



# GREEN BUILDER MEDIA



**IMRE COMMUNICATIONS**  
*capturing the imagination*

In an effort to measure activity in the green building industry, Green Builder® Media and IMRE Communications have partnered to survey building professionals about their green building practices. Below are the results of that survey indicated in percentages.

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## YOUR BUILDING COMPANY

How many homes do you build each year?

<b>57.63%</b>	1–20
<b>19.08%</b>	21–100
<b>20.23%</b>	101–500
<b>3.44%</b>	more than 500

Where do you build?

<b>20.99%</b>	Southeast U.S. (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
<b>21.76%</b>	Northeast U.S. (CT, ME, MA, NH, RI, VT, DE, MD, NJ, NY, PA, DC)
<b>18.32%</b>	Midwest U.S. (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
<b>18.70%</b>	Southwest U.S. (AZ, CO, NM, OK, TX)
<b>23.28%</b>	Northwest U.S. (ID, MT, NV, UT, WY, AK, CA, HI, OR, WA)

Which of these categories best describes your building company?

<b>9.92%</b>	Spec Affordable
<b>15.27%</b>	Spec Market Rates
<b>21.37%</b>	Spec Luxury/Semi Custom
<b>40.46%</b>	Custom
<b>4.58%</b>	Track Single Family
<b>8.78%</b>	Multifamily

How often do you use green products or practices?

<b>21.37%</b>	Very often
<b>30.15%</b>	Regularly
<b>26.34%</b>	Sometimes
<b>15.27%</b>	Infrequently
<b>6.11%</b>	Rarely

Do you market your new homes as “green”?

<b>56.11%</b>	Yes
<b>43.13%</b>	No

If not, please briefly describe why not?

<b>10.34%</b>	#1 reason—don't know how
<b>25.00%</b>	#2 reason—aren't using enough green practices to be authentic in message
<b>15.52%</b>	#3 reason—term is ambiguous
<b>28.45%</b>	#4 reason—not enough demand until now
<b>20.69%</b>	#5 reason—too expensive

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Do you plan on incorporating more green building materials and processes into your business within the next year?

**96.56%** Yes  
**2.67%** No

## GREEN BUILDING TOPICS

How important are the following topics to you?

	HIGHLY IMPORTANT	IMPORTANT	NEUTRAL	UNIMPORTANT	HIGHLY UNIMPORTANT
Energy Efficiency	<b>57.63%</b>	<b>12.60%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
Water Conservation & Harvesting	<b>40.84%</b>	<b>44.66%</b>	<b>13.36%</b>	<b>0.76%</b>	<b>0.00%</b>
Healthy Materials (e.g., low VOC, non-offgassing)	<b>56.11%</b>	<b>30.53%</b>	<b>12.21%</b>	<b>1.53%</b>	<b>0.00%</b>
Waste Reduction	<b>42.37%</b>	<b>43.13%</b>	<b>12.21%</b>	<b>2.67%</b>	<b>0.00%</b>
Good Indoor Air Quality	<b>59.54%</b>	<b>32.82%</b>	<b>7.63%</b>	<b>0.00%</b>	<b>0.38%</b>
Passive Solar Design	<b>36.64%</b>	<b>29.77%</b>	<b>23.66%</b>	<b>9.54%</b>	<b>0.00%</b>
Global Impact of Buildings	<b>32.82%</b>	<b>41.98%</b>	<b>19.47%</b>	<b>5.73%</b>	<b>0.00%</b>
Open Spaces & Land Preservation	<b>37.79%</b>	<b>41.60%</b>	<b>16.79%</b>	<b>3.44%</b>	<b>0.00%</b>

## GREEN BUILDING PRODUCTS

What is the top product category that comes to mind when you think of green building?

**22.14%** Windows  
**45.80%** Building Envelope  
**7.63%** Paints, Stains, and Floor Finishes  
**9.92%** HVAC Systems  
**8.02%** Framing Lumber  
**4.20%** Toilets, Faucets, and Showers  
**2.29%** Roofing

What is the second product category that comes to mind when you think of green building?

**17.56%** Windows  
**18.70%** Building Envelope  
**17.56%** Paints, Stains, and Floor Finishes  
**21.76%** HVAC Systems  
**11.07%** Framing Lumber  
**5.34%** Toilets, Faucets, and Showers  
**6.49%** Roofing

When a product/manufacturer claims to be green, do you  
...look for third-party certification and the underlying science of the claim?

**56.11%** Yes  
**43.51%** No

...take the word of the product manufacturer and assume the product is green?

**45.42%** Yes  
**52.29%** No

Where are you most likely to purchase a green product?

**15.27%** A national chain like Home Depot or Lowe's  
**19.08%** A new product rep I am just now meeting  
**32.44%** A local independent building-product store  
**12.21%** A product rep who has been calling on me for years  
**26.72%** A local independent lumberyard

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### What is your top reason for purchasing green products?

- 2.67%** LEED Certification
- 42.75%** Good for the environment
- 9.92%** Saves me time or money
- 9.54%** Boosts company image
- 15.65%** Increases home value/cost
- 18.70%** Customers asked for it

### What is your second most likely reason for purchasing green products?

- 7.63%** LEED Certification
- 22.90%** Good for the environment
- 12.21%** Saves me time or money
- 19.85%** Boosts company image
- 18.70%** Increases home value/cost
- 17.56%** Customers asked for it

### What is the current average level of the performance of the home you work on now?

- 17.56%** At code or local and state minimums
- 34.35%** Above code
- 19.85%** NAHB Model Green Home Building Guidelines
- 1.15%** MASCO's Environment for Living
- 6.49%** Building America
- 3.82%** LEED Certified
- 1.91%** LEED Certified Silver
- 1.91%** LEED Certified Gold
- 0.38%** LEED Platinum
- 12.98%** Energy Star for Homes

## YOUR CUSTOMERS

### Describe your typical green home buyer.

- 33.21%** Green Advocate: one who uses all or mostly green products and for whom cost is not important.
- 43.13%** Educated and Practical: well informed on green products and practices—balances the costs with benefits.
- 19.47%** Analytical: open to green products and practices, but will not pay any additional costs.

### What is the average age of your green home buyer?

- 1.53%** 25 years old
- 18.32%** 25–35 years old
- 53.44%** 35–50 years old
- 27.48%** 50–70 years old
- 0.38%** >70 years old

### What is the average education level of your green home buyer?

- 3.44%** High school graduate
- 17.18%** Some college
- 51.91%** College degree
- 18.70%** Post-graduate degree

### How often do buyers ask about green building or green building products?

- 14.89%** Very often
- 40.84%** Regularly
- 27.48%** Sometimes
- 9.92%** Infrequently
- 4.20%** Rarely

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How often do homeowners request the following green product categories/upgrades?

	VERY OFTEN	REGULARLY	SOMETIMES	INFREQUENTLY	RARELY
Energy Efficiency	<b>37.02%</b>	<b>30.92%</b>	<b>10.69%</b>	<b>3.82%</b>	<b>2.29%</b>
Water conservation / low-flow fixtures	<b>14.50%</b>	<b>29.01%</b>	<b>27.48%</b>	<b>14.12%</b>	<b>11.83%</b>
Low-VOC products	<b>11.45%</b>	<b>23.28%</b>	<b>32.06%</b>	<b>17.56%</b>	<b>12.21%</b>
Formaldehyde-free products	<b>10.31%</b>	<b>16.79%</b>	<b>33.21%</b>	<b>21.76%</b>	<b>14.12%</b>
All-natural, "chemical-free" products	<b>9.92%</b>	<b>26.72%</b>	<b>29.39%</b>	<b>19.08%</b>	<b>11.45%</b>
Natural landscaping	<b>12.60%</b>	<b>24.81%</b>	<b>29.39%</b>	<b>17.94%</b>	<b>12.21%</b>
Recycled content	<b>7.63%</b>	<b>25.57%</b>	<b>30.53%</b>	<b>20.61%</b>	<b>12.98%</b>
Locally produced products	<b>9.54%</b>	<b>20.23%</b>	<b>36.26%</b>	<b>17.94%</b>	<b>12.98%</b>

What is the primary way you promote your green building/green products to buyers?

- 11.07%** Advertising (TV, radio, billboards, signs)
- 14.89%** Literature, like brochures
- 50.38%** In-person sales pitches
- 17.18%** Internet
- 4.96%** Other

If you answered "other" above, please describe:

- 0.76%** #1 reason: word of mouth

How much more are buyers willing to pay for green built homes?

- 40.08%** Less than 10%
- 50.76%** 11%–25%
- 3.82%** 26%–50%
- More than 50%

Of price, availability, and quality, which factors prevent you from using these green building materials? (Name all that apply)

NOTE: This was a multiple answer question so percentage analyses do not apply

	VERY OFTEN	REGULARLY	SOMETIMES
Windows	<b>37.40%</b>	<b>34.73%</b>	<b>25.19%</b>
Paints, Stains, Floor Finishes	<b>22.52%</b>	<b>29.77%</b>	<b>11.07%</b>
Lighting and Controls	<b>30.92%</b>	<b>37.40%</b>	<b>7.63%</b>
Framing Lumber	<b>25.19%</b>	<b>34.35%</b>	<b>25.19%</b>
Roofing	<b>34.35%</b>	<b>28.24%</b>	<b>14.50%</b>
The Building Envelope (e.g., housewraps, specialty sheathing)	<b>30.53%</b>	<b>25.19%</b>	<b>14.89%</b>
HVAC Systems and Indoor Air Quality Appliances	<b>42.37%</b>	<b>24.81%</b>	<b>11.07%</b>

## INFORMATION & EDUCATION

Are you engaged in any formal training—e.g., from manufacturers' reps, HBAs, USGBC Chapters, license renewal classes, continuing education?

- 67.18%** Yes
- 29.39%** No

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Does any of that formal training focus on green building?

**53.44%** Yes  
**16.41%** No

What is your top source of information for learning about green building?

**2.29%** TV  
**43.13%** Trade magazines  
**25.57%** Internet  
**6.11%** My buyers  
**1.15%** My subs  
**5.73%** Product vendor locations or outlets  
**4.58%** Field product reps  
**9.16%** Manufacturer seminars

What is your second leading source of information for learning about green building?

**1.91%** TV  
**25.57%** Trade magazines  
**30.15%** Internet  
**6.87%** My buyers  
**3.05%** My subs  
**7.25%** Product vendor locations or outlets  
**8.40%** Field product reps  
**12.98%** Manufacturer seminars

Are you interested in receiving updates on new green building products and best practices?

**83.21%** Yes  
**8.40%** No

If so, what is your preferred method of contact?

**31.30%** E-mail updates  
**40.46%** Trade magazines  
**25.19%** Local seminars and workshops

What trade publication do you primarily look to for authoritative information about green building products and practices?

**4.58%** Builder  
**6.49%** Custom Home  
**5.73%** Custom Builder  
**11.45%** Fine Homebuilding  
**57.63%** Green Builder Magazine  
**2.67%** Professional Builder

Other:

**1.53%** Dwell  
**2.29%** Journal of Light Construction  
**1.53%** Environmental Building News  
**1.15%** eco-structure  
**0.38%** Mother Earth News  
**0.38%** Architectural Record  
**0.38%** 50+  
**0.38%** Solar Today  
**0.38%** Landscape Architecture  
**0.38%** Natural Home