

PATH (Partnership for Advancing Technology in Housing) is a private/public effort to develop, demonstrate, and gain widespread market accepta

TABLE OF CONTENTS

Introduction

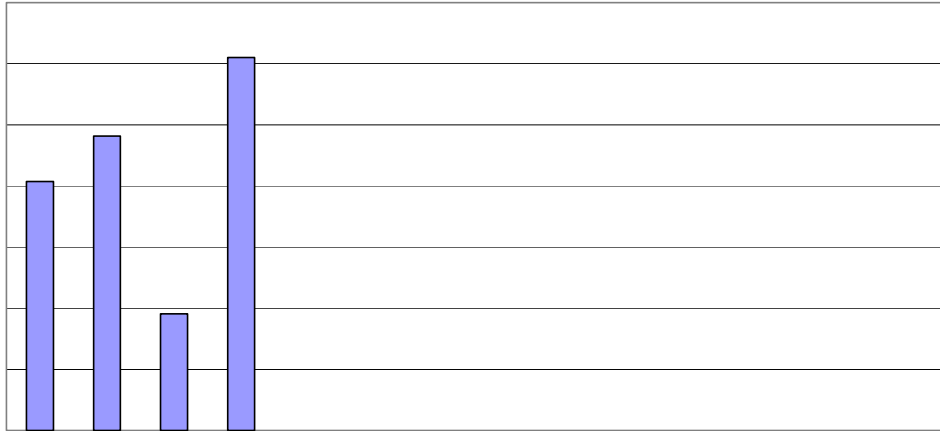
A recent evaluation of PATH program objectives and activities conducted by the National Academy

the 1940s. The site overlooks the Monongahela River in what was previously an industrial area with extensive ties to the steel industry. With the decline of the steel industry, the area has been transformed through redevelopment including a waterfront shopping and restaurant area across the river from Summerset. The development is located next to a large park that offers recreational opportunities within walking distance.

Summerset is promoted as a "New Urbanism" community with a mix of high-density homes of various sizes and types. The design of the homes

The first group was recruited from the local population of recent buyers of homes built in 2001, 2002 or 2003. The second group was from the Summerset Lottery list and included several who were selected in the lottery to purchase a home at Summerset.

Comments from the focus group participants are presented below



At the other end of the scale, the home-related items with the lowest percentage of “very important”

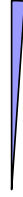
conclusions are nearly the same as when looking at the possible answers individually. That is, energy efficiency, storage space, and low maintenance-durable exterior are the top items in terms of

and not necessarily items they prefer in their homes. In fact, responses to an earlier question in the survey indicated relatively few respondents had a strong preference for recycled materials.

who know about green building, but also to educate them about specific practices that relate to this subject.

As mentioned previously, the data in the charts is based on the pooled data consisting of 217 responses from the county and lottery groups combined. There are two cases worth noting where a difference may exist between the two individual groups for this question: "Large individual lots" with

category by itself. Rather, the results point to several products (kitchen appliances, air conditioner/furnace, and windows) for which brand names appear to be more



The income distribution between the two groups is nearly identical. For comparison purposes, the U.S. Census reports a median household income in 1999 for Allegheny County of \$39,328. Clearly,

Last, it should be noted that this research was focused on one market area. Care should be used in applying the results to other areas or to consum

Last, the above recommendations for marketing of innovative technologies to potential new home buyers are designed to take advantage of items consumers rated highest among their preferences. However, the lower rated items still represent a significant market for a builder willing to take up the challenge of finding these buyers. Even the 10% to 20% of buyers who strongly preferred HRVs, mechanical ventilation, I-joists, or fiber-cement siding, can represent a niche large enough for practically any building company. Finding these innovators within the general population of prospective home buyers will be the challenge in taking a direct marketing approach with the lower rated technologies.

Appendix A

Lottery Grou

County Group

Home and Community Benefits

Answers	storage space	energy efficiency	high speed internet	durable exterior	hard wood floors	largest home for money	plaster walls	recycled plaster	larger insulation	7 or 10 years	high quality insulation	45%	49%	3181np3ctoras9ntor73 2.437-3831820.1e 0
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Lottery Group
Green Building

County Group
Green Building

Familiar

Lottery Group
IAQ Preferences

Air filtration

County Group
IAQ Preferences

Air filtration	Outdoor air supply	Ceiling fans	Detached garage	Little traffic	Auto exhaust	Attic	Minimal out-gas
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Lottery Group

Energy Efficiency Options

County Group
Brand Identification

Carpet

Lottery Grou

County Group

Specific Technologies

Spray-applied insulation	Basement drainage and insulation	Wood I-joists	Open web trusses	Mechanical ventilation	Heat recovery ventilator	High efficiency windows	High efficiency furnace and AC	Brick
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Lottery Group

General Information

Children in home?		Age group		Family income	
Yes	35	Under 30	6	Under \$25K	1
No	55	30-40	27	\$25-\$50K	6
Total	90	41-50	18	\$50-\$75K	16
		51-60	25	\$75-\$100K	17
% Yes	39%	Over 60	14	Over \$100K	46
% No	61%	Total	90	Total	86
% total	100.00%				
		Under 30	7%	Under \$25K	1%
		30-40	30%	\$25-\$50K	7%
		41-50	20%	\$50-\$75K	19%
		51-60	28%	\$75-\$100K	20%
		Over 60	16%	Over \$100K	53%
		% Total	100.00%	Total	100.00%

Appendix B

Homebuyer Survey Instrument

Part 4 - Specific Technologies

For the following technologies or features, circle the letter corresponding to the answer that best describes your view of the item as follows:

Item

- | | | | | |
|--|---|---|---|---|
| 1. Spray-applied foam insulation (versus fiberglass insulation) | a | b | c | d |
| 2. Exterior basement drainage and insulation system (versus outside drain and insulation on inside of the wall.) | a | b | c | d |
| 3. | | | | |