

**consumerscan**

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# REAL CEDAR PCBC BOOTH VISITOR SURVEY

**Survey Results Banner report**

**June 2003**

Prepared by: *Consumerscan*  
June 27, 2003

**The Real Cedar Booth**  
Please rate our booth for the following:

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
Visual appeal compared to other booths	3	29%	31%	26%	32%	23%	64%	33%	15%	33%	33%	29%	30%
	Excellent	71%	69%	74%	68%	77%	36%	67%	85%	67%	67%	71%	70%
<b>Total</b>	Mean	<b>90</b>	<b>90</b>	<b>91</b>	<b>89</b>	<b>92</b>	<b>78</b>	<b>89</b>	<b>95</b>	<b>89</b>	<b>89</b>	<b>90</b>	<b>90</b>
	Base	<b>63</b>	<b>36</b>	<b>27</b>	<b>38</b>	<b>13</b>	<b>11</b>	<b>21</b>	<b>13</b>	<b>21</b>	<b>21</b>	<b>7</b>	<b>27</b>
Variety of product and applications shown	2	3%	3%	4%	5%		9%	5%		5%	5%		4%
	3	37%	36%	37%	39%	46%	45%	38%	38%	48%	38%	57%	30%
	Excellent	60%	61%	59%	55%	54%	45%	57%	62%	48%	57%	43%	67%
<b>Total</b>	Mean	<b>85</b>	<b>86</b>	<b>85</b>	<b>83</b>	<b>84</b>	<b>78</b>	<b>84</b>	<b>87</b>	<b>81</b>	<b>84</b>	<b>81</b>	<b>87</b>
	Base	<b>63</b>	<b>36</b>	<b>27</b>	<b>38</b>	<b>13</b>	<b>11</b>	<b>21</b>	<b>13</b>	<b>21</b>	<b>21</b>	<b>7</b>	<b>27</b>
Usefulness of information provided	2	6%	6%	8%	3%	15%		14%		10%	5%		4%
	3	32%	36%	27%	35%	38%	40%	43%	23%	52%	15%	71%	31%
	Excellent	61%	58%	65%	62%	46%	60%	43%	77%	38%	80%	29%	65%
<b>Total</b>	Mean	<b>85</b>	<b>84</b>	<b>86</b>	<b>86</b>	<b>77</b>	<b>86</b>	<b>76</b>	<b>92</b>	<b>76</b>	<b>92</b>	<b>76</b>	<b>87</b>
	Base	<b>62</b>	<b>36</b>	<b>26</b>	<b>37</b>	<b>13</b>	<b>10</b>	<b>21</b>	<b>13</b>	<b>21</b>	<b>20</b>	<b>7</b>	<b>26</b>
Booth layout and convenience	2	5%	8%		5%	8%	9%	9%		10%	5%	29%	4%
	3	19%	17%	21%	18%	23%	27%	23%	8%	19%	27%	14%	15%
	Excellent	77%	75%	79%	77%	69%	64%	68%	92%	71%	68%	57%	81%
<b>Total</b>	Mean	<b>90</b>	<b>89</b>	<b>93</b>	<b>90</b>	<b>87</b>	<b>85</b>	<b>86</b>	<b>97</b>	<b>87</b>	<b>88</b>	<b>76</b>	<b>92</b>
	Base	<b>64</b>	<b>36</b>	<b>28</b>	<b>39</b>	<b>13</b>	<b>11</b>	<b>22</b>	<b>13</b>	<b>21</b>	<b>22</b>	<b>7</b>	<b>27</b>

Mean based on 100-point scale: 0=Poor...100=Excellent.

**The Real Cedar Booth**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
Please check the statement which best describes your overall reaction to Cedar products displayed:	Did not increase my knowledge about or appreciation for Cedar	5%	6%	4%	5%	8%	20%	5%		10%	5%	14%	4%
	Provided an increase in my knowledge about or appreciation for Cedar	51%	60%	38%	49%	67%	60%	59%	42%	57%	50%	57%	50%
	Provided a significant increase in my knowledge about or appreciation for Cedar	44%	34%	58%	46%	25%	20%	36%	58%	33%	45%	29%	46%
<b>Total</b>	Base	<b>61</b>	<b>35</b>	<b>26</b>	<b>37</b>	<b>12</b>	<b>10</b>	<b>22</b>	<b>12</b>	<b>21</b>	<b>20</b>	<b>7</b>	<b>26</b>

**Trade Show Attendance & Importance**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
How many trade shows and other similar events have you attended in the last 12 months?	1	30%	29%	32%	28%	44%	50%	38%	11%	44%	14%	60%	10%
	2	30%	42%	18%	34%	33%	38%	38%	33%	28%	50%	20%	40%
	3	20%	8%	32%	17%	22%		13%	44%	22%	7%	20%	25%
	4	9%	8%	9%	7%			13%		6%	7%		10%
	5	4%	4%	5%	7%		13%				14%		10%
	6	2%	4%		3%				11%		7%		5%
	8	2%	4%		3%								
	9	2%		5%									
<b>Total</b>	Base	<b>46</b>	<b>24</b>	<b>22</b>	<b>29</b>	<b>9</b>	<b>8</b>	<b>16</b>	<b>9</b>	<b>18</b>	<b>14</b>	<b>5</b>	<b>20</b>

**Trade Show Attendance & Importance**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
How important are trade shows and events as a source for home building and renovation information?	Not very important	2%		4%									
	Quite important	28%	28%	29%	28%	23%	18%	23%	23%	19%	32%	14%	22%
	Very important	41%	36%	46%	41%	46%	45%	50%	38%	57%	32%	57%	44%
	Extremely important	30%	36%	21%	31%	31%	36%	27%	38%	24%	36%	29%	33%
<b>Total</b>	Mean	<b>75</b>	<b>77</b>	<b>71</b>	<b>76</b>	<b>77</b>	<b>80</b>	<b>76</b>	<b>79</b>	<b>76</b>	<b>76</b>	<b>79</b>	<b>78</b>
	Base	<b>64</b>	<b>36</b>	<b>28</b>	<b>39</b>	<b>13</b>	<b>11</b>	<b>22</b>	<b>13</b>	<b>21</b>	<b>22</b>	<b>7</b>	<b>27</b>

Mean based on 100-point scale: 0=Not at all important...100=Extremely important.

**Cedar Usage**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
In the past 12 months have you used any of the following?	Cedar decking	42%	42%	38%	6%	13%	13%	10%	14%	28%	4%	33%	
	Cedar siding	50%	50%	41%	9%	7%	23%	23%	28%	31%	8%	58%	
	Cedar trim	50%	50%	38%	12%	3%	27%	17%	21%	31%	13%	46%	
	Other cedar products	31%	31%	24%	6%	3%	10%	13%	10%	10%	4%	13%	
<b>Total</b>	Base	<b>36</b>	<b>36</b>	<b>27</b>	<b>7</b>	<b>8</b>	<b>13</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>5</b>	<b>19</b>	

Column totals may exceed 100% because of multiple responses.

**Cedar Usage**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
Other cedar products	Interiors	20%	20%	13%	50%		50%	25%		33%		33%	
	Roofing	30%	30%	25%	50%			75%	33%	67%		67%	
	Windows	10%	10%	13%									
	Outdoor furniture	20%	20%	25%		100%				33%			
	Timbertech	10%	10%	13%									
	Fencing	10%	10%	13%				50%		33%			
<b>Total</b>	Base	<b>10</b>	<b>10</b>	<b>8</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	

**Cedar Usage**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
After visiting our booth are you likely to consider using Cedar more frequently?	Probably not	3%	3%	4%	3%	9%		5%		5%			
	Yes, probably	59%	66%	48%	62%	55%	80%	52%	58%	50%	71%	57%	
	Yes, definitely	38%	31%	48%	36%	36%	20%	43%	42%	45%	29%	44%	
<b>Total</b>	Base	<b>58</b>	<b>35</b>	<b>23</b>	<b>39</b>	<b>11</b>	<b>10</b>	<b>21</b>	<b>12</b>	<b>20</b>	<b>21</b>	<b>7</b>	<b>27</b>
Did our exhibit cause you to consider using Cedar instead of substitute decking, siding or trim products?	Definitely not	2%		5%	3%								
	Probably not	10%	10%	9%	9%	13%	10%	6%	18%	12%	11%	14%	
	Yes, probably	59%	62%	55%	69%	25%	60%	56%	55%	53%	63%	29%	
	Yes, definitely	29%	28%	32%	20%	63%	30%	38%	27%	35%	26%	57%	
<b>Total</b>	Base	<b>51</b>	<b>29</b>	<b>22</b>	<b>35</b>	<b>8</b>	<b>10</b>	<b>16</b>	<b>11</b>	<b>17</b>	<b>19</b>	<b>7</b>	<b>24</b>

**A Little About You**

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
How many houses a year does your company build?	0 - 25 units	75%	79%	67%	100%		73%	65%	77%	57%	86%	17%	
	26 - 100 units	2%		6%		8%	9%				5%		
	100+ units	23%	21%	28%		92%	18%	35%	23%	43%	9%	83%	
<b>Total</b>	Base	<b>52</b>	<b>34</b>	<b>18</b>	<b>39</b>	<b>13</b>	<b>11</b>	<b>20</b>	<b>13</b>	<b>21</b>	<b>22</b>	<b>6</b>	<b>27</b>

*A Little About You*

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
What percent are... custom homes?	10%	12%	13%	10%	4%	43%	33%	13%		19%	6%	57%	
	20%	6%	4%	10%		14%		13%		6%		29%	
	30%	3%	4%			14%		7%		6%		14%	
	50%	12%	13%	10%	12%	14%		7%	25%	13%	13%		15%
	75%	3%		10%		14%			8%	6%			4%
	80%	12%	17%		15%			7%	25%	6%	19%		15%
	90%	3%	4%		4%		17%			6%			4%
	100%	50%	46%	60%	65%		50%	53%	42%	38%	63%		63%
<b>Total</b>	Base	<b>34</b>	<b>24</b>	<b>10</b>	<b>26</b>	<b>7</b>	<b>6</b>	<b>15</b>	<b>12</b>	<b>16</b>	<b>16</b>	<b>7</b>	<b>27</b>
What percent are... speculative homes?	3%	6%	8%					17%				25%	
	10%	13%	8%	25%	13%	14%		33%		25%		25%	13%
	20%	25%	33%		50%			17%	43%	13%	50%		50%
	25%	6%		25%		14%			14%	13%			13%
	50%	13%	17%		13%	14%			29%	13%	17%		25%
	90%	13%	8%	25%		29%	33%	17%		25%		50%	
	100%	25%	25%	25%	25%	29%	67%	17%	14%	13%	33%		
<b>Total</b>	Base	<b>16</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>8</b>

*A Little About You*

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
What is the average square footage of the homes you build?	Under 2000 sq ft	24%	27%	19%	26%	23%	100%			24%	29%	29%	15%
	2001 - 2500 sq ft	26%	27%	25%	23%	31%		55%		29%	19%	29%	19%
	2501 - 3000 sq ft	22%	17%	31%	19%	23%		45%		24%	14%	43%	19%
	3001 - 4000 sq ft	20%	20%	19%	23%	15%			69%	24%	19%		31%
	4000+ sq ft	9%	10%	6%	10%	8%			31%		19%		15%
<b>Total</b>	Base	<b>46</b>	<b>30</b>	<b>16</b>	<b>31</b>	<b>13</b>	<b>11</b>	<b>22</b>	<b>13</b>	<b>21</b>	<b>21</b>	<b>7</b>	<b>26</b>

*A Little About You*

		All Surveys	Usage in last 12 months		Number of Houses Built		Size of Houses			Cost / sq ft		% Custom Homes	
			Yes	No	0 - 25	25+	< 2000 sq ft	2000 - 3000 sq ft	3000+ sq ft	< \$150	\$150+	<50%	50%+
What is the average cost per square foot of the home you build?	Less than \$100	9%	10%	7%	6%	17%		17%	8%	19%			4%
	\$101 - \$125	16%	24%		16%	17%	36%	17%		33%		33%	15%
	\$125 - \$150	23%	14%	43%	16%	42%	9%	28%	31%	48%		50%	23%
	\$150+	51%	52%	50%	61%	25%	55%	39%	62%		100%	17%	58%
<b>Total</b>	Base	<b>43</b>	<b>29</b>	<b>14</b>	<b>31</b>	<b>12</b>	<b>11</b>	<b>18</b>	<b>13</b>	<b>21</b>	<b>22</b>	<b>6</b>	<b>26</b>