



Final Report

Energy Codes Messaging Test

February 2011
CU Project #2011.10



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Project Background

- Consumers Union in conjunction with the Building Codes Assistance Project (BCAP) are developing brochures about energy codes for new homes. These brochures are going to be distributed to current and new homeowners and they would like to determine which consumer messages will maximize appeal.
- To this end, Consumers Union developed 17 message statements that describe energy code benefits grouped into the following categories:
 - ✓ Money Saving
 - ✓ Environmental Impacts
 - ✓ Quality Construction
 - ✓ General Benefit
 - ✓ Home Builder Arguments
- Additionally, 10 indicators that will help determine whether a new home has been constructed to meet the national code for energy efficiency were evaluated in order to understand which indicators motivates consumer interest in terms of money saving and standard practice.



Research Objectives

- This research will help Consumers Union address the following questions:
 - ✓ How do the messages perform with consumers?
 - ✓ Which of the energy code indicators do consumers find most and least appealing in terms of:
 - ⇒ Money Saving
 - ⇒ Should be Standard practice
 - ✓ Do results differ by analytical subgroups?
- Consumers Union recommended that an online concept screening methodology be utilized for this first round of testing where each message is tested as a stand alone entity on the key rating measure.



Methodology



Stimuli Tested -Message Evaluation-

- A total of 17 messaging statements were developed for this research as follows:

MONEY SAVING	101	Energy codes protect homeowners and renters from excessive energy costs
	102	Energy codes would help my energy bills be more affordable and predictable
	103	Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time
	104	Homebuilders should not make less efficient homes at consumers' expense
ENVIRONMENTAL	105	More energy efficient buildings will reduce energy use and pollution
	106	Energy codes help reduce the need for more power plants in my community
	107	Energy codes help stimulate the economy and create green jobs
	108	Energy codes help improve indoor air quality
QUALITY CONSTRUCTION	109	Energy codes should be enforced like other safety and quality standards of construction
	110	Energy code standards will help to ensure quality home construction
GENERAL	111	Homeowners should have a right to a home that meets national energy standards
	112	Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase
	113	Energy codes help make homes more comfortable to live in
	114	Homebuilders should not save money on construction by making homes less energy efficient
HOME BUILDER ARGUMENTS	115	Energy codes add to the purchase price of new homes but lower the operating costs
	116	Energy codes restrict the amenities of new homes
	117	Energy codes add administrative hassle for builders and stall growth of new homes



Stimuli Tested -Indicator Evaluation-

- 10 energy efficiency indicators were evaluated as follows:
 - ✓ Adequate insulation in attic and walls
 - ✓ Well-sealed windows and doors
 - ✓ A Certificate proving a home meets state energy codes
 - ✓ Sealed fireplace
 - ✓ Programmable thermostat
 - ✓ Insulated ductwork
 - ✓ Insulated pipes
 - ✓ Energy efficient light bulbs
 - ✓ Efficient heating and cooling systems
 - ✓ Energy efficient windows



Methodology

Respondent Qualifications

- A total of 5,086 respondents were recruited via the Internet to meet the following criteria:
 - ✓ 50% Males/ 50%Females
 - ✓ Aged 18+
 - ✓ No recent participation/Standard industry security screen

- Additionally, the following analytical subgroups were obtained:
 - ✓ Household Income: Less than \$40k, \$40k-\$79k, \$80k+
 - ✓ Home Owners Vs. Home Renters
 - ✓ Newer Home Owners:
 - ⇒ Defined as consumers who purchased a home in the past 2 years or plan to purchase a new home in the net 2 years
 - ✓ Older Home Owners:
 - ⇒ Defined as homeowners who purchased their home more than 2 years ago and do not plan to purchase a new home in the next 2 years
 - ✓ Age of Current Home: Less than 10 years, 10-19 years, 20-50 years, 50+ years
 - ✓ Total Monthly Energy Bills: Less than \$100, \$100-\$199, \$200-\$299, \$300+
 - ✓ By Geographic Region: *(See following slide for details)*



Methodology

Respondent Qualifications

- Regions are defined by the US Census as follows:
 - ✓ Northeast:
 - ⇒ *New England* - ME, NH, VT, MA, RI, CT
 - ⇒ *Mid-Atlantic* - NY, PA, NJ
 - ✓ Midwest:
 - ⇒ *East North Central* - WI, MI, IL, IN, OH
 - ⇒ *West North Central* - MO, ND, SD, NE, KS, MN, IA
 - ✓ South:
 - ⇒ *South Atlantic*: DE, MD, DC, VA, WV, NC, SC, GA, FL
 - ⇒ *East South Central*: KY, TN, MS, AL
 - ⇒ *West South Central*: OK, TX, AK, LA
 - ✓ West:
 - ⇒ *Mountain*: ID, MT, WY, NV, UT, CO, AZ, NM
 - ⇒ *Pacific*: AL, WA, OR, CA, HA



Methodology

Sequence of Activities

- The study fielded from February 16th – 23rd, 2011 on the Internet.
 - ✓ Respondents from an online panel were invited via email to participate in the test.
 - ⇒ Consumers were not aware that Consumers Union was behind the fieldwork.
- Respondents were first shown an ENERGY CODES positioning statement in order to establish a frame of reference and then were asked to evaluate 10 of the 17 messaging statements in a fully randomized, sequential monadic order.
- Once the message evaluation was complete, respondents were asked their agreement on 6 attitudinal statements about energy efficient homes using a 4-point agreement scale.
 - ✓ The order of these statements was randomized to control for order bias.
- Respondents were next shown an INDICATOR positioning statement, again to establish a frame of reference. Each indicator was evaluated on two attributes in a fully randomized, sequential monadic order using 9-point anchored rating scales as follows:
 - ✓ *Important to help me Save Energy* ⁹<----->¹ *Not important to help me Save Energy*
 - ✓ *Should be standard for a New Home* ⁹<----->¹ *Not necessary to be standard for a New Home*
- A demographic and usage classification questionnaire was completed at the end of the 15 minute study.
- Upon completion, respondents were thanked and instructed on how to enter their name into a prize drawing.



Introduction Statement -Message Evaluation-

**ENERGY CODES ARE MINIMUM REQUIREMENTS
THAT BUILDERS MUST MEET TO ENSURE THAT HOMES
MEET ENERGY EFFICIENCY STANDARDS**

*For each of the following statements, please indicate whether you
strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

Next



Sample Screen Seen by Respondents

-Messaging Evaluation-

Energy codes would help my energy bills be more affordable and predictable

For the statement above please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Somewhat Disagree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next



Attitudinal Statement Analysis

-Sample Screen-

Please indicate how much you agree or disagree with each of the following statements.

	Agree completely	Somewhat agree	Somewhat disagree	Disagree completely	Don't know
I don't want my home to be less efficient than other homes in my neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want the most efficient home in my neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to know a home's energy operating costs before I buy or rent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If my home is energy efficient, it will have a higher resale value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to compare my home's energy efficiency to others in my neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next](#)



Introduction Statement

-Indicator Evaluation-

All of the concepts you are about to see are:

**INDICATORS TO DETERMINE WHETHER
A NEW HOME HAS BEEN CONSTRUCTED TO MEET
THE NATIONAL CODE FOR ENERGY EFFICIENCY**

Please read each of the statements carefully
and answer the questions that follow.

Next



Sample Screen Seen by Respondents

-Indicator Evaluation-

Adequate insulation in attic and walls										
	9	8	7	6	5	4	3	2	1	
Important to help me Save Energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not important to help me Save Energy
Should be standard for a New Home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not necessary to be standard for a New Home

[Next](#)



Analytical Plan

- Step 1 - Message Assessment

- ✓ The percent of respondents giving Top 2 Box % ratings are examined for each message. This analysis was done for Total Sample as well as by:
 - ⇒ Gender, Income
 - ⇒ Home owners, Renters, Newer Owners, Older Owners, Age of Home
 - ⇒ Monthly Energy Bills
 - ⇒ Region
- ✓ Messages are presented in ranked order and the top tier has been highlighted.
 - ⇒ Top tier is defined by the number of points needed to have a meaningful difference between the top scoring messages at the 90% confidence level.
 - ⇒ Messages were also shown in comparison to the average of the total.

- Step 2 – Attitudinal Segmentation Analysis

- ✓ Top 2 Box ratings of agreement with each statement were analyzed.
 - ⇒ Difference in agreement are highlighted across subgroups

- Step 3 – Indicator Evaluation

- ✓ Among the total sample, indicators were ranked according to the popularity of the indicator in consumers current homes.
- ✓ Mean scores for the following metrics were then compared to determine any significant differences between the importance of the indicator and the current status.



Management Summary



Management Summary

Message Evaluation:

- Overall consumers had strong agreement scores for the best performing messages. Those who had the strongest agreement are:
 - ✓ Women
 - ✓ Newer homeowners: consumers who have purchased a home in the past 2 years or plan to purchase a new home in the next 2 years
- The top performing messages across the total sample and key analytic subgroups are:
 - ✓ 105 More energy efficient buildings will reduce energy use and pollution
 - ⇒ Particularly in the *West South Central (OK, TX, AK, LA)*
 - ✓ 111 Homeowners should have a right to a home that meets national energy standards
 - ✓ Also strong across most groups was:
 - ⇒ 112 Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase
- Surprisingly, messages that directly address consumer money saving performed significantly lower than the top performing statements.
- The home builder arguments were among the worst performers, specifically:
 - ⇒ 116 Energy codes restrict the amenities of new homes
 - ⇒ 117 Energy codes add administrative hassle for builders and stall growth of new homes



Management Summary

Attitudinal Segmentation:

- Consistent with our findings from the message evaluation, newer home owners and women produced the highest agreement scores for the attitudinal statements overall.
 - ✓ *I want to know a home's energy operating costs before I buy or rent* had the strongest agreement with 86% of respondents who *agreed*.
 - ⇒ This statement scored particularly high among:
 - Women
 - Consumers with higher monthly energy bills
 - Newer home owners
 - Consumers living in the Midwest and South regions
 - ✓ Although over three quarters (78%) of consumers agreed that they did not want their home to be less efficient than others in the neighborhood, only 67% would like to compare their efficiency to their neighbors.



Management Summary

Energy Efficiency Indicator Analysis:

- Overall, the indicators of an energy efficient home scored very high on average in terms of importance to save money and standard for a new home.
 - ✓ Money Saving:
 - ⇒ **Well-sealed windows and doors, adequate insulation, energy efficient windows and efficient HVAC** are the most important to consumers in terms of saving money
 - ⇒ Sealed fireplace and an energy code certificate are the least important to consumers in saving money.
 - *Analytic note:* In this round of testing we did not specifically ask consumers whether they had a fireplace so we are unable to report a percentage with unsealed fireplaces.
 - ✓ Standard for New Home:
 - ⇒ **Well-sealed windows and doors, adequate insulation, and efficient HVAC** ranked highest in terms of should be standard in a new home.
 - ✓ Energy efficient light bulbs:
 - ⇒ Although the majority of consumers have energy efficient light bulbs in their home, they are among the lowest scoring in terms of should be standard for a new home.



Top 2 Box Data Tables



Top 2 Box Data Tables

- Analysis may be done on respondents' Top box % (5 on a 5-point scale) scores or Top 2 box % (4 or 5 on a 5-point scale).
- The correlation for Top Box and Top 2 Box % scores for these attributes was greater than 0.90 for Total Sample and key analytical subgroups, a perfect correlation score is 1.0.
 - ✓ The Top 2 Box % and Top Box % results were basically identical and can be used interchangeably.
 - ✓ Therefore, we will therefore focus our analysis on Top 2 Box % rating in order to cast a broader net for consumer sentiment (*See Appendix for Top Box slides*).



Messaging Agreement

-Based on Top 2 Box: Strongly or Somewhat Agree -

		TOTAL	GENDER		HOUSEHOLD INCOME		
		SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+
		(2,992)	(1,465)	(1,527)	(1,296)	(1,022)	(461)
Average Ratings Per Message							
Messages		(%)	(%)	(%)	(%)	(%)	(%)
#105	More energy efficient buildings will reduce energy use and pollution	84	82	85	84	84	84
#111	Homeowners should have a right to a home that meets national energy standards	82	78	86	83	84	78
#112	Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase	79	77	81	77	82	80
#109	Energy codes should be enforced like other safety and quality standards of construction	75	72	77	76	74	78
#103	Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time	74	71	77	75	76	71
#104	Homebuilders should not take make less efficient homes at consumers' expense	73	72	74	70	77	77
#102	Energy codes would help my energy bills be more affordable and predictable	71	68	74	71	75	69
#110	Energy code standards will help to ensure quality home construction	70	67	73	71	71	69
#101	Energy codes protect homeowners and renters from excessive energy costs	70	68	72	70	72	73
#115	Energy codes add to the purchase price of new homes but lower the operating costs	69	71	67	68	71	76
#113	Energy codes help make homes more comfortable to live in	68	66	69	69	67	70
#114	Homebuilders should not save money on construction by making homes less energy efficient	65	64	66	65	65	69
#108	Energy codes help improve indoor air quality	58	54	62	59	60	58
#106	Energy codes help reduce the need for more power plants in my community	56	58	54	55	57	59
#107	Energy codes help stimulate the economy and create green jobs	55	52	58	56	56	57
#117	Energy codes add administrative hassle for builders and stall growth of new homes	35	38	33	34	36	41
#116	Energy codes restrict the amenities of new homes	23	26	21	23	23	23
	Average	65	64	66	65	67	67

Boxes indicates parity with top scoring claim at 90% confidence level.

Percentages in blue are significantly higher than average, percentages in red are significantly lower than average.



Messaging Agreement

-Based on Top 2 Box: Strongly or Somewhat Agree -

					HOMEOWNERS		AGE OF HOME			
		TOTAL	Own	Rent	Newer	Older	Less than	10-	20-	50+
		SAMPLE	(1,902)	(930)	(342)	(1,312)	10 yrs	19 yrs	50 yrs	Years
		(2,992)	(1,902)	(930)	(342)	(1,312)	(492)	(491)	(1,024)	(715)
Average Ratings Per Message		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Messages										
#105	More energy efficient buildings will reduce energy use and pollution	84	85	83	84	84	85	87	82	86
#111	Homeowners should have a right to a home that meets national energy standards	82	82	84	84	81	84	82	82	84
#112	Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase	79	81	77	82	81	81	79	79	83
#109	Energy codes should be enforced like other safety and quality standards of construction	75	75	75	72	75	75	77	75	76
#103	Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time	74	74	75	77	73	77	76	74	76
#104	Homebuilders should not take make less efficient homes at consumers' expense	73	77	67	76	77	74	72	75	76
#102	Energy codes would help my energy bills be more affordable and predictable	71	72	71	78	69	76	74	71	72
#110	Energy code standards will help to ensure quality home construction	70	70	71	74	69	74	71	71	69
#101	Energy codes protect homeowners and renters from excessive energy costs	70	70	70	79	68	78	73	70	68
#115	Energy codes add to the purchase price of new homes but lower the operating costs	69	71	66	69	72	68	71	72	71
#113	Energy codes help make homes more comfortable to live in	68	69	67	75	69	72	71	68	66
#114	Homebuilders should not save money on construction by making homes less energy efficient	65	69	60	65	70	68	68	66	65
#108	Energy codes help improve indoor air quality	58	58	60	66	55	64	61	58	56
#106	Energy codes help reduce the need for more power plants in my community	56	55	58	62	53	64	56	54	55
#107	Energy codes help stimulate the economy and create green jobs	55	54	59	65	51	61	57	55	53
#117	Energy codes add administrative hassle for builders and stall growth of new homes	35	37	33	38	38	40	34	37	35
#116	Energy codes restrict the amenities of new homes	23	23	23	30	21	29	26	21	22
Average		65	66	65	69	65	69	67	65	65
Significant Differences at 90% confidence-->		[+/-3]	[+/-3]	[+/-4]	[+/-6]	[+/-4]	[+/-6]	[+/-6]	[+/-4]	[+/-5]

Boxes indicates parity with top scoring claim at 90% confidence level.

Percentages in blue are significantly higher than average, percentages in red are significantly lower than average.



Messaging Agreement

-Based on Top 2 Box: Strongly or Somewhat Agree -

		TOTAL	MONTHLY ENERGY BILLS			
		SAMPLE	Less 100	\$100-199	\$200-299	\$300+
		(2,992)	(556)	(1,278)	(566)	(338)
Average Ratings Per Message		(%)	(%)	(%)	(%)	(%)
Messages						
#105	More energy efficient buildings will reduce energy use and pollution	84	82	87	86	83
#111	Homeowners should have a right to a home that meets national energy standards	82	84	83	84	81
#112	Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase	79	76	82	84	78
#109	Energy codes should be enforced like other safety and quality standards of construction	75	71	76	79	79
#103	Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time	74	74	75	77	77
#104	Homebuilders should not take make less efficient homes at consumers' expense	73	68	75	78	78
#102	Energy codes would help my energy bills be more affordable and predictable	71	70	73	74	73
#110	Energy code standards will help to ensure quality home construction	70	71	72	71	70
#101	Energy codes protect homeowners and renters from excessive energy costs	70	70	71	73	72
#115	Energy codes add to the purchase price of new homes but lower the operating costs	69	67	71	72	73
#113	Energy codes help make homes more comfortable to live in	68	64	72	68	66
#114	Homebuilders should not save money on construction by making homes less energy efficient	65	64	67	70	66
#108	Energy codes help improve indoor air quality	58	56	62	61	56
#106	Energy codes help reduce the need for more power plants in my community	56	55	57	59	56
#107	Energy codes help stimulate the economy and create green jobs	55	58	56	55	58
#117	Energy codes add administrative hassle for builders and stall growth of new homes	35	33	37	38	37
#116	Energy codes restrict the amenities of new homes	23	22	24	24	25
Average		65	64	67	68	66
Significant Differences at 90% confidence-->		[+/-3]	[+/-5]	[+/-4]	[+/-5]	[+/-7]

Boxes indicates parity with top scoring claim at 90% confidence level.

Percentages in blue are significantly higher than average, percentages in red are significantly lower than average.



Messaging Agreement – Regions

-Based on Top 2 Box: Strongly or Somewhat Agree -

	Average Ratings Per Message	NORTHEAST				MIDWEST			SOUTH				WEST		
		TOTAL SAMPLE (2,992)	TOTAL (551)	New England (156)	Mid-Atlantic (395)	TOTAL (776)	East North Central (536)	West North Central (240)	TOTAL (977)	South Atlantic (561)	East South Central (174)	West South Central (242)	TOTAL (657)	Mountain (249)	Pacific (408)
Messages	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
#105	More energy efficient buildings will reduce energy use and pollution	84	82	78	84	83	84	81	85	85	81	88	83	85	82
#111	Homeowners should have a right to a home that meets national energy standards	82	80	77	81	83	83	83	84	84	85	85	79	79	80
#112	Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase	79	78	82	77	79	79	78	82	82	87	79	76	77	75
#109	Energy codes should be enforced like other safety and quality standards of construction	75	76	79	75	75	74	78	73	73	75	73	74	74	74
#103	Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time	74	72	71	73	75	73	79	74	75	70	76	73	75	72
#104	Homebuilders should not take make less efficient homes at consumers' expense	73	73	72	73	72	72	71	75	75	77	73	72	75	71
#102	Energy codes would help my energy bills be more affordable and	71	70	68	71	72	71	73	72	72	73	72	70	71	69
#110	Energy code standards will help to ensure quality home construction	70	69	70	69	68	70	65	70	72	73	66	71	69	71
#101	Energy codes protect homeowners and renters from excessive energy costs	70	71	66	73	68	67	71	72	71	73	74	67	70	66
#115	Energy codes add to the purchase price of new homes but lower the operating costs	69	68	59	71	67	66	67	71	70	78	69	70	74	67
#113	Energy codes help make homes more comfortable to live in	68	65	69	64	65	65	67	69	68	70	72	69	70	68
#114	Homebuilders should not save money on construction by making homes less energy efficient	65	63	61	64	65	66	62	66	67	69	62	65	71	62
#108	Energy codes help improve indoor air quality	58	56	58	55	58	56	60	61	61	59	61	56	58	55
#106	Energy codes help reduce the need for more power plants in my community	56	55	58	54	55	55	55	56	57	54	55	57	55	59
#107	Energy codes help stimulate the economy and create green jobs	55	58	59	58	52	52	52	56	60	50	52	55	57	55
#117	Energy codes add administrative hassle for builders and stall growth of new homes	35	34	38	33	36	35	39	36	36	34	39	35	37	34
#116	Energy codes restrict the amenities of new homes	23	21	24	19	24	24	24	24	24	19	28	22	22	22
	Average	65	64	64	64	64	64	65	66	67	66	66	64	66	64
	Significant Differences at 90% confidence-->	[+/-3]	[+/-5]	[+/-9]	[+/-6]	[+/-5]	[+/-5]	[+/-8]	[+/-4]	[+/-5]	[+/-9]	[+/-8]	[+/-5]	[+/-8]	[+/-6]

Boxes indicates parity with top scoring claim at 90% confidence level.

Percentages in blue are significantly higher than average, percentages in red are significantly lower than average.



Attitudinal Statement Evaluation

-Based on Top 2 Box: Agree Completely or Somewhat Agree -

	TOTAL	GENDER		HOUSEHOLD INCOME			MONTHLY ENERGY BILLS			
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Less \$100	\$100-199	\$200-299	\$300+
	(5,086)	(2,490)	(2,596)	(2,203)	(1,737)	(784)	(945)	(2,173)	(962)	(575)
Base Size	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
I want to know a home's energy operating costs before I buy or rent	86	84	87	85	87	86	84	87	89	89
If my home is energy efficient, it will have a higher resale value	83	81	85	83	85	84	83	85	85	85
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills	79	77	81	77	81	82	77	80	82	85
I don't want my home to be less efficient than other homes in my neighborhood	78	76	80	78	81	79	78	80	81	79
I want the most efficient home in my neighborhood	74	73	74	75	74	71	74	75	75	77
I would like to compare my home's energy efficiency to others in my neighborhood	67	67	68	68	69	68	67	68	70	71
Significant Differences at 90% confidence-->	[+/-2]	[+/-3]	[+/-3]	[+/-3]	[+/-3]	[+/-5]	[+/-4]	[+/-3]	[+/-4]	[+/-5]

	TOTAL	HOMEOWNERS				AGE OF HOME			
	SAMPLE	Own	Rent	Newer	Older	Less than 10 yrs	10-19 yrs	20-50 yrs	50+ Years
	(5,086)	(3,234)	(1,581)	(942)	(2,230)	(837)	(835)	(1,741)	(1,216)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
I want to know a home's energy operating costs before I buy or rent	86	86	85	90	85	88	87	85	87
If my home is energy efficient, it will have a higher resale value	83	85	81	86	84	85	84	84	84
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills	79	80	79	84	79	81	79	80	80
I don't want my home to be less efficient than other homes in my neighborhood	78	79	77	83	79	82	79	78	78
I want the most efficient home in my neighborhood	74	73	75	80	72	78	77	73	72
I would like to compare my home's energy efficiency to others in my neighborhood	67	67	69	75	65	74	69	67	64
Significant Differences at 90% confidence-->	[+/-2]	[+/-3]	[+/-3]	[+/-4]	[+/-3]	[+/-4]	[+/-4]	[+/-3]	[+/-4]

Circles indicates percent who strongly agree is significantly higher than counterpart group(s) at 90% confidence level.



Attitudinal Statement Evaluation - By Region

-Based on Top 2 Box: Agree Completely or Somewhat Agree -

	NORTHEAST			MIDWEST		
	TOTAL	New England	Mid-Atlantic	TOTAL	East North Central	West North Central
	Base Size	(937)	(266)	(671)	(1,319)	(911)
	(%)	(%)	(%)	(%)	(%)	(%)
I want to know a home's energy operating costs before I buy or rent	83	81	84	88	88	89
If my home is energy efficient, it will have a higher resale value	82	79	83	83	83	85
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills	81	79	81	78	77	81
I don't want my home to be less efficient than other homes in my neighborhood	77	71	79	78	78	76
I want the most efficient home in my neighborhood	71	65	73	74	74	74
I would like to compare my home's energy efficiency to others in my neighborhood	66	65	66	69	69	69
Significant Differences at 90% confidence-->	[+/-4]	[+/-7]	[+/-5]	[+/-4]	[+/-4]	[+/-6]

	SOUTH				WEST		
	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
	Base Size	(1,661)	(954)	(295)	(412)	(1,117)	(423)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
I want to know a home's energy operating costs before I buy or rent	87	87	88	87	83	85	82
If my home is energy efficient, it will have a higher resale value	83	84	83	83	83	83	82
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills	80	79	83	81	78	78	78
I don't want my home to be less efficient than other homes in my neighborhood	81	81	80	82	76	75	76
I want the most efficient home in my neighborhood	76	76	78	76	71	71	71
I would like to compare my home's energy efficiency to others in my neighborhood	69	70	67	67	64	67	62
Significant Differences at 90% confidence-->	[+/-3]	[+/-4]	[+/-7]	[+/-6]	[+/-4]	[+/-6]	[+/-5]

Circles indicates percent who strongly agree is significantly higher than counterpart group(s) at 90% confidence level.



Indicator Analysis

-Based on Mean Score on 1-9 scale -

Does your home currently have any of the following?

	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know			IMPORTANT TO HELP ME SAVE MONEY	SHOULD BE STANDARD FOR A NEW HOME
Energy efficient light bulbs	73%	22%	5%	7.4	6.8
Programmable thermostat	50%	44%	7%	7.5	7.3
Well-sealed windows and doors	49%	40%	11%	8.2	8.1
Adequate insulation in attic and walls	47%	28%	25%	8.2	8.1
Energy efficient windows	44%	41%	14%	8.1	7.9
Insulated pipes	33%	39%	29%	7.8	7.7
Efficient HVAC/heat pump	30%	44%	26%	8.1	8.0
Insulated ductwork	28%	39%	32%	7.8	7.7
Sealed fireplace	19%	66%	15%	7.1	6.8
Certificate stating home meets state energy codes	11%	58%	31%	7.2	7.5
AVERAGE:				7.7	7.6

Mean scores in blue are significantly higher than average, percentages in red are significantly lower than average.



Appendix



Messaging Data



Messaging Evaluation

-Full Distribution-

Avg Ratings Per Message	TOTAL	GENDER		HOUSEHOLD INCOME					HOMEOWNERS		AGE OF HOME				MONTHLY ENERGY BILLS			
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	Less than 10 yrs	10-19 yrs	20-50 yrs	50+ Years	Less 100	\$100-199	\$200-299	\$300+
	(2,992)	(1,465)	(1,527)	(1,296)	(1,022)	(461)	(1,902)	(930)	(342)	(1,312)	(492)	(491)	(1,024)	(715)	(556)	(1,278)	(566)	(338)
#101 - Energy codes protect homeowners and renters from excessive energy costs																		
AGREE NET	70	68	72	70	72	73	70	70	79	68	78	73	70	68	70	71	73	72
Strongly agree	30	29	31	32	30	29	30	32	37	28	35	33	29	30	35	30	30	31
Somewhat agree	40	39	41	38	42	44	41	38	41	40	43	39	41	39	35	41	43	41
Neutral	22	22	22	22	20	17	20	23	16	21	14	19	21	22	22	19	20	19
DISAGREE NET	9	11	6	8	7	10	9	7	6	10	8	9	9	9	8	9	7	10
Somewhat disagree	6	8	5	6	5	8	7	5	5	8	6	7	7	7	7	7	5	7
Somewhat Disagree	2	3	1	2	2	2	2	2	1	3	2	2	2	2	2	2	2	2
#102 - Energy codes would help my energy bills be more affordable and predictable																		
AGREE NET	71	68	74	71	75	69	72	71	78	69	76	74	71	72	70	73	74	73
Strongly agree	31	30	32	31	33	32	31	33	42	29	37	35	31	30	31	33	33	31
Somewhat agree	40	38	42	40	42	38	40	38	37	40	39	40	40	41	39	41	40	42
Neutral	22	23	21	22	19	24	21	24	18	22	19	20	22	20	23	20	20	21
DISAGREE NET	7	9	5	7	6	7	7	5	4	8	5	6	6	9	7	7	6	6
Somewhat disagree	5	6	4	5	4	5	6	4	3	6	4	5	4	7	5	5	5	5
Somewhat Disagree	2	2	1	1	2	2	2	1	1	2	1	1	2	2	2	2	1	1
#109 - Energy codes should be enforced like other safety and quality standards of construction																		
AGREE NET	75	72	77	76	74	78	75	75	76	75	75	77	75	76	71	76	79	79
Strongly agree	40	38	42	43	38	40	39	43	41	39	40	45	41	39	39	42	43	41
Somewhat agree	34	34	35	32	36	38	35	32	35	36	35	32	35	37	33	34	36	37
Neutral	19	20	18	18	19	16	18	20	19	17	18	18	18	16	20	16	16	15
DISAGREE NET	7	8	5	6	7	7	7	5	6	8	7	5	6	8	8	7	4	6
Somewhat disagree	4	5	3	4	4	4	5	3	4	5	4	5	4	5	5	5	4	4
Somewhat Disagree	2	3	1	2	2	2	2	2	2	3	3	1	2	3	3	2	1	3
#114 - Homebuilders should not save money on construction by making homes less energy efficient																		
AGREE NET	65	64	66	65	65	69	69	60	62	70	68	68	66	65	64	67	70	66
Strongly agree	38	36	41	40	38	38	40	36	36	41	40	41	39	39	38	41	41	37
Somewhat agree	27	28	25	24	28	30	28	24	26	29	28	26	27	26	26	26	29	29
Neutral	20	20	19	21	19	15	17	24	18	17	18	18	18	19	19	19	18	13
DISAGREE NET	15	16	15	15	16	16	14	17	20	13	13	14	15	17	17	14	13	21
Somewhat disagree	10	10	10	9	11	10	9	10	12	9	9	9	10	10	9	9	9	13
Somewhat Disagree	6	6	5	6	5	5	5	6	8	5	4	5	6	7	8	5	4	8



Messaging Evaluation -Full Distribution-

Avg Ratings Per Message	TOTAL	GENDER		HOUSEHOLD INCOME					HOMEOWNERS		AGE OF HOME				MONTHLY ENERGY BILLS			
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	Less than 10 yrs	10-19 yrs	20-50 yrs	50+ Years	Less 100	\$100-199	\$200-299	\$300+
	(2,992)	(1,465)	(1,527)	(1,296)	(1,022)	(461)	(1,902)	(930)	(342)	(1,312)	(492)	(491)	(1,024)	(715)	(556)	(1,278)	(566)	(338)
#104 - Homebuilders should not take make less efficient homes at consumers' expense																		
AGREE NET	73	72	74	70	77	77	77	67	74	77	74	72	75	76	68	75	78	78
Strongly agree	43	39	46	42	44	41	45	38	41	45	40	42	45	47	43	42	45	47
Somewhat agree	30	32	28	28	32	35	32	28	33	32	34	30	30	29	25	33	33	31
Neutral	21	22	20	23	19	18	18	26	20	18	20	24	19	18	25	19	18	17
DISAGREE NET	6	6	5	6	5	6	5	7	6	5	6	5	6	6	7	5	5	5
Somewhat disagree	4	3	4	5	3	3	3	5	4	3	5	4	4	3	5	4	4	3
Somewhat Disagree	2	2	1	2	2	2	2	2	2	2	1	1	2	3	3	2	1	2
#105 - More energy efficient buildings will reduce energy use and pollution																		
AGREE NET	84	82	85	84	84	84	85	83	86	84	85	87	82	86	82	87	86	83
Strongly agree	48	47	50	51	48	47	48	50	52	48	49	52	48	48	51	51	45	50
Somewhat agree	35	35	35	33	37	36	37	33	34	37	36	35	34	38	31	36	41	33
Neutral	13	13	13	14	12	12	12	14	10	12	11	11	14	11	15	11	12	14
DISAGREE NET	3	4	2	3	3	4	3	3	3	3	3	2	4	3	4	3	3	4
Somewhat disagree	2	3	1	2	2	3	3	2	2	2	2	2	2	3	3	2	2	3
Somewhat Disagree	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
#111 - Homeowners should have a right to a home that meets national energy standards																		
AGREE NET	82	78	86	83	84	78	82	84	86	81	84	82	82	84	84	83	84	81
Strongly agree	51	46	56	52	53	43	50	53	55	49	50	54	52	51	52	51	51	52
Somewhat agree	31	32	30	31	31	35	32	31	31	32	34	28	30	33	31	32	34	29
Neutral	14	17	12	14	13	16	14	14	11	14	12	15	14	13	13	12	12	15
DISAGREE NET	4	5	2	3	3	6	4	2	3	4	4	3	5	3	3	4	4	4
Somewhat disagree	2	3	2	2	2	4	3	1	2	2	3	2	2	2	1	2	3	3
Somewhat Disagree	2	2	1	1	1	2	2	1	1	2	2	1	2	1	2	2	1	1
#110 - Energy code standards will help to ensure quality home construction																		
AGREE NET	70	67	73	71	71	69	70	71	76	69	74	71	71	69	71	72	71	70
Strongly agree	29	27	31	31	29	26	28	32	35	27	33	33	28	27	31	28	31	29
Somewhat agree	41	40	42	39	42	44	42	39	42	42	42	39	43	42	40	44	40	40
Neutral	21	22	20	21	20	19	20	22	16	20	18	18	20	21	19	18	22	21
DISAGREE NET	9	11	7	8	9	11	10	7	8	11	8	11	9	10	10	10	7	9
Somewhat disagree	6	8	5	6	6	7	7	5	6	7	6	7	6	7	7	6	5	7
Somewhat Disagree	3	4	2	2	3	4	3	2	2	4	2	4	3	3	3	3	2	2



Messaging Evaluation -Full Distribution-

	AGE OF HOME																			MONTHLY ENERGY BILLS			
	TOTAL	GENDER		HOUSEHOLD INCOME					HOMEOWNERS		Less than	10-	20-	50+	Less	\$100-	\$200-	\$300+					
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	10 yrs	19 yrs	50 yrs	Years	100	199	299	300+					
Avg Ratings Per Message	(2,992)	(1,465)	(1,527)	(1,296)	(1,022)	(461)	(1,902)	(930)	(342)	(1,312)	(492)	(491)	(1,024)	(715)	(556)	(1,278)	(566)	(338)					
#103 - Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time																							
AGREE NET	74	71	77	75	76	71	74	75	78	73	77	76	74	76	74	75	77	77					
Strongly agree	35	32	38	37	34	31	34	38	38	34	35	37	37	35	36	35	36	38					
Somewhat agree	39	38	40	37	42	40	40	37	40	39	42	39	37	41	38	40	41	39					
Neutral	18	19	17	18	17	19	18	18	17	17	17	18	17	15	18	17	16	15					
DISAGREE NET	8	10	6	8	7	9	8	7	5	10	6	7	9	9	8	8	7	8					
Somewhat disagree	5	6	4	5	5	7	5	5	4	6	5	4	6	7	6	5	5	6					
Somewhat Disagree	3	4	1	3	2	3	3	2	1	3	1	3	3	2	3	3	2	2					
#106 - Energy codes help reduce the need for more power plants in my community																							
AGREE NET	56	58	54	55	57	59	55	58	64	53	64	56	54	55	55	57	59	56					
Strongly agree	20	21	19	21	20	20	18	24	28	16	25	21	20	18	22	20	20	20					
Somewhat agree	36	37	35	34	37	39	37	34	35	37	39	35	35	37	34	36	39	36					
Neutral	32	27	36	33	30	27	30	33	27	31	24	32	33	30	34	30	28	30					
DISAGREE NET	13	15	10	12	12	14	14	9	9	16	11	12	13	15	11	13	14	15					
Somewhat disagree	10	11	8	9	10	11	11	7	7	13	8	8	10	12	8	10	11	12					
Somewhat Disagree	3	4	2	3	3	3	3	2	3	3	3	3	2	3	3	3	2	2					
#112 - Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase																							
AGREE NET	79	77	81	77	82	80	81	77	83	81	81	79	79	83	76	82	84	78					
Strongly agree	41	38	44	41	43	39	43	41	42	42	37	43	43	44	39	42	44	44					
Somewhat agree	38	39	37	36	40	41	39	36	41	39	43	37	36	39	37	40	39	34					
Neutral	17	18	15	18	14	16	15	19	14	14	15	16	17	13	19	14	14	17					
DISAGREE NET	4	4	4	5	3	4	4	4	3	5	4	4	4	4	5	4	3	5					
Somewhat disagree	3	3	3	4	2	2	3	3	2	3	2	3	3	3	4	2	2	3					
Somewhat Disagree	1	2	1	1	1	2	1	1	1	2	2	1	1	1	2	1	1	2					



Messaging Evaluation -Full Distribution-

Avg Ratings Per Message	TOTAL	GENDER		HOUSEHOLD INCOME			HOMEOWNERS				AGE OF HOME				MONTHLY ENERGY BILLS			
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	Less than 10 yrs	10-19 yrs	20-50 yrs	50+ Years	Less 100	\$100-199	\$200-299	\$300+
	(2,992)	(1,465)	(1,527)	(1,296)	(1,022)	(461)	(1,902)	(930)	(342)	(1,312)	(492)	(491)	(1,024)	(715)	(556)	(1,278)	(566)	(338)
#107 - Energy codes help stimulate the economy and create green jobs																		
AGREE NET	55	52	58	56	56	57	54	59	66	51	61	57	55	53	58	56	55	58
Strongly agree	20	20	20	21	21	18	19	23	26	17	23	21	20	18	20	20	18	25
Somewhat agree	35	32	39	36	35	39	35	36	40	34	38	36	35	35	38	36	37	34
Neutral	31	30	32	32	31	28	31	31	25	31	28	28	32	30	28	30	32	28
DISAGREE NET	13	17	10	12	13	15	16	10	9	17	11	14	14	17	14	14	13	13
Somewhat disagree	9	11	7	8	9	10	10	7	7	11	8	10	9	10	9	9	9	8
Somewhat Disagree	5	7	3	4	4	6	5	4	2	6	3	4	5	6	5	5	4	5
#108 - Energy codes help improve indoor air quality																		
AGREE NET	58	54	62	59	60	58	58	60	69	55	64	61	58	56	56	62	61	56
Strongly agree	22	19	24	23	22	19	21	24	29	19	24	26	22	19	23	22	23	23
Somewhat agree	36	35	38	36	38	39	37	36	40	36	39	36	36	37	33	40	38	33
Neutral	32	34	31	32	32	31	31	32	25	33	29	29	31	34	35	29	30	32
DISAGREE NET	10	12	7	9	8	11	11	8	6	12	7	9	11	10	10	9	9	12
Somewhat disagree	7	9	6	6	6	9	8	6	5	9	5	7	8	8	6	7	8	8
Somewhat Disagree	2	3	1	3	2	2	3	2	1	3	2	2	3	2	3	2	1	4
#113 - Energy codes help make homes more comfortable to live in																		
AGREE NET	68	66	69	69	67	70	69	67	75	69	72	71	68	66	64	72	68	66
Strongly agree	28	26	29	28	29	28	28	29	34	27	30	29	28	28	26	32	27	25
Somewhat agree	40	40	40	40	39	42	41	37	41	42	42	42	40	38	38	40	41	41
Neutral	26	27	26	25	27	23	25	27	20	26	23	23	26	27	28	23	26	27
DISAGREE NET	6	7	5	6	6	7	6	6	5	6	6	6	6	8	8	6	6	7
Somewhat disagree	5	5	4	4	5	6	4	5	4	4	4	5	5	6	6	4	5	5
Somewhat Disagree	2	2	1	2	1	1	1	1	1	2	1	2	1	2	2	1	1	2



Messaging Evaluation -Full Distribution-

Avg Ratings Per Message	AGE OF HOME																		MONTHLY ENERGY BILLS			
	TOTAL	GENDER		HOUSEHOLD INCOME					HOMEOWNERS		Less than	10-	20-	50+	Less	\$100-	\$200-					
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	10 yrs	19 yrs	50 yrs	Years	100	199	299	\$300+				
	(2,992)	(1,465)	(1,527)	(1,296)	(1,022)	(461)	(1,902)	(930)	(342)	(1,312)	(492)	(491)	(1,024)	(715)	(556)	(1,278)	(566)	(338)				
#115 - Energy codes add to the purchase price of new homes but lower the operating costs																						
AGREE NET	69	71	67	68	71	76	71	66	71	72	68	71	72	71	67	71	72	73				
Strongly agree	25	25	24	25	26	23	26	23	30	25	25	24	27	25	25	26	26	23				
Somewhat agree	45	46	43	43	44	52	46	43	40	47	43	47	45	46	42	45	46	50				
Neutral	26	23	28	26	25	20	23	29	23	23	26	24	23	24	27	24	23	20				
DISAGREE NET	5	6	5	6	4	5	5	5	6	5	6	6	5	5	5	5	5	7				
Somewhat disagree	4	5	4	5	4	4	4	4	5	4	6	5	4	4	4	4	4	6				
Somewhat Disagree	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1				
#116 - Energy codes restrict the amenities of new homes																						
AGREE NET	23	26	21	23	23	23	23	23	31	21	29	26	21	22	22	24	24	25				
Strongly agree	5	6	5	6	5	6	5	6	9	4	8	6	5	4	6	5	5	7				
Somewhat agree	18	20	16	17	19	17	18	17	22	18	20	20	16	18	16	19	18	18				
Neutral	38	36	40	41	37	31	36	41	33	36	31	34	40	36	40	36	34	39				
DISAGREE NET	39	38	39	36	39	46	41	36	36	42	40	40	39	41	38	40	42	36				
Somewhat disagree	28	26	31	27	28	35	31	25	25	32	30	29	29	31	27	29	32	27				
Somewhat Disagree	10	12	9	9	11	11	10	11	11	10	10	11	10	11	11	11	10	9				
#117 - Energy codes add administrative hassle for builders and stall growth of new homes																						
AGREE NET	35	38	33	34	36	41	37	33	38	38	40	34	37	35	33	37	38	37				
Strongly agree	9	11	8	9	10	10	10	8	13	10	11	9	10	8	9	10	11	9				
Somewhat agree	26	27	25	25	27	30	27	25	25	28	29	25	27	27	25	27	28	28				
Neutral	34	32	36	35	33	28	32	36	31	31	28	36	33	33	35	31	32	31				
DISAGREE NET	31	30	31	31	31	31	31	31	31	31	32	30	31	32	32	32	30	32				
Somewhat disagree	22	21	23	22	22	23	22	22	22	22	23	21	22	22	21	23	21	24				
Somewhat Disagree	9	10	8	9	9	9	9	10	9	9	10	9	8	10	11	9	9	8				



Messaging Evaluation – By Region

-Full Distribution-

	TOTAL SAMPLE (2,992)	NORTHEAST		MIDWEST			SOUTH			WEST				
		TOTAL (551)	New England (156)	Mid- Atlantic (395)	TOTAL (776)	East North Central (536)	West North Central (240)	TOTAL (977)	South Atlantic (561)	East South Central (174)	West South Central (242)	TOTAL (657)	Mountain (249)	Pacific (408)
#101 - Energy codes protect homeowners and renters from excessive energy costs														
AGREE NET	70	71	66	73	68	67	71	72	71	73	74	67	70	66
Strongly agree	30	31	25	33	30	31	29	29	31	23	30	30	30	30
Somewhat agree	40	40	41	40	37	36	42	43	40	49	45	37	40	36
Neutral	22	22	24	21	24	26	20	19	20	20	17	23	17	26
DISAGREE NET	9	8	11	6	8	8	9	9	9	7	9	10	13	8
Somewhat disagree	6	5	8	4	6	6	7	7	8	4	7	7	10	6
Somewhat Disagree	2	3	3	2	2	2	2	2	2	3	2	2	3	2
#102 - Energy codes would help my energy bills be more affordable and predictable														
AGREE NET	71	70	68	71	72	71	73	72	72	73	72	70	71	69
Strongly agree	31	30	26	31	32	32	32	33	33	27	36	31	30	31
Somewhat agree	40	41	41	41	40	39	41	39	39	46	37	39	40	39
Neutral	22	23	24	22	20	21	19	22	23	22	21	23	20	25
DISAGREE NET	7	7	9	6	8	8	8	5	5	5	7	7	9	6
Somewhat disagree	5	4	6	4	6	6	6	4	4	5	5	5	7	4
Somewhat Disagree	2	2	3	2	2	2	2	1	1	1	1	2	2	1
#109 - Energy codes should be enforced like other safety and quality standards of construction														
AGREE NET	75	76	79	75	75	74	78	73	73	75	73	74	74	74
Strongly agree	40	41	34	43	40	40	40	42	41	44	43	37	37	36
Somewhat agree	34	35	45	32	35	34	37	31	32	30	30	38	37	38
Neutral	19	18	14	19	18	19	14	20	20	20	21	19	18	20
DISAGREE NET	7	6	6	6	7	7	8	6	7	5	7	7	8	6
Somewhat disagree	4	4	4	4	5	5	4	4	5	4	4	4	5	4
Somewhat Disagree	2	2	2	2	2	1	4	2	2	1	3	3	3	2
#114 - Homebuilders should not save money on construction by making homes less energy efficient														
AGREE NET	65	63	61	64	65	66	62	66	67	69	62	65	71	62
Strongly agree	38	37	37	38	39	40	37	39	38	44	36	38	41	37
Somewhat agree	27	26	24	27	26	26	26	28	29	25	26	27	30	25
Neutral	20	19	21	18	20	20	19	20	20	17	19	19	14	22
DISAGREE NET	15	18	18	18	15	14	18	14	13	14	18	16	15	16
Somewhat disagree	10	11	9	12	9	9	11	10	9	9	11	10	8	10
Somewhat Disagree	6	6	9	5	6	5	8	5	3	5	8	6	6	6



Messaging Evaluation – By Region

-Full Distribution-

Avg Ratings Per Message	TOTAL SAMPLE (2,992)	NORTHEAST		MIDWEST			SOUTH			WEST				
		TOTAL TOTAL (551)	New England (156)	Mid- Atlantic (395)	TOTAL TOTAL (776)	East North Central (536)	West North Central (240)	TOTAL TOTAL (977)	South Atlantic (561)	East South Central (174)	West South Central (242)	TOTAL TOTAL (657)	Mountain (249)	Pacific (408)
#104 - Homebuilders should not take make less efficient homes at consumers' expense														
AGREE NET	73	73	72	73	72	72	71	75	75	77	73	72	75	71
Strongly agree	43	43	44	43	44	45	40	41	40	45	42	43	41	44
Somewhat agree	30	30	29	30	28	27	31	33	35	32	31	29	33	26
Neutral	21	20	22	19	23	22	24	21	21	20	21	21	19	23
DISAGREE NET	6	7	5	8	6	6	5	5	4	3	7	7	6	7
Somewhat disagree	4	4	4	5	4	5	4	3	3	3	4	4	4	4
Somewhat Disagree	2	3	1	3	1	1	1	2	2	1	3	2	3	2
#105 - More energy efficient buildings will reduce energy use and pollution														
AGREE NET	84	82	78	84	83	84	81	85	85	81	88	83	85	82
Strongly agree	48	46	40	48	46	48	43	50	49	45	55	51	49	53
Somewhat agree	35	36	38	36	37	36	38	35	36	36	34	31	36	29
Neutral	13	14	15	13	14	14	15	12	12	18	9	13	12	14
DISAGREE NET	3	4	7	3	3	2	4	3	3	1	3	4	3	5
Somewhat disagree	2	3	5	2	2	1	3	2	3	1	2	2	2	3
Somewhat Disagree	1	1	1	1	1	1	1	0	0		1	2	1	2
#111 - Homeowners should have a right to a home that meets national energy standards														
AGREE NET	82	80	77	81	83	83	83	84	84	85	85	79	79	80
Strongly agree	51	49	43	51	51	51	51	52	53	53	48	50	52	49
Somewhat agree	31	31	34	30	32	32	31	32	31	32	37	29	26	30
Neutral	14	18	20	17	13	13	13	12	14	11	10	15	15	15
DISAGREE NET	4	3	3	2	4	3	4	3	3	3	5	6	7	5
Somewhat disagree	2	2	3	1	3	2	4	2	2	2	2	3	3	3
Somewhat Disagree	2	1	1	1	1	1	0	1	1	2	3	3	4	2
#110 - Energy code standards will help to ensure quality home construction														
AGREE NET	70	69	70	69	68	70	65	70	72	73	66	71	69	71
Strongly agree	29	29	28	30	28	27	29	28	29	30	24	30	30	31
Somewhat agree	41	40	43	39	40	42	36	42	42	43	41	40	40	41
Neutral	21	22	20	22	23	23	24	20	19	20	23	20	19	20
DISAGREE NET	9	9	9	9	9	7	12	10	10	8	11	10	11	9
Somewhat disagree	6	6	5	6	6	5	10	7	7	6	7	6	7	6
Somewhat Disagree	3	3	4	3	2	3	1	3	3	1	4	4	5	3



Messaging Evaluation – By Region -Full Distribution-

	TOTAL SAMPLE	NORTHEAST			MIDWEST			SOUTH				WEST		
		TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Avg Ratings Per Message	(2,992)	(551)	(156)	(395)	(776)	(536)	(240)	(977)	(561)	(174)	(242)	(657)	(249)	(408)
#103 - Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time														
AGREE NET	74	72	71	73	75	73	79	74	75	70	76	73	75	72
Strongly agree	35	34	29	36	33	33	31	36	38	34	33	36	37	36
Somewhat agree	39	38	42	36	42	40	48	38	37	35	43	37	38	36
Neutral	18	20	22	20	18	19	16	18	18	23	16	17	16	18
DISAGREE NET	8	8	7	8	7	8	5	8	7	7	8	10	9	10
Somewhat disagree	5	6	5	6	4	5	3	5	6	4	5	6	5	7
Somewhat Disagree	3	2	1	2	2	2	2	2	2	3	3	3	4	3
#106 - Energy codes help reduce the need for more power plants in my community														
AGREE NET	56	55	58	54	55	55	55	56	57	54	55	57	55	59
Strongly agree	20	18	21	17	20	21	20	19	20	19	19	22	18	24
Somewhat agree	36	37	37	38	34	35	34	37	37	35	36	36	37	34
Neutral	32	32	31	32	32	33	29	32	31	36	31	31	31	30
DISAGREE NET	13	13	12	14	13	12	16	12	12	10	14	12	14	11
Somewhat disagree	10	10	10	11	11	10	14	9	9	6	11	9	9	8
Somewhat Disagree	3	3	2	3	2	2	3	3	3	4	3	3	4	3
#112 - Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase														
AGREE NET	79	78	82	77	79	79	78	82	82	87	79	76	77	75
Strongly agree	41	43	44	43	41	40	41	43	43	42	43	37	36	38
Somewhat agree	38	35	38	34	38	39	37	39	39	45	36	38	41	36
Neutral	17	18	14	19	17	17	18	14	14	11	17	19	17	21
DISAGREE NET	4	4	4	4	4	4	4	4	4	2	3	5	6	5
Somewhat disagree	3	3	3	3	3	3	2	3	3	1	3	4	3	4
Somewhat Disagree	1	2	2	1	1	1	2	1	1	1	0	1	3	1



Messaging Evaluation – By Region

-Full Distribution-

	TOTAL SAMPLE	NORTHEAST		MIDWEST			SOUTH			WEST				
		TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Avg Ratings Per Message	(2,992)	(551)	(156)	(395)	(776)	(536)	(240)	(977)	(561)	(174)	(242)	(657)	(249)	(408)
#107 - Energy codes help stimulate the economy and create green jobs														
AGREE NET	55	58	59	58	52	52	52	56	60	50	52	55	57	55
Strongly agree	20	19	19	19	18	17	19	21	23	17	19	22	22	21
Somewhat agree	35	39	41	39	34	35	34	36	37	34	34	34	35	33
Neutral	31	31	29	31	33	35	30	30	29	34	31	31	30	32
DISAGREE NET	13	11	12	11	15	14	17	13	11	15	17	13	14	13
Somewhat disagree	9	7	8	7	9	8	11	9	7	10	12	9	9	9
Somewhat Disagree	5	4	4	4	6	5	7	4	4	5	5	4	4	4
#108 - Energy codes help improve indoor air quality														
AGREE NET	58	56	58	55	58	56	60	61	61	59	61	56	58	55
Strongly agree	22	19	20	18	22	21	24	23	23	24	21	23	23	22
Somewhat agree	36	37	38	37	36	35	36	38	38	36	40	33	35	32
Neutral	32	35	33	37	33	34	30	30	30	31	29	33	28	36
DISAGREE NET	10	9	9	9	9	9	10	9	9	10	9	11	14	9
Somewhat disagree	7	7	7	7	7	7	7	8	8	8	7	8	10	6
Somewhat Disagree	2	2	2	2	3	3	3	1	1	1	2	3	4	3
#113 - Energy codes help make homes more comfortable to live in														
AGREE NET	68	65	69	64	65	65	67	69	68	70	72	69	70	68
Strongly agree	28	27	26	28	27	27	27	29	28	31	32	27	25	28
Somewhat agree	40	38	43	36	38	37	41	40	40	39	40	42	46	40
Neutral	26	28	22	31	28	28	27	25	27	27	21	24	22	25
DISAGREE NET	6	6	9	5	7	7	5	6	5	4	7	7	8	6
Somewhat disagree	5	5	7	5	5	5	5	4	4	3	6	5	4	5
Somewhat Disagree	2	1	2	1	2	2	1	1	1	1	1	2	3	2



Messaging Evaluation – By Region -Full Distribution-

	TOTAL SAMPLE	NORTHEAST			MIDWEST			SOUTH				WEST		
		TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Avg Ratings Per Message	(2,992)	(551)	(156)	(395)	(776)	(536)	(240)	(977)	(561)	(174)	(242)	(657)	(249)	(408)
#115 - Energy codes add to the purchase price of new homes but lower the operating costs														
<u>AGREE NET</u>	<u>69</u>	<u>68</u>	<u>59</u>	<u>71</u>	<u>67</u>	<u>66</u>	<u>67</u>	<u>71</u>	<u>70</u>	<u>78</u>	<u>69</u>	<u>70</u>	<u>74</u>	<u>67</u>
Strongly agree	25	22	14	25	24	25	23	27	27	26	27	24	25	23
Somewhat agree	45	46	45	47	42	41	44	45	43	52	43	46	49	44
Neutral	26	26	31	24	28	29	26	24	25	18	24	25	20	28
<u>DISAGREE NET</u>	<u>5</u>	<u>6</u>	<u>9</u>	<u>4</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>4</u>	<u>7</u>	<u>5</u>	<u>6</u>	<u>5</u>
Somewhat disagree	4	5	9	3	5	5	6	4	4	3	5	4	4	4
Somewhat Disagree	1	1	1	1	0	0	1	1	0	1	2	1	1	1
#116 - Energy codes restrict the amenities of new homes														
<u>AGREE NET</u>	<u>23</u>	<u>21</u>	<u>24</u>	<u>19</u>	<u>24</u>	<u>24</u>	<u>24</u>	<u>24</u>	<u>24</u>	<u>19</u>	<u>28</u>	<u>22</u>	<u>22</u>	<u>22</u>
Strongly agree	5	4	6	4	5	6	3	6	6	4	7	5	5	6
Somewhat agree	18	16	18	16	19	18	20	18	18	16	22	16	17	16
Neutral	38	39	38	40	40	40	40	36	36	38	36	38	34	41
<u>DISAGREE NET</u>	<u>39</u>	<u>40</u>	<u>38</u>	<u>41</u>	<u>36</u>	<u>36</u>	<u>37</u>	<u>39</u>	<u>39</u>	<u>43</u>	<u>35</u>	<u>40</u>	<u>44</u>	<u>38</u>
Somewhat disagree	28	29	28	30	27	26	28	29	30	33	24	28	32	25
Somewhat Disagree	10	11	10	11	9	10	9	10	9	10	11	12	12	12
#117 - Energy codes add administrative hassle for builders and stall growth of new homes														
<u>AGREE NET</u>	<u>35</u>	<u>34</u>	<u>38</u>	<u>33</u>	<u>36</u>	<u>35</u>	<u>39</u>	<u>36</u>	<u>36</u>	<u>34</u>	<u>39</u>	<u>35</u>	<u>37</u>	<u>34</u>
Strongly agree	9	9	8	9	10	9	12	9	9	7	10	9	10	9
Somewhat agree	26	26	30	24	26	26	27	27	27	27	28	26	27	25
Neutral	34	35	33	36	34	35	32	33	32	31	34	34	27	39
<u>DISAGREE NET</u>	<u>31</u>	<u>30</u>	<u>29</u>	<u>31</u>	<u>30</u>	<u>30</u>	<u>29</u>	<u>31</u>	<u>32</u>	<u>35</u>	<u>27</u>	<u>31</u>	<u>37</u>	<u>28</u>
Somewhat disagree	22	24	22	24	21	21	21	21	22	24	18	22	26	19
Somewhat Disagree	9	7	7	7	9	10	9	10	10	11	9	9	11	9



Messaging Evaluation – By Education -Full Distribution-

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (2,992)	Graduate (1,831)	Graduate+ (1,161)
#101 - Energy codes protect homeowners and renters from excessive energy costs			
AGREE NET	70	69	71
Strongly agree	30	30	30
Somewhat agree	40	39	41
Neutral	22	23	20
DISAGREE NET	9	8	9
Somewhat disagree	6	6	7
Somewhat Disagree	2	2	2
#102 - Energy codes would help my energy bills be more affordable and predictable			
AGREE NET	71	71	71
Strongly agree	31	31	32
Somewhat agree	40	40	39
Neutral	22	23	21
DISAGREE NET	7	6	8
Somewhat disagree	5	5	6
Somewhat Disagree	2	1	2
#109 - Energy codes should be enforced like other safety and quality standards of construction			
AGREE NET	75	74	75
Strongly agree	40	41	40
Somewhat agree	34	34	35
Neutral	19	20	18
DISAGREE NET	7	6	7
Somewhat disagree	4	4	5
Somewhat Disagree	2	2	3

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (2,992)	Graduate (1,831)	Graduate+ (1,161)
#114 - Homebuilders should not save money on construction by making homes less energy efficient			
AGREE NET	65	64	67
Strongly agree	38	38	39
Somewhat agree	27	26	28
Neutral	20	21	17
DISAGREE NET	15	15	16
Somewhat disagree	10	9	11
Somewhat Disagree	6	6	5
#104 - Homebuilders should not take make less efficient homes at consumers' expense			
AGREE NET	73	72	75
Strongly agree	43	43	43
Somewhat agree	30	29	32
Neutral	21	23	19
DISAGREE NET	6	6	5
Somewhat disagree	4	4	3
Somewhat Disagree	2	2	2
#105 - More energy efficient buildings will reduce energy use and pollution			
AGREE NET	84	82	86
Strongly agree	48	48	49
Somewhat agree	35	35	36
Neutral	13	15	11
DISAGREE NET	3	3	4
Somewhat disagree	2	2	2
Somewhat Disagree	1	1	1



Messaging Evaluation – By Education

-Full Distribution-

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (2,992)	Graduate (1,831)	Graduate+ (1,161)
#111 - Homeowners should have a right to a home that meets national energy standards			
<u>AGREE NET</u>	<u>82</u>	<u>82</u>	<u>82</u>
Strongly agree	51	52	49
Somewhat agree	31	30	33
Neutral	14	15	13
<u>DISAGREE NET</u>	<u>4</u>	<u>3</u>	<u>5</u>
Somewhat disagree	2	2	3
Somewhat Disagree	2	1	2
#110 - Energy code standards will help to ensure quality home construction			
<u>AGREE NET</u>	<u>70</u>	<u>69</u>	<u>71</u>
Strongly agree	29	29	29
Somewhat agree	41	41	42
Neutral	21	22	19
<u>DISAGREE NET</u>	<u>9</u>	<u>9</u>	<u>10</u>
Somewhat disagree	6	6	7
Somewhat Disagree	3	3	3
#103 - Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time			
<u>AGREE NET</u>	<u>74</u>	<u>74</u>	<u>73</u>
Strongly agree	35	36	33
Somewhat agree	39	38	40
Neutral	18	19	17
<u>DISAGREE NET</u>	<u>8</u>	<u>7</u>	<u>10</u>
Somewhat disagree	5	4	7
Somewhat Disagree	3	2	3

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (2,992)	Graduate (1,831)	Graduate+ (1,161)
#106 - Energy codes help reduce the need for more power plants in my community			
<u>AGREE NET</u>	<u>56</u>	<u>55</u>	<u>58</u>
Strongly agree	20	19	22
Somewhat agree	36	36	36
Neutral	32	34	28
<u>DISAGREE NET</u>	<u>13</u>	<u>12</u>	<u>14</u>
Somewhat disagree	10	9	10
Somewhat Disagree	3	2	3
#112 - Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase			
<u>AGREE NET</u>	<u>79</u>	<u>77</u>	<u>82</u>
Strongly agree	41	41	41
Somewhat agree	38	36	41
Neutral	17	18	14
<u>DISAGREE NET</u>	<u>4</u>	<u>4</u>	<u>4</u>
Somewhat disagree	3	3	3
Somewhat Disagree	1	1	1
#107 - Energy codes help stimulate the economy and create green jobs			
<u>AGREE NET</u>	<u>55</u>	<u>55</u>	<u>56</u>
Strongly agree	20	19	21
Somewhat agree	35	35	36
Neutral	31	32	29
<u>DISAGREE NET</u>	<u>13</u>	<u>13</u>	<u>14</u>
Somewhat disagree	9	8	10
Somewhat Disagree	5	5	5



Attitudinal Statement Evaluation - By Education -Full Distribution-

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (2,992)	Graduate (1,831)	Graduate+ (1,161)
#108 - Energy codes help improve indoor air quality			
AGREE NET	58	59	58
Strongly agree	22	22	21
Somewhat agree	36	36	37
Neutral	32	32	32
DISAGREE NET	10	9	11
Somewhat disagree	7	7	8
Somewhat Disagree	2	2	2
#113 - Energy codes help make homes more comfortable to live in			
AGREE NET	68	67	69
Strongly agree	28	27	29
Somewhat agree	40	39	40
Neutral	26	27	24
DISAGREE NET	6	6	6
Somewhat disagree	5	5	4
Somewhat Disagree	2	1	2
#115 - Energy codes add to the purchase price of new homes but lower the operating costs			
AGREE NET	69	66	74
Strongly agree	25	24	25
Somewhat agree	45	42	49
Neutral	26	28	21
DISAGREE NET	5	6	4
Somewhat disagree	4	5	3
Somewhat Disagree	1	1	1

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (2,992)	Graduate (1,831)	Graduate+ (1,161)
#116 - Energy codes restrict the amenities of new homes			
AGREE NET	23	23	24
Strongly agree	5	5	6
Somewhat agree	18	17	18
Neutral	38	42	33
DISAGREE NET	39	36	44
Somewhat disagree	28	27	31
Somewhat Disagree	10	9	13
#117 - Energy codes add administrative hassle for builders and stall growth of new homes			
AGREE NET	35	34	38
Strongly agree	9	9	10
Somewhat agree	26	25	28
Neutral	34	36	31
DISAGREE NET	31	30	32
Somewhat disagree	22	21	22
Somewhat Disagree	9	9	9



Attitudinal Statement Data



Attitudinal Statement Evaluation

-Full Distribution-

	TOTAL	GENDER		HOUSEHOLD INCOME					HOMEOWNERS		AGE OF HOME				MONTHLY ENERGY BILLS			
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	Less than 10 yrs	10-19 yrs	20-50 yrs	50+ Years	Less 100	\$100-199	\$200-299	\$300+
Base Size	(5,086)	(2,490)	(2,596)	(2,203)	(1,737)	(784)	(3,234)	(1,581)	(942)	(4,084)	(837)	(835)	(1,741)	(1,216)	(945)	(2,173)	(962)	(575)
I want the most efficient home in my neighborhood																		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	74	73	74	75	74	71	73	75	80	72	78	77	73	72	74	75	75	77
Agree completely	32	31	32	34	31	29	30	36	39	28	37	32	31	30	33	31	34	34
Somewhat agree	42	42	42	42	43	41	44	39	41	44	41	44	42	41	41	44	41	43
DISAGREE NET	18	19	18	16	19	23	20	16	16	21	18	17	19	20	19	19	19	18
Somewhat disagree	15	15	14	13	15	19	16	13	13	16	14	14	15	15	15	14	14	15
Disagree completely	4	4	3	3	4	5	5	3	3	5	4	3	4	5	3	4	4	3
Don't know	8	8	8	8	7	6	7	9	4	7	4	6	8	8	7	6	7	5
I don't want my home to be less efficient than other homes in my neighborhood																		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	78	76	80	78	81	79	79	77	83	79	82	79	78	78	78	80	81	79
Agree completely	37	35	39	37	39	36	37	39	43	36	39	41	38	35	36	39	38	39
Somewhat agree	41	41	41	41	42	43	42	39	40	43	43	38	40	43	41	41	43	41
DISAGREE NET	15	16	14	16	14	18	16	14	14	16	14	15	16	16	17	16	15	15
Somewhat disagree	10	11	10	10	9	12	11	9	8	11	8	10	11	11	10	10	10	11
Disagree completely	5	6	5	6	5	6	5	5	5	5	6	5	5	5	6	5	5	5
Don't know	6	7	6	7	6	3	5	8	4	5	4	6	6	6	6	5	4	5
I would like to compare my home's energy efficiency to others in my neighborhood																		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	67	67	68	68	69	68	67	69	75	65	74	69	67	64	67	68	70	71
Agree completely	27	27	27	28	26	28	26	29	35	24	33	29	26	24	25	27	30	27
Somewhat agree	40	40	41	40	42	40	41	40	40	42	41	40	42	40	42	40	40	44
DISAGREE NET	23	24	23	22	24	27	25	19	19	27	21	24	24	26	24	25	23	21
Somewhat disagree	17	17	17	16	17	20	18	14	14	19	15	17	17	19	17	18	16	16
Disagree completely	7	7	6	6	7	7	7	5	5	8	6	7	7	7	7	7	7	5
Don't know	9	10	9	10	8	6	8	11	6	8	5	7	9	10	9	7	7	8



Attitudinal Statement Evaluation -Full Distribution-

	TOTAL SAMPLE	GENDER		HOUSEHOLD INCOME			HOMEOWNERS		AGE OF HOME				MONTHLY ENERGY BILLS					
		Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Less than 10 yrs	10- 19 yrs	20- 50 yrs	50+ Years	Less 100	\$100- 199	\$200- 299	\$300+ (575)		
Base Size	(5,086)	(2,490)	(2,596)	(2,203)	(1,737)	(784)	(3,234)	(1,581)	(942)	(4,084)	(837)	(835)	(1,741)	(1,216)	(945)	(2,173)	(962)	(575)
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills																		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	79	77	81	77	81	82	80	79	84	79	81	79	80	80	77	80	82	85
Agree completely	36	34	38	35	38	37	36	37	43	35	40	39	37	34	33	37	40	39
Somewhat agree	43	43	44	42	43	45	44	43	41	45	41	40	43	45	44	43	42	47
DISAGREE NET	15	17	13	16	14	14	15	13	13	16	16	16	14	15	17	15	13	11
Somewhat disagree	11	12	10	12	11	11	12	9	10	12	12	13	9	12	11	12	10	8
Disagree completely	4	5	3	5	3	3	4	4	4	4	4	3	4	4	6	3	3	3
Don't know	6	6	6	6	5	4	4	8	3	5	3	5	6	5	6	4	4	3
If my home is energy efficient, it will have a higher resale value																		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	83	81	85	83	85	84	85	81	86	84	85	84	84	84	83	85	85	85
Agree completely	41	39	43	43	41	39	41	42	46	40	41	43	41	43	40	42	43	43
Somewhat agree	42	42	42	39	44	45	44	39	40	45	44	41	42	41	43	43	42	42
DISAGREE NET	9	11	8	9	9	11	10	9	10	10	11	9	9	9	9	10	10	10
Somewhat disagree	8	9	7	8	6	10	8	7	8	8	8	8	7	7	7	8	9	8
Disagree completely	2	2	1	1	2	2	2	1	2	2	3	1	2	1	2	2	1	2
Don't know	8	8	7	8	6	5	5	10	4	6	4	6	7	7	8	6	5	5
I want to know a home's energy operating costs before I buy or rent																		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	86	84	87	85	87	86	86	85	90	85	88	87	85	87	84	87	89	89
Agree completely	45	41	48	47	44	39	43	48	49	41	45	48	45	44	43	45	48	48
Somewhat agree	41	43	40	38	43	47	44	37	41	44	43	39	41	43	42	42	41	41
DISAGREE NET	9	11	8	9	9	11	10	8	8	11	10	10	10	9	11	10	8	8
Somewhat disagree	8	9	7	8	7	9	8	6	7	9	8	8	8	7	8	8	7	6
Disagree completely	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2
Don't know	5	6	4	5	4	3	4	7	2	4	2	4	5	4	5	3	3	3



Attitudinal Statement Evaluation - By Region

-Full Distribution-

	TOTAL SAMPLE (5,086)	NORTHEAST			MIDWEST			SOUTH				WEST		
		TOTAL (937)	New England (266)	Mid- Atlantic (671)	TOTAL (1,319)	East North Central (911)	West North Central (408)	TOTAL (1,661)	South Atlantic (954)	East South Central (295)	West South Central (412)	TOTAL (1,117)	Mountain (423)	Pacific (694)
I want the most efficient home in my neighborhood														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	74	71	65	73	74	74	74	76	76	78	76	71	71	71
Agree completely	32	30	32	30	31	31	30	34	33	35	35	30	30	31
Somewhat agree	42	40	33	43	44	43	45	42	43	43	41	41	41	40
DISAGREE NET	18	20	25	17	18	18	18	16	17	14	17	21	22	21
Somewhat disagree	15	16	20	14	14	14	13	13	13	13	13	16	17	16
Disagree completely	4	4	5	3	4	4	5	3	3	1	4	5	5	5
Don't know	8	10	10	10	8	8	8	7	7	9	6	8	7	8
I don't want my home to be less efficient than other homes in my neighborhood														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	78	77	71	79	78	78	76	81	81	80	82	76	75	76
Agree completely	37	37	35	37	35	36	35	40	40	40	41	36	38	34
Somewhat agree	41	40	36	42	42	43	42	41	41	40	41	40	37	42
DISAGREE NET	15	15	19	14	16	15	17	14	14	12	15	17	17	17
Somewhat disagree	10	10	13	9	10	9	12	9	9	9	9	12	11	12
Disagree completely	5	5	6	4	6	6	5	5	5	3	6	5	6	5
Don't know	6	8	9	7	7	6	7	5	5	7	3	7	7	7
I would like to compare my home's energy efficiency to others in my neighborhood														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	67	66	65	66	69	69	69	69	70	67	67	64	67	62
Agree completely	27	25	27	24	27	28	24	28	28	28	29	25	26	25
Somewhat agree	40	40	37	42	42	40	45	41	42	39	39	39	41	38
DISAGREE NET	23	21	24	20	22	21	23	23	23	22	25	28	27	28
Somewhat disagree	17	15	17	14	15	15	17	16	16	17	17	21	19	22
Disagree completely	7	6	6	6	7	7	7	7	6	6	9	7	8	6
Don't know	9	13	12	14	9	10	8	8	8	10	7	8	6	9



Attitudinal Statement Evaluation - By Region

-Full Distribution-

	TOTAL SAMPLE	NORTHEAST			MIDWEST			SOUTH				WEST		
		Base Size	TOTAL	New England	Mid-Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain
	(5,086)	(937)	(266)	(671)	(1,319)	(911)	(408)	(1,661)	(954)	(295)	(412)	(1,117)	(423)	(694)
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	79	81	79	81	78	77	81	80	79	83	81	78	78	78
Agree completely	36	37	38	37	34	34	34	38	37	40	38	35	35	36
Somewhat agree	43	43	41	44	44	43	47	43	42	43	43	42	43	42
DISAGREE NET	15	12	14	11	15	15	14	15	16	11	16	17	17	17
Somewhat disagree	11	9	11	9	11	11	10	11	12	9	12	12	12	12
Disagree completely	4	2	3	2	4	4	4	4	4	2	4	5	5	4
Don't know	6	8	7	8	7	7	5	5	5	6	3	6	6	5
If my home is energy efficient, it will have a higher resale value														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	83	82	79	83	83	83	85	83	84	83	83	83	83	82
Agree completely	41	40	38	40	42	43	42	42	42	42	42	39	38	39
Somewhat agree	42	42	41	42	41	40	43	41	42	41	41	44	45	43
DISAGREE NET	9	9	13	7	9	9	10	9	8	8	11	10	9	11
Somewhat disagree	8	8	12	6	8	8	7	7	6	8	8	8	6	9
Disagree completely	2	1	2	1	2	1	2	2	2	1	2	2	3	2
Don't know	8	9	8	10	7	8	6	8	8	8	6	7	8	7
I want to know a home's energy operating costs before I buy or rent														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	86	83	81	84	88	88	89	87	87	88	87	83	85	82
Agree completely	45	44	41	45	46	46	45	46	46	45	46	42	42	42
Somewhat agree	41	39	40	39	42	42	44	41	41	43	41	41	43	40
DISAGREE NET	9	11	13	10	7	7	7	9	8	8	10	12	11	12
Somewhat disagree	8	9	12	8	5	5	6	8	7	8	8	9	8	10
Disagree completely	2	1	1	2	2	2	1	1	1	0	2	3	3	3
Don't know	5	6	6	7	5	6	4	4	5	3	3	5	4	5



Attitudinal Statement Evaluation - By Region

-Full Distribution-

	TOTAL SAMPLE	NORTHEAST			MIDWEST			SOUTH				WEST		
		Base Size	TOTAL	New England	Mid-Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain
	(5,086)	(937)	(266)	(671)	(1,319)	(911)	(408)	(1,661)	(954)	(295)	(412)	(1,117)	(423)	(694)
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	79	81	79	81	78	77	81	80	79	83	81	78	78	78
Agree completely	36	37	38	37	34	34	34	38	37	40	38	35	35	36
Somewhat agree	43	43	41	44	44	43	47	43	42	43	43	42	43	42
DISAGREE NET	15	12	14	11	15	15	14	15	16	11	16	17	17	17
Somewhat disagree	11	9	11	9	11	11	10	11	12	9	12	12	12	12
Disagree completely	4	2	3	2	4	4	4	4	4	2	4	5	5	4
Don't know	6	8	7	8	7	7	5	5	5	6	3	6	6	5
If my home is energy efficient, it will have a higher resale value														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	83	82	79	83	83	83	85	83	84	83	83	83	83	82
Agree completely	41	40	38	40	42	43	42	42	42	42	42	39	38	39
Somewhat agree	42	42	41	42	41	40	43	41	42	41	41	44	45	43
DISAGREE NET	9	9	13	7	9	9	10	9	8	8	11	10	9	11
Somewhat disagree	8	8	12	6	8	8	7	7	6	8	8	8	6	9
Disagree completely	2	1	2	1	2	1	2	2	2	1	2	2	3	2
Don't know	8	9	8	10	7	8	6	8	8	8	6	7	8	7
I want to know a home's energy operating costs before I buy or rent														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
AGREE NET	86	83	81	84	88	88	89	87	87	88	87	83	85	82
Agree completely	45	44	41	45	46	46	45	46	46	45	46	42	42	42
Somewhat agree	41	39	40	39	42	42	44	41	41	43	41	41	43	40
DISAGREE NET	9	11	13	10	7	7	7	9	8	8	10	12	11	12
Somewhat disagree	8	9	12	8	5	5	6	8	7	8	8	9	8	10
Disagree completely	2	1	1	2	2	2	1	1	1	0	2	3	3	3
Don't know	5	6	6	7	5	6	4	4	5	3	3	5	4	5



Attitudinal Statement Evaluation - By Education -Full Distribution-

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (5,086)	Graduate (3,113)	Graduate+ (1,973)
I want the most efficient home in my neighborhood			
<u>AGREE NET</u>	<u>74</u>	<u>74</u>	<u>73</u>
Agree completely	32	33	30
Somewhat agree	42	41	43
<u>DISAGREE NET</u>	<u>18</u>	<u>17</u>	<u>21</u>
Somewhat disagree	15	13	16
Disagree completely	4	4	4
Don't know	8	9	6
I don't want my home to be less efficient than other homes in my neighborhood			
<u>AGREE NET</u>	<u>78</u>	<u>77</u>	<u>80</u>
Agree completely	37	38	37
Somewhat agree	41	40	43
<u>DISAGREE NET</u>	<u>15</u>	<u>15</u>	<u>16</u>
Somewhat disagree	10	10	11
Disagree completely	5	6	5
Don't know	6	8	5
I would like to compare my home's energy efficiency to others in my neighborhood			
<u>AGREE NET</u>	<u>67</u>	<u>66</u>	<u>69</u>
Agree completely	27	27	27
Somewhat agree	40	39	43
<u>DISAGREE NET</u>	<u>23</u>	<u>23</u>	<u>23</u>
Somewhat disagree	17	17	17
Disagree completely	7	7	7
Don't know	9	11	7

Avg Ratings Per Message	EDUCATION		
	TOTAL	< College	College
	SAMPLE (5,086)	Graduate (3,113)	Graduate+ (1,973)
I would rather pay slightly more for a new home and have affordable, predictable operating costs and energy bills			
<u>AGREE NET</u>	<u>79</u>	<u>78</u>	<u>81</u>
Agree completely	36	35	38
Somewhat agree	43	43	43
<u>DISAGREE NET</u>	<u>15</u>	<u>15</u>	<u>15</u>
Somewhat disagree	11	11	11
Disagree completely	4	4	4
Don't know	6	7	4
If my home is energy efficient, it will have a higher resale value			
<u>AGREE NET</u>	<u>83</u>	<u>82</u>	<u>85</u>
Agree completely	41	41	41
Somewhat agree	42	41	44
<u>DISAGREE NET</u>	<u>9</u>	<u>9</u>	<u>10</u>
Somewhat disagree	8	8	7
Disagree completely	2	2	2
Don't know	8	9	6
I want to know a home's energy operating costs before I buy or rent			
<u>AGREE NET</u>	<u>86</u>	<u>86</u>	<u>86</u>
Agree completely	45	46	43
Somewhat agree	41	40	43
<u>DISAGREE NET</u>	<u>9</u>	<u>9</u>	<u>10</u>
Somewhat disagree	8	7	8
Disagree completely	2	2	2
Don't know	5	6	4



Classification



Classification

	TOTAL SAMPLE	GENDER		HOUSEHOLD INCOME					HOMEOWNERS		AGE OF HOME				MONTHLY ENERGY BILLS			
		Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	Less than 10 yrs	10- 19 yrs	20- 50 yrs	50+ Years	Less 100	\$100- 199	\$200- 299	\$300+
		(2,490)	(2,596)	(2,203)	(1,737)	(784)	(3,234)	(1,581)	(942)	(4,084)	(837)	(835)	(1,741)	(1,216)	(945)	(2,173)	(962)	(575)
HOMEOWNERS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Own	64	63	65	48	74	85	100		62	100	64	67	68	73	42	69	76	75
Rent	31	32	31	46	23	12		100	35		32	27	27	24	54	27	22	19
WHEN PURCHASED HOME	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Less than 1 year ago	3	3	4	3	4	3	3		18		9	3	2	2	6	3	3	3
1-2 years ago	8	8	9	8	9	10	8		46		19	8	6	5	10	9	7	8
3-5 years ago	17	16	17	13	18	22	17		13	17	40	14	12	10	20	16	18	16
6-9 years ago	16	15	17	14	17	19	16		8	18	27	17	13	13	16	16	18	17
10 or more years ago	55	57	52	60	53	46	55		14	65	4	58	67	69	48	55	55	56
Do not know	1	1	1	2	0	0	1		0		0	1	0	1	1	1		1
AGE OF HOME	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
New construction	2	2	2	1	1	3	2	1	4	1	10				2	2	2	1
1-2 years old	2	2	2	2	2	3	2	3	8	0	13				4	2	2	1
3-5 years old	6	6	6	4	7	9	6	6	10	5	35				6	7	6	4
6-9 years old	7	7	7	5	8	10	7	7	11	6	42				7	7	7	6
10-19 years old	16	16	17	15	17	20	17	14	17	16		100			13	19	17	15
20-49 years old	34	36	32	33	36	34	37	30	26	40			100		32	36	35	34
50+ years old	24	22	26	26	24	19	27	18	17	30				100	22	22	26	33
Do not know	9	9	9	14	4	2	2	21	7	1					14	6	5	5
MONTHLY ENERGY BILLS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Less than \$50	5	5	4	8	2	1	2	10	4	1	3	2	4	5	24			
\$50-\$99	14	14	14	19	12	7	11	22	15	10	18	13	13	12	76			
\$100-\$149	22	21	23	23	23	19	23	22	24	23	25	28	22	18		52		
\$150-\$199	21	20	21	18	25	20	24	15	22	25	20	21	22	21		48		
\$200 - \$299	19	18	19	15	21	28	22	13	19	23	20	20	19	20			100	
\$300-\$399	7	8	7	6	8	10	9	4	7	9	5	7	8	9				65
\$400 - \$499	3	3	3	2	3	4	3	2	2	3	2	3	2	4				23
\$500 or more	1	1	2	1	1	3	2	1	3	1	1	1	1	2				12
Don't know	8	10	7	8	5	7	5	10	5	5	5	6	7	8				



Classification

	TOTAL	GENDER		HOUSEHOLD INCOME			HOMEOWNERS											
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	Less than 10 yrs	10-19 yrs	20-50 yrs	50+ Years	Less 100	\$100-199	\$200-299	\$300+
Base Size	(5,086)	(2,490)	(2,596)	(2,203)	(1,737)	(784)	(3,234)	(1,581)	(942)	(4,084)	(837)	(835)	(1,741)	(1,216)	(945)	(2,173)	(962)	(575)
PLAN TO PURCHASE HOME NEXT 2 YEARS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	12	12	13	11	13	15	8	21	66		22	13	10	8	13	12	12	13
No	69	69	68	67	67	73	78	51	29	100	64	68	71	74	68	69	70	66
Do not know	19	19	19	21	19	12	14	27	6		15	20	19	18	19	19	18	21
REMODELED/RENOVATED HOME LAST 2 YEARS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	29	33	26	25	31	36	29		37	27	25	26	32	32	23	29	32	36
No	70	66	74	74	68	64	70		62	73	74	73	68	68	76	70	68	64
Do not know	1	1	0	1	1	0	1		1	0	1	0	1	0	0	0	1	0
PLAN TO REMODEL/ RENOVATE HOME NEXT 2 YEARS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	32	33	31	28	35	37	32		47	27	31	29	32	35	26	31	35	39
No	53	54	52	55	49	54	53		43	59	60	56	52	49	62	53	50	48
Do not know	15	13	17	17	16	9	15		10	13	9	15	16	17	12	15	15	13
ENERGY EFFICIENCY UPGRADES IN PAST 5 YEARS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Any Upgrades (NET)	57	57	56	51	62	65	68	36	61	68	53	57	62	65	42	62	66	65
Caulked or weatherized windows, doors or pipes	34	35	33	32	37	35	40	24	38	39	31	35	35	42	24	36	42	41
Replaced windows or doors with more energy efficient models	22	22	22	18	25	28	29	9	21	29	13	16	27	30	15	25	23	25
Purchased an energy efficient heating or cooling system	20	21	19	15	22	30	26	10	22	26	19	21	22	23	13	23	23	24
Purchased a high efficiency water heater	17	18	16	14	20	22	23	7	18	23	17	17	20	20	13	18	22	23
Installed or replaced attic or other insulation	16	17	15	13	17	23	21	7	21	20	20	14	15	20	10	17	19	20
None of these	43	43	44	49	38	35	32	64	39	32	47	43	38	35	58	38	34	35



Classification

	TOTAL	GENDER		HOUSEHOLD INCOME			HOMEOWNERS				Less than	10-	20-	50+	Less	\$100-	\$200-	
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	10 yrs	19 yrs	50 yrs	Years	100	199	299	\$300+
Base Size	(5,086)	(2,490)	(2,596)	(2,203)	(1,737)	(784)	(3,234)	(1,581)	(942)	(4,084)	(837)	(835)	(1,741)	(1,216)	(945)	(2,173)	(962)	(575)
GENDER	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Male	49	100		47	49	55	48	50	46	48	49	47	52	45	49	48	48	50
Female	51		100	53	51	45	52	50	54	52	51	53	48	55	51	52	52	50
AGE	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Under 35 years	32	32	33	31	34	33	24	46	60	15	53	34	24	22	33	31	30	31
35-54 years	34	34	33	34	33	34	35	32	26	36	25	35	35	37	34	34	36	34
Age 55+	34	34	33	34	33	32	41	21	14	49	22	31	40	41	34	35	34	36
MARITAL STATUS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Single, never married	27	34	21	34	22	17	19	39	26	18	28	25	25	25	38	22	20	22
Single, living as married	8	7	9	8	9	8	6	12	13	5	8	8	8	8	9	9	7	7
Married	47	44	49	31	57	68	59	28	51	60	53	50	48	48	30	50	59	56
Separated	2	1	2	2	1	1	1	2	1	1	1	2	1	1	2	2	1	1
Divorced	11	10	13	17	8	4	10	15	8	10	7	11	12	13	16	12	8	9
Widowed	4	2	6	7	3	2	5	4	1	6	3	3	6	5	5	5	3	4
Prefer not to answer	1	1	0	0	0		0	1	1	0	0	1	1	0	1	0		0
EDUCATION	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Some high school or less	3	3	2	4	1	0	1	4	1	1	3	3	2	2	2	2	2	3
High school graduate	24	22	26	31	21	11	21	28	19	23	22	22	22	25	23	25	22	23
Technical school or some college	35	35	35	38	34	26	34	36	32	34	30	35	37	35	35	34	36	34
College graduate	26	26	25	20	29	36	28	22	32	27	30	28	25	25	25	26	28	25
Some postgraduate school	4	4	4	3	4	5	4	4	5	4	4	4	4	4	4	4	3	5
Post graduate/professional degree	9	10	8	4	9	22	11	7	11	11	12	9	9	9	10	9	9	10
EMPLOYMENT STATUS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Employed full-time (35+ hr/week)	32	36	27	18	42	53	34	29	44	31	38	34	31	30	29	35	32	32
Employed part-time (<35hrs/week)	12	10	14	13	12	9	11	13	13	11	13	10	12	12	14	11	13	10
Homemaker	10	1	19	10	12	8	11	10	12	10	10	11	10	10	6	11	11	12
Currently unemployed	18	21	16	28	10	6	14	24	14	14	15	17	16	19	21	16	16	18
Retired	22	25	19	25	20	18	27	16	9	31	17	22	26	25	23	22	24	22
Student	6	6	5	7	4	5	4	9	7	3	8	7	5	4	6	5	4	5



Classification

	AGE OF HOME																		MONTHLY ENERGY BILLS			
	TOTAL	GENDER		HOUSEHOLD INCOME			HOMEOWNERS		AGE OF HOME								Less	\$100-	\$200-	\$300+		
	SAMPLE	Men	Women	<\$40k	\$40-\$79k	\$80k+	Own	Rent	Newer	Older	10 yrs	19 yrs	50 yrs	Years	100	199	299	300+				
Base Size	(5,086)	(2,490)	(2,596)	(2,203)	(1,737)	(784)	(3,234)	(1,581)	(942)	(4,084)	(837)	(835)	(1,741)	(1,216)	(945)	(2,173)	(962)	(575)				
STATE	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)				
Northeast	18	18	18	17	18	25	18	19	14	19	13	10	17	30	16	14	20	31				
New England	5	6	5	5	5	7	5	6	4	5	4	3	5	8	4	3	5	10				
Mid-Atlantic	13	13	14	12	13	17	13	13	10	14	10	7	12	22	11	10	15	21				
Midwest	24	24	24	25	23	21	25	22	20	26	16	19	23	31	22	25	24	22				
East North Central	18	18	17	18	18	17	19	16	16	20	12	15	17	23	15	18	19	19				
West North Central	6	5	6	6	5	5	6	5	4	6	5	4	6	8	7	7	4	3				
South	34	34	33	34	34	32	35	31	40	33	43	43	35	19	26	36	39	34				
South Atlantic	20	20	19	19	20	21	21	18	23	20	26	26	21	10	17	21	20	21				
East South Central	6	6	6	6	6	3	6	5	6	6	7	8	5	4	3	6	9	6				
West South Central	8	8	8	9	8	7	8	8	11	7	11	9	9	5	6	9	10	7				
West	22	21	23	22	22	20	20	26	23	19	25	25	23	17	34	23	16	12				
Mountain	8	8	9	9	9	7	9	8	9	8	11	12	8	6	10	9	8	3				
Pacific	14	13	14	13	14	14	11	18	14	11	14	13	15	11	24	13	8	9				
HOUSEHOLD INCOME	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)				
Less than \$40,000	43	41	45	100			32	64	38	33	32	39	41	48	62	42	35	34				
\$40,000 to \$59,999	21	21	21		62		24	18	25	24	24	20	23	21	18	24	22	20				
\$60,000 to \$79,999	13	13	13		38		16	7	15	15	15	14	13	13	8	14	15	17				
\$80,000 to \$99,999	8	8	7			49	10	3	10	10	10	9	8	6	3	8	12	9				
\$100,000 to \$149,999	6	6	5			36	7	2	7	7	9	6	6	4	3	5	8	8				
\$150,000 or more	2	3	2			15	3	1	3	3	4	3	2	2	1	1	2	6				
Prefer not to answer	7	7	7				7	5	3	8	5	7	7	6	5	6	5	6				
# LIVING IN HOUSEHOLD	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)				
One	21	24	18	33	13	7	17	30	13	18	15	19	21	23	40	19	10	11				
Two	39	39	40	36	42	42	44	34	37	46	38	37	43	41	38	43	40	36				
Three	19	19	19	15	22	22	19	17	23	18	22	20	18	18	12	19	24	20				
Four	13	11	14	9	13	19	13	11	17	12	15	16	11	11	5	12	16	19				
Five	5	4	6	4	6	6	5	5	7	4	8	6	4	5	3	5	6	9				
Six or more	3	3	3	3	3	4	3	3	3	3	4	3	3	2	1	2	4	5				
KIDS < 18 IN HOUSEHOLD	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)				
None	75	78	71	79	71	68	75	74	58	79	62	70	79	79	85	74	67	68				
One	13	11	14	12	14	14	12	14	20	10	18	15	11	12	10	13	15	14				
Two	8	7	9	6	10	12	8	8	15	7	12	11	7	6	4	9	11	11				
Three	3	2	4	3	3	4	3	3	5	3	5	4	2	2	2	3	4	5				
Four or more	1	1	2	1	2	2	2	1	2	2	2	1	1	1	0	1	2	3				



Does Your Home Currently Have Any of the Following?

	TOTAL SAMPLE Base Size	GENDER		HOUSEHOLD INCOME			HOMEOWNERS				AGE OF HOME				MONTHLY ENERGY BILLS			
		Men (2,490)	Women (2,596)	<\$40k (2,203)	\$40-\$79k (1,737)	\$80k+ (784)	Own (3,234)	Rent (1,581)	Newer (942)	Older (4,084)	Less than 10 yrs (837)	10- 19 yrs (835)	20- 50 yrs (1,741)	50+ Years (1,216)	Less 100 (945)	\$100- 199 (2,173)	\$200- 299 (962)	\$300+ (575)
ADEQUATE INSULATION IN ATTIC AND WALLS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	47	51	43	39	52	63	59	25	49	60	59	56	47	44	38	51	54	46
No	28	27	29	33	27	18	23	37	29	23	20	22	29	35	29	26	29	35
Don't know	25	22	28	28	22	19	18	37	22	17	22	23	25	21	33	23	18	18
WELL-SEALED WINDOWS AND DOORS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	49	52	45	40	54	62	58	31	54	58	62	51	50	45	41	52	53	49
No	40	38	43	48	37	28	34	54	38	34	27	38	41	46	46	38	40	43
Don't know	11	11	12	12	9	10	8	15	9	8	11	11	9	9	13	10	7	8
A CERTIFICATE STATING YOUR HOME MEETS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	11	13	10	10	11	16	12	9	22	10	26	15	8	5	10	12	13	11
No	58	60	55	56	62	57	64	49	52	67	38	51	65	71	53	60	62	65
Don't know	31	27	35	34	26	28	24	42	26	23	35	33	28	23	37	28	25	24
SEALED FIREPLACE	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	19	21	17	14	22	28	22	12	26	20	31	23	16	14	11	19	23	23
No	66	66	66	72	65	56	65	71	60	67	56	60	70	73	75	67	63	62
Don't know	15	13	17	15	13	16	14	17	14	13	13	17	14	13	14	14	14	14
PROGRAMMABLE THERMOSTAT	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	50	50	49	40	54	68	56	37	54	55	62	57	50	44	38	53	55	53
No	44	44	44	52	41	28	41	51	40	42	32	39	45	51	53	42	41	43
Don't know	7	6	7	9	4	4	3	11	5	3	6	5	5	5	9	5	4	4
INSULATED DUCTWORK	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	28	32	24	24	30	39	34	17	35	33	42	37	27	20	20	31	31	31
No	39	43	36	41	40	36	41	37	35	43	26	29	43	54	40	39	41	45
Don't know	32	25	40	35	30	26	25	46	30	24	31	34	30	27	40	30	27	24
INSULATED PIPES	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	33	34	31	30	34	39	38	22	38	38	44	40	29	30	28	34	37	33
No	39	44	34	39	40	37	41	36	35	42	25	31	44	48	38	39	39	48
Don't know	29	22	35	31	26	24	21	42	27	20	31	29	26	21	34	27	23	19
ENERGY EFFICIENT LIGHT BULBS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	73	70	75	69	76	79	78	65	72	78	74	73	74	77	70	75	76	74
No	22	23	20	24	21	18	20	26	23	20	21	23	22	19	23	21	21	23
Don't know	5	6	5	7	3	4	3	9	4	2	4	4	4	4	7	4	3	3
EFFICIENT HVAC/HEAT PUMP	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	30	32	28	23	34	42	36	21	38	35	46	37	30	21	25	33	34	29
No	44	46	41	47	43	37	45	41	39	48	29	36	48	56	44	44	44	50
Don't know	26	21	31	30	22	21	19	38	23	18	25	26	22	23	31	23	21	22
ENERGY EFFICIENT WINDOWS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	44	48	41	37	48	60	55	25	47	56	55	46	45	45	39	48	48	46
No	41	40	43	47	40	29	35	54	40	36	30	39	44	45	44	40	43	44
Don't know	14	12	16	16	12	11	9	21	13	8	15	15	11	10	18	12	10	10



Classification – By Region

	NORTHEAST				MIDWEST			SOUTH				WEST		
	TOTAL SAMPLE	TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Base Size	(5,086)	(937)	(266)	(671)	(1,319)	(911)	(408)	(1,661)	(954)	(295)	(412)	(1,117)	(423)	(694)
HOMEOWNERS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Own	64	63	61	64	67	67	67	66	66	66	64	57	66	52
Rent	31	31	33	31	29	28	30	29	29	26	32	37	30	41
WHEN PURCHASED HOME	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Less than 1 year ago	3	2	4	1	2	2	4	4	4	5	4	5	5	5
1-2 years ago	8	6	6	6	7	8	7	9	7	10	12	11	10	11
3-5 years ago	17	16	13	17	16	16	18	17	17	18	18	16	21	12
6-9 years ago	16	15	15	16	15	15	14	17	20	13	13	17	18	17
10 or more years ago	55	60	62	59	58	60	56	51	51	53	51	51	46	55
Do not know	1	2	1	2	1	0	2	1	1	2	1	1	1	0
AGE OF HOME	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
New construction	2	1	2	1	1	1	1	2	2	2	3	2	2	2
1-2 years old	2	2	2	2	1	1	1	3	3	3	4	3	2	3
3-5 years old	6	4	3	4	4	4	5	8	8	6	8	6	8	5
6-9 years old	7	5	5	5	6	5	6	8	8	9	7	8	9	7
10-19 years old	16	9	9	9	14	14	13	21	22	22	18	19	23	16
20-49 years old	34	31	33	30	34	33	35	36	37	31	36	36	31	39
50+ years old	24	39	36	40	31	31	31	14	13	17	15	18	16	20
Do not know	9	9	10	9	10	11	7	8	8	11	9	9	8	9
MONTHLY ENERGY BILLS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Less than \$50	5	4	5	4	5	4	6	2	2	1	3	8	4	10
\$50-\$99	14	11	11	12	12	11	15	12	14	9	11	21	18	22
\$100-\$149	22	17	15	18	21	19	26	24	24	19	26	26	24	27
\$150-\$199	21	15	14	15	25	25	25	22	22	23	21	18	25	15
\$200 - \$299	19	20	18	21	19	20	15	21	19	28	23	14	19	11
\$300-\$399	7	10	10	10	8	9	4	8	9	8	7	4	3	4
\$400 - \$499	3	5	6	4	2	2	2	3	3	3	2	2	1	2
\$500 or more	1	4	5	4	1	1	0	1	1	0	1	1	0	1
Don't know	8	13	16	12	8	9	6	7	7	7	6	7	6	8



Classification – By Region

	TOTAL SAMPLE	NORTHEAST			MIDWEST			SOUTH				WEST		
		TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Base Size	(5,086)	(937)	(266)	(671)	(1,319)	(911)	(408)	(1,661)	(954)	(295)	(412)	(1,117)	(423)	(694)
<u>PLAN TO PURCHASE HOME NEXT 2 YEARS</u>	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	12	10	10	10	11	12	9	14	14	11	15	12	11	13
No	69	70	71	70	71	69	76	68	67	69	67	66	69	64
Do not know	19	19	20	19	18	19	16	18	18	20	18	22	20	24
<u>REMODELED/RENOVATED HOME LAST 2 YEARS</u>	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	29	32	34	30	30	33	26	28	29	28	26	29	28	29
No	70	68	65	69	69	67	73	71	70	70	73	71	72	70
Do not know	1	1	1	0	1	1	1	1	1	2	1	0		1
<u>PLAN TO REMODEL/ RENOVATE HOME NEXT 2 YEARS</u>	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	32	36	34	37	32	32	33	31	31	31	32	29	29	28
No	53	50	55	48	53	53	52	53	55	48	53	56	56	57
Do not know	15	15	12	16	15	15	15	16	14	21	15	15	15	14
<u>ENERGY EFFICENCY UPGRADES</u>	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Any Upgrades (NET)	57	59	62	57	60	61	60	55	54	59	56	53	59	49
Caulked or weatherized windows, doors or pipes	34	35	35	35	39	39	40	34	31	39	36	28	35	24
Installed or replaced attic or other insulation	16	17	20	16	18	19	16	15	16	15	15	13	15	12
Purchased an energy efficient heating or cooling system	20	20	19	20	21	22	18	20	20	21	19	18	21	17
Purchased a high efficiency water heater	17	18	17	18	18	20	16	17	17	15	18	16	19	15
Replaced windows or doors with more energy efficient models	22	27	29	26	26	26	25	19	19	17	19	18	17	19
None of these	43	41	38	43	40	39	40	45	46	41	44	47	41	51



Classification – By Region

	NORTHEAST				MIDWEST			SOUTH				WEST		
	TOTAL SAMPLE	TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Base Size	(5,086)	(937)	(266)	(671)	(1,319)	(911)	(408)	(1,661)	(954)	(295)	(412)	(1,117)	(423)	(694)
GENDER	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Male	49	49	53	47	49	50	46	51	52	47	50	48	47	48
Female	51	51	47	53	51	50	54	49	48	53	50	52	53	52
AGE	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Under 35 years	32	35	33	36	30	30	30	33	34	29	34	32	27	35
35-54 years	34	31	32	31	37	38	35	35	33	40	34	33	34	32
Age 55+	34	34	35	33	34	33	36	32	32	32	32	36	39	34
MARITAL STATUS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Single, never married	27	32	34	31	27	26	28	26	29	22	25	26	19	31
Single, living as married	8	8	9	8	8	9	7	8	9	6	7	7	8	7
Married	47	45	42	46	47	48	46	48	47	51	49	45	52	40
Separated	2	2	2	2	1	2	1	1	1	0	1	2	1	2
Divorced	11	8	9	8	12	12	12	11	10	16	13	13	15	12
Widowed	4	4	3	4	4	3	7	4	4	4	5	5	4	6
Prefer not to answer	1	0	0	0	0	0	0	0	1	0	0	1	0	2
EDUCATION	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Some high school or less	3	2	2	2	2	3	2	3	3	4	3	3	2	3
High school graduate	24	25	27	24	27	27	26	24	22	31	23	21	23	19
Technical school or some college	35	31	30	31	35	36	34	34	33	31	38	38	40	37
College graduate	26	28	27	28	24	22	26	25	27	21	24	27	25	29
Some postgraduate school	4	5	4	5	3	4	3	4	4	4	3	3	4	3
Post graduate/professional degree	9	9	10	9	9	9	9	10	11	9	8	8	7	9
EMPLOYMENT STATUS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Employed full-time (35+ hr/week)	32	33	30	34	34	31	40	32	33	28	34	27	27	27
Employed part-time (<35hrs/week)	12	11	15	10	12	12	13	10	10	12	8	15	13	16
Homemaker	10	10	8	11	10	10	10	10	7	15	12	11	15	9
Currently unemployed	18	17	16	17	18	19	14	18	20	19	16	20	18	21
Retired	22	22	24	22	21	22	20	24	24	23	24	22	24	20
Student	6	7	8	7	6	6	4	6	6	3	5	6	4	7



Classification – By Region

	TOTAL SAMPLE	NORTHEAST			MIDWEST			SOUTH				WEST		
		TOTAL	New England	Mid- Atlantic	TOTAL	East North Central	West North Central	TOTAL	South Atlantic	East South Central	West South Central	TOTAL	Mountain	Pacific
Base Size	(5,086)	(937)	(266)	(671)	(1,319)	(911)	(408)	(1,661)	(954)	(295)	(412)	(1,117)	(423)	(694)
HOUSEHOLD INCOME	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Less than \$40,000	43	39	38	39	45	44	47	44	41	48	47	44	47	43
\$40,000 to \$59,999	21	20	18	21	22	21	24	22	22	19	23	21	23	19
\$60,000 to \$79,999	13	13	15	13	12	13	11	13	13	16	12	14	13	15
\$80,000 to \$99,999	8	9	10	9	8	8	7	7	8	5	7	6	5	7
\$100,000 to \$149,999	6	8	8	8	4	4	4	5	6	3	5	6	6	6
\$150,000 or more	2	4	3	4	2	2	2	2	3	1	2	2	1	2
Prefer not to answer	7	7	8	7	7	7	6	7	8	8	5	7	5	8
# LIVING IN HOUSEHOLD	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
One	21	20	24	19	22	21	25	21	20	21	22	20	19	21
Two	39	40	41	39	40	40	41	39	42	38	35	38	44	33
Three	19	18	16	19	18	18	18	20	18	21	23	20	18	21
Four	13	14	14	14	11	13	9	13	13	12	13	12	12	13
Five	5	5	3	5	5	5	4	5	5	5	5	7	4	8
Six or more	3	3	3	3	3	3	4	3	3	3	2	4	3	4
KIDS < 18 IN HOUSEHOLD	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
None	75	76	81	74	75	75	75	74	76	73	71	73	74	73
One	13	12	11	12	11	10	13	14	13	16	15	13	13	13
Two	8	8	6	9	8	9	6	8	8	7	10	7	9	7
Three	3	2	2	3	3	3	4	3	2	3	4	4	4	5
Four	1	1	0	1	1	1	1	1	1	0	0	1	1	1
Five or more	0.43256	0	0	0	1	0	1	0	0	1	0	0	0	1



Does Your Home Currently Have Any of the Following? - By Region

	TOTAL SAMPLE (5,086)	NORTHEAST			MIDWEST			SOUTH				WEST		
		TOTAL (937)	New England (266)	Mid- Atlantic (671)	TOTAL (1,319)	East North Central (911)	West North Central (408)	TOTAL (1,661)	South Atlantic (954)	East South Central (295)	West South Central (412)	TOTAL (1,117)	Mountain (423)	Pacific (694)
ADEQUATE INSULATION IN ATTIC AND	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	47	44	46	43	49	50	47	49	49	54	46	44	49	41
No	28	31	27	33	25	26	24	28	27	20	33	28	26	30
Don't know	25	25	27	24	25	23	29	23	23	26	20	28	25	30
WELL-SEALED WINDOWS AND DOORS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	49	48	47	48	50	49	51	49	50	51	45	47	48	47
No	40	40	41	39	40	40	38	40	38	38	44	43	43	42
Don't know	11	12	13	12	11	11	11	11	12	12	10	10	9	11
A CERTIFICATE STATING YOUR HOME MEETS STATE ENERGY CODES	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	11	11	12	10	10	9	10	13	14	10	13	11	9	12
No	58	58	56	59	60	61	60	57	55	60	60	56	62	52
Don't know	31	31	31	31	30	30	30	30	32	30	27	33	28	36
SEALED FIREPLACE	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	19	17	17	17	17	18	15	19	19	19	20	20	18	20
No	66	69	65	70	68	67	69	64	65	66	61	65	69	63
Don't know	15	14	18	13	15	15	16	16	16	15	18	15	12	17
PROGRAMMABLE THERMOSTAT	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	50	43	38	45	51	54	46	50	52	43	51	52	53	51
No	44	48	52	46	43	41	48	44	42	50	43	42	42	41
Don't know	7	9	10	9	6	5	6	6	6	7	7	7	5	8
INSULATED DUCTWORK	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	28	23	24	23	22	22	22	37	36	36	39	26	30	23
No	39	45	45	45	47	48	43	32	32	32	32	38	41	37
Don't know	32	32	32	32	31	30	35	31	32	33	29	36	30	40
INSULATED PIPES	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	33	35	39	33	31	32	29	34	32	38	36	30	33	28
No	39	38	34	40	43	43	41	36	37	33	36	39	42	37
Don't know	29	27	27	27	26	25	29	30	31	29	28	31	25	35
ENERGY EFFICIENT LIGHT BULBS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	73	74	73	74	73	73	72	70	71	70	70	75	71	77
No	22	20	20	20	22	22	23	24	23	23	25	20	25	18
Don't know	5	7	8	7	5	5	5	6	6	7	5	5	4	5
EFFICIENT HVAC/HEAT PUMP	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	30	23	20	24	26	26	26	39	42	41	32	27	30	26
No	44	47	47	47	49	48	50	38	35	35	45	45	46	44
Don't know	26	30	33	29	25	26	24	23	23	24	24	28	24	30
ENERGY EFFICIENT WINDOWS	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	44	48	51	47	47	48	46	41	41	44	36	44	44	43
No	41	37	36	37	39	38	40	45	43	42	51	42	44	42
Don't know	14	15	14	15	14	14	14	15	16	14	13	14	12	15



Classification Questionnaire