

# Trends in Green Remodeling

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# Research Questions

- Which green remodeling projects are growing in popularity?
- What type of firms do green remodeling projects?

# Products in JCHS Green Remodeling Survey

## **PATH Remodeling Top 10**

1. Air Sealing
2. Smartvent Ventilation/Ventilation Control Systems
3. HVAC Sizing- Right-sized HVAC
4. High Efficiency Toilets
5. Compact Fluorescent Lighting
6. High Performance Windows/Storm Windows
7. Wireless Lighting, Thermostats, and Other Controls
8. Solar Hot Water
9. Recycled/Renewable Flooring
10. Tubular Skylights

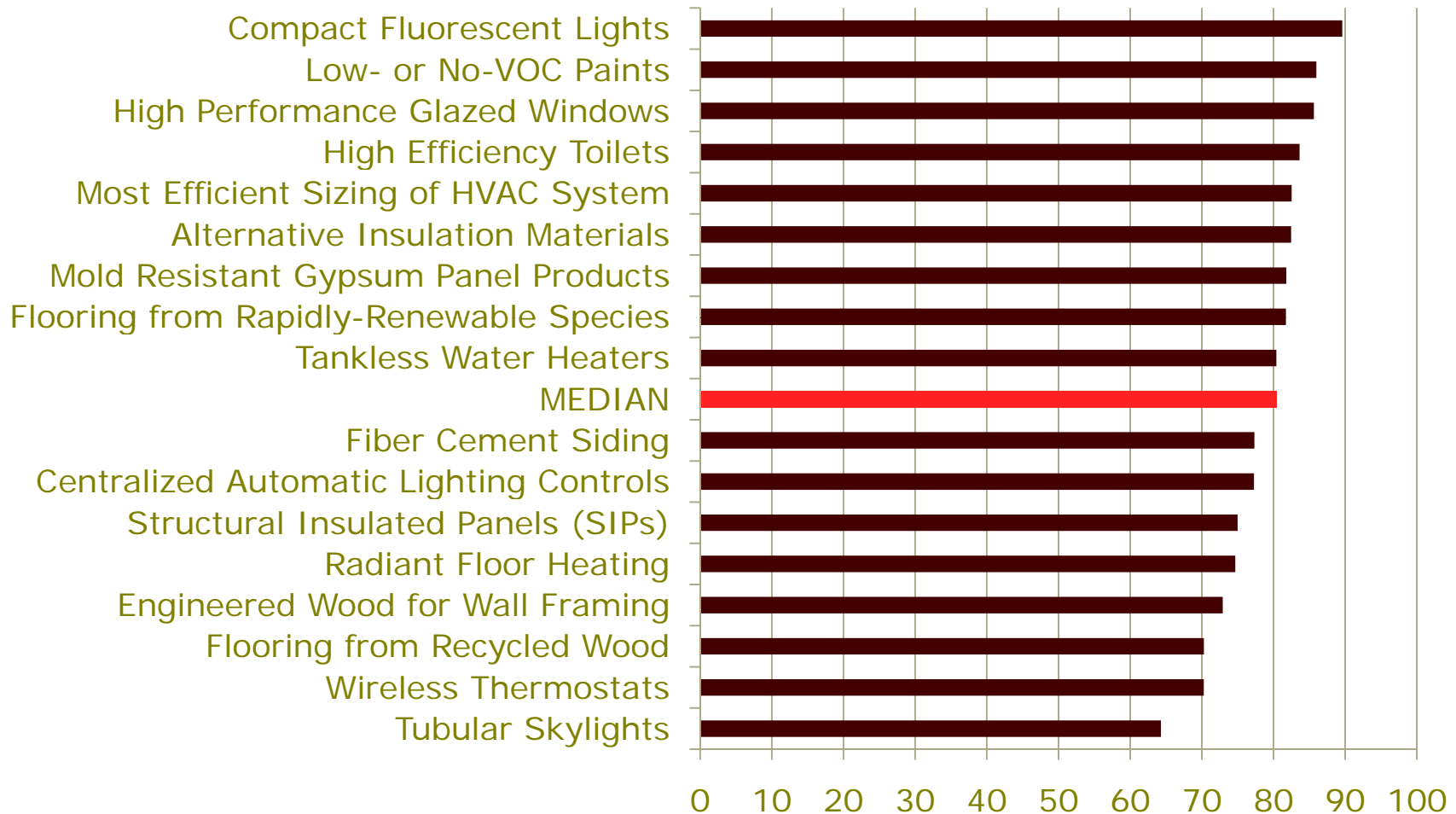
## **Additional products**

Low-/No-VOC Paints, Finishes, and Adhesives  
Tankless Water Heaters  
Mold Resistant Gypsum Panels  
Engineered Wood Wall Framing  
Fiber Cement Siding  
Structural Insulated Panels (SIPs)  
Radiant Floor Heating  
Photovoltaic Systems  
Concrete Aggregate Substitutes  
Green Roof Systems



# Increasing Adoption Across All Technologies

## Adoption Index, 2011:Q1



Notes: The adoption index for each product is calculated as: the share of respondents indicating increasing usage, plus half the share indicating the same level of usage. Products with low responses (<30) were excluded.

Source: JCHS National Green Remodeling Surveys, 2011:Q1.

Harvard University

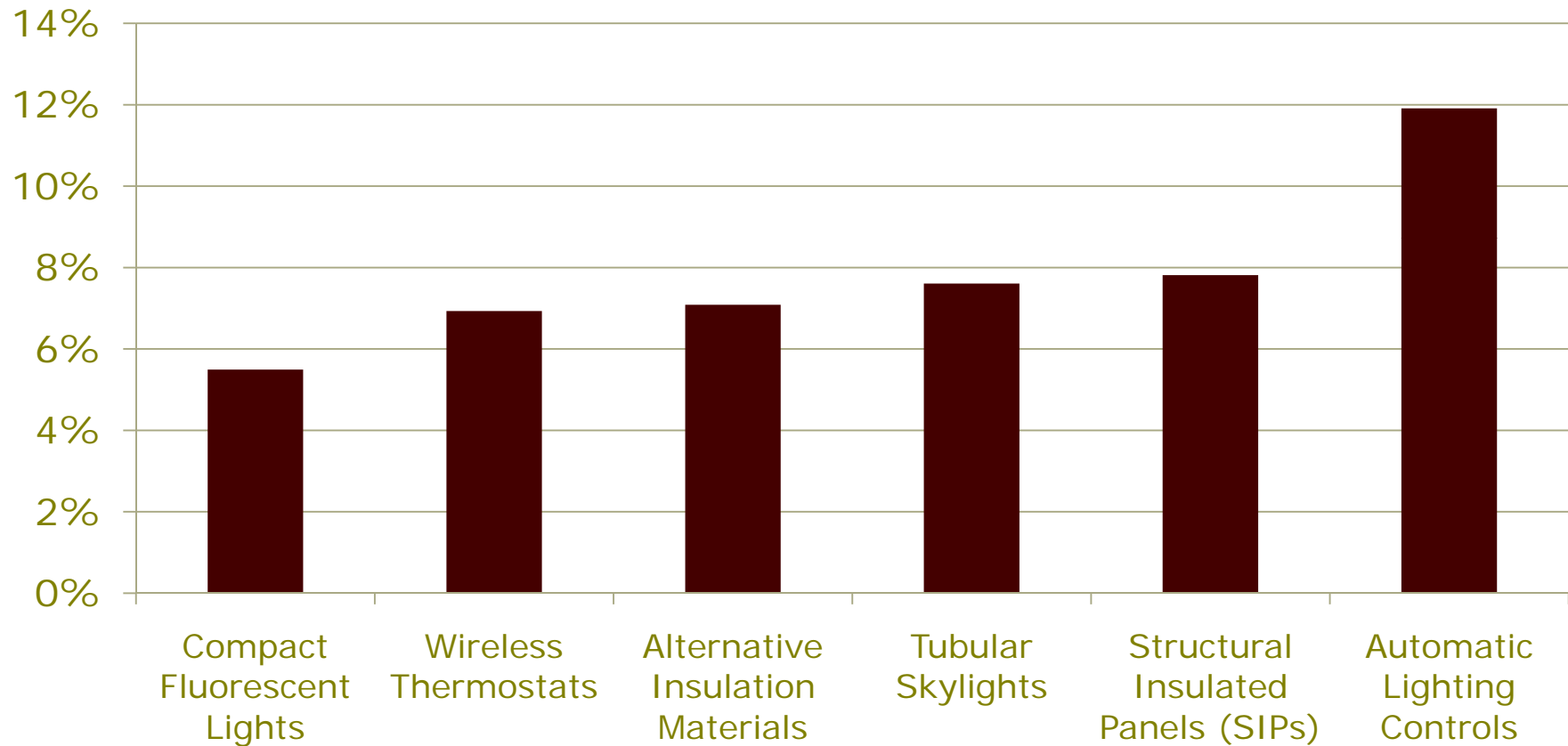


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# Technologies Focused on Energy Conservation have Largest Gains in Adoption

Projects with the largest increase in adoption index.

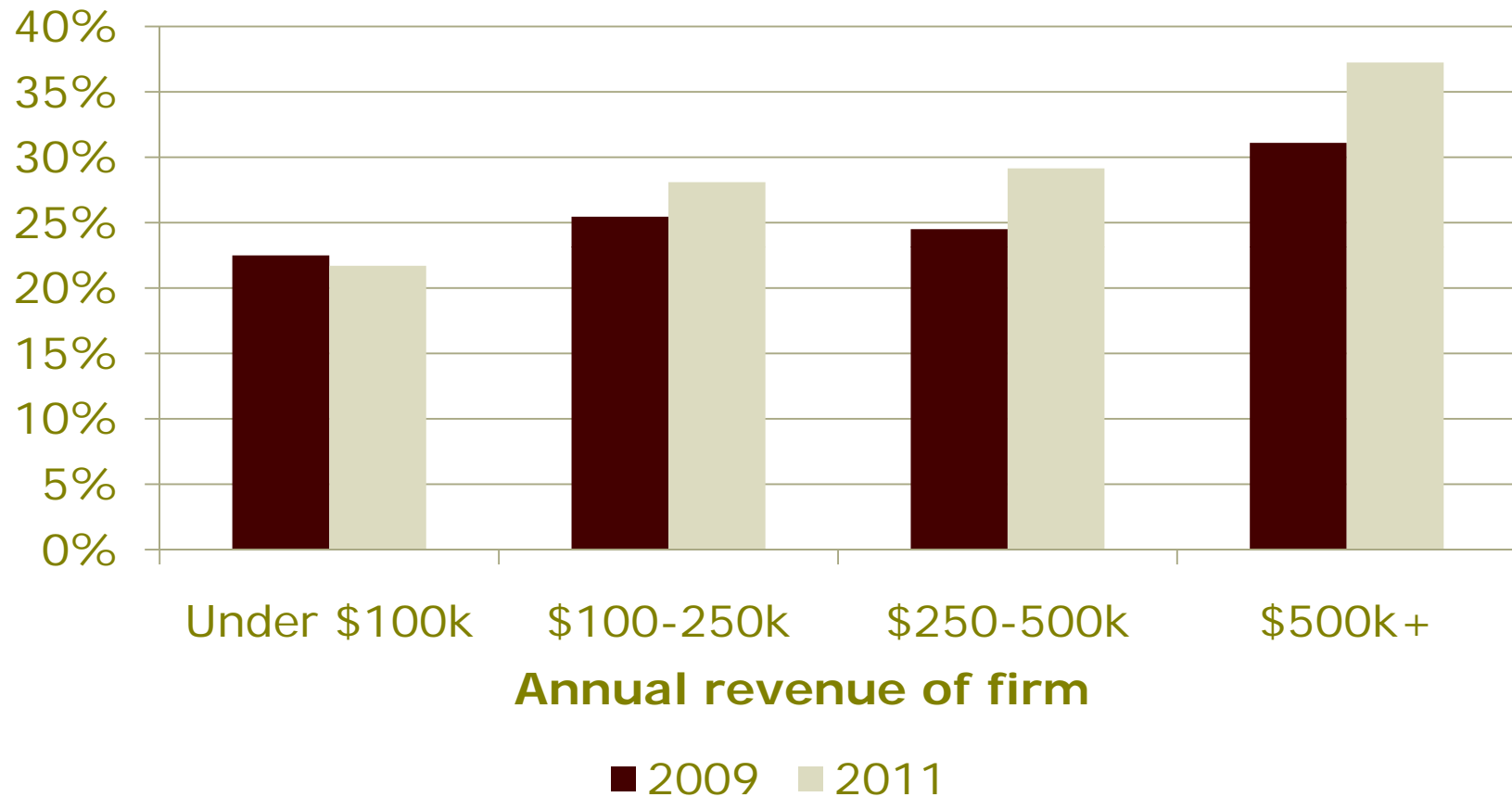
Year-over-year change in adoption index for Q1, 2010-11.



Source: JCHS National Green Remodeling Surveys, 2010-2011.

# Larger Firms Do More Green Remodeling

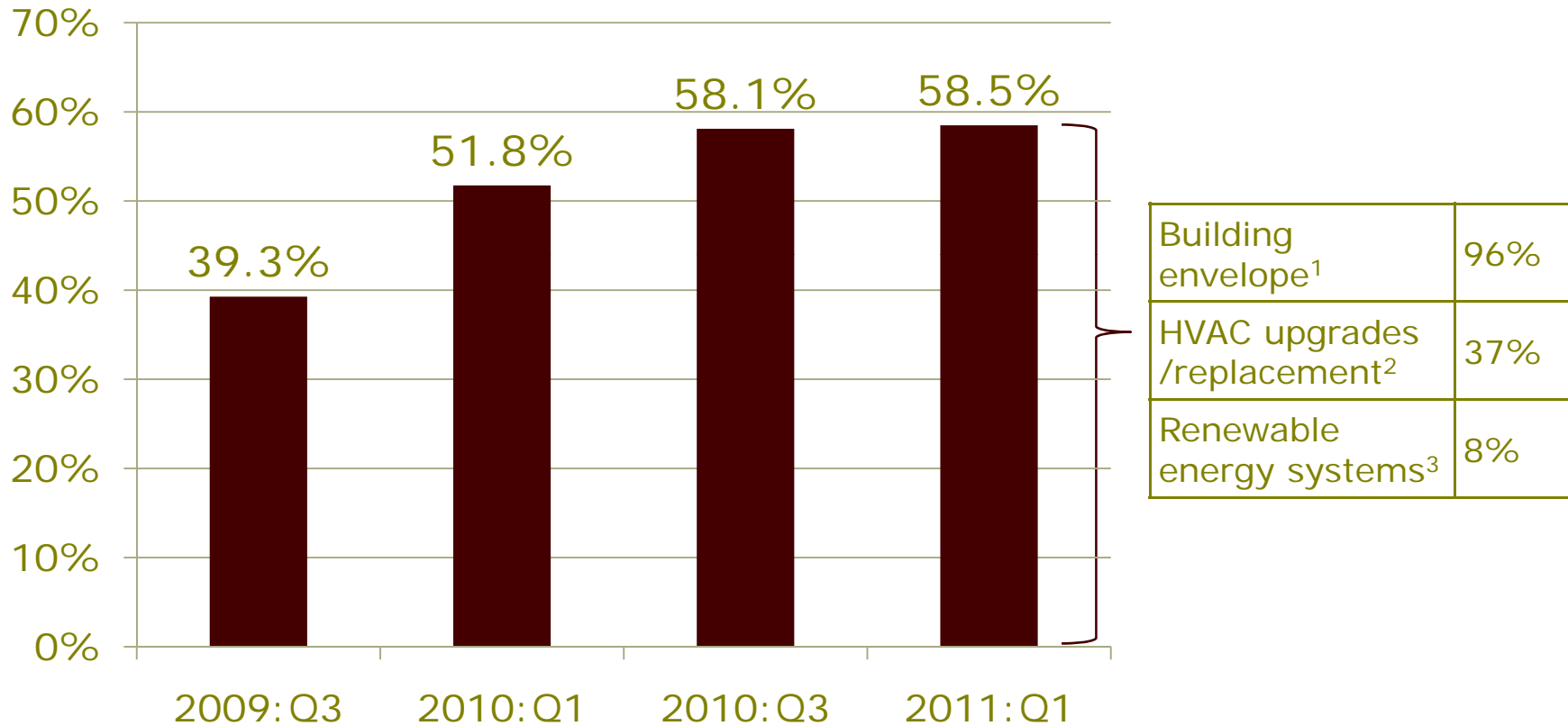
Share of projects in which energy efficiency and environmental sustainable projects were installed, average across all respondents



Source: JCHS National Green Remodeling Surveys, 2009-2011.

# Steadying Share of Firms Have Worked on Projects Eligible for Federal Energy Tax Credits

Share of respondents who have worked on a energy tax credit project, which include building envelope<sup>1</sup>, HVAC system<sup>2</sup>, and renewable energy<sup>3</sup> projects



<sup>1</sup>Building envelope projects includes insulation, windows, doors, and roofing.

<sup>2</sup>HVAC systems includes heaters, furnaces, boilers, and air conditioners.

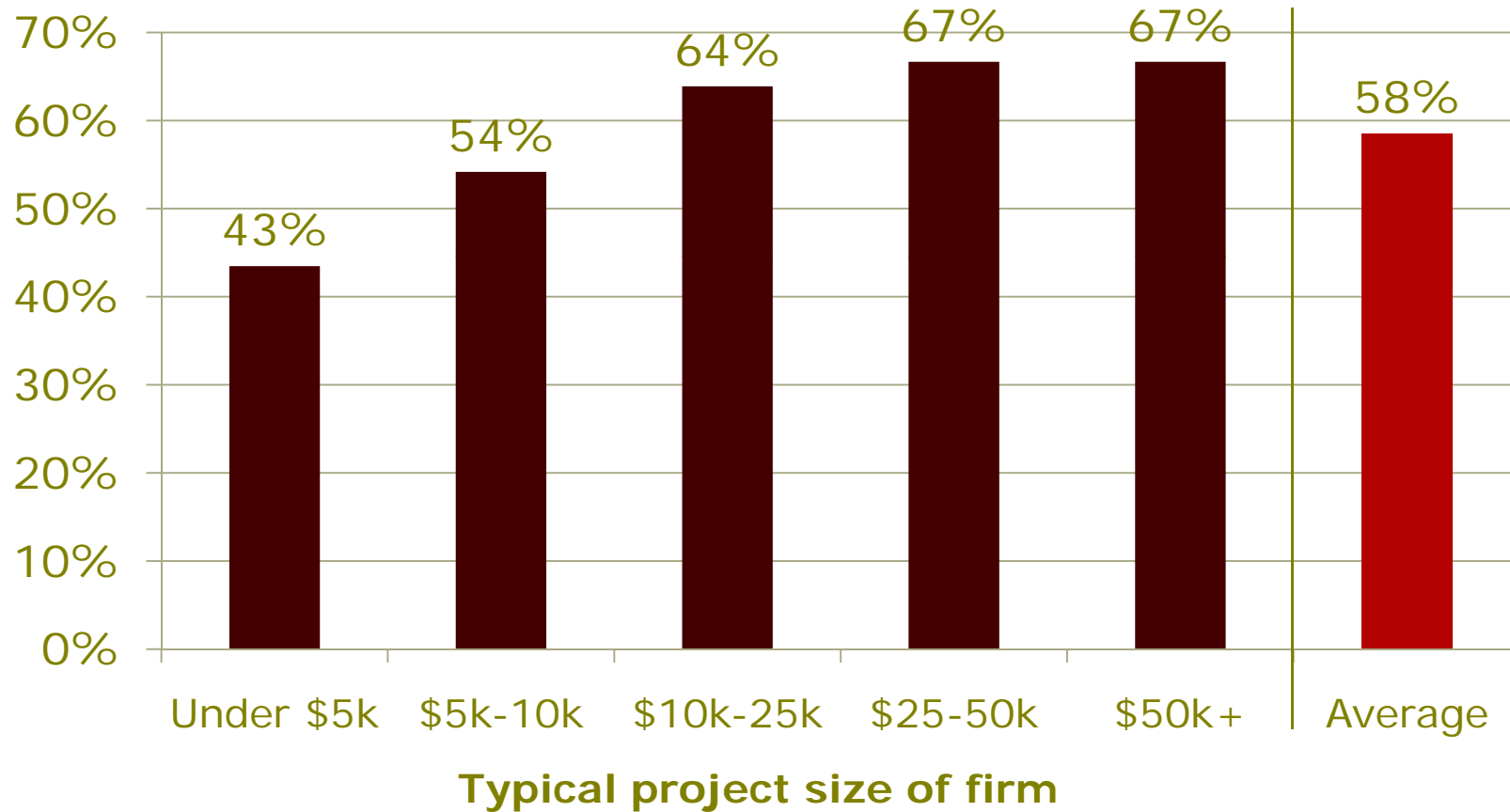
<sup>3</sup>Renewable energy systems includes solar, wind, geothermal, and fuel cell technologies.

Source: JCHS National Green Remodeling Surveys, 2009-2011.



# Companies that do Large Projects are More Likely to do Tax Credit Projects

Share of firms that have worked on an energy tax credit project in the last year, 2011:Q1



Source: JCHS National Green Remodeling Surveys, 2011:Q1