

Energy Rated Homes Survey & Analysis

Ivan Moore Research (IMR) of Anchorage completed this survey and analysis in February. 1520 energy efficient housing units were randomly selected from an AHFC database within three energy rated classes: Four Star Plus, Five Star, and Five Star Plus. Questionnaires aimed at determining customer satisfaction with their homes were mailed to the unit owners. Responses were received as follows: 183 from Four Star Plus class, 167 from Five Star class, and 91 from Five Star Plus class, making a total of 441 responses. This response allows for a 95% confidence that results differ from their true population proportions by no more than 4.5% on either side. The IMR Executive Summary follows.

Results to this survey generally find a high level of satisfaction with energy efficient housing in the State of Alaska.

- Respondents a mean purchase date of May 1999, a mean home square footage of 2,188 square feet, and a mean purchase price of just under \$202,000.
- 63.7% of respondents said lower energy bills were a main reason they bought their home. 45.9% said that an interest rate deduction was a main reason.
- 77.7% of respondents had their home built or bought it newly built.
- 55.5% of respondents are very satisfied with their home. 36.8% are somewhat satisfied. Combined satisfaction is 92.3%. Only 4.5% of respondents are dissatisfied.
- Dissatisfaction was higher among those who had their home built, particularly in terms of their relationship with their builder. 11.5% of these respondents were very dissatisfied, 8.9% somewhat dissatisfied. Total dissatisfaction—20.4%. Not a good result that more than one in five of all builder-customer interactions end in dissatisfaction.
- Other “building issues” show elevated dissatisfaction...
Inspection process—16.9% dissatisfaction
Interests well represented—15.4% dissatisfaction
Construction costs—13.6% dissatisfaction.
- Once they are in the homes, dissatisfaction decreases...
Energy bills—9.5% dissatisfaction
Interest rate—5.2% dissatisfaction
Level of comfort—3.5% dissatisfaction.
- Does your home exceed, meet or fall short of your expectations? Results are generally satisfactory with the majority saying that their expectations were met, and the majority of the balance saying their expectations were exceeded. Looking for trouble spots however, we see the following percents saying quality fell short of expectations...
Durability—19.9% fall short
Savings—13.2% fall short
Efficiency—13.1% fall short
Comfort—8.8% fall short
- 57.0% of respondents say their home has a ventilation system. Of these, 41.6% have an HRV, 21.9% are exhaust only, with nearly a third saying they're not sure what they have.
- 60.2% of respondents received a mortgage rate reduction for the purchase of their home.
- Respondents have experienced the following problems with their home...
Moisture inside windows—46.3%

- Too dry—41.6%
Drafts—34.3%
Mold, mildew or damp—20.0%
Breakdown of heating systems—12.0%
Dark stripes on walls, ceilings—7.5%
Breakdown of ventilation systems—2.3%
- In what is a very good endorsement of the energy efficient housing program, fully 81.2% of respondents say they would be very likely to purchase an energy efficient home again, with 11.5% saying they would be somewhat likely. 6.8% are neutral or not sure, and only 0.5% are very unlikely.
 - Of those who are likely to purchase an energy efficient home again, 47.8% say they would choose to build to a higher standard.
 - Each respondent household has a mean of 2.05 adults and 1.28 children, for a mean household size of 3.33. Each household has a mean of 1.26 pets.
 - The median age of each respondent is 41.7 years, and they have a mean of 18.3 years of Alaska residency. 60.2% of respondents owned their previous home, 39.8% rented.
 - 19.5% of respondents have someone in the household who suffers from respiratory ailments. The majority of them say their ventilation system (if they have one) helps the symptoms.

The complete survey is available as a PDF file or for review at the CCHRC Library.