

## Highlights

### Vinyl Institute

### Electrical Materials Council

### Market Research Survey

September 1992

1. The Vinyl Institute Electrical Materials Council (VI EMC) communications program is doing an effective job.
  - ▶ 72 percent of those who receive its communications are aware of the VI EMC.
  - ▶ 79 percent of those who are aware of the VI EMC recall receiving information about vinyl electrical materials from it.
  - ▶ 86 percent of those who receive them say VI EMC communications have increased their knowledge of vinyl electrical materials.
  - ▶ 71 percent of those who receive them say VI EMC communications have contributed to their more favorable attitude toward vinyl.
  - ▶ On almost every measure of evaluation, those who receive VI EMC communications are more positive about vinyl electrical materials and rate them significantly higher than those who do not receive the communications.
  - ▶ 35 percent of all those surveyed, whether they were aware of the VI EMC or not, feel more informed about vinyl electrical materials today than they were three years ago.
  - ▶ 20 percent of those who say they are more informed about vinyl electrical materials today than they were three years ago say the VI EMC is the main source of their information.

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- ▶ 20 percent of those who say they are more informed about vinyl electrical materials today than they were three years ago say they have developed a more favorable attitude toward using vinyl.
2. The VI EMC is using the best regarded information channels in its program.
- ▶ Trade journal articles (78 percent) and industry newsletters (65 percent) were the top-rated sources of useful information about electrical materials among all those surveyed.
  - ▶ 31 percent of those who said they were aware of the VI EMC and were more informed about vinyl today than three years ago cited the VI EMC newsletter as the main source of information that has made them better informed.
3. There is still work to be done to improve industry's knowledge of vinyl electrical materials.
- ▶ Of seven characteristics on which vinyl was rated for performance, only two were rated as excellent or good by more than 80 percent of all those surveyed.
  - ▶ Code makers in particular should be targets for VI EMC communications. They are less familiar with vinyl electrical materials, are less positive about their overall performance and are more critical of their fire characteristics than other groups of industry influentials surveyed.