

Energy Codes Messaging Test

Evaluation by Region

August 2011

This Report Completed by the Building Codes Assistance Project and Consumers Union. If data is drawn from this report, please follow the citation below (written for Table 1).

Building Codes Assistance Project and Consumers Union. "Table 1: Buildings Will Reduce Energy Use and Pollution." *Energy Codes Messaging Test: Evaluation by Region*. Year: 2011.

<http://bcap-ocean.org/sites/default/files/Energy%20Code%20Survey%20by%20Region.pdf>

Accessed: 8/15/2011.

As part of a joint project with the Building Codes Assistance Project, Consumers Union’s Consumer Reports National Research Center completed a survey with over 5,000 respondents in February of 2011. The following tables include respondent information at the regional level.

The results were broken into the regions listed below:

Region/Sub Region	Respondents
Northeast	551
New England (ME, NH, VT, MA, RI, CT)	156
Mid-Atlantic (NY, PA, NJ)	395
Midwest Total	776
East North Central (WI, MI, IL, IN, OH)	536
West North Central (MO, ND, SD, NE, KS, MN, IA)	240
South Total	977
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	561
East South Central (KY, TN, MS, AL)	174
West South Central (OK, TX, AR, LA)	242
West Total	657
Mountain (ID, MT, WY, NV, UT, CO, AZ, NM)	249
Pacific (AK, WA, OR, CA, HI)	408
Total	2,992

Each of the following tables lists the percentage of participants that responded positively, meaning that they answered “agree” or “strongly agree” to the respective statement.

Statement	% Positive Responses
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Table 1: More energy efficient buildings will reduce energy use and pollution	84
Northeast Total	82
New England	78
Mid-Atlantic	84
Midwest Total	83
East North Central	84
West North Central	81
South Total	85
South Atlantic	85
East South Central	81
West South Central	88
West Total	83
Mountain	85
Pacific	82

Table 2: Homeowners should have a right to a home that meets national energy standards	82
Northeast Total	80
New England	77
Mid-Atlantic	81
Midwest Total	83
East North Central	83
West North Central	83
South Total	84
South Atlantic	84
East South Central	85
West South Central	85
West Total	79
Mountain	79
Pacific	80

Table 3: Disclosure of a home's energy usage would enable me to make an informed decision about a new home purchase	79
Northeast Total	78
New England	82
Mid-Atlantic	77
Midwest Total	79
East North Central	79
West North Central	78
South Total	82
South Atlantic	82
East South Central	87
West South Central	79
West Total	76
Mountain	77
Pacific	75

Statement	% Positive Responses
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Table 4: Energy codes should be enforced like other safety and quality standards of construction	
	75
Northeast Total	76
New England	79
Mid-Atlantic	75
Midwest Total	75
East North Central	74
West North Central	78
South Total	73
South Atlantic	73
East South Central	75
West South Central	73
West Total	74
Mountain	74
Pacific	74

Table 5: Energy code standards will help ensure that homeowner and taxpayer dollars are used wisely and efficiently as new buildings will be required to be built right the first time	
	74
Northeast Total	72
New England	71
Mid-Atlantic	73
Midwest Total	75
East North Central	73
West North Central	79
South Total	74
South Atlantic	75
East South Central	70
West South Central	76
West Total	73
Mountain	75
Pacific	72

Table 6: Homebuilders should not take make less efficient homes at consumers' expense	
	73
Northeast Total	73
New England	72
Mid-Atlantic	73
Midwest Total	72
East North Central	72
West North Central	71
South Total	75
South Atlantic	75
East South Central	77
West South Central	73
West Total	72
Mountain	75

Pacific	71
Statement	% Positive Responses

Table 7: Energy codes would help my energy bills be more affordable and predictable	71
Northeast Total	70
New England	68
Mid-Atlantic	71
Midwest Total	72
East North Central	71
West North Central	73
South Total	72
South Atlantic	72
East South Central	73
West South Central	72
West Total	70
Mountain	71
Pacific	69

Table 8: Energy codes protect homeowners and renters from excessive energy costs	70
Northeast Total	71
New England	66
Mid-Atlantic	73
Midwest Total	68
East North Central	67
West North Central	71
South Total	72
South Atlantic	71
East South Central	73
West South Central	74
West Total	67
Mountain	70
Pacific	66

Table 9: Energy code standards will help to ensure quality home construction	70
Northeast Total	69
New England	70
Mid-Atlantic	69
Midwest Total	68
East North Central	70
West North Central	65
South Total	70
South Atlantic	72
East South Central	73
West South Central	66
West Total	71
Mountain	69
Pacific	71

Statement	% Positive Responses
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Table 10: Energy codes add to the purchase price of new homes but lower the operating costs	
	69
Northeast Total	68
New England	59
Mid-Atlantic	71
Midwest Total	67
East North Central	66
West North Central	67
South Total	71
South Atlantic	70
East South Central	78
West South Central	69
West Total	70
Mountain	74
Pacific	67

Table 11: Energy codes help make homes more comfortable to live in	
	68
Northeast Total	65
New England	69
Mid-Atlantic	64
Midwest Total	65
East North Central	65
West North Central	67
South Total	69
South Atlantic	68
East South Central	70
West South Central	72
West Total	69
Mountain	70
Pacific	68

Table 12: Homebuilders should not save money on construction by making homes less energy efficient	
	65
Northeast Total	63
New England	61
Mid-Atlantic	64
Midwest Total	65
East North Central	66
West North Central	62
South Total	66
South Atlantic	67
East South Central	69
West South Central	62

West Total	65
Mountain	71
Pacific	62
Statement	% Positive Responses

Table 13: Energy codes help improve indoor air quality	58
Northeast Total	56
New England	58
Mid-Atlantic	55
Midwest Total	58
East North Central	56
West North Central	60
South Total	61
South Atlantic	61
East South Central	59
West South Central	61
West Total	56
Mountain	58
Pacific	55

Table 14: Energy codes help reduce the need for more power plants in my community	56
Northeast Total	55
New England	58
Mid-Atlantic	54
Midwest Total	55
East North Central	55
West North Central	55
South Total	56
South Atlantic	57
East South Central	54
West South Central	55
West Total	57
Mountain	55
Pacific	59

Table 15: Energy codes help stimulate the economy and create green jobs	55
Northeast Total	58
New England	59
Mid-Atlantic	58
Midwest Total	52
East North Central	52
West North Central	52
South Total	56
South Atlantic	60
East South Central	50
West South Central	52

West Total	55
Mountain	57
Pacific	55

Statement	% Positive Responses
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Table 16: Energy codes add administrative hassle for builders and stall growth of new homes	
	35
Northeast Total	34
New England	38
Mid-Atlantic	33
Midwest Total	36
East North Central	35
West North Central	39
South Total	36
South Atlantic	36
East South Central	34
West South Central	39
West Total	35
Mountain	37
Pacific	34

Table 17: Energy codes restrict the amenities of new homes	
	23
Northeast Total	21
New England	24
Mid-Atlantic	19
Midwest Total	24
East North Central	24
West North Central	24
South Total	24
South Atlantic	24
East South Central	19
West South Central	28
West Total	22
Mountain	22
Pacific	22