

# Homeowners Study

# Detailed tables

1. How much do you agree or disagree with each of the following statements as it relates to you personally? (I do not know much about environmental issues and the impact of greenhouse gas emissions on the environment)

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M

	Total	Gender		Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West			
		A	B	C	D	E	F	G	H	I	J	K	L	M	O
Base: All house owner respondents	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
Weighted	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
Completely agree	140 11%	47 8%	93 14% A	32 12%	58 11%	49 10%	69 15% G	71 9%	23 10%	28 9%	65 13%	23 10%	68 11%	72 11%	0 -
Somewhat agree	444 35%	189 31%	255 38% A	92 35%	195 38%	156 32%	173 39% G	270 33%	91 39% K	105 34%	178 36%	70 29%	209 34%	235 35%	0 -
Somewhat disagree	454 36%	239 39% B	215 32%	97 37%	166 32%	192 39% D	135 30% F	319 39%	85 37%	122 40%	156 32%	92 38%	218 36%	236 36%	308 65%
Completely disagree	234 18%	133 22% B	101 15%	44 16%	97 19%	94 19%	67 15% F	167 20%	32 14%	51 17%	93 19%	57 24% H	111 18%	123 18%	165 35%
Summary (NET)															
Top 2 Box - Agree	584 46%	236 39%	348 52% A	125 47%	254 49% E	205 42%	242 54% G	342 41%	114 49% K	133 43%	243 49% K	93 39%	277 46%	306 46%	0 -
Bottom 2 Box - Disagree	688 54%	372 61% B	316 48%	140 53%	263 51%	285 58% D	202 46% F	486 59%	117 51%	174 57%	249 51%	149 61% HJ	329 54%	359 54%	473 100%

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10. Some people talk about 'green home building products' when renovating or building a home. 'Green products' means, in the broadest sense, products that are environmentally friendly. How much do you agree or disagree with each of the following statements as it relates to you personally? (I am not willing to pay more upfront for green building products even though I know they are better for the environment and may provide long-term payback.)

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M

	Total	Gender		Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledge about environm ent/under stand Green
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West			
		A	B	C	D	E	F	G	H	I	J	K	L	M	O
Base: All house owner respondents	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
Weighted	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
Completely agree	122 10%	76 13% B	46 7%	35 13%	46 9%	41 8%	47 11%	74 9%	18 8%	30 10%	51 10%	23 9%	61 10%	61 9%	39 8%
Somewhat agree	437 34%	222 36%	215 32%	74 28%	199 39%	164 33%	174 39%	263 32%	79 34%	109 36%	168 34%	81 34%	200 33%	237 36%	130 27%
Somewhat disagree	591 46%	251 41%	340 51% A	125 47%	235 46%	231 47%	192 43%	399 48%	111 48%	147 48%	227 46%	106 44%	275 45%	316 47%	234 49%
Completely disagree	123 10%	59 10%	63 10%	32 12% D	37 7%	54 11% D	31 7%	92 11% F	23 10%	20 6%	47 10%	32 13% I	71 12% M	52 8%	71 15%
Summary (NET)															
Top 2 Box - Agree	558 44%	298 49% B	261 39%	109 41%	245 47%	205 42%	221 50% G	337 41%	97 42%	139 45%	218 44%	104 43%	261 43%	298 45%	168 36%
Bottom 2 Box - Disagree	713 56%	311 51%	403 61% A	156 59%	272 53%	285 58%	223 50%	490 59% F	134 58%	167 55%	274 56%	138 57%	346 57%	368 55%	305 64%

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M

	Total	Gender		Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West			
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Base: All house owner respondents	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
Weighted	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
Completely agree	146 12%	90 15% B	56 8%	36 14%	59 11%	52 11%	65 15% G	81 10%	20 9%	33 11%	67 14%	25 10%	80 13%	66 10%	30 6%
Somewhat agree	739 58%	365 60%	374 56%	147 55%	295 57%	297 61%	254 57%	485 59%	134 58%	181 59%	285 58%	140 58%	339 56%	400 60%	244 52%
Somewhat disagree	333 26%	135 22%	198 30% A	75 28%	142 27%	116 24%	106 24%	227 27%	65 28%	87 29%	115 23%	66 27%	156 26%	177 27%	173 36%
Completely disagree	54 4%	18 3%	36 5% A	7 3%	21 4%	26 5%	19 4%	34 4%	12 5%	5 2%	25 5% I	11 5%	31 5%	22 3%	26 6%
Summary (NET)															
Top 2 Box - Agree	885 70%	455 75% B	430 65%	183 69%	354 69%	348 71%	319 72%	566 68%	154 67%	214 70%	352 72%	165 68%	419 69%	467 70%	274 58%
Bottom 2 Box - Disagree	386 30%	153 25%	234 35% A	82 31%	162 31%	142 29%	125 28%	261 32%	77 33%	92 30%	140 28%	77 32%	187 31%	199 30%	199 42%

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M

	Total	Gender		Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
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Base: All house owner respondents	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
Weighted	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
Completely agree	168 13%	82 14%	85 13%	39 15%	66 13%	63 13%	61 14%	107 13%	26 11%	41 14%	68 14%	32 13%	95 16% M	73 11%	110 23%
Somewhat agree	638 50%	306 50%	332 50%	130 49%	249 48%	259 53%	221 50%	417 50%	133 57% IJ	144 47%	234 48%	128 53%	313 52%	325 49%	363 77%
Somewhat disagree	393 31%	177 29%	216 33%	82 31%	170 33%	142 29%	130 29%	263 32%	61 26%	105 34%	151 31%	77 32%	160 26%	233 35% L	0 -
Completely disagree	73 6%	43 7%	30 5%	15 6%	32 6%	26 5%	33 7%	40 5%	11 5%	17 5%	39 8% K	7 3%	38 6%	35 5%	0 -
Summary (NET)															
Top 2 Box - Agree	806 63%	388 64%	417 63%	168 64%	315 61%	323 66%	282 63%	524 63%	159 69% I	185 60%	302 61%	159 66%	408 67% M	397 60%	473 100%
Bottom 2 Box - Disagree	466 37%	220 36%	246 37%	96 36%	202 39%	168 34%	162 37%	304 37%	72 31%	122 40% H	190 39%	83 34%	198 33%	268 40% L	0 -

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M

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		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West			
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Base: All house owner respondents	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
Weighted	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
I am not willing to pay more upfront for green building products even though I know they are better for the environment and may provide long-term payback.	558	298	261	109	245	205	221	337	97	139	218	104	261	298	168
	44%	49% B	39%	41%	47%	42%	50% G	41%	42%	45%	44%	43%	43%	45%	36%
I think that when companies call a product 'green' (meaning 'better for the environment'), it is usually just a marketing tactic.	885	455	430	183	354	348	319	566	154	214	352	165	419	467	274
	70%	75% B	65%	69%	69%	71%	72%	68%	67%	70%	72%	68%	69%	70%	58%
When a product is advertised as 'green,' I clearly understand its benefits.	806	388	417	168	315	323	282	524	159	185	302	159	408	397	473
	63%	64%	63%	64%	61%	66%	63%	63%	69% I	60%	61%	66%	67% M	60%	100%

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10. Some people talk about 'green home building products' when renovating or building a home. 'Green products' means, in the broadest sense, products that are environmentally friendly. How much do you agree or disagree with each of the following statements as it relates to you personally? (Bottom 2 Box - Disagree Summary)

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M

	Total	Gender		Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
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I am not willing to pay more upfront for green building products even though I know they are better for the environment and may provide long-term payback.	713	311	403	156	272	285	223	490	134	167	274	138	346	368	305
	56%	51%	61% A	59%	53%	58%	50%	59% F	58%	55%	56%	57%	57%	55%	64%
I think that when companies call a product 'green' (meaning 'better for the environment'), it is usually just a marketing tactic.	386	153	234	82	162	142	125	261	77	92	140	77	187	199	199
	30%	25%	35% A	31%	31%	29%	28%	32%	33%	30%	28%	32%	31%	30%	42%
When a product is advertised as 'green,' I clearly understand its benefits.	466	220	246	96	202	168	162	304	72	122	190	83	198	268	0
	37%	36%	37%	36%	39%	34%	37%	37%	31%	40% H	39%	34%	33%	40% L	-