

# Daylighting Facts and Figures

## Residential Building Market

- Builders who skimp on skylights do so at their own peril. Today, many homebuyers see skylights as a necessity, rather than as an option.  
*(Builder News, September 2005)*
- According to the U.S. Green Building Council, energy savings are another selling point for skylights. Integrating daylight into home designs can slash interior lighting costs by up to 80% and reduce the need for mechanical cooling during peak rate hours.  
*(Builder News, September 2005)*
- In an effort to attract more female homebuyers, homebuilders are increasingly turning to features like skylights in the bathroom to increase natural light levels. Fortune 500 homebuilder KB Home, for instance, has partnered with style-icon Martha Stewart to design 900 homes in the Atlanta area, all of which are designed with increased natural light in the bathroom, and plans to eventually take the program nationwide.  
*(MSN Real Estate, April 5, 2006)*
- Skylights are selected as the number one option in “dream bathrooms.”  
*(Hamilton Spectator, October 8, 2005)*
- Homes built today using green building technologies that lower energy bills have higher re-sale values.  
*(National Association of Home Builders Green Building Media Fact Sheet)*
- The NAHB Green Home Building Guidelines specifically recommend that tubular skylights be installed in rooms without windows.  
*(National Association of Home Builders Green Building Media Fact Sheet)*
- According to a NAHB member survey on green building in 2006, 87% believed green building was important for lowering lifecycle costs, such as energy efficiency, and productivity increases; 82% believe green building was important for staying ahead of their competition. The leading factors triggering firms to expand green building activities were: increases in energy costs and utility rebates (88%), consumer demand (88%) and competitive advantage (83%)  
*(Nation's Building News Online, March 20, 2006)*
- An international study entitled “Green Value” reveals a direct link between the market value of real estate and its environmental friendliness. The study, led by the Royal Institution of Chartered Surveyors and IO government and private sector organizations, finds that green buildings can earn higher rents and prices, attract tenants and buyers more quickly and cost less to operate.  
*(Builder Magazine, March 2006)*
- Within 10 years of the launch of Energy Star®, U.S. consumers had purchased more than a billion products qualified under the program. More than one-half of the largest U.S. homebuilders currently participate in Energy Star in some way, such as specifying products with the Energy Star rating. Nearly two-thirds of U.S. consumers recognize the Energy Star logo.  
*(Builder Magazine, March 2006)*

