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VPM: 3,500,000

Living Green on Earth Day

By [Rent.com](#) Apr 15, 2010

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On April 22nd, Earth day celebrates its 40th anniversary marking the progress that has been made over the past four decades to positively impact the planet. It also serves as a reminder to all Americans that the best way to be eco-friendly is to shrink their individual carbon footprint by making "green" lifestyle changes.

In light of Earth Day, Rent.com has commissioned a national survey to measure and assess Americans' attitudes toward a green lifestyle. The survey asks how important eco-friendly living is to Americans, and in a lagging economy, if monetary considerations preclude choices to embrace a greener lifestyle at home.

Not surprisingly, a majority (68%) of survey respondents would prefer an eco-friendly space to one that is not. In addition, more than half (55%) of those same respondents are willing to pay more in rent in order to do so! According to the survey, 42% would go so far as to pay an extra \$100 for a green apartment, and 13% would pay even more than that.

What's holding back the 45% minority? Survey results show that many Americans are simply unsure how to move toward a lifestyle that is healthier for the environment; 18% of respondents cited a lack of information as the primary factor preventing them from eco-friendly living. Although only 6% of respondents attributed their green inhibitions to apathy, there seems to be an unresolved discrepancy as to who should be responsible for cultivating an eco-friendly home. Nearly one-third of respondents claim this to be their own responsibility, while others believe that it falls to the property owner (9%), community residents (5%) or city government (3%).

Fortunately, simple actions can be made to add some "green" to any lifestyle. Changes are often dependent on a certain degree of sacrifice, but it appears that most Americans are prepared to make concessions – even if they have to toss out the remote. Nearly half of respondents (45%) said that they would forgo a dishwasher to be more eco-friendly, and one-third (32%) said that they would get rid of their plasma TV!

Below are a few tips from Rent.com on how to negotiate your way into an eco-friendly apartment:

- **Upgrading the Appliances:** If you notice older appliances in an apartment you're interested in, ask the landlord to consider replacing them with newer energy efficient models before you sign the lease. The latest dishwashers on the market use

significantly less water per load than washing dishes by hand, and replacing an older refrigerator with an Energy Star model could reduce your energy usage by up to 50 percent!

- **Paint Your Home Green:** Landlords will usually repaint the interior of the apartment before you sign the lease. If this is the case, ask your landlord if they're willing to let you choose the paint. This will allow you to choose both the color of the paint as well as a brand that is safe for the environment. If your landlord refuses to pay for the paint, ask if it's possible for you to supply it if they pay for the painters.
- **Batten Down the Hatches:** Many older buildings were not built with insulation, allowing heat to escape in the winter and cool air to escape in the summer. When viewing apartments, make sure to ask the landlord whether or not the building is insulated. If it is not insulated, here are some ideas to help you save on electricity and on your heating and air conditioning costs. Make sure any gaps around your windows are sealed with foam that you can buy from a hardware store and consider shrink-wrapping your windows in the winter to keep cold air out.

Survey Methodology: The survey was conducted among 1,000 nationally representative Americans ages 18+. The interviews were conducted online by Redshift Research between February 5th and 10th 2010 using an email invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the total U.S. population aged 18 or over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

More Resources:

Rent.com is the nation's #1 Internet listing site (ILS) in the rental housing industry enabling renters to find a residential rental property online using a free robust search tool. Rent.com has the most online traffic and the largest inventory of contracted property listings. As the only national ILS with a pay per lease business model, Rent.com allows property managers to cost-effectively fill their vacancies.

Prospective renters can search the site's detailed property listings, including contact information, pricing, photos, floor plans, and virtual tours. With the ability to directly contact property managers, finding the rental housing of your dreams is as easy as 1-2-3.

In addition to providing renters free access to detailed property listings and robust search tools, Rent.com rewards renters with a \$100 prepaid Visa® debit card if they: (1) find their property using the Rent.com website, (2) tell the property owner or manager they found their rental home using Rent.com, and (3) report to Rent.com signing a lease with a property that participates in the \$100 Reward Program. Rent.com is dedicated to giving renters a convenient way to find the perfect place to live.