

EXAMINING SPRAY POLYURETHANE FOAM USAGE BY HOME BUILDERS

May 4, 2017



Spray Foam
Coalition

Who Was Surveyed?

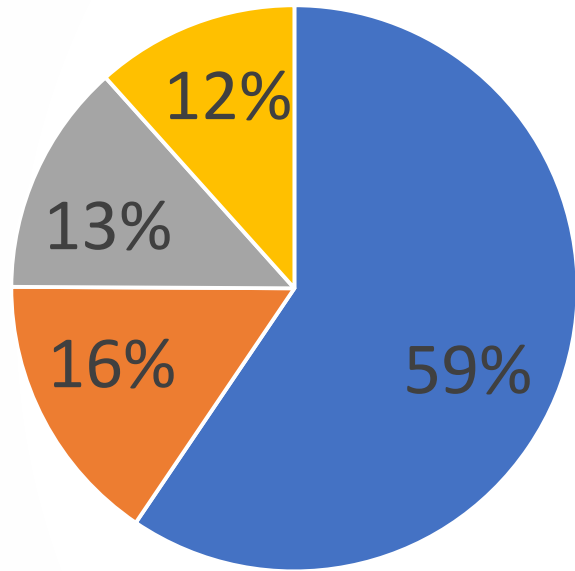
**9,000 Members
of Home
Innovation Labs**

**3,000
Invitations to
Construction
Panel Members**

**300 Nationally
(U.S)
Represented
Respondents
from a Variety
of Sources**

**Nationally
(U.S)
Represented
Construction
Companies
Included**

Who Uses SPF?



- Our company currently uses spray foam insulation, and we plan to continue using it
- Our company has never used spray foam insulation, but we are considering using it in the future
- Our company has never used spray foam insulation, and we do not plan to use it in the future
- Our company has used or uses spray foam insulation, but will not use it in the future

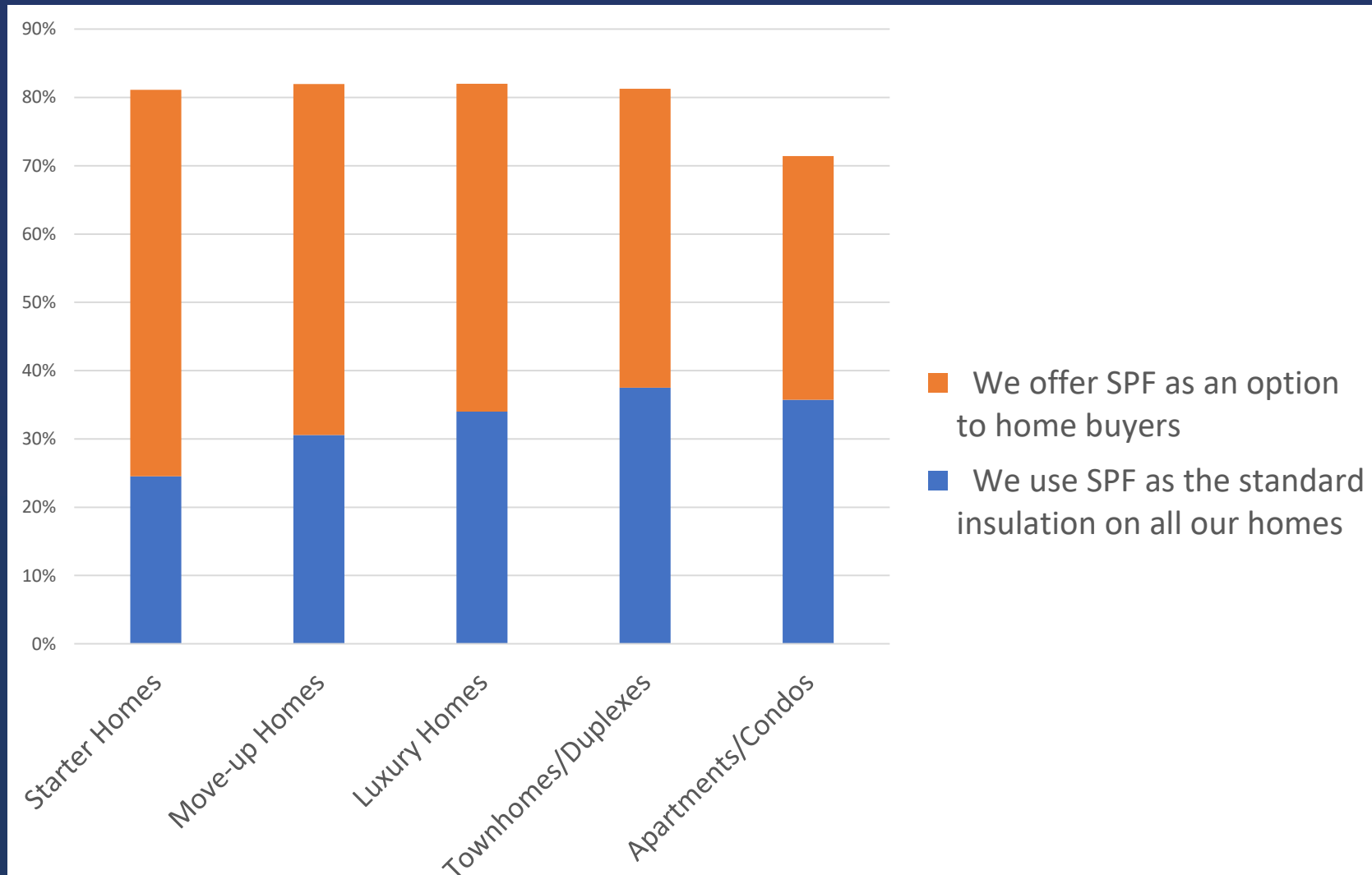
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- **Nearly 60% of Companies Use SPF and Plan to Continue to Use It**
- **16% of Builders Have Never Used SPF, But Are Considering It**

How Do Builders Offer SPF By Type of Construction

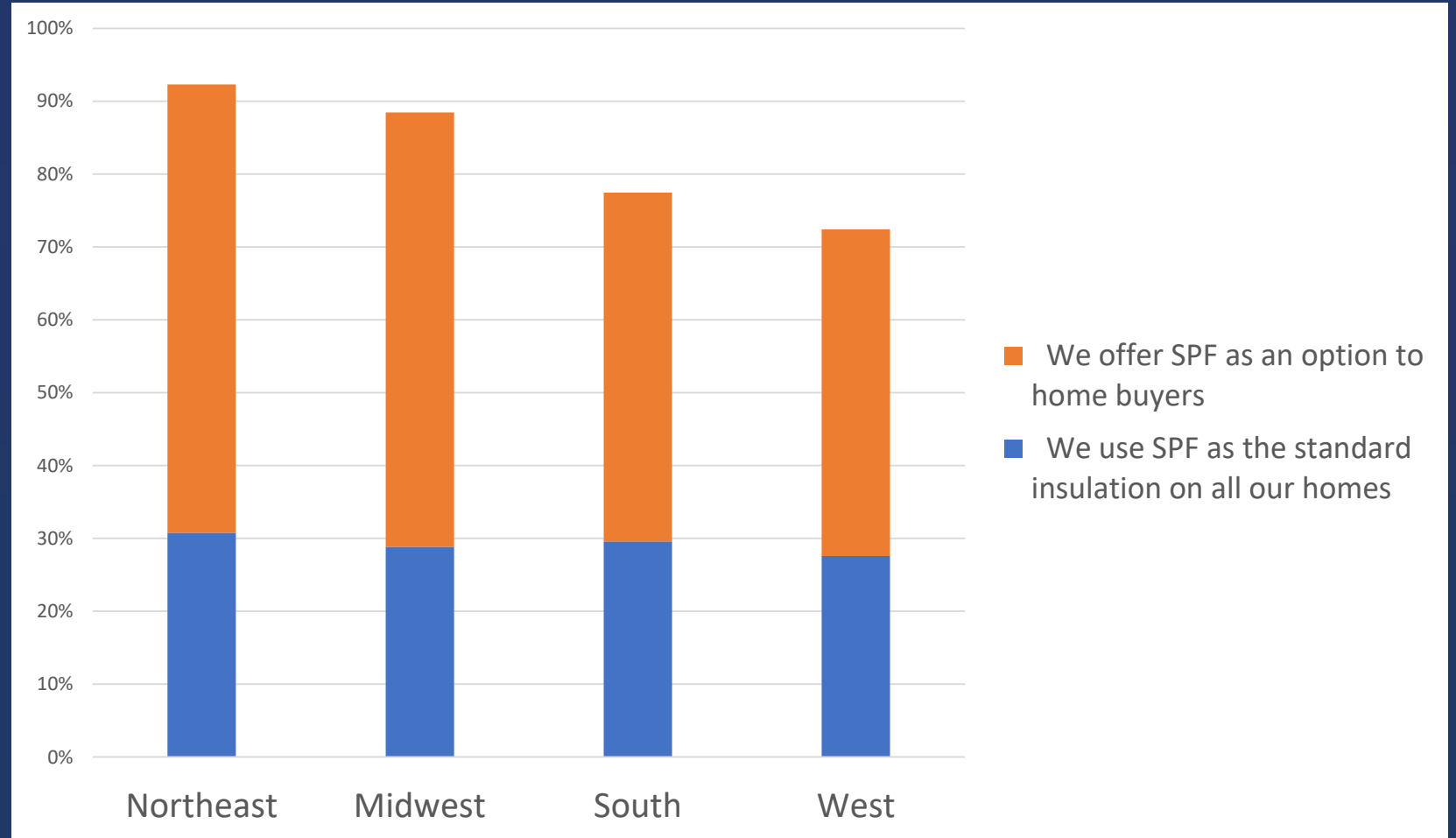
80% of home builders use SPF as either standard or an option:

- **Starter Home Builders:** 25% offer SPF standard and 55% more offer it as an option
- **Move-Up Home Builders:** 30% standard and 50% option
- **Luxury Home Builders:** 35% standard and 45% option



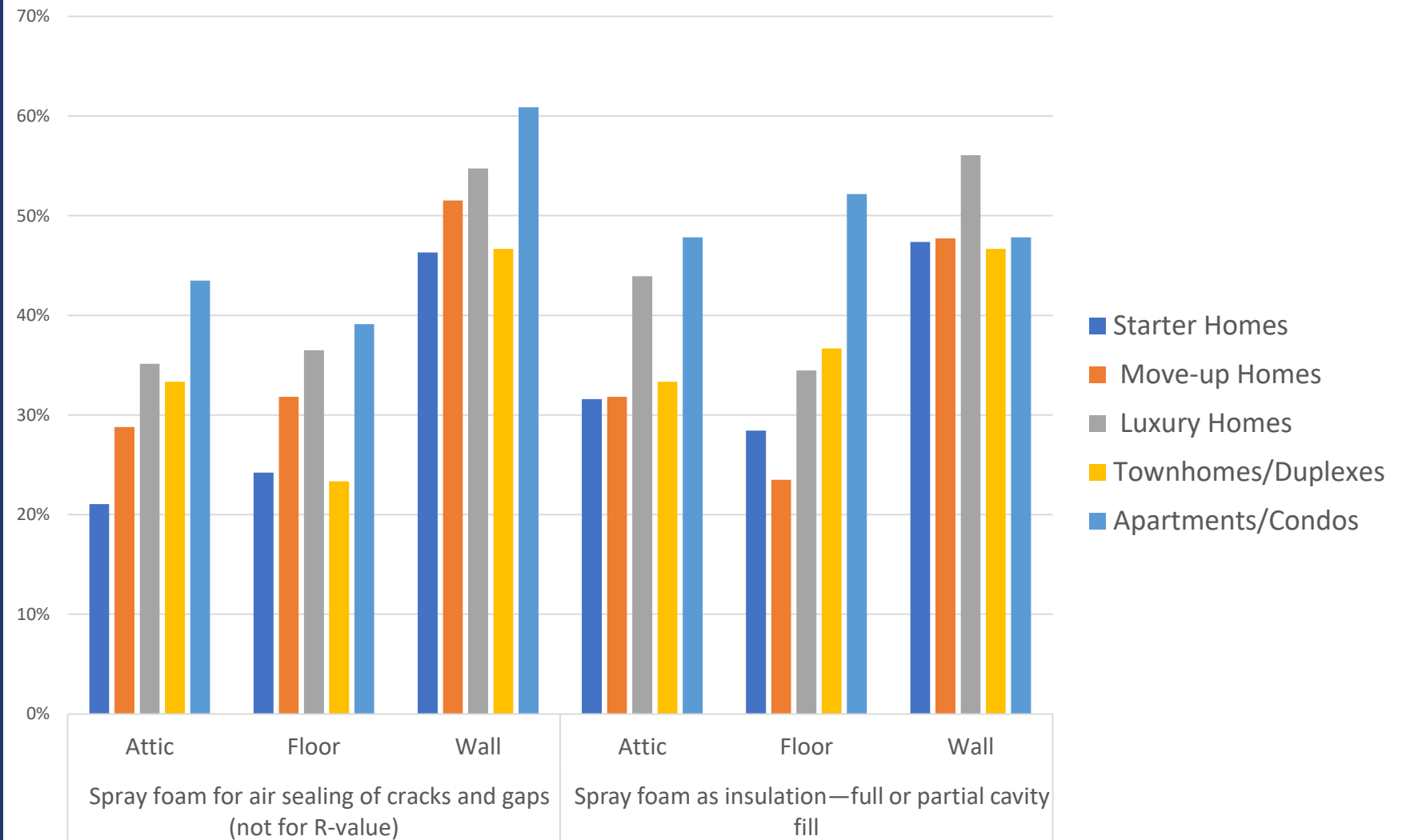
Is SPF Standard Or An Option By Region

- 80% of All Builders Use or Recommend SPF is Used Across all Regions



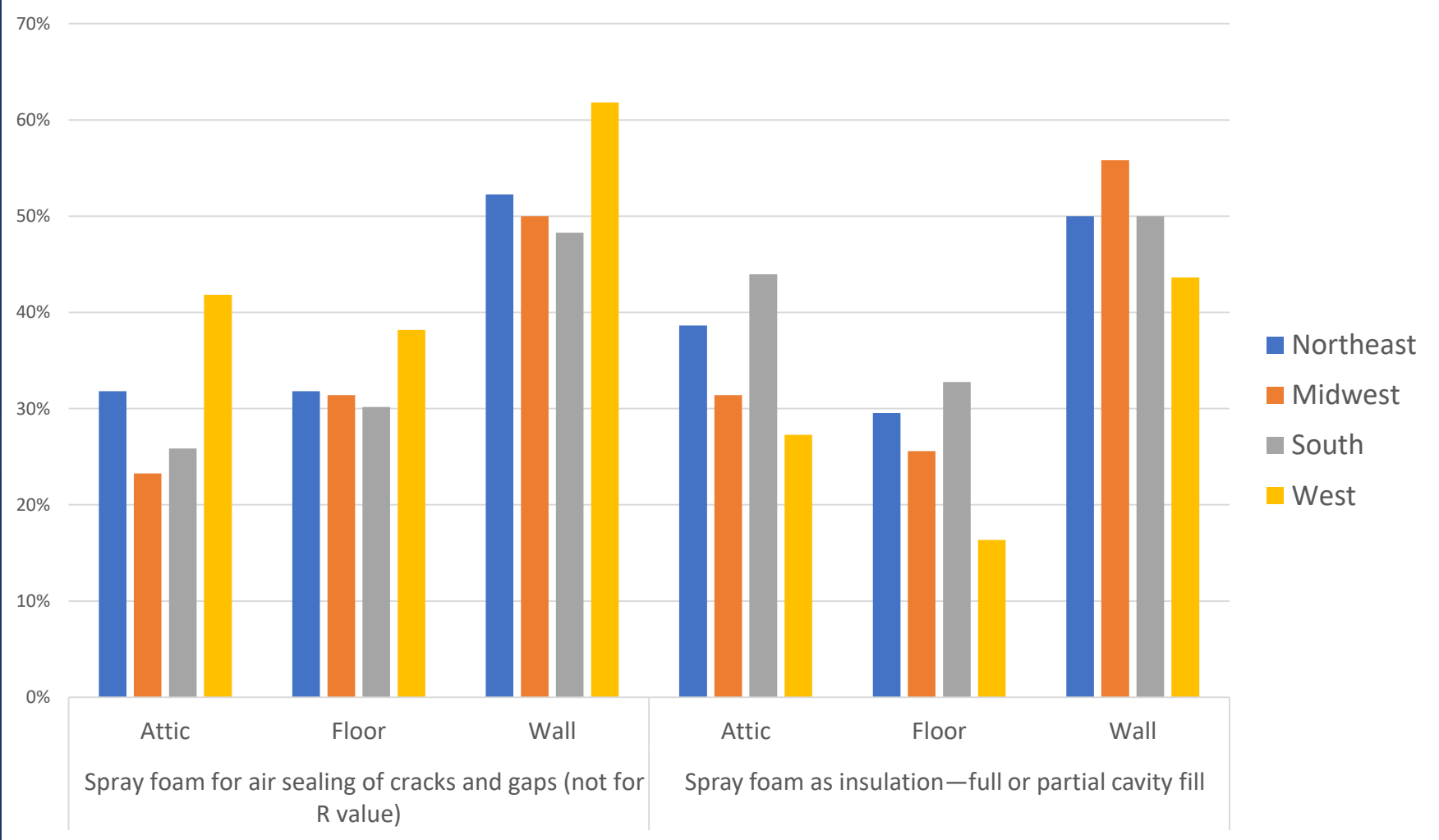
How is SPF Commonly Used?

- Increasing Selection of SPF as You Move From a Starter Home Up, Including Air Sealing or Partial Cavity Fill

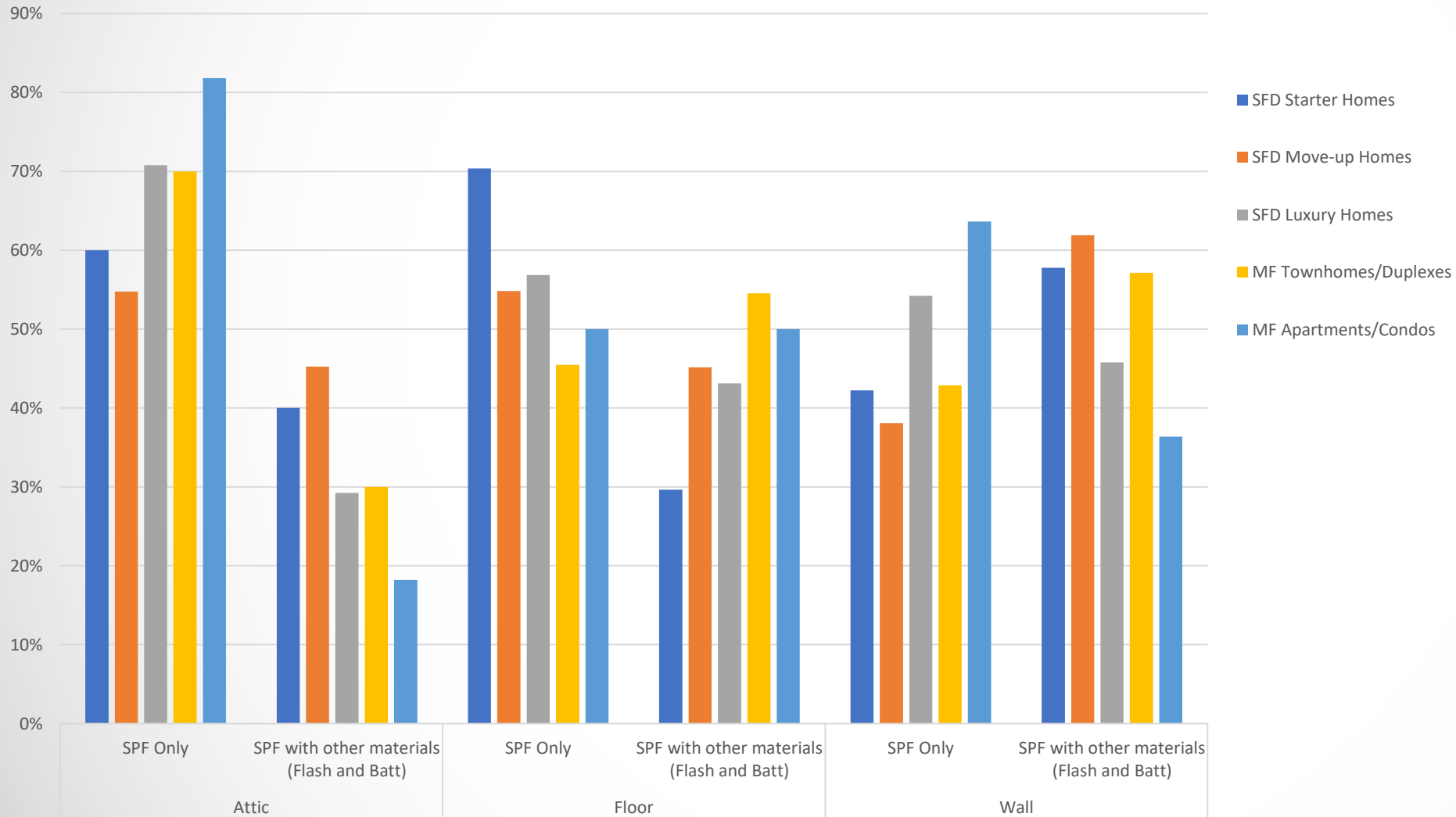


Where is SPF Most Commonly Used?

- Walls are Predominant Usage
- Applications Are Consistent Throughout all Regions

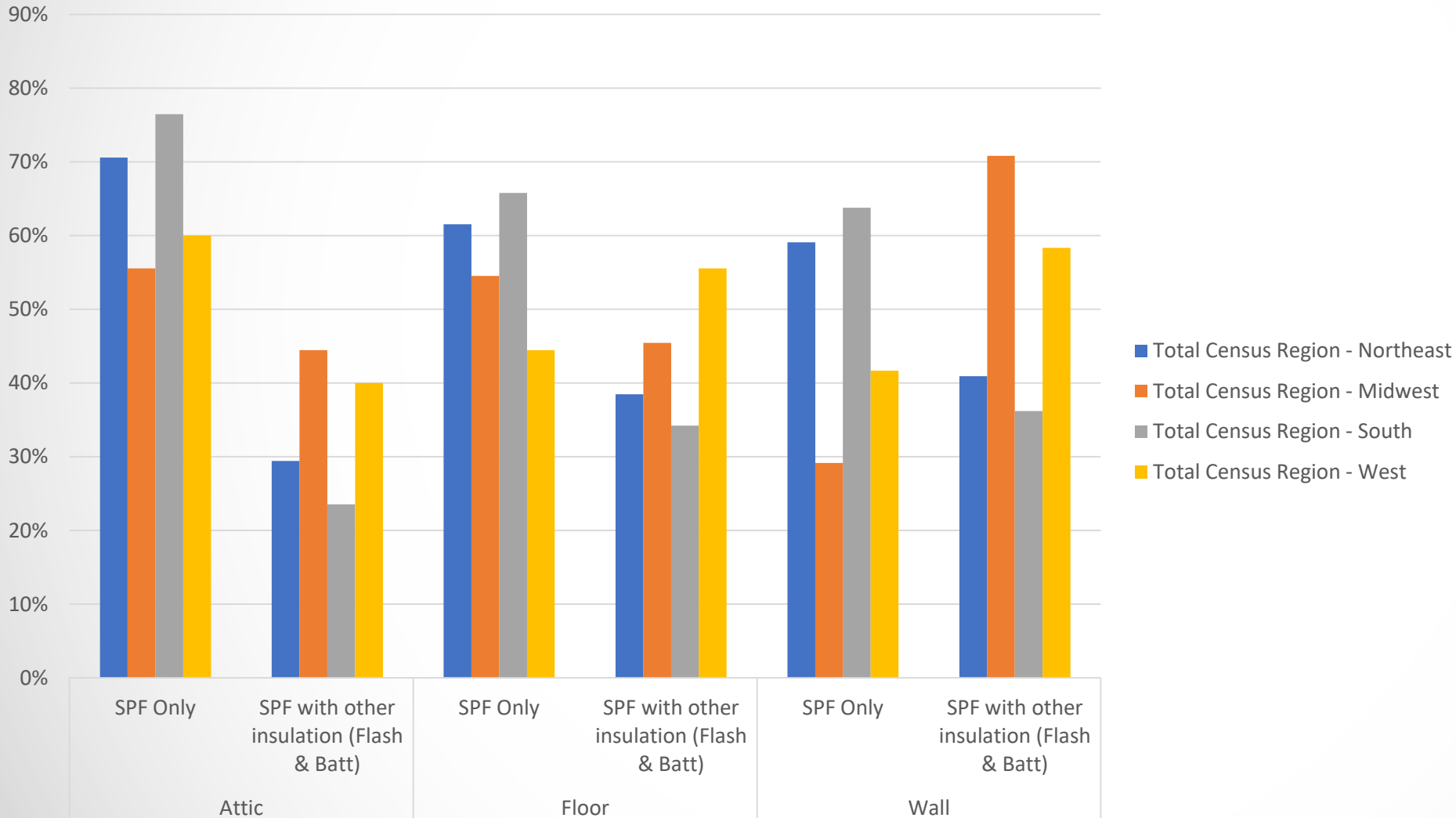


How Do Home Builders Use SPF?



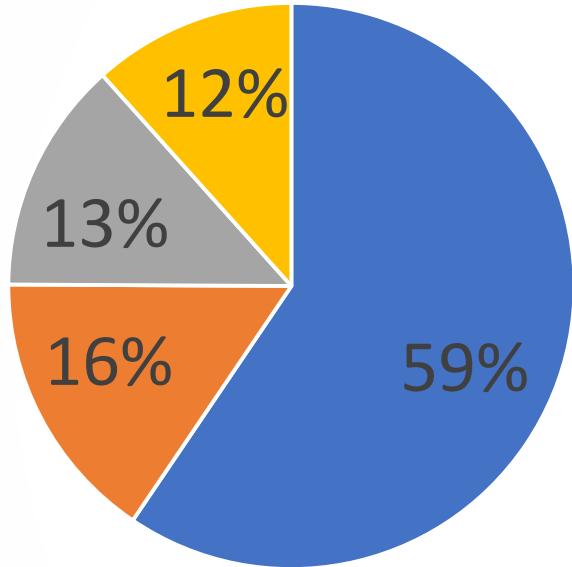
- Builders Use Only SPF for Attics in Apartments/Condos 81% of the Time
- Builders Use Only SPF in Walls in Luxury Homes 55% of the Time
- In Walls, as Structure Value Increases, Usage of “SPF Only” Increases, Flash and Batt Decreases

Where is SPF Used By Builders?



- Across all Regions, More Than 50% of All Builders Exclusively Use SPF in Attics

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