



National Green Building Standard Certified Homes
Report on Survey Responses

Table of Contents

Overview & Our Approach	3
The Quantitative Results	4 - 8
The Qualitative Results	9 - 11
Key Findings	12 - 13
Appendix A: Survey Questions	A1 - A3

Overview

Home Innovation Research Labs reached out to GuildQuality with a request to conduct a national survey of buyers who have purchased or built a certified green home under National Green Building Standard.

The survey pool included 5,000 records pulled from the past three years; 1,350 of which were appended with telephone numbers and attempted up to 9 times. The data collected was used to determine overall customer satisfaction with their green home and what features and benefits they value most.

After the surveys were conducted, GuildQuality was tasked with writing up a report outlining the results of the survey as well as key findings that were uncovered.

Our Approach

The survey team at GuildQuality was given a list of contacts whose homes are NGBS certified and were built in the last three years. The team then reached out to these contacts with a list of questions aimed to gauge their happiness in their green home and what features and benefits they value most. Below are a few of the key aspects of the survey process:

- GuildQuality received the qualitative report based on 6 triad telephone group discussions with a total of 18 NGBS homeowners
- GuildQuality created and administered a survey containing 37 questions regarding the Green Certified home
- The survey included both quantitative and qualitative questions
- The questions were crafted to focus on owner satisfaction with the home and not on the experience with the builder
- Survey script was generated based on feedback from focus group
- All members surveyed were the original owners of the home; the survey was abandoned if the respondent was not the home's original owner

Total
Respondents:

187

Responses by Home Type:

Single Family - 175

Single Family Townhome - 6

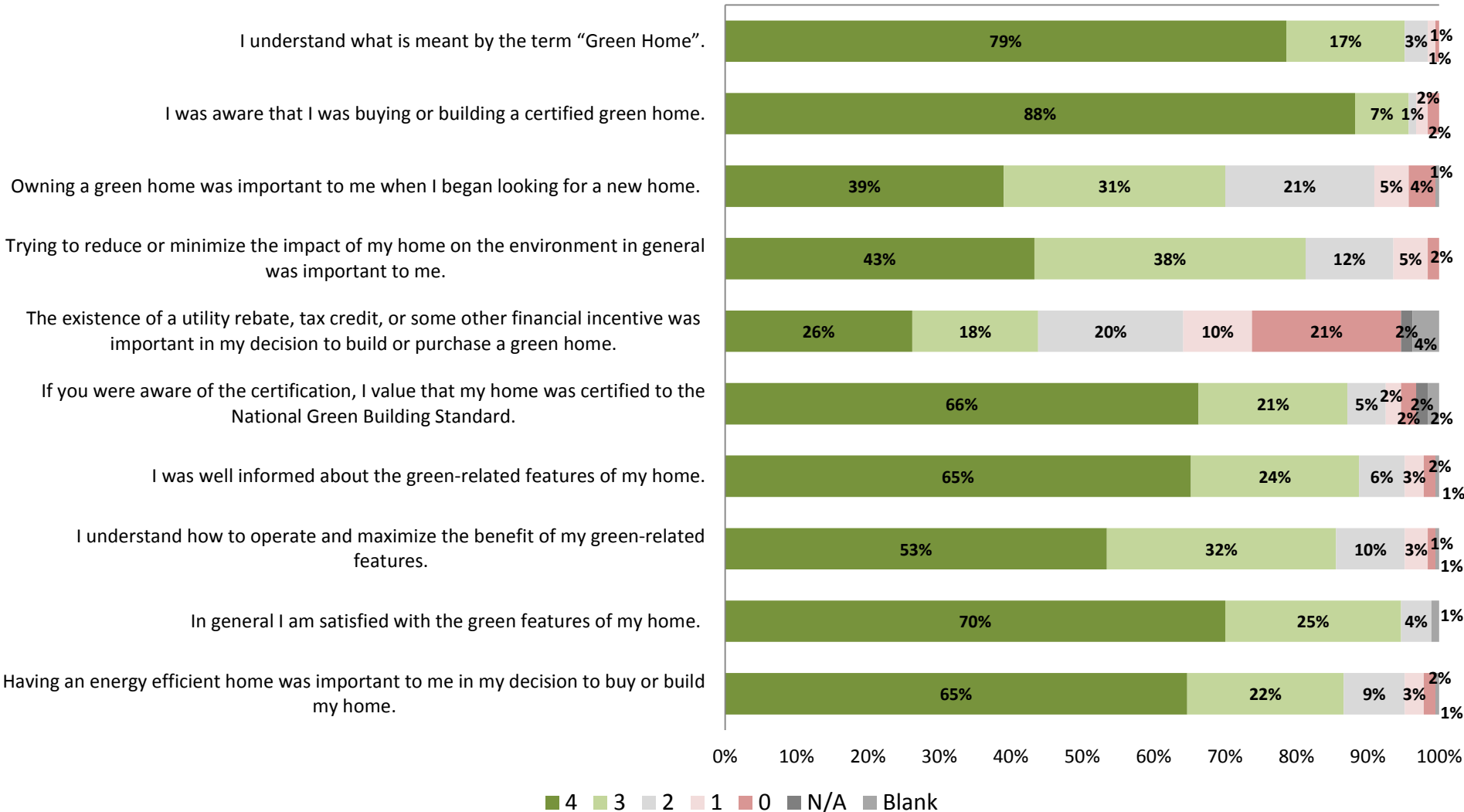
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The Quantitative Results

Question Series 1:

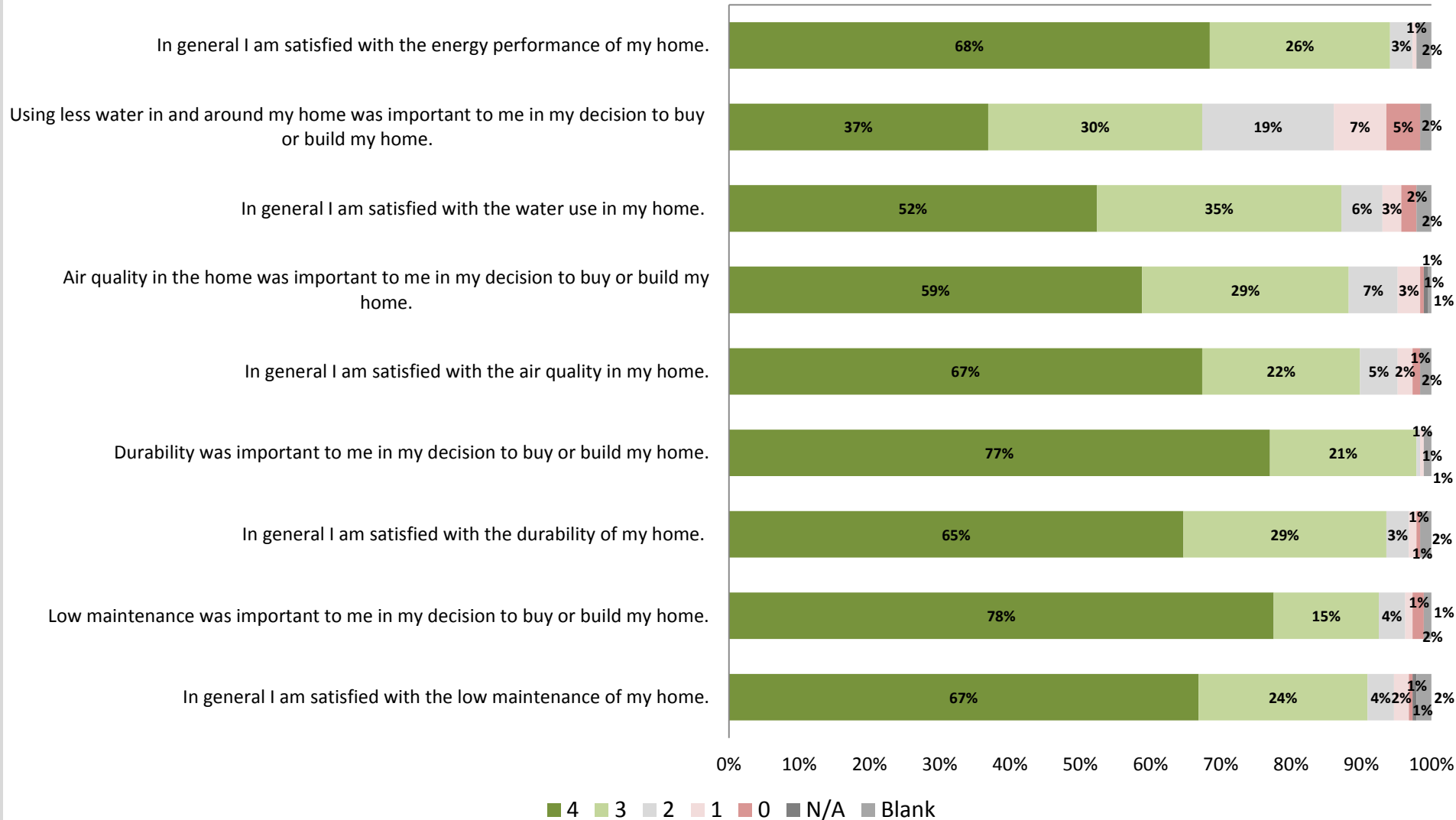
Respondents were asked to rank the given statements on a scale from 0-4, Zero was the lowest score indicating Strongly Disagree and 4 was the highest score indicating Strongly Agree.



The Quantitative Results

Question Series 1 (continued):

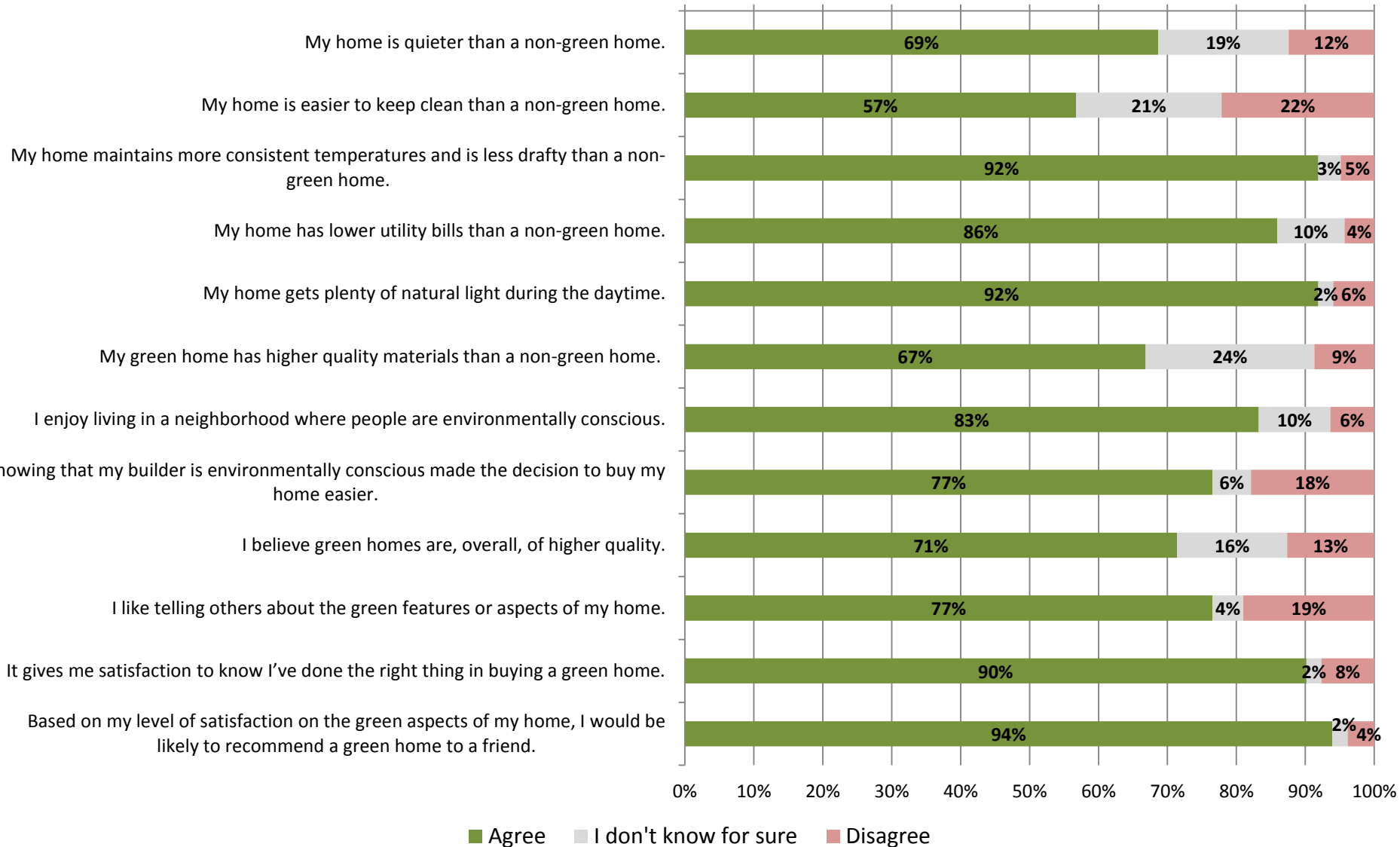
Respondents were asked to rank the given statements on a scale from 0-4; Zero was the lowest score indicating Strongly Disagree and 4 was the highest score indicating Strongly Agree.



The Quantitative Results

Question Series 2:

Respondents were read the statements below and were then asked to respond with agree, disagree, or I don't know for sure.

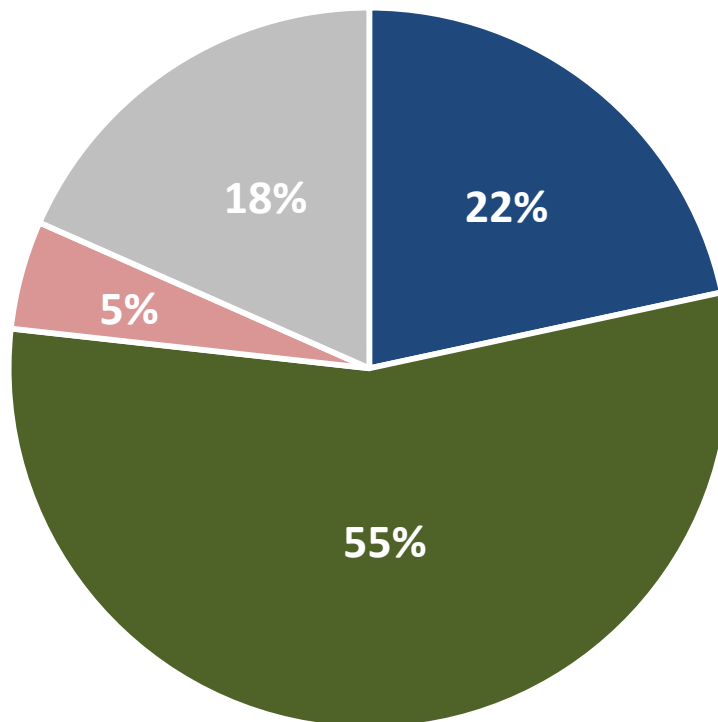


The Quantitative Results

Question Series 3:

Respondents were asked to select between four statements which most closely represented how they felt about their home.

Which statement most closely represents how you feel about your home?



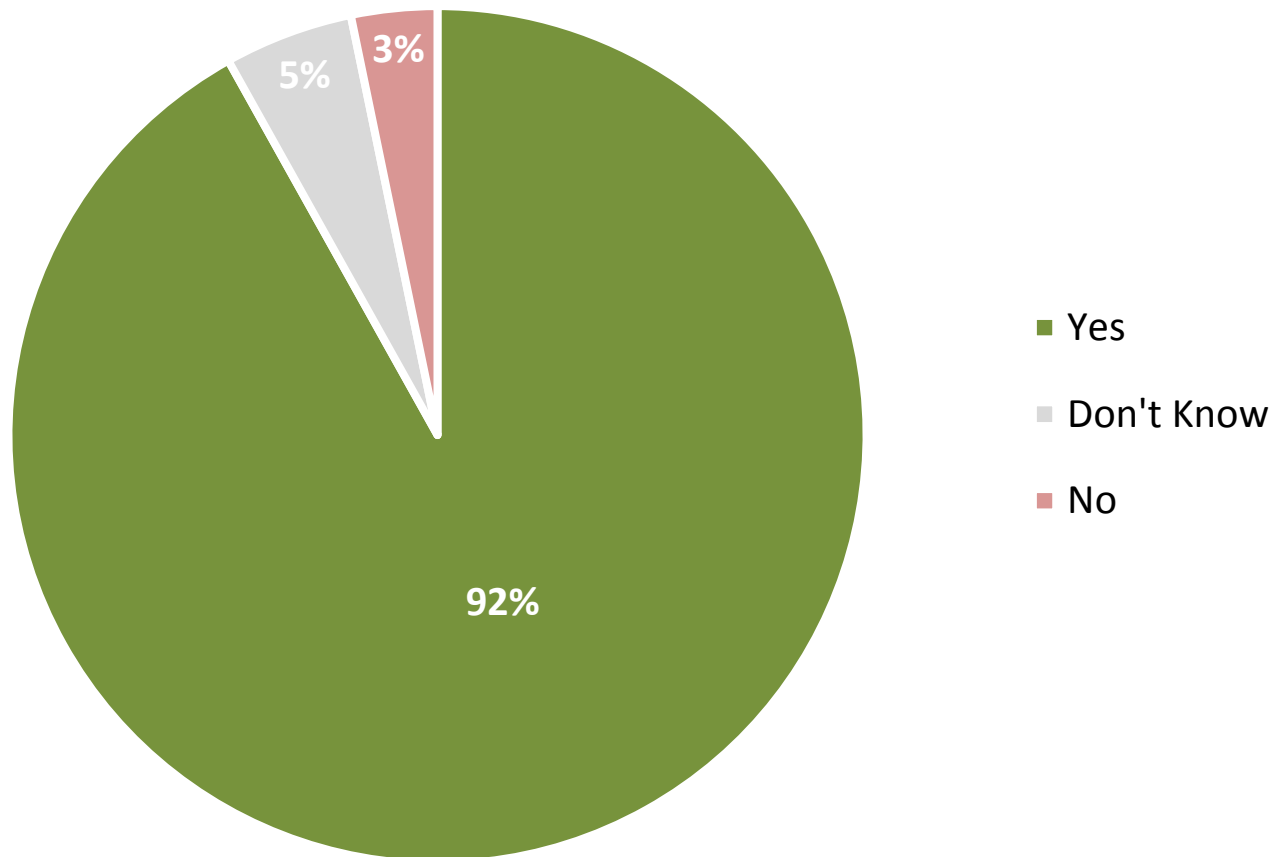
- A. I don't think my green home cost more than a comparable non-green home.
- B. I think my home may have cost a bit more than a non-green home, but I believe the benefits of the green features outweigh the cost.
- C. I think my home may have cost a bit more than a non-green home, and I doubt that the benefits of the green features outweigh the cost.
- D. I don't know if my green home cost more than a comparable non-green home.

The Quantitative Results

Question Series 4:

Respondents were asked the following Yes/No question:

Would you purchase another green home?

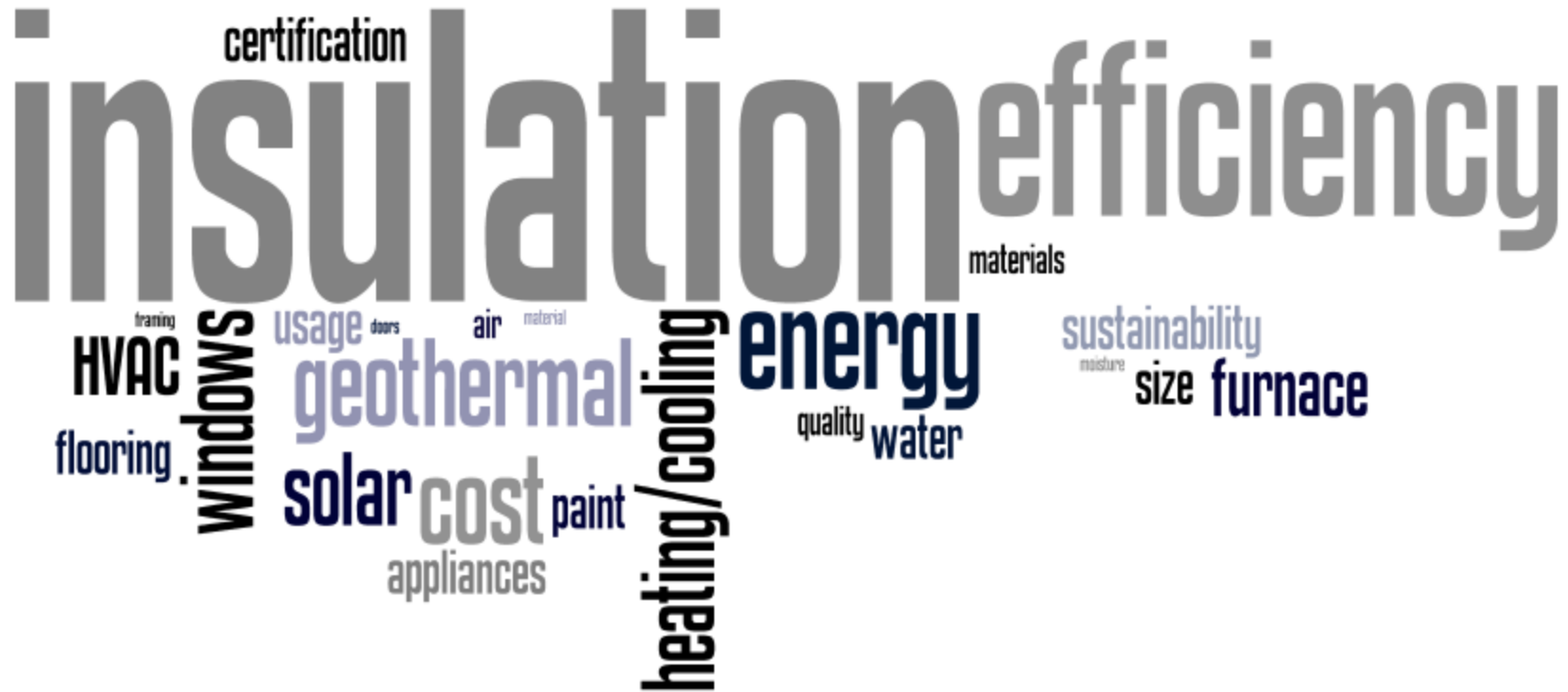


The Qualitative Results

Question Series 4:

Respondents were asked a series of open-ended questions.

What green feature was the most important to you when choosing or building your green home?



**The size of the word relates to its frequency as a response.*

The Qualitative Results

Question Series 4:

Respondents were asked a series of open-ended questions.

What green-related aspects of your home are you **most satisfied** with?

- **Low utility bills – 25**
- **Energy Efficiency – 25**
- **Insulation – 22**
- Heating & Air Systems – 17
- Temperature Control/Consistency – 14
- Everything /All Features – 14
- Air Tightness/Sealed – 11
- Geothermal Features – 9
- Air Quality – 7
- Solar Features – 7
- Electricity – 5
- Lighting – 5
- Water Efficiency/Usage – 5
- Natural Light – 4
- Materials Used – 4

What green-related aspects of your home are you **least satisfied** with?

- **None Listed – 87**
- **Water Efficiency/Usage – 20**
- **Water heater – 13**
- Heating & Air Systems – 8
- Water – 9
- Windows – 7
- Cost of Bills – 5
- Air Quality – 3
- Materials – 3
- Humidity Control – 3
- Lighting/Light bulbs – 3
- Electricity – 2
- Air Filtration – 2
- Ventilation – 2
- Not Cleaner - 2

The Qualitative Results

Question Series 4:

Respondents were asked a series of open-ended questions.

Are there any additional comments you would like to include? Anything especially positive or negative regarding the green aspects of your home?

Positive Comments

I bought my home to conserve energy usage, thereby protecting the environment with an added benefit of lower utility bills.

Our energy costs and our utility costs are so much cheaper now, which is a huge benefit.

Owning a green home wasn't our initial idea, but the more we looked into them the more we liked them.

Overall, my home was very well built. I haven't had any problems, and I'm very pleased with how quiet and efficient everything is.

I think my green home has minimized my utility costs, which was a critical area for me, so I am pleased with it.

We didn't look at any builders other than green builders. Having a green home was the most important issue for us.

The energy efficiency of my home has provided me with great savings on heating and cooling.

I would highly recommend a green home.

Negative Comments

I'm concerned it will be difficult to find repairmen for green materials.

It takes a long time for the water to get hot. I think that's one of the green features, but that means you have to run more water. It defeats the purpose of using less water.

I have a basement. The basement is too cool. I cannot warm it up. I am having to use non-green, not energy efficient methods to warm it up.

I feel like not enough time was spent explaining the use of the features or how to maximize their benefits.

It seems that the term "green home" is used very loosely.

There are issues with controlling the temperature across all three levels of the home that were not addressed.

After living here, I am a little confused about what a green home really is.

Green homes cost too much.

I'm not sure if I would purchase another green home.

Key Findings

After conducting the surveys and analyzing both the quantitative and qualitative data we received, we have compiled a list of the key insights that were uncovered during the process that we feel are most important.

Respondents are aware of what having a “Green Home” means

- 79% strongly agreed (4) with the statement “I understand what is meant by the term ‘Green Home’.”
- 88% strongly agreed (4) with the statement “I was aware that I was buying or building a certified green home.”

Respondents are willing to spread the word about their green home

- 94% agreed that they would recommend a green home to a friend.
- 77% agreed that they liked telling others about the green aspects of their home.

Overall, respondents are happy with their green homes:

- 55% think their home may have been more expensive than a non-green home, but believe the benefits of the green features outweighed the cost.
- 92% responded “Yes” when asked if they would purchase another green home.
- 70% strongly agreed (4) and 25% agreed (3) with the statement “In general I am satisfied with the green features of my home.”
- When asked “What green-related aspects of your home are you least satisfied with?”, 19% responded that there were no features they were dissatisfied with and 29% skipped the question.

Key Findings

There were also some interesting insights when we asked customers about which features were important in their decision making process to buy/build their home and their satisfaction level with each of these features.

Impact of feature on decision process:

- 65%** Strongly agreed (4) that having an energy efficient home was an important decision factor when building/buying their home.
- 37%** Strongly agreed (4) that water usage was an important decision factor when building/buying their home.
- 59%** Strongly agreed (4) that air quality was an important decision factor when building/buying their home.
- 77%** Strongly agreed (4) that durability was an important decision factor when building/buying their home.
- 78%** Strongly agreed (4) that low maintenance was an important decision factor when building/buying their home.

Satisfaction with feature performance:

- 68%** Strongly agreed (4) that they are satisfied with the energy efficiency of their green home.
- 52%** Strongly agreed (4) that they are satisfied with the water usage in their green home.
- 67%** Strongly agreed (4) that they are satisfied with the air quality in their green home.
- 65%** Strongly agreed (4) that they are satisfied with the durability of their green home.
- 67%** Strongly agreed (4) that they are satisfied with the low maintenance of their green home.

Appendices

Appendix A - Survey Questions

Appendix A – Survey Questions

Questions – Series 1

Please rate the following series of statements on a scale of 0-4. Zero is the lowest score, indicating that you Strongly Disagree with the statement, and four is the highest score, indicating that you Strongly Agree with the statement.

1. I understand what is meant by the term “Green Home”. 0-4
2. I was aware that I was buying or building a certified green home. 0-4
3. Owning a green home was important to me when I began looking for a new home. 0-4
4. Trying to reduce or minimize the impact of my home on the environment in general was important to me. 0-4
5. The existence of a utility rebate, tax credit, or some other financial incentive was important in my decision to build or purchase a green home. 0-4
6. If you were aware of the certification, I value that my home was certified to the National Green Building Standard. 0-4
7. I was well informed about the green-related features of my home. 0-4
8. I understand how to operate and maximize the benefit of my green-related features. 0-4
9. In general I am satisfied with the green features of my home. 0-4
10. Having an energy efficient home was important to me in my decision to buy or build my home. 0-4
11. In general I am satisfied with the energy performance of my home. 0-4
12. Using less water in and around my home was important to me in my decision to buy or build my home. 0-4
13. In general I am satisfied with the water use in my home. 0-4
14. Air quality in the home was important to me in my decision to buy or build my home. 0-4
15. In general I am satisfied with the air quality in my home. 0-4
16. Durability was important to me in my decision to buy or build my home. 0-4
17. In general I am satisfied with the durability of my home. 0-4
18. Low maintenance was important to me in my decision to buy or build my home. 0-4
19. In general I am satisfied with the low maintenance of my home. 0-4

Appendix A – Survey Questions (continued)

Questions – Series 2

Thank you for your participation thus far! We're halfway through the survey, and I'm going to now read you a series of statements. If you could please indicate whether you "agree", "disagree", or "don't know for sure".

1. My home is quieter than a non-green home.
2. My home is easier to keep clean than a non-green home.
3. My home maintains more consistent temperatures and is less drafty than a non-green home.
4. My home has lower utility bills than a non-green home.
5. My home gets plenty of natural light during the daytime.
6. My green home has higher quality materials than a non-green home.
7. I enjoy living in a neighborhood where people are environmentally conscious.
8. Knowing that my builder is environmentally conscious made the decision to buy my home easier.
9. I believe green homes are, overall, of higher quality.
10. I like telling others about the green features or aspects of my home.
11. It gives me satisfaction to know I've done the right thing in buying a green home.
12. Based on my level of satisfaction on the green aspects of my home, I would be likely to recommend a green home to a friend.

Appendix A – Survey Questions (continued)

Questions – Series 3

For the following question, please indicate which statement most closely represents how you feel about your home. I'm going to read four statements.

- I don't think my green home cost more than a comparable non-green home. (A)
- I think my home may have cost **a bit more** than a non-green home, but I believe the benefits of the green features outweigh the cost. (B)
- I think my home may have cost **a bit more** than a non-green home, and I doubt that the benefits of the green features outweigh the cost. (C)
- **I don't know** if my green home cost more than a comparable non-green home. (D)

Questions – Series 4

This last series of questions are open-ended, and may be answered as you see fit.

1. What green feature was the most important to you when choosing or building your green home?
2. What green-related aspects of your home are you most satisfied with?
3. What green-related aspects of your home are you least satisfied with?
4. Would you purchase another green home? (Comments are welcome if applicable.)
5. Are there any additional comments you would like to include? Anything especially positive or negative regarding the green aspects of your home?