EXAMINING SPRAY POLYURETHANE FOAM USAGE BY HOME BUILDERS

May 4, 2017
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?

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

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
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

We offer SPF as an option to home buyers

We use SPF as the standard insulation on all our homes
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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