

Vinyl Perceptions and Use Survey Finds Increase in Satisfaction with Durability and Design/Aesthetics of Vinyl Building Products

The latest results of the Vinyl Institute’s Market Preferences and the Use of Vinyl Building Materials survey find building professionals are satisfied with most factors associated vinyl building products with durability and design/aesthetics showing the largest satisfaction increase from 2019 to 2022.

The survey, conducted by Accountability Information Management, Inc. (AIM), a marketing research company specializing in business-to-business sales channels, surveyed 360 individuals working as architects, designers, specifiers, and facility managers located across the United States. The VI sponsors this survey every three years since 2003 to help measure the perceptions, preferences, and uses of vinyl within the architect and design industry. The main objectives of the survey are:

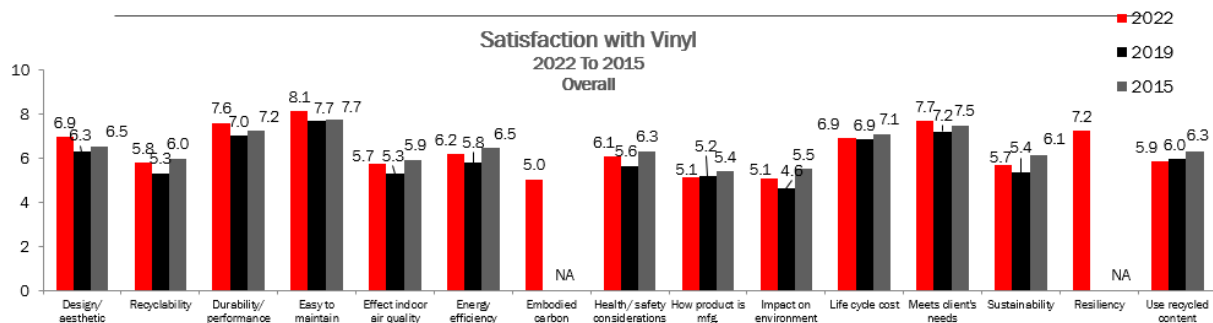
- Measure designers/facilities’ current specification/ use of PVC/vinyl products
- Identify the key reasons why they use or do not use vinyl products
- Find out what factors are more important to building professionals’ selection of products
- Measure and determine their satisfaction with PVC/ vinyl products

Overall building professionals are more satisfied with vinyl building products since 2019.

Architects are more satisfied with the durability and impact on the environment of vinyl products than they were in 2019. Interior designers are more satisfied with the design/appeal, recyclability, and impact on indoor air quality of vinyl products. Other areas of overall increased satisfaction include:

- Recyclability
- Meets client needs
- Impact on the environment
- Health/safety considerations

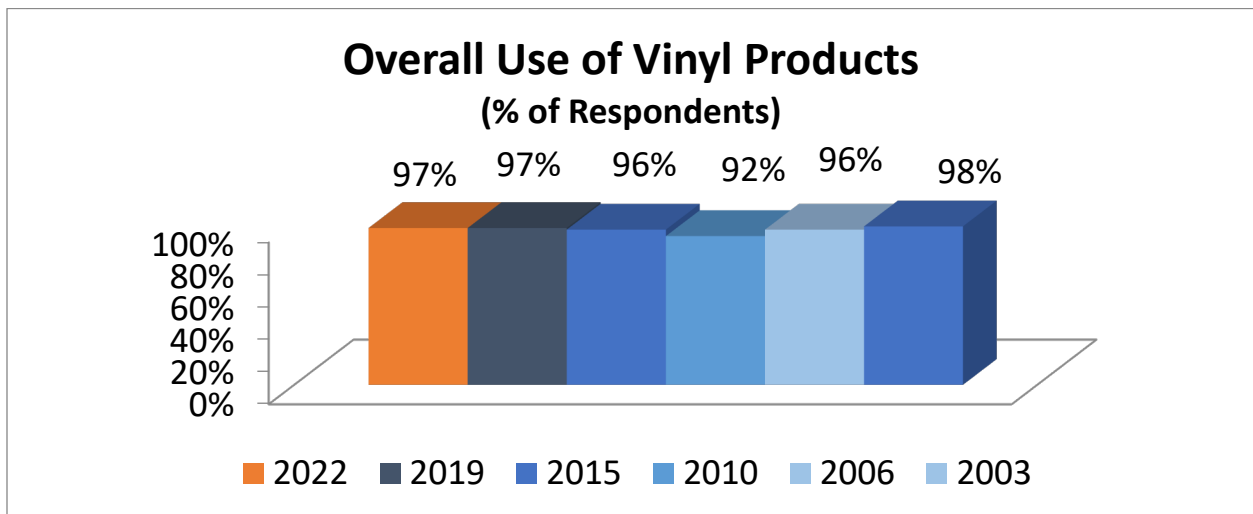
Satisfaction PVC/Vinyl Factors



N=331

Overall use of PVC building products remains steady.

From the respondent's data, 97% of building professionals indicated that they use some type of PVC/ Vinyl product. This percentage is unchanged from the 2019 data that was collected. Flooring, fencing, and wall covering take the lead for the top vinyl products, with a usage of 70% by building professionals. More facility professionals are using PVC and vinyl products in 2022 than in 2019 in all categories that were surveyed.



While the overall use of vinyl stayed the same, the change and usage of vinyl vary based on type of professional from 2015 to 2022:

- Facility managers had a 6% decrease in the use of vinyl products
- Interior designers had a 9% increase in the use of vinyl products, and
- Architects had a 6% decrease in the use of vinyl products

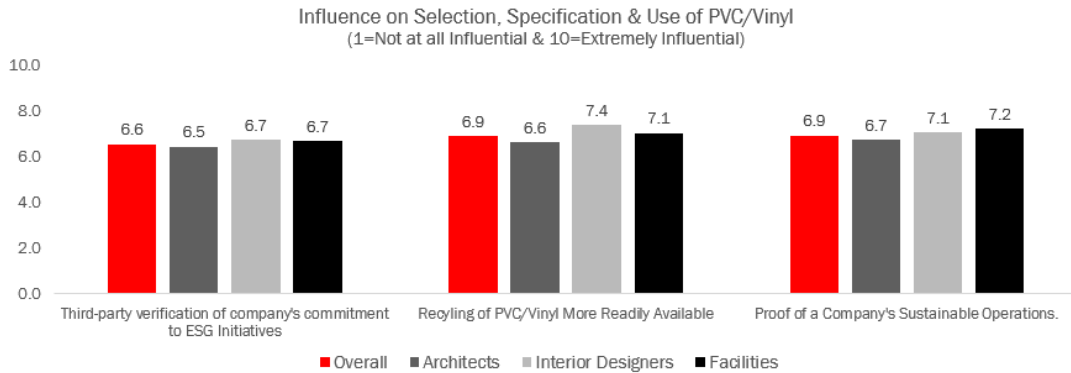
“We specify products containing PVC/vinyl often, as they are durable, cost-effective, strong and moisture resistant ...” -Interior Designer Survey Respondent

Building professionals consider a manufacturer's sustainability efforts.

This year's survey included a new question about the influence of ESG initiatives on their selection, specification, and use of vinyl. Overall, survey respondents indicated that they would be more apt to select, specify or purchase products with:

- Readily available recycling options
- Proof of a company's sustainable operations
- Third-party verification of a company's commitment to ESG initiatives.

Impact on Use & Perceptions: Other



N=327



More about the survey:

The survey was conducted via email and sent to 166 architects 100 interior designers, 84 management facilities, and 10 misc. that were identified from industry proprietary lists. The respondents were not aware that the VI was conducting the research. Respondents were from all areas of the U.S., and regional coverage was 21% west, 21% northeast, 25% Midwest, and 33% south.