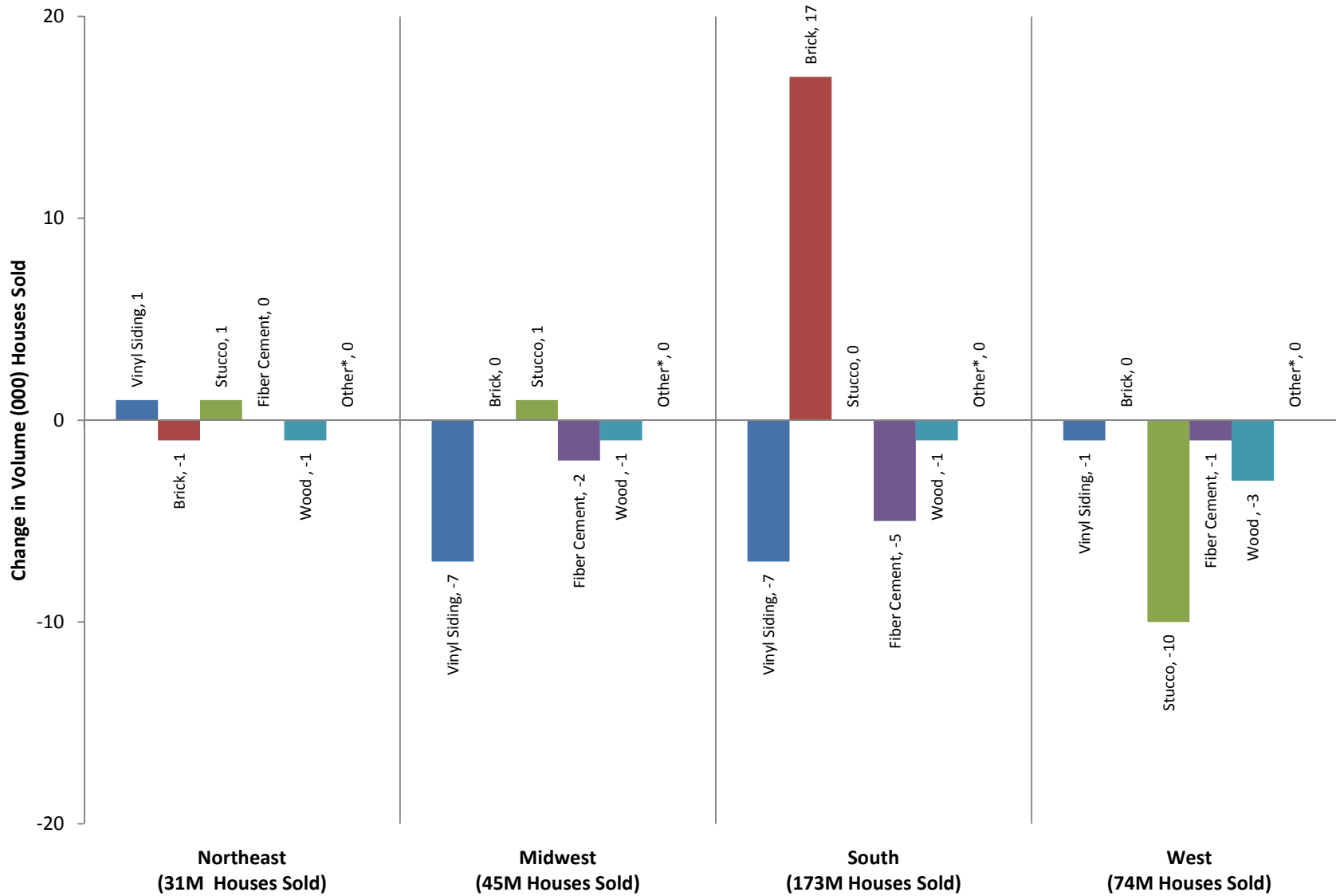
## 2010



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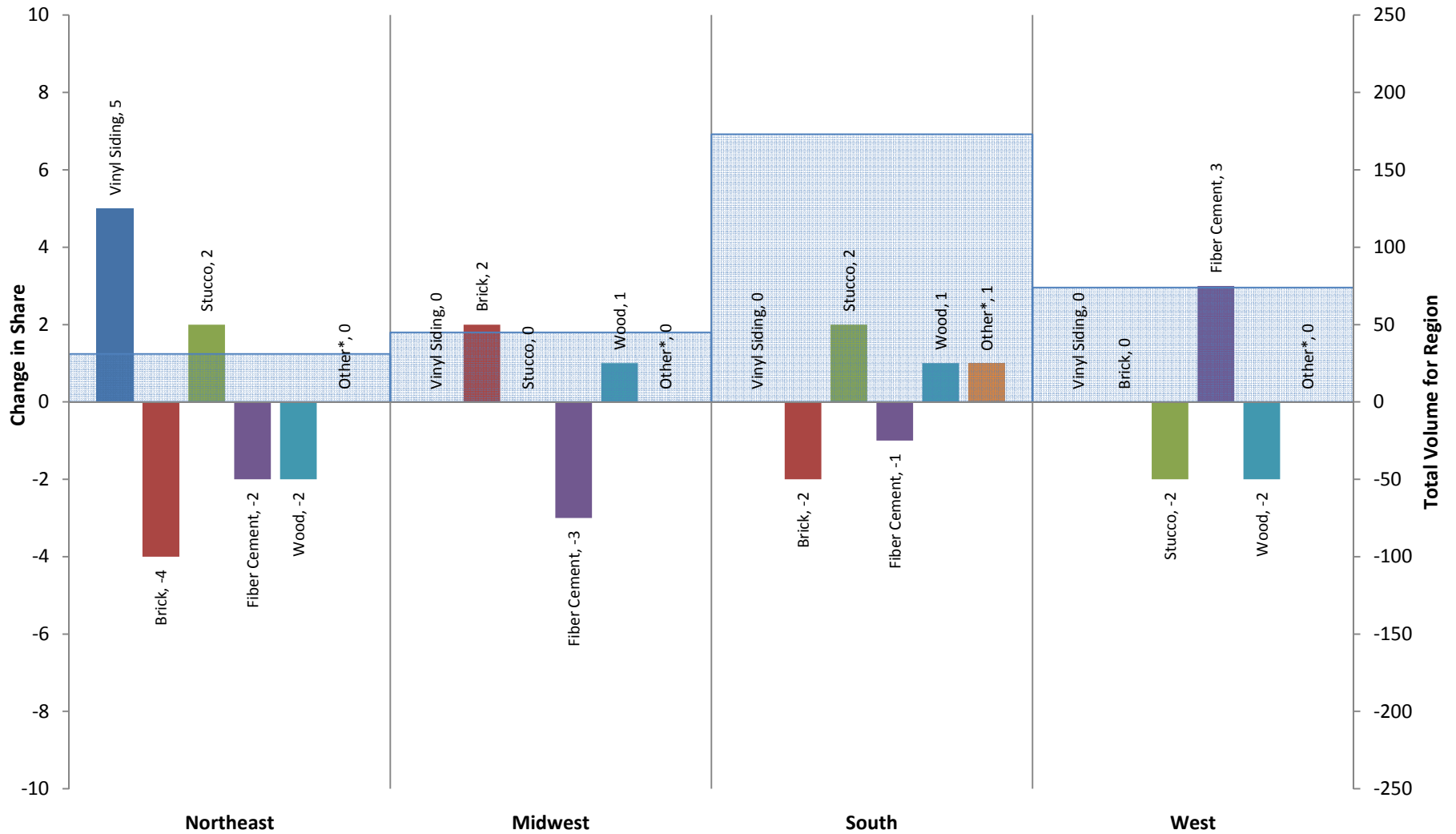
## Change in Volume by Region 2009 - 2010



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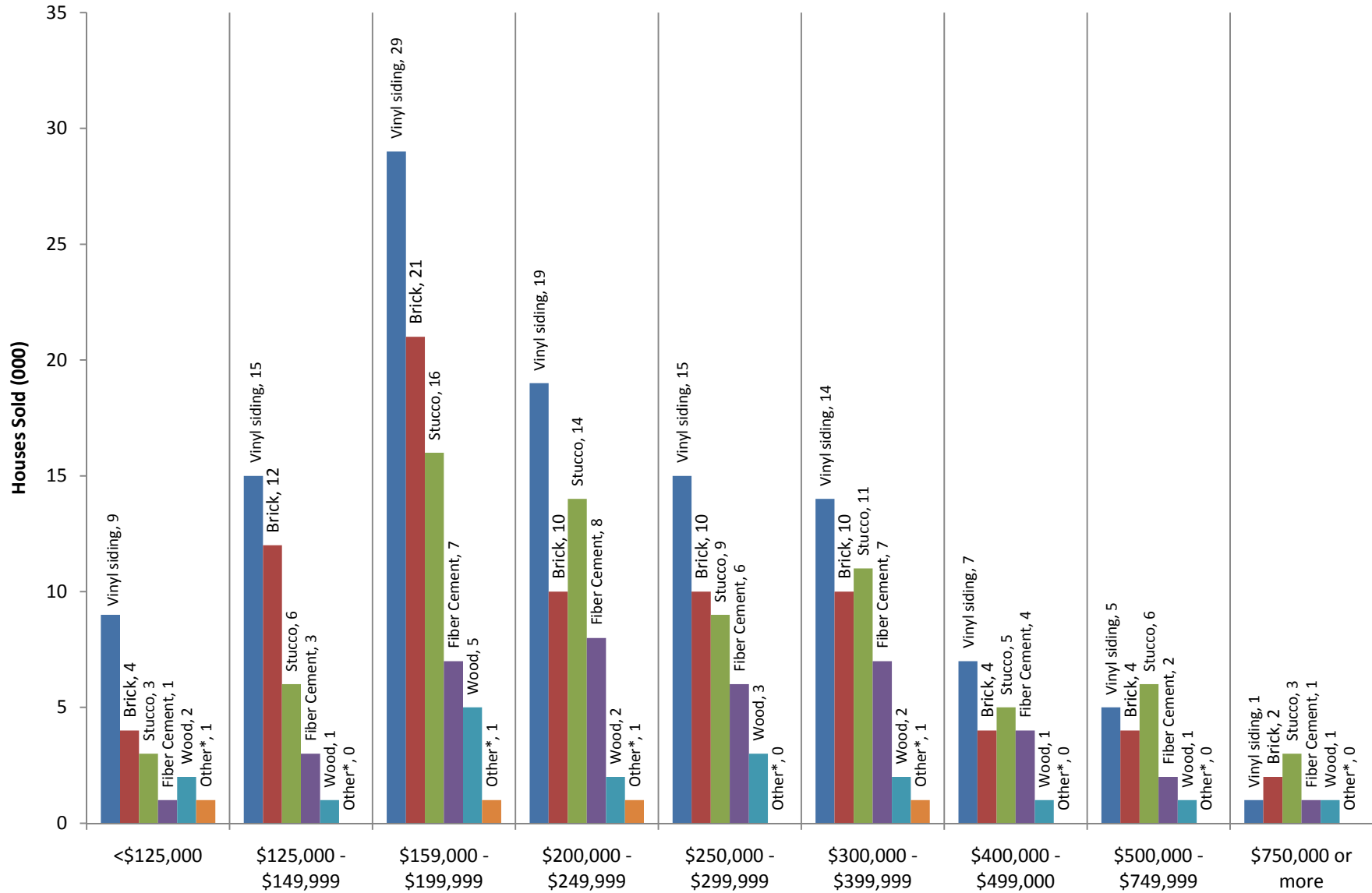
## Change in Share by Region 2009 - 2010



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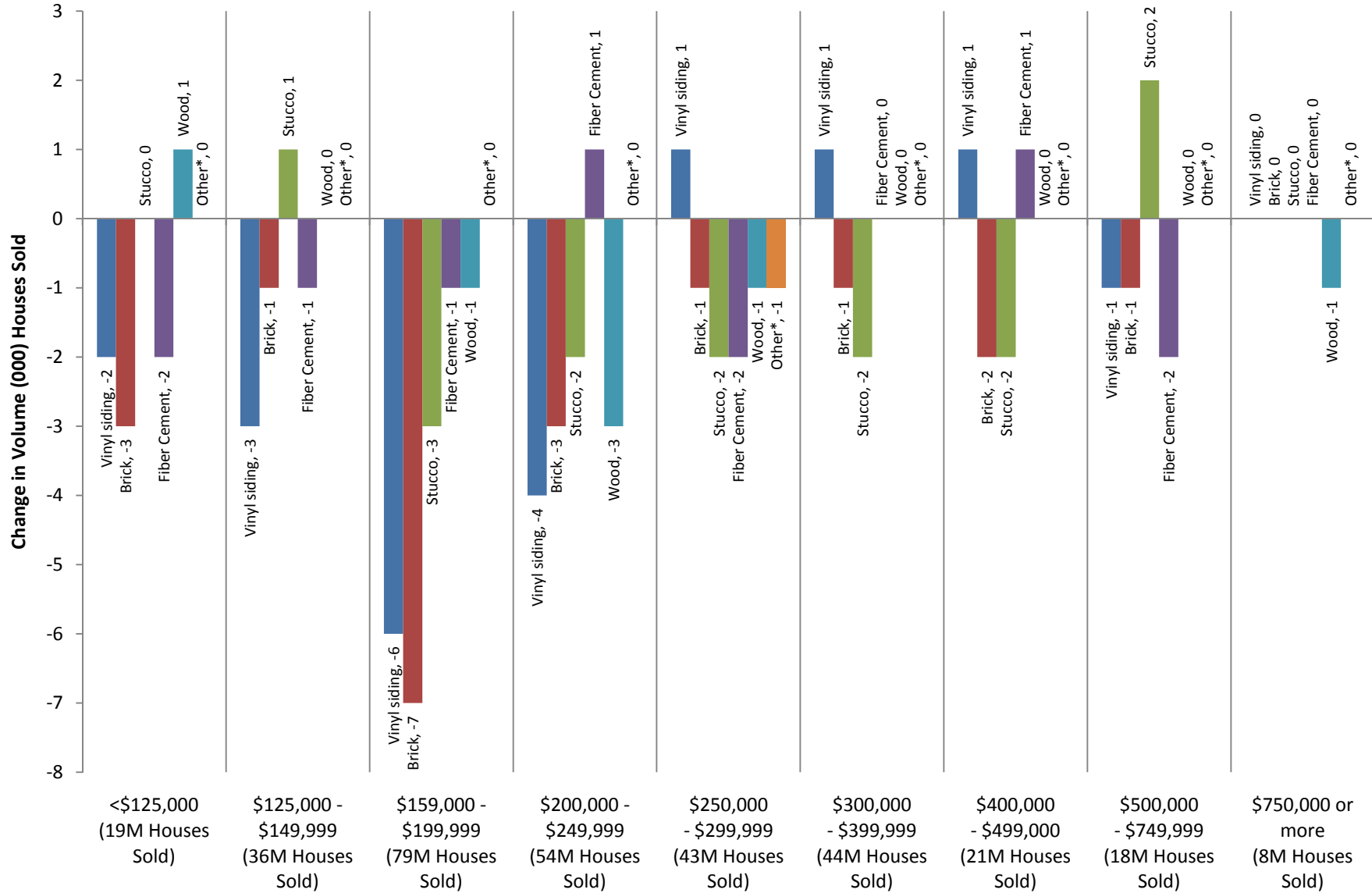
## Volume by Sales Price 2010



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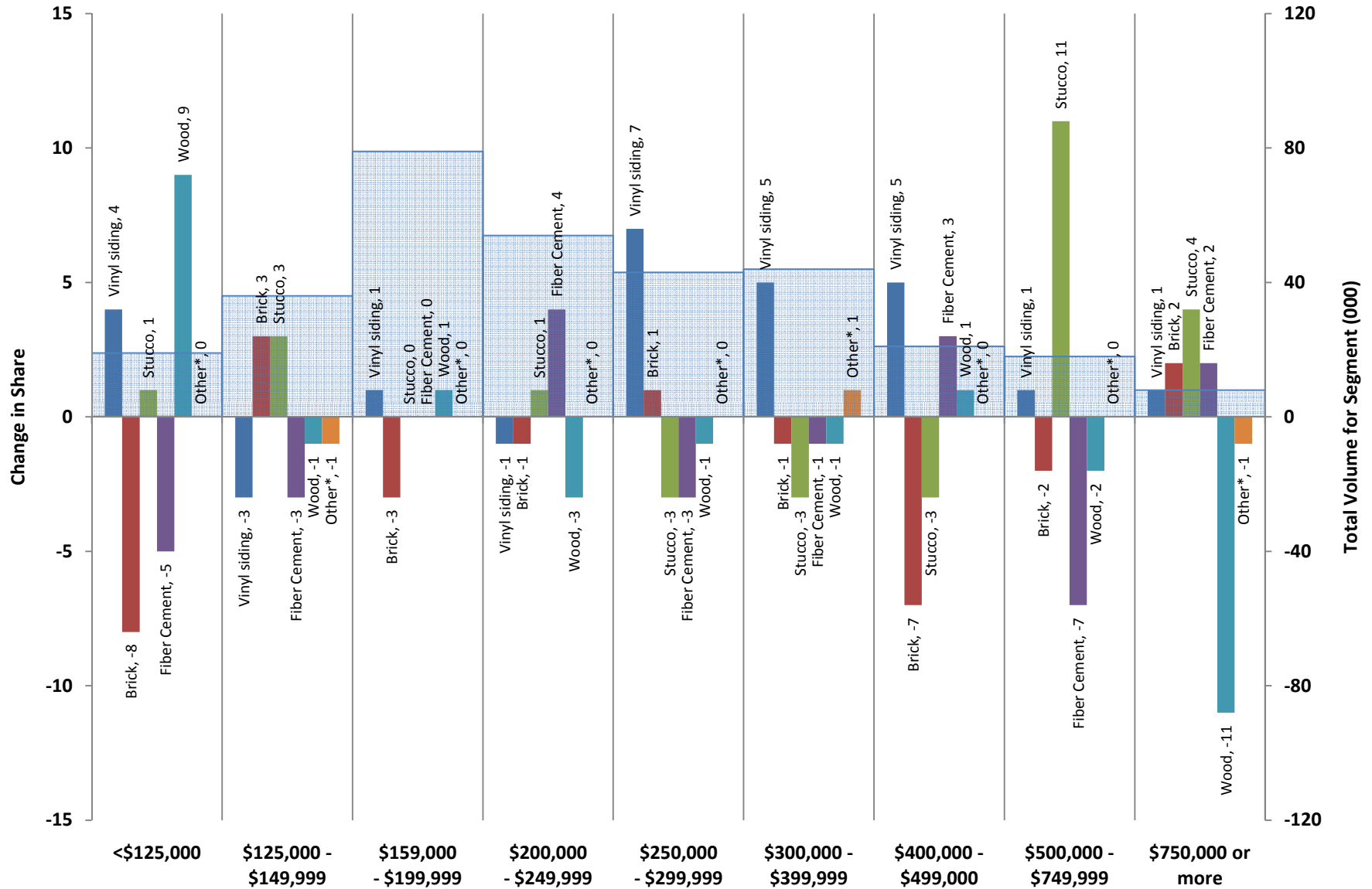
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