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eNation Methodology

An Overview

SAMPLE

Each week eNation completes four national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Synovate's Consumer Opinion Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate.

SURVEY

Panelists are given up to 4 days to complete the online survey by connecting to a link contained in the e-mail invitation. Individuals are re-screened at the beginning of the survey to ensure that quotas are accurate. The survey itself consists of non-competing client-specific questions and a shared set of standard demographic questions. eNation provides transitions between client segments to ensure smooth survey flow.

TABULATION

eNation survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, INCOME, MARITAL STATUS, CHILD IN HOUSEHOLD
- B. REGION, RACE, EDUCATION, EMPLOYMENT STATUS, PRIMARY GROCERY SHOPPER, HOME OWNERSHIP

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

**EXPANSION MEDIA
GREEN HOME STUDY**

Total sample.

In Qu.1, randomize answer list.

1. What do you consider to be the single most important factor in determining if a home is 'green?'
(Select one.)

Natural Resource Efficiency - (i.e. dual flush toilets, Low-Flow Fixtures, Zeroscape Landscaping, etc.)

Energy Efficiency - (i.e. 30% to 50% lower utility bills)

Location - (i.e. not building your 'green' home on a wetlands, close to public transportation, schools, etc.)

Environmentally Friendly Materials - (i.e. Recycled Flooring, Forest Certified Lumber, Recycled Countertops, etc.)

Healthy Materials – (Low-VOC Paints, Formaldehyde Free Insulation, etc.)

Renewable Energy Sources - (i.e. solar panels, wind turbines)

EXPANSION MEDIA - Green Home Study

Question 1

What do you consider to be the single most important factor in determining if a home is 'green?'
Base: Total respondents

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Fe- male	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar- ried	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	101	244	193	166	185	111	196	266	199	339	609	377	360	640
Analyzed Weighted Respondents	1000	485	515	126*	179	187	195	148	164	198	238	192	371	595	393	342	658
Energy Efficiency - (i.e. 30% to 50% lower utility bills)	451 45.1	210 43.4	241 46.7	48 38.3	85 47.3G	94 50.4d	71 36.5	79 53.2D	73 44.6	83 41.9	107 45.1	95 49.7	165 44.4	264 44.3	183 46.4	159 46.5	292 44.3
Environmentally Friendly Materials - (i.e. Recycled Flooring, Forest Certified Lumber, Recycled Countertops, etc.)	198 19.8	102 21.1	96 18.6	31 24.6	32 17.8	32 17.2	48 24.7	26 17.7	29 17.5	36 18.3	51 21.6	33 17.2	77 20.9	117 19.7	78 19.9	74 21.5	124 18.9
Renewable Energy Sources - (i.e. solar panels, wind turbines)	188 18.8	100 20.6	88 17.2	29 22.9f	35 19.6h	26 13.6	49 25.0F	20 13.2	30 18.4	49 24.7Km	39 16.2	33 17.4	67 18.1	112 18.8	74 18.9	57 16.8	131 19.9
Natural Resource Efficiency - (i.e. dual flush toilets, Low-Flow Fixtures, Zeroscape Landscaping, etc.)	100 10.0	41 8.4	59 11.4	12 9.2	16 9.2	23 12.2	17 8.5	13 8.6	20 11.9	15 7.4	26 10.8	24 12.5	35 9.5	63 10.6	34 8.8	32 9.4	68 10.3
Healthy Materials - (Low-VOC Paints, Formaldehyde Free Insulation, etc.)	42 4.2	17 3.5	25 4.8	5 3.6	6 3.5	10 5.1	9 4.8	7 4.6	5 3.3	9 4.7	8 3.5	3 1.8	21 5.61	23 3.9	18 4.5	13 3.8	29 4.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

EXPANSION MEDIA - Green Home Study

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Base: Total respondents

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN			
	-----			-----						-----				-----		HOUSEHOLD			
	Male	female		18 to	25 to	35 to	45 to	55 to	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No		
===== Total ===== (A)	===== Male ===== (B)	===== female ===== (C)	===== to ===== (D)	===== to ===== (E)	===== to ===== (F)	===== to ===== (G)	===== to ===== (H)	===== to ===== (I)	===== 65+ ===== (J)	===== Under ===== (K)	===== \$25K- ===== (L)	===== <\$50K ===== (M)	===== <\$75K ===== (N)	===== \$75K+ ===== (O)	===== Mar- ===== (P)	===== ried ===== (Q)	===== Othr ===== (R)	===== Yes ===== (S)	===== No ===== (T)
Analyzed Weighted Respondents	1000	485	515	126*	179	187	195	148	164	198	238	192	371	595	393	342	658		
Location - (i.e. not building your 'green' home on a wetlands, close to public transportation, schools, etc.)	21	14	7	2	5	3	1	4	7	6	7	3	6	15	6	7	15		
	2.1	2.9	1.3	1.4	2.6	1.5	0.5	2.7	4.3G	3.0	2.8	1.5	1.5	2.6	1.5	1.9	2.2		

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Question 1

What do you consider to be the single most important factor in determining if a home is 'green?'

Base: Total respondents

	----- REGION -----					*- RACE --*		*--- EDUCATION ---*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per	Own Home
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
Analyzed Unweighted Respondents	1000	169	209	394	228	857	126	237	630	128	447	87	88	146	218	728	702
Analyzed Weighted Respondents	1000	180	226	368	225	804	184	231	632	132	425	95*	89*	172	206	726	703
Energy Efficiency - (i.e. 30% to 50% lower utility bills)	451 45.1	82 45.6	106 46.7	165 44.9	98 43.4	364 45.2	82 44.5	104 45.1	285 45.1	60 45.2	196 46.1	41 43.5	39 43.9	74 42.8	95 46.1	336 46.2	319 45.4
Environmentally Friendly Materials - (i.e. Recycled Flooring, Forest Certified Lumber, Recycled Countertops, etc.)	198 19.8	32 17.6	58 25.5b E	74 20.1	35 15.3	143 17.8	55 29.7F	58 25.3I j	117 18.6	22 16.8	79 18.5	25 26.5N	24 26.9N	24 13.8	45 22.1n	138 19.0	133 18.9
Renewable Energy Sources - (i.e. solar panels, wind turbines)	188 18.8	36 20.2	34 15.0	70 19.1	48 21.2	161 20.0g	22 12.1	40 17.3	129 20.4j	18 13.4	86 20.1m	14 15.2	10 11.8	36 21.0	36 17.4	128 17.6	129 18.4
Natural Resource Efficiency - (i.e. dual flush toilets, Low-Flow Fixtures, Zeroscape Landscaping, etc.)	100 10.0	19 10.8c	13 5.7	34 9.3	33 14.7Cd	84 10.5	15 8.0	18 8.0	61 9.6	20 15.4Hi	36 8.5	10 10.8	10 10.9	25 14.4k	19 9.1	77 10.6	78 11.1
Healthy Materials - (Low-VOC Paints, Formaldehyde Free Insulation, etc.)	42 4.2	9 4.9	9 4.1	15 4.1	9 3.9	35 4.3	7 3.7	8 3.4	26 4.1	7 5.2	22 5.1	2 2.4	5 5.8	7 3.8	6 3.0	36 5.0	29 4.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

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	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
Analyzed Weighted Respondents	1000	180	226	368	225	804	184	231	632	132	425	95*	89*	172	206	726	703
Location - (i.e. not building your 'green' home on a wetlands, close to public transportation, schools, etc.)	21 2.1	2 0.9	7 3.0	9 2.5	3 1.5	18 2.2	4 1.9	2 0.9	14 2.2	5 4.0h	7 1.7	1 1.5	1 0.8	7 4.2	5 2.3	11 1.5	15 2.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base