

Built Green® Washington
Green Building Consumer Study
Executive Summary Report
March 2009

Prepared For:

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Statement of Methodology

Robinson Research was commissioned by Built Green Washington to conduct a telephone survey among households in the State of Washington. The overall purpose of this study was to evaluate the public's attitudes and perceptions regarding green building practices.

For this survey, the telephone interviews were conducted at our facility from February 23, 2009 to March 12, 2009.

No fewer than fifteen percent (15%) of the interviews were monitored in their entirety, and an additional ten percent (10%) were called back by a supervisor for verification of key points of the data. Interim trial runs of the data were cross-tabulated by interviewer as a quality assurance procedure.

A total of 150 telephone interviews were completed. A 150-sample survey has a margin of error of +/- 8% percent, which means that, in theory, results have a ninety-five percent (95%) chance of coming within +/- 8 percentage points of results that would have been obtained if all households in Washington State had been interviewed.

Respondents who reported working in the following industries were excluded from the survey.

- Market research or advertising agency
- Building/construction/contracting
- Real estate
- Home improvement/appliance related retail store
- Waste hauling/recycling
- Any related services

Questions regarding the methods used in this study may be directed to:

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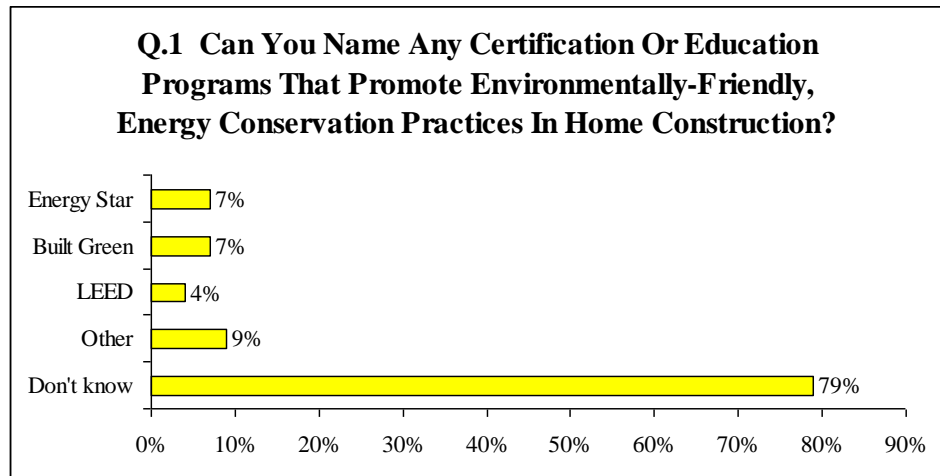
Detailed Observations

Q.1 Can you name any certification or education programs that promote environmentally-friendly, energy conservation practices in home construction?

Multiple responses were allowed.

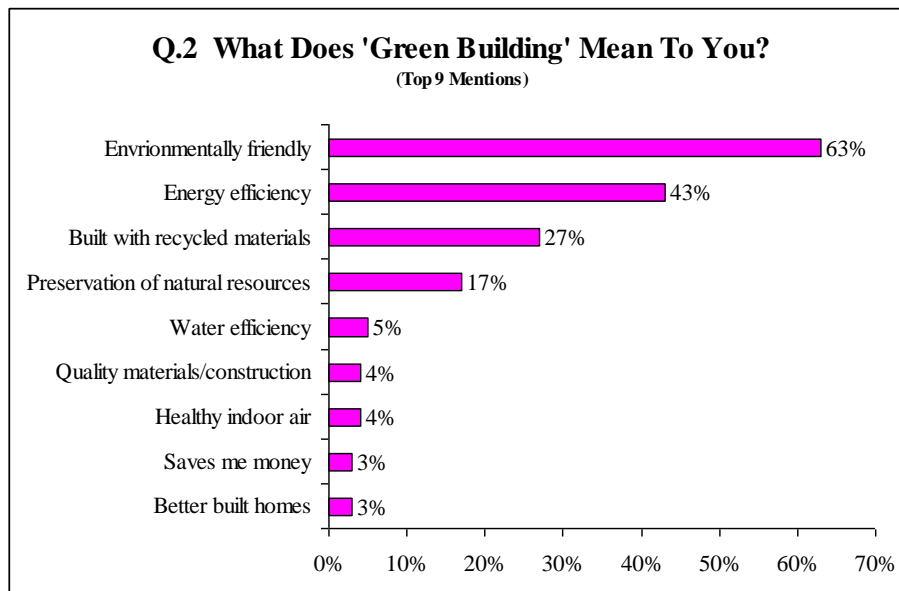
One-in-five (21%) respondents were able to name a program that promotes environmentally-friendly practices.

Responses spanned the tested subsets fairly evenly.



Q.2 What does “green building” mean to you?

Multiple responses were allowed.

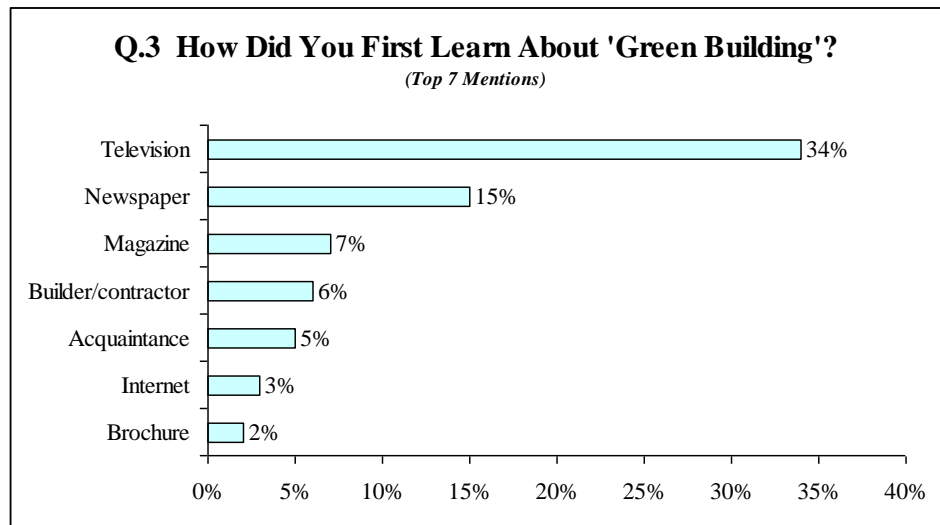


More than three-in-five (63%) believed that ‘green building’ meant environmentally friendly.

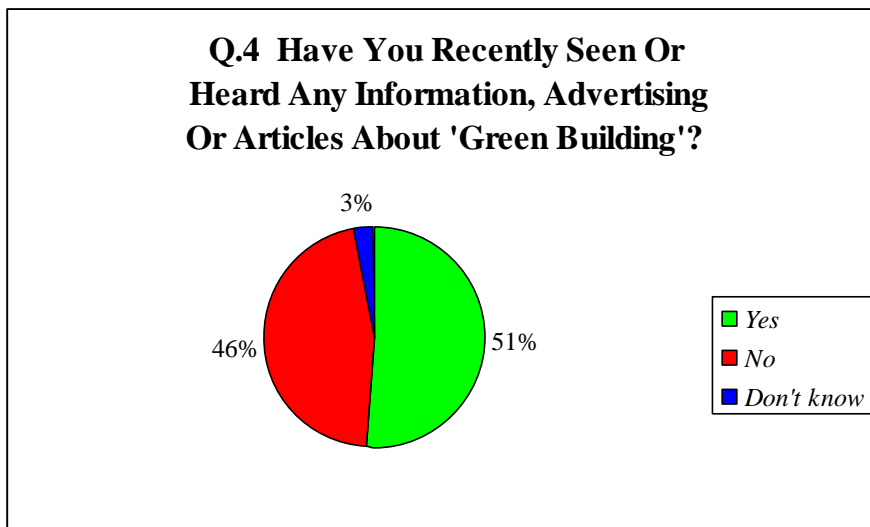
Respondents in King County were somewhat more likely than average to mention environmentally friendly.

Q.3 How did you first learn about “green building”?

One-third (34%) of respondents reported that they first learned about ‘green building’ from television.



Q.4 Have you recently seen or heard any information, advertising or articles about “green building”?



Half (51%) of respondents reported having recently seen or heard information, advertising or articles about ‘green building’.

Respondents in Other North West Central counties were somewhat less likely than average to have recently seen or heard ‘green building’ advertising/information.

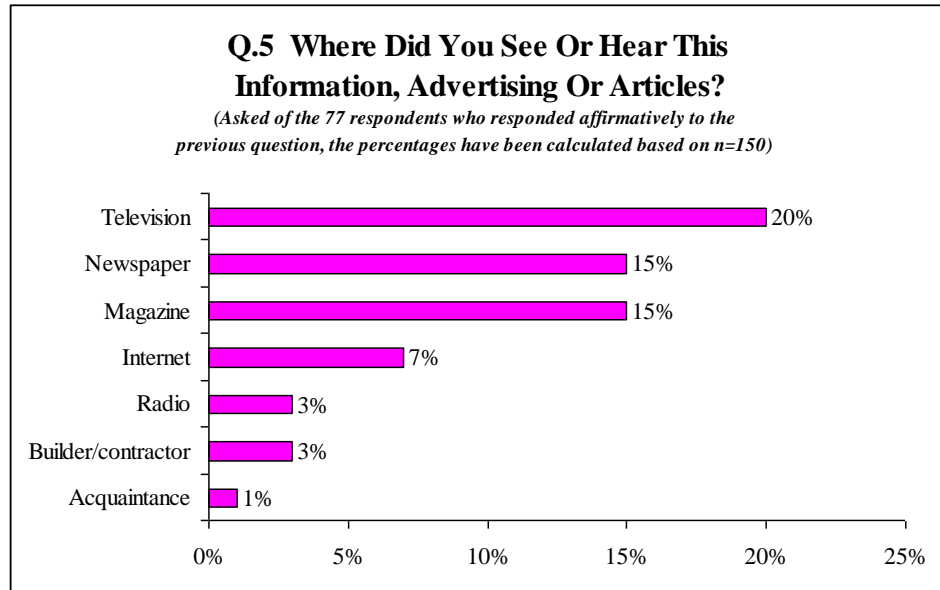
Respondents in Other South West Central counties were somewhat more likely than average to have recently seen or heard ‘green building’ advertising/information.

Q.5 Where did you see or hear this information, advertising or articles?

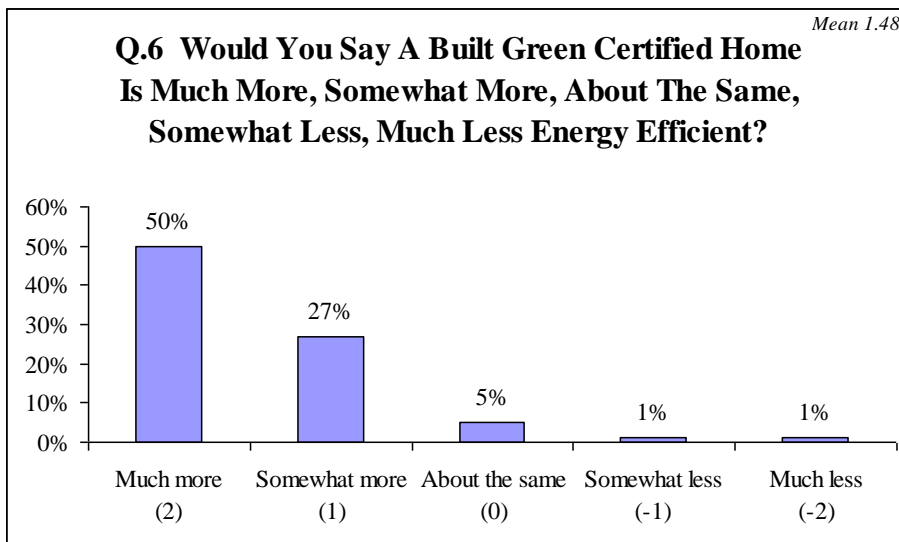
This question was asked of the 77 respondents who reported having recently seen or heard information, advertising or articles about 'green building'. The percentages shown in the graph have been calculated based on the entire sample size.

One-in-five (20%) respondents mentioned having seen information or advertising about 'green building' on television.

Respondents reporting high school or less education were significantly more likely than average to mention television.



Q.6 Would you say a Built Green certified home is much more energy efficient, somewhat more, about the same, somewhat less efficient, much less efficient than a comparable house that is not built to a "green" standard?

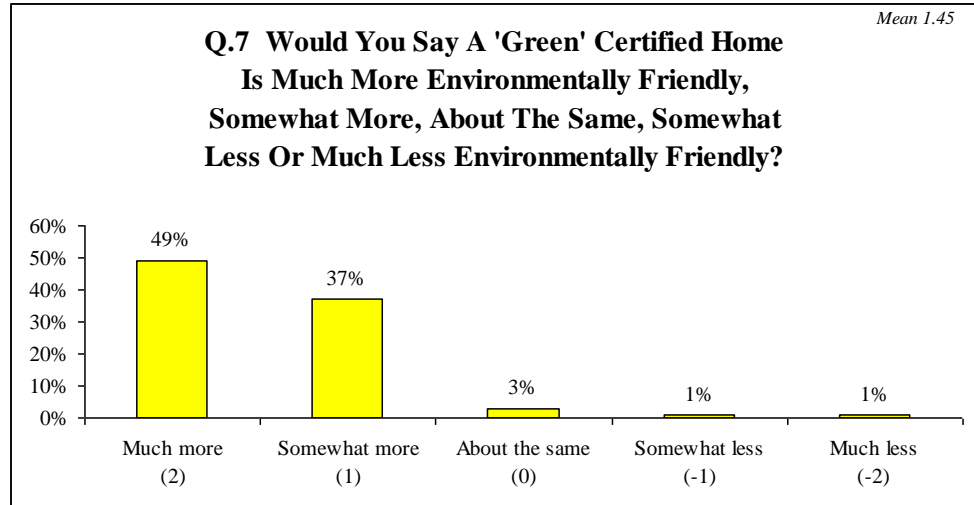


Nearly four-in-five (77%) respondents believed that a Built Green certified home would be at least somewhat more energy efficient than a comparable house that is not built to a 'green' standard.

Respondents in the 75+ age group were more likely than average to give a higher efficiency rating.

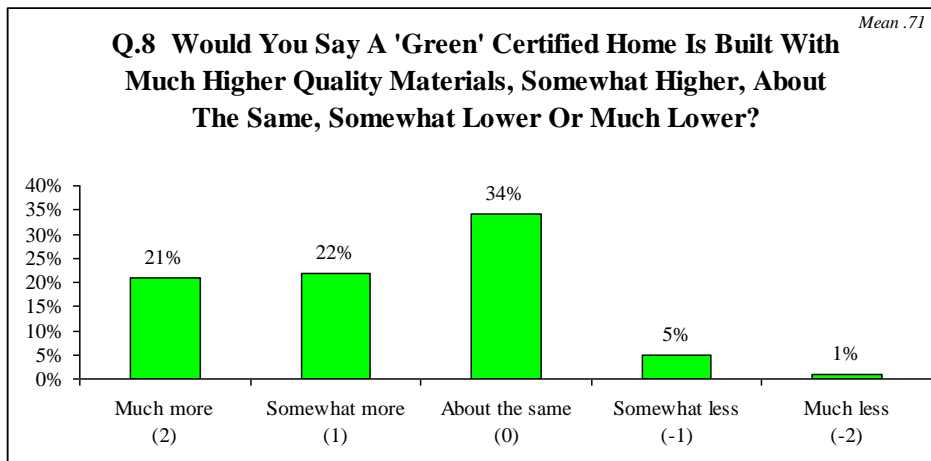
Q.7 Would you say a “green” certified home is much more environmentally friendly, somewhat more, about the same, somewhat less environmentally friendly or much less than a comparable house that is not built to a “green” standard?

Nearly nine-in-ten (86%) respondents thought ‘green’ certified homes were at least somewhat more environmentally friendly than a comparable house not built to a ‘green’ standard.



Respondents in the \$30,000-\$50,000 income range and those residing in other North West Central counties were somewhat more likely than average to give a higher rating.

Q.8 Would you say a “green” certified home is built with much higher quality materials, somewhat higher, about the same, somewhat lower quality materials or much lower than a comparable house that is not built to a “green” standard?

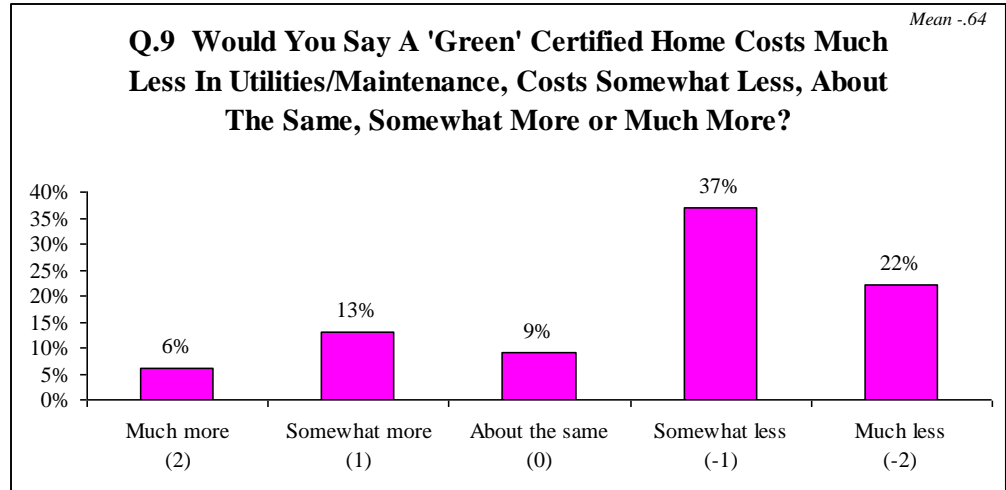


Two-in-five (43%) respondents thought a ‘green’ certified home is built with at least somewhat higher quality materials.

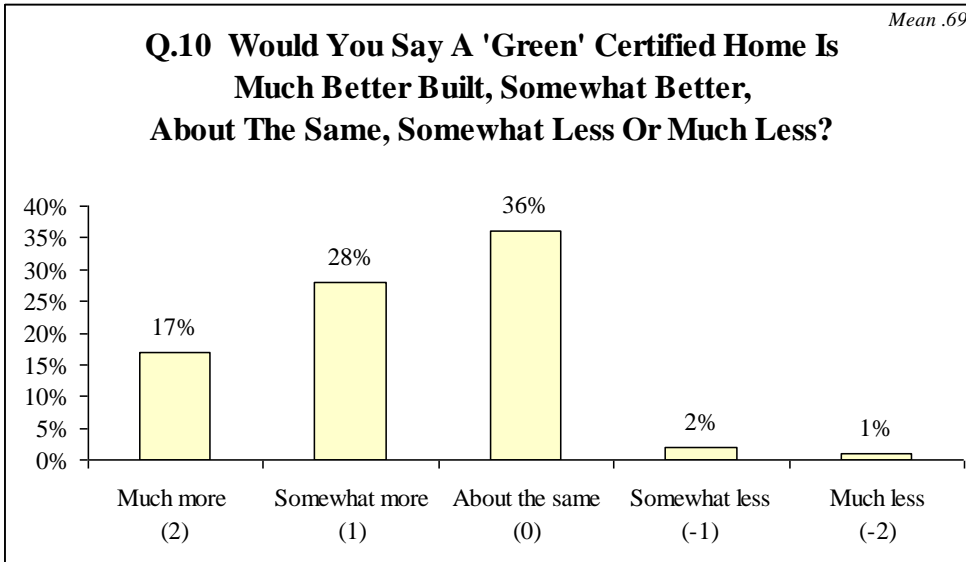
Respondents in the \$30,000-\$50,000 income range were somewhat more likely than average to give a higher rating.

Q.9 Would you say a “green” certified home costs much less in utilities and maintenance, costs somewhat less, costs about the same, costs somewhat more or costs much more than a comparable house that is not built to a “green” standard?

Three-in-five (59%) respondents thought a ‘green’ certified home costs at least somewhat less in utilities and maintenance.



Q.10 Would you say a “green” certified home is much better built, somewhat better built, about the same, somewhat less well built, or much less well built?

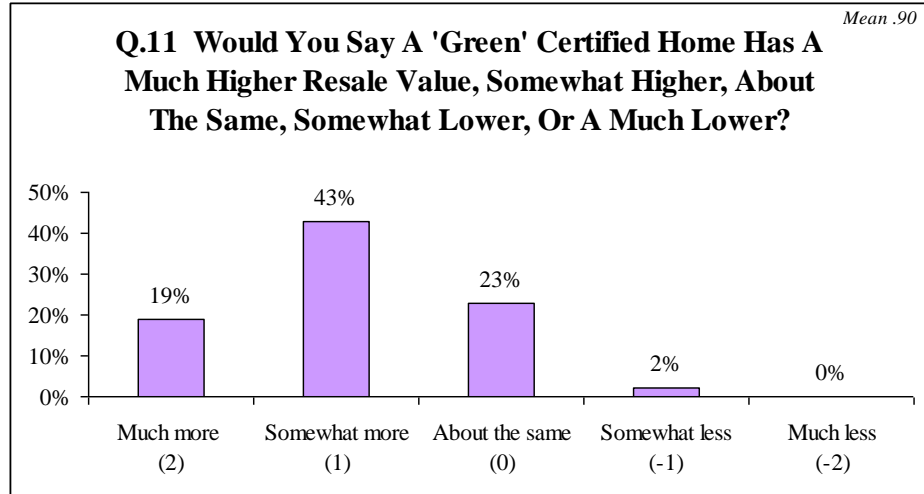


Forty-five percent of respondents said a ‘green’ certified home is at least somewhat better built than a comparable house that is not built to a ‘green’ standard.

Respondents in the 75+ age range were somewhat more likely than average to give a higher rating. Respondents in the \$150,000 to \$200,000 and \$200,000+ income groups were somewhat more likely than average to give a lower rating.

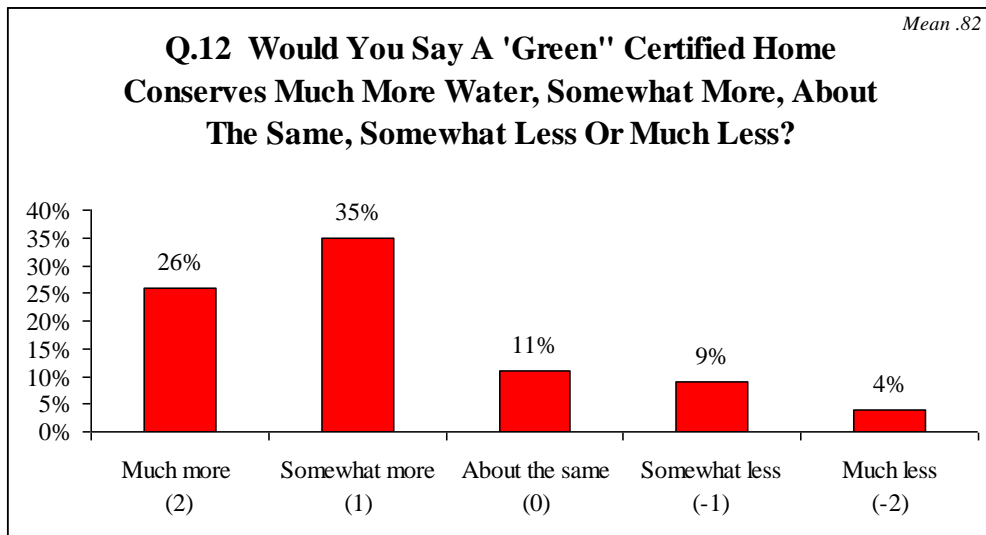
Q.11 Would you say a “green” certified home has a much higher resale value, somewhat higher, about the same, somewhat lower resale value or a much lower resale value than a comparable house that is not built to a “green” standard?

Three-in-five (62%) respondents reported that a ‘green’ certified home has at least a somewhat higher resale value than a comparable house that is not built to a ‘green’ standard.



Respondents in the \$75,000 to \$100,000 income range and those in Snohomish County were more likely than average to give a lower rating.

Q.12 Would you say a “green” certified home conserves much more water, somewhat more, about the same, conserves somewhat less water or much less water than a comparable house that is not built to a “green” standard?

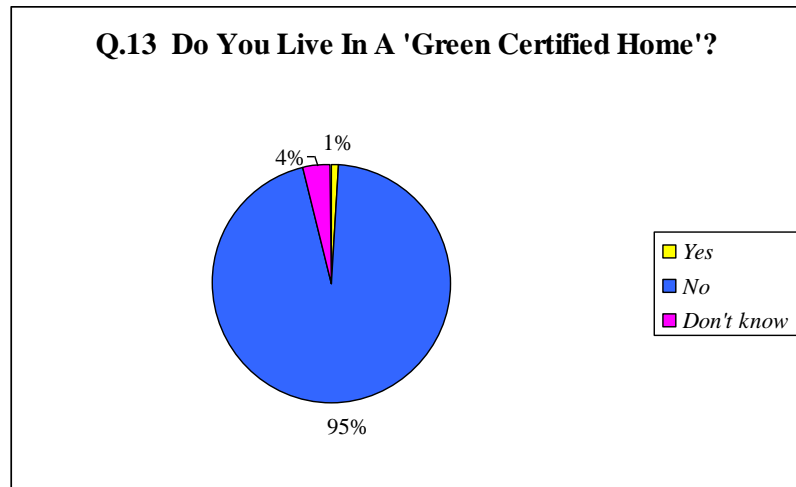


Three-in-five (61%) respondents believed that a ‘green’ certified home conserves at least somewhat more water than a comparable house that is not built to a ‘green’ standard.

Respondents in the \$200,000+ income range were more likely than average to give a higher rating.

Q.13 Do you live in a “green certified home”?

Two (1%) respondents reported living in a ‘green certified home’.

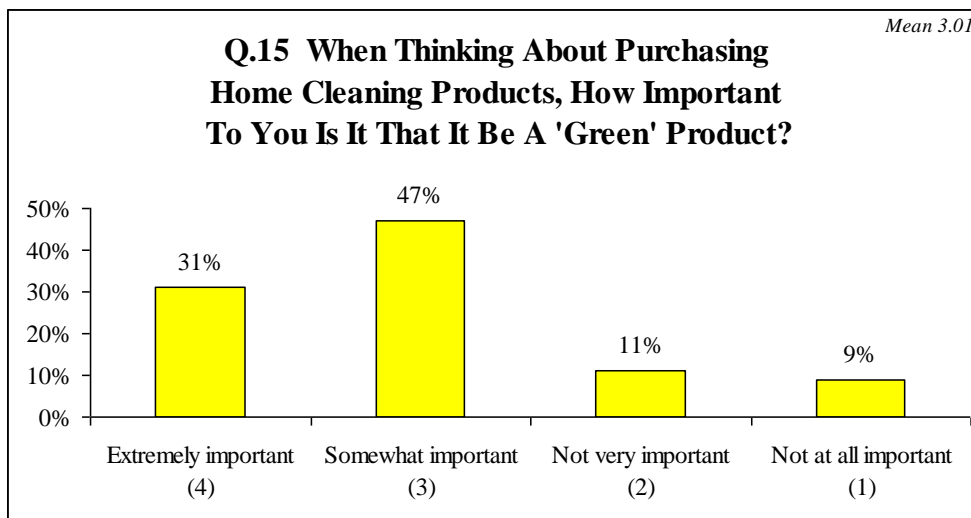


Q.14 Which green building program certified your home?

This question was asked of the two respondents who reported living in a ‘green certified home’.

Of the two respondents who reported living in a ‘green certified home’, one mentioned LEED as being the program that certified their home while the other was uncertain.

Q.15 When thinking about purchasing home cleaning products, how important to you is it that it be a “green” product? Would you say...



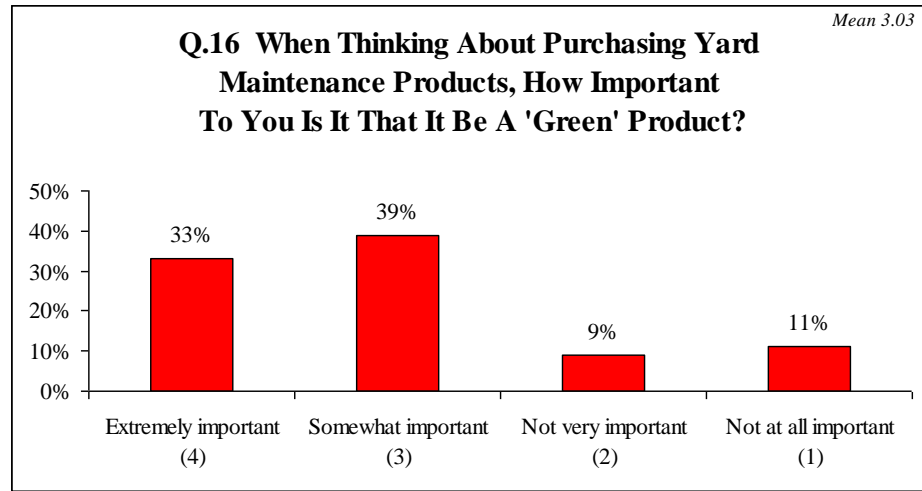
Nearly four-in-five (78%) respondents believed it was at least somewhat important that they purchase ‘green’ products.

Respondents in the \$75,000 to \$100,000 income range were more likely than average to give a lower rating.

Q.16 When thinking about purchasing yard maintenance products, how important to you is it that it be a “green” product? Would you say...

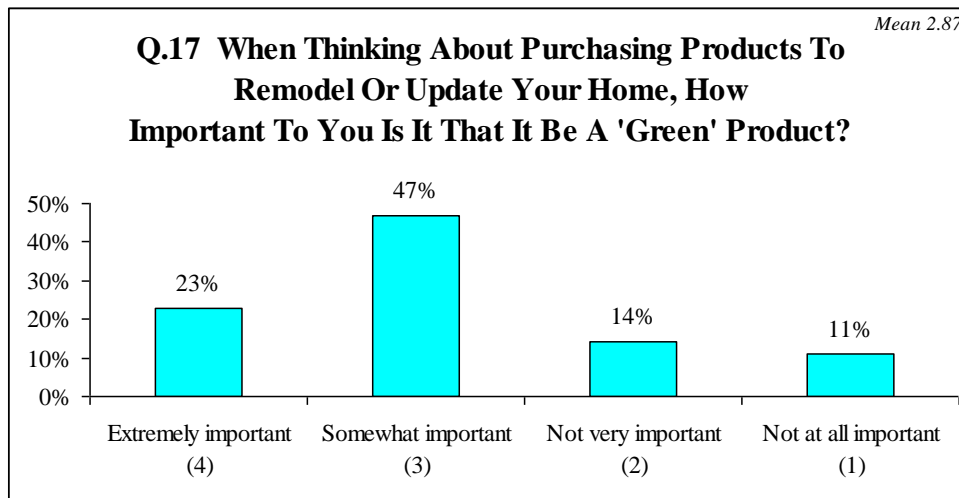
One-third (33%) of respondents said it was extremely important that they purchase ‘green’ maintenance products.

Respondents in the \$200,000+ income group were more likely than average to give a high rating.



Respondents in Other North West Central counties were significantly more likely than average to give a high rating.

Q.17 When thinking about purchasing products to remodel or update your home, how important to you is it that it be a “green” product? Would you say...

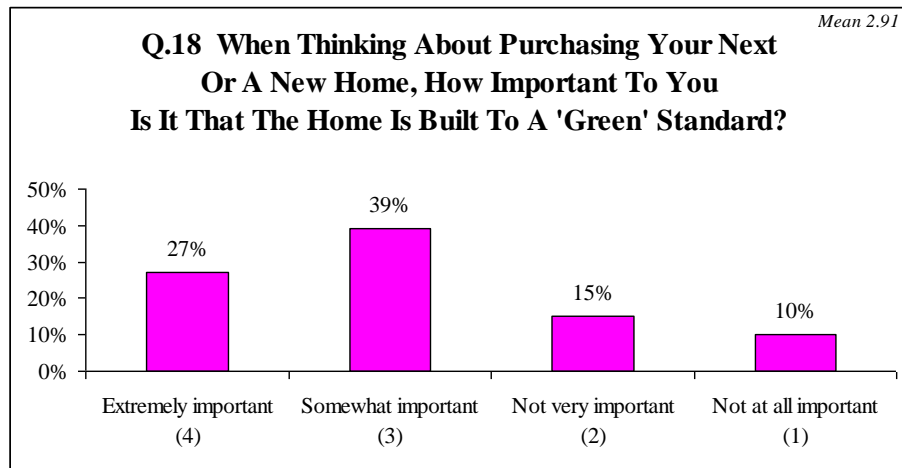


Seven-in-ten (70%) respondents said it was at least somewhat important that home remodeling products they purchase be ‘green’ products.

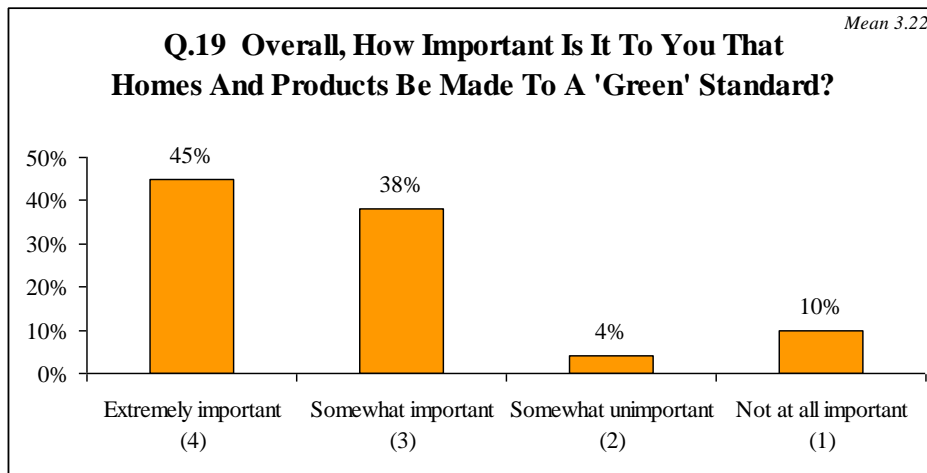
Respondents in the 75-100k income group and respondents in South East counties were more likely than average to give a low rating. Respondents in King County were more likely than average to give a higher rating.

Q.18 When thinking about purchasing your next or a new home, how important to you is it that the home is built to a “green” standard?

Two-thirds (66%) of respondents said it was at least somewhat important that when purchasing a new home, it be built to a ‘green’ standard.



Q.19 Overall, how important is it to you that homes and products be made to a “green” standard?



Four-in-five (83%) respondents said it was at least somewhat important that homes and products be built to a green standard.

Respondents residing in South East counties were more likely than average to give a low rating.

Q.20 For what reasons, if any, is it (Q.19 RESPONSE) to you that homes and products be made to a “green” standard?

Responses to this question were captured verbatim and categorized by the degree of importance reported in the previous question. Actual responses can be found in a separate document with the filename of “Verbatim and Other Responses”.

Demographic Profile

- The average respondent age was 54.55
- The mean years of education was 14.71
- Three-in-five (61%) reported being married
- Mean reported annual household income was \$71,300
- Half of those interviewed were female (gender quotas were used)

The following table shows the distribution of counties:

County	Number of Surveys	Percentage
King	42	28%
Pierce	18	12%
Snohomish	14	9%
Spokane	13	9%
Clark	7	5%
Kitsap	6	4%
Yakima	6	4%
Thurston	5	3%
Benton	3	2%
Cowlitz	3	2%
Skagit	3	2%
Stevens	3	2%
Whatcom	3	2%
Chelan	2	1%
Clallam	2	1%
Douglas	2	1%
Franklin	2	1%
Grant	2	1%
Grays Harbor	2	1%
Island	2	1%
Lewis	2	1%
Mason	2	1%
Walla Walla	2	1%
Whitman	2	1%
Kittitas	1	1%
Okanogan	1	1%