

# BUILDERnews® 2006 Brand Preference Survey



The results are in!  
BN's annual brand survey shows  
what brands are most popular  
around the West.

We appreciate the input of the many survey respondents who gave insight into the brand preferences and decision-making criteria among builders, purchasing agents and other decision-makers who influence the buying decision for products used in the construction of residential homes throughout the West.

Below we have listed the top three brands mentioned in 49 assorted product categories. (In those instances where a tie occurred, four or five entries have been listed.) We broadened the number of categories by roughly 25 percent over last year's total of 38. As you review the results, please gauge how you feel. If your preferences compare differently, please share your feedback in our online reader forum at [buildernewsmag.com](http://buildernewsmag.com), where the survey results are also posted. Your comments and opinions are valued and will shape future surveys.

The 2006 Brand Survey was conducted by in-house research and was offered to our 45,000 readers in circulation. It was administered via fax, Web site, E-mail and reply-by-mail. Results were tabulated based on those who were self-identified as builders, purchasing professionals or other decision makers. If a respondent had no product preference in a particular category, they were instructed to skip that section.

To illustrate the regional impact of brand preference, we've also included the top brands used the most nationally, based on *Builder's* 2006 Brand Use Study.

Many thanks to our survey's sponsoring companies: Maxim Lighting International and Simpson Strong-Tie.



BN announces the winner of a \$500 cash prize awarded to the lucky survey respondent drawn from the pool of the 2006 Brand Survey:

The winner is Jerry McAuliffe of Eugene, Ore.

Top Brands in Western Region	%	Top National Brand
<b>Appliances – Ranges and Cooktops</b>		
GE Appliances	35%	GE
Kenmore	15%	
Dacor	14%	
<b>Appliances – Refrigerators</b>		
GE Appliances	40%	GE
Kenmore	22%	
KitchenAid	13%	
<b>Appliances – Dishwashers</b>		
GE Appliances	24%	
KitchenAid	18%	
Whirlpool	14%	
<b>Appliances – Microwaves</b>		
GE	38%	
Kenmore	18%	
KitchenAid	8%	
Dacor	8%	
<b>Cabinets</b>		
KraftMaid	13%	KraftMaid
Canyon Creek	10%	
Diamond	8%	
<b>Central Vacuums</b>		
Hoover	28%	NuTone
ElectroLux	19%	
VacuFlo	17%	
<b>Closets/Organization Systems</b>		
California Closets	31%	Rubbermaid
Rubbermaid	23%	
Closet Maid	12%	
<b>Countertops</b>		
Rubbermaid	23%	Silestone
Silestone	16%	
CaesarStone	13%	
<b>Solid-Surface Countertops</b>		
DuPont Corian	40%	DuPont/ Corian
Wilsonart	15%	
Formica	10%	
Silestone	10%	
<b>Laminate Countertops</b>		
Wilsonart	45%	Formica
Formica	31%	
Nevarmar	6%	
<b>Decking – Vinyl/Composite</b>		
Trex	49%	Trex
Rhino Deck	13%	
TimberTech	10%	
<b>Deck Fasteners</b>		
DeckLok	23%	
QuikDrive	12%	
FasPac	12%	



COURTESY TREX

Trex is No. 1 in decking.



COURTESY OVERHEAD DOOR

Overhead is No. 1 in garage doors.



COURTESY CERTAINTEED

CertainTeed is No. 1 in asphalt roofing.



COURTESY ARMSTRONG

Armstrong is No. 1 in vinyl flooring and No. 3 in laminate.



COURTESY DECKLOK

DeckLok is No. 1 in deck fasteners.

Top Brands in Western Region	%	Top National Brand
<b>Siding – Manufactured Stone</b>		
Owens Corning/Cultured Stone	37%	
Eldorado Stone	22%	
Castia Stone	7%	
Coronado Stone	7%	
<b>Siding – Stucco</b>		
Stuc-O-Flex	16%	Dryvit
La Habra	12%	
Sto Corp.	12%	
Omega	8%	
USG	8%	
<b>Stains &amp; Varnishes</b>		
Sherwin-Williams	22%	Sherwin-Williams
Olympic	19%	
Behr	16%	
<b>SIPs</b>		
Premier Building Systems	18%	
Energreen	13%	
Enercept	9%	
R-Control	9%	
<b>Tools – Power</b>		
DeWalt	31%	DeWalt
Bosch	17%	
Makita	13%	
<b>Tools – Pneumatic</b>		
Stanley-Bostich	21%	Paslode
DeWalt	19%	
Senco	18%	
<b>Tile – Ceramic</b>		
Arizona Tile	24%	Dal-Tile
American Olean	15%	
Walker Zenger	10%	
<b>Trucks – Utility Vehicles</b>		
Ford	39%	Chevrolet & Ford (tied)
Chevrolet	20%	
Dodge	17%	
<b>Water Heaters</b>		
Rheem	27%	A.O. Smith
Lennox	23%	
A.O. Smith	18%	
<b>Windows – Wood</b>		
Andersen	25%	Andersen
Pella	20%	
Milgard	15%	
<b>Windows – Vinyl</b>		
Milgard	30%	JELD-WEN
CertainTeed	15%	
Jeld-Wen	11%	
<b>Windows – Skylights</b>		
Velux	43%	Velux
Pella	15%	
Crystalite	11%	