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Vinyl Siding Continues as Market Leader

July, 2008 – Washington, D.C. – Vinyl siding remains the number one choice of exterior cladding for new single-family houses. According to the recently published 2007 U.S. Census Bureau data, vinyl siding holds a [32 percent market share](#) among all single-family homes – up one percentage point from 2006.

“Even as new exterior cladding is being developed, vinyl siding continues to gain market share or stay flat in nearly all price segments,” said [Vinyl Siding Institute, Inc.](#) (VSI) President Jerry Y. Huntley. “We attribute this to the improved aesthetics and performance of vinyl siding, which is now being applied on upscale homes, as well as on homes at all price points, with style, creativity and confidence.”

According to the 2007 Census Bureau’s document entitled, *Principal Type of Exterior Wall Material of New One-Family Houses Sold*, vinyl siding is the number one choice for homes at price points up to \$250,000, second only to stucco on homes priced between \$300,000 and \$500,000.

By comparison, market share in the “other” category – which includes fiber cement, as well as cinder block, stone and other types of materials – lost in all segments by capturing only 14 percent of the industry, down from 17 percent in 2006.

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Builders, remodelers and homeowners have long trusted vinyl siding for its durability, low maintenance and value. Additionally, vinyl siding is the only exterior cladding with both third-party [product certification](#) and [certified installer programs](#), both of which are administered by an independent quality control agency. And with an increasingly diverse selection of profiles, colors, textures, architectural trim and accessories, vinyl siding can suit a sweeping range of architectural styles and design tastes – from historic to contemporary.

About the Vinyl Siding Institute

The Vinyl Siding Institute, Inc., located in Washington, D.C., represents manufacturers of vinyl and other polymeric siding and suppliers to the industry. VSI is the sponsor of the *VSI Vinyl Siding Product Certification Program* and the *VSI Certified Installer Program*. www.vinylsiding.org.

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