



Builders' Granite

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U.S. Consumers Overwhelmingly Prefer Granite Over Any Other Countertop Surface For Dream Kitchen

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A new national survey finds that by overwhelming majorities U.S. consumers prefer granite countertops to any other countertop surface for their dream kitchen and believe that granite countertops increase the resale value of a home. The survey of 2,021 U.S. adults aged 18+ was conducted by Harris Interactive on behalf of the Marble Institute of America. It asked respondents which countertop surface they would most want in their dream kitchen. At 55 percent, "granite countertops" was by far the most popular response, followed distantly by synthetic stone at 12 percent. The survey was conducted Oct. 7 through 9. When asked how much they agree with the statement "granite countertops increase the resale value of a home," 90 percent of the surveyed consumers either strongly or somewhat agreed. "The survey reaffirms what we have known all along: across America, granite is the most desired countertop surface on the market today," said Jim Hogan, president of the Marble Institute of America. "After months of inaccurate reporting and questionable research aimed at raising doubts about granite, it is tremendously gratifying to know that consumers continue to feel that granite countertops are as safe as they are beautiful, practical and durable." In fact, 84 percent of survey respondents either strongly or somewhat agreed with the statement, "Granite countertops are among the most safe, beautiful and durable kitchen counter surfaces on the market today." "The results of the survey show that consumers' preferences for granite countertops are virtually the same across all regions, genders and age groups," Hogan said. The survey found remarkable consistency across the United States, with minimal variance in responses from different regions of the country. It also showed the appeal of granite was consistent among both age and socio-economic groups.

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