

Homeowners Study

Detailed tables

1. How much do you agree or disagree with each of the following statements as it relates to you personally? (It's very important for me to reduce energy in my home in order to save money)

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/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	796 63%	361 59%	434 65%	157 59%	320 62%	318 65%	310 70%	486 59%	157 68%	184 60%	309 63%	145 60%	418 69%	377 57%	321 68%
Somewhat agree	435 34%	223 37%	212 32%	94 35%	184 36%	157 32%	118 26%	317 38%	67 29%	108 35%	173 35%	87 36%	172 28%	263 39%	137 29%
Somewhat disagree	31 2%	20 3%	12 2%	12 5%	8 2%	11 2%	11 2%	21 3%	7 3%	10 3%	5 1%	8 3%	12 2%	19 3%	11 2%
Completely disagree	10 1%	5 1%	5 1%	2 1%	4 1%	4 1%	6 1%	3 0	0 -	4 1%	4 1%	1 1%	4 1%	6 1%	4 1%
Summary (NET)															
Top 2 Box - Agree	1231 97%	584 96%	647 97%	251 95%	504 98%	476 97%	427 96%	803 97%	224 97%	292 95%	482 98%	233 96%	591 97%	640 96%	458 97%
Bottom 2 Box - Disagree	41 3%	24 4%	17 3%	14 5%	12 2%	15 3%	17 4%	24 3%	7 3%	14 5%	10 2%	10 4%	16 3%	25 4%	15 3%

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5. Which of the following steps have you taken in your own home and life to help reduce greenhouse gases by increasing energy efficiency in the last two years?

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

	Gender			Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
	Total	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 Weighted	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
Switched to a high efficiency heating system	347	159	187	47	124	176	101	246	59	92	132	64	201	146	151
	27%	26%	28%	18%	24%	36%	23%	30%	25%	30%	27%	26%	33%	22%	32%
						CD		F					M		
Switched to a high efficiency cooling system	310	159	150	42	114	154	82	227	38	69	145	58	182	127	136
	24%	26%	23%	16%	22%	31%	19%	27%	16%	23%	29%	24%	30%	19%	29%
						CD		F			HI	H	M		
Added insulation	410	196	214	72	162	176	131	279	84	99	161	65	410	0	171
	32%	32%	32%	27%	31%	36%	29%	34%	36%	32%	33%	27%	68%	-	36%
						C			K				M		
Sealed air leaks	661	322	339	111	268	282	236	425	135	169	247	110	414	247	275
	52%	53%	51%	42%	52%	57%	53%	51%	59%	55%	50%	45%	68%	37%	58%
					C	C			JK	K			M		
Turned down the heat during the winter	956	430	526	169	401	386	323	632	183	244	353	176	470	485	380
	75%	71%	79%	64%	78%	79%	73%	76%	79%	80%	72%	73%	78%	73%	80%
			A		C	C			J	J					
Reduced my automobile usage in favor of public transit	167	87	80	44	58	65	61	106	31	22	65	49	88	79	79
	13%	14%	12%	17%	11%	13%	14%	13%	13%	7%	13%	20%	15%	12%	17%
				D					I		I	HIJ			
Turned down the air conditioning during the summer	804	365	439	148	324	332	261	543	127	199	331	147	408	396	327
	63%	60%	66%	56%	63%	68%	59%	66%	55%	65%	67%	60%	67%	59%	69%
			A			C		F		H	H		M		
None of the above	90	49	41	32	42	17	30	60	13	15	47	16	10	80	16
	7%	8%	6%	12%	8%	3%	7%	7%	5%	5%	10%	6%	2%	12%	3%
				E	E						I		L		

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6. Over the course of the last year, how much did you spend on average per month on either heating or cooling your home?

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 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 Weighted	1236	598	638	241	522	473	491	745	252	279	443	262	589	647	460
	1272	608	664	265	516	491	444	828	231	306	492	242	606	666	473
\$0	13 1%	8 1%	5 1%	7 3%	4 1%	2 0	8 2%	5 1%	2 1%	0 -	8 2%	4 2%	1 0	12 2%	2 0
\$1-\$50	113 9%	69 11%	44 7%	36 14%	43 8%	34 7%	48 11%	64 8%	14 6%	19 6%	41 8%	40 16%	52 9%	61 9%	47 10%
\$51-\$100	427 34%	195 32%	232 35%	95 36%	149 29%	183 37%	171 39%	256 31%	56 24%	114 37%	158 32%	99 41%	212 35%	216 32%	146 31%
\$101-\$200	458 36%	211 35%	247 37%	86 32%	202 39%	171 35%	138 31%	320 39%	77 33%	133 43%	184 37%	64 26%	209 35%	249 37%	187 40%
\$201-\$300	135 11%	64 11%	71 11%	25 9%	57 11%	54 11%	29 6%	106 13%	39 17%	23 7%	57 12%	17 7%	70 12%	65 10%	55 12%
\$301-\$400	39 3%	22 4%	17 3%	1 0	26 5%	13 3%	9 2%	30 4%	15 7%	5 2%	16 3%	4 1%	18 3%	21 3%	9 2%
\$401-\$500	13 1%	7 1%	6 1%	3 1%	8 2%	2 0	6 1%	7 1%	4 2%	0 -	7 1%	2 1%	5 1%	8 1%	5 1%
\$501-\$750	6 0	2 0	3 1%	0 -	1 0	5 1%	3 1%	3 0	3 1%	0 -	1 0	2 1%	3 1%	2 0	2 0
\$751-\$1,000	19 1%	10 2%	8 1%	5 2%	5 1%	9 2%	10 2%	8 1%	7 3%	4 1%	5 1%	3 1%	8 1%	10 2%	3 1%
More than \$1,000	48 4%	19 3%	29 4%	8 3%	22 4%	18 4%	22 5%	27 3%	15 6%	10 3%	16 3%	8 3%	26 4%	22 3%	19 4%
Summary															
Mean	249.9	228.5	269.4	242.0	270.1	232.8	270.5	238.8	343.6 JK	242.2	228.5	213.8	269.7	231.9	237.8
STD. DEV.	651.65	594.85	699.56	831.52	698.21	464.37	748.27	593.50	858.63	747.53	501.43	551.54	729.31	571.74	663.77
STD. ERR.	18.54	24.33	27.70	53.56	30.56	21.35	33.77	21.74	54.09	44.75	23.82	34.07	30.05	22.48	30.95
Median	124.27	122.95	128.75	99.86 DE	141.54	122.35	99.91 G	146.95	164.70 IJK	123.27 J	137.75	96.60 J	124.36	123.70	135.09

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7. [Switched to a high efficiency heating system] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

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

	Gender			Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
	Total	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 who have not taken steps to help reduce greenhouse gases in the last two winters Weighted	917	447	470	199	404	314	379	538	189	203	330	195	401	516	319
	925	449	476	218	392	315	344	582	172	214	360	179	405	520	322
Yes	136 15%	62 14%	74 16%	26 12%	68 17%	41 13%	55 16%	81 14%	26 15%	31 15%	50 14%	28 16%	77 19% M	59 11%	57 18%
No	789 85%	387 86%	402 84%	192 88%	324 83%	274 87%	289 84%	501 86%	146 85%	183 85%	310 86%	151 84%	328 81%	461 89% L	265 82%

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7. [Added insulation] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

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

	Gender			Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledgeable about environment/ understand Green
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West			
Base: All house owner respondents who have not taken steps to help reduce greenhouse gases in the last two winters Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	O
	839	405	434	177	359	303	343	496	155	189	304	191	192	647	294
	862	412	450	193	355	314	314	549	147	207	331	177	197	666	302
	Yes	172	91	81	53	75	44	71	32	46	67	27	172	0	52
	20%	22%	18%	28% E	21% E	14%	23%	18%	22%	22%	20%	15%	88% M	-	17%
No	690	321	369	140	280	270	242	448	115	162	263	150	24	666	250
	80%	78%	82%	72%	79%	86% CD	77%	82%	78%	78%	80%	85%	12%	100% L	83%

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7. [Sealed air leaks] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

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

* small base

	Total	Gender		Age			Household Income		Region				Have bought/ intend to buy insulation	Have NOT bought/ intend to buy insulation	Knowledge eable 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 who have not taken steps to help reduce greenhouse gases in the last two winters	587	274	313	139	249	199	225	362	104	123	218	142	184	403	194
Weighted	611	287	324	154	248	209	208	403	96*	138	245	133	193	418	198
Yes	251 41%	119 42%	132 41%	72 47%	101 41%	78 38%	93 45%	158 39%	44 46%	58 42%	96 39%	53 40%	99 51% M	152 36%	97 49%
No	360 59%	168 58%	192 59%	82 53%	148 59%	130 62%	115 55%	244 61%	52 54%	80 58%	148 61%	80 60%	94 49%	266 64% L	101 51%

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7. [Turned down the heat during the winter] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

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

* small base

	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 who have not taken steps to help reduce greenhouse gases in the last two winters	298	166	132	82	118	98	129	169	52	54	126	66	130	168	89
Weighted	316	178	138	96*	115	105*	121	195	48*	62*	139	66*	136	180	93*
Yes	106 34%	58 32%	49 35%	35 36%	36 32%	35 34%	36 30%	70 36%	14 30%	14 23%	51 36%	27 40%	50 37%	56 31%	37 40%
No	210 66%	121 68%	89 65%	61 64%	79 68%	70 66%	85 70%	125 64%	34 70%	48 77%	89 64%	39 60%	86 63%	124 69%	56 60%