

## NAHB/McGraw Hill Study Points to Green Building Growth in Otherwise Slowing Market

Based on a survey of 147 people who purchased green homes between 2004 and 2006, the study found that green home buyers are predominantly female (71%) or married (65%), college-educated (79%) and live in the south or west (74%). The average age is 45 and nearly two thirds have an income of more than \$50,000.

Respondents looked for a variety of green features in their homes, including energy conservation (such as solar energy and fluorescent lighting), renewable or recycled materials, anything that reduces global warming, and lower operational costs.

Cost savings was in fact cited as the primary incentive for purchasing a green home, followed by concern for the environment, concern for their health and that of their families, and the potential for greater resale value.

Other motivators include superior performance, preferred mortgage rates & utility or government incentives.

Among the obstacles, lack of buyer awareness and education is viewed as the most significant hurdle, followed by high cost, lack of availability and the perception among some that green building is a fad.

For more information, visit the McGraw Hill Construction [web site](#) or email [construction\\_intelligence@mcgraw-hill.com](mailto:construction_intelligence@mcgraw-hill.com).

Along with its survey results, the NAHB provided this snapshot of the building sector's impact on resources. Buildings in the US are responsible for:

**40%** of total energy use

**71%** of electricity consumption

**38%** of CO<sub>2</sub> emissions

**36%** of all greenhouse gas emissions

**30%** of raw material consumption

**30%** of waste output

**12%** of potable water consumption

*Source: US Energy Information Administration, 2005*