



GreenHome
INSTITUTE

A photograph of three people standing in front of a booth for the GreenHome Institute. On the left is a man with glasses wearing a dark jacket and jeans. In the center is a woman with blonde hair wearing a dark blazer over a light top and dark pants. On the right is a man with a beard wearing a light-colored zip-up jacket and jeans. Behind them is a booth backdrop with the GreenHome Institute logo and text. The text on the backdrop includes "GREENHOME INSTITUTE", "LEARN HOW YOUR NEW", "RENOVATION PROJECT CAN BE GREEN", and "STABLE STEEMER". A QR code is also visible on the backdrop.

Who can I reach as a webinar presenter?

GHI IMPACT REPORT - 2023

Education Impact Overview in 2023

160

AVERAGE WEBINAR
ATTENDANCE

354

HIGHEST WEBINAR
ATTENDANCE

8,182

NUMBER WEBINAR
REGISTRANTS

9,721

USGBC COURSES TAKEN

158k

YOUTUBE INTERACTIONS
OR VIEWS

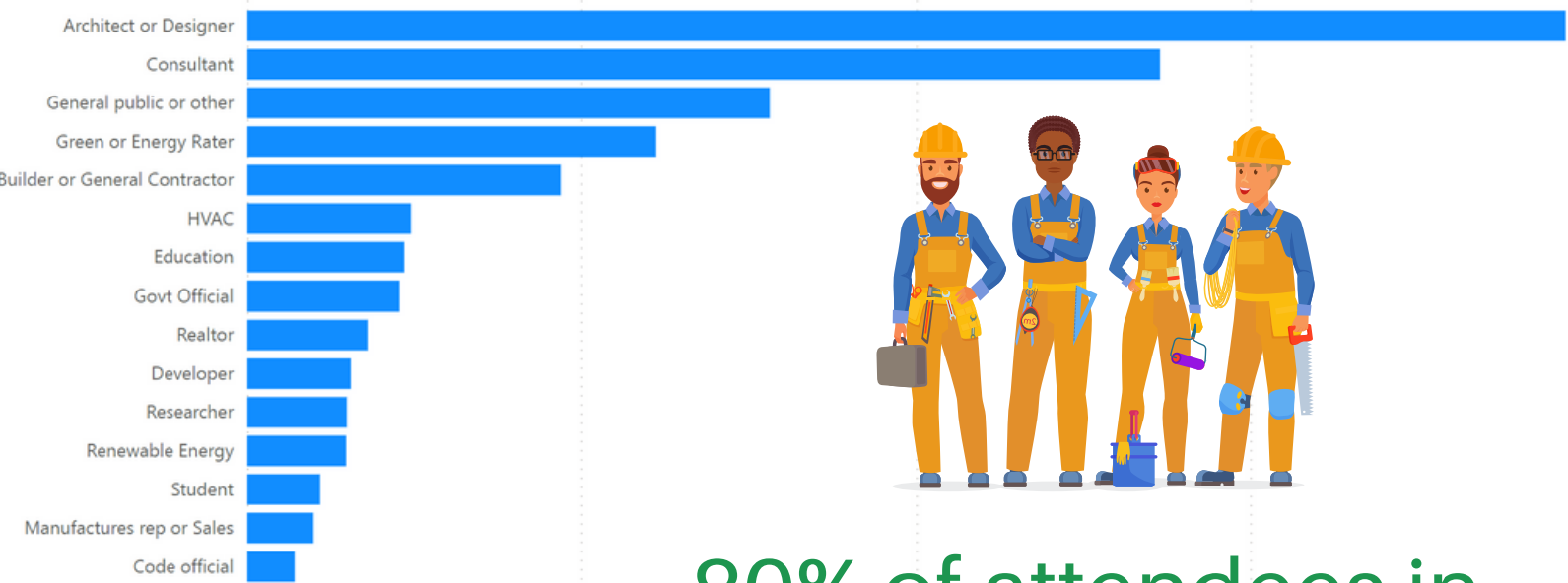


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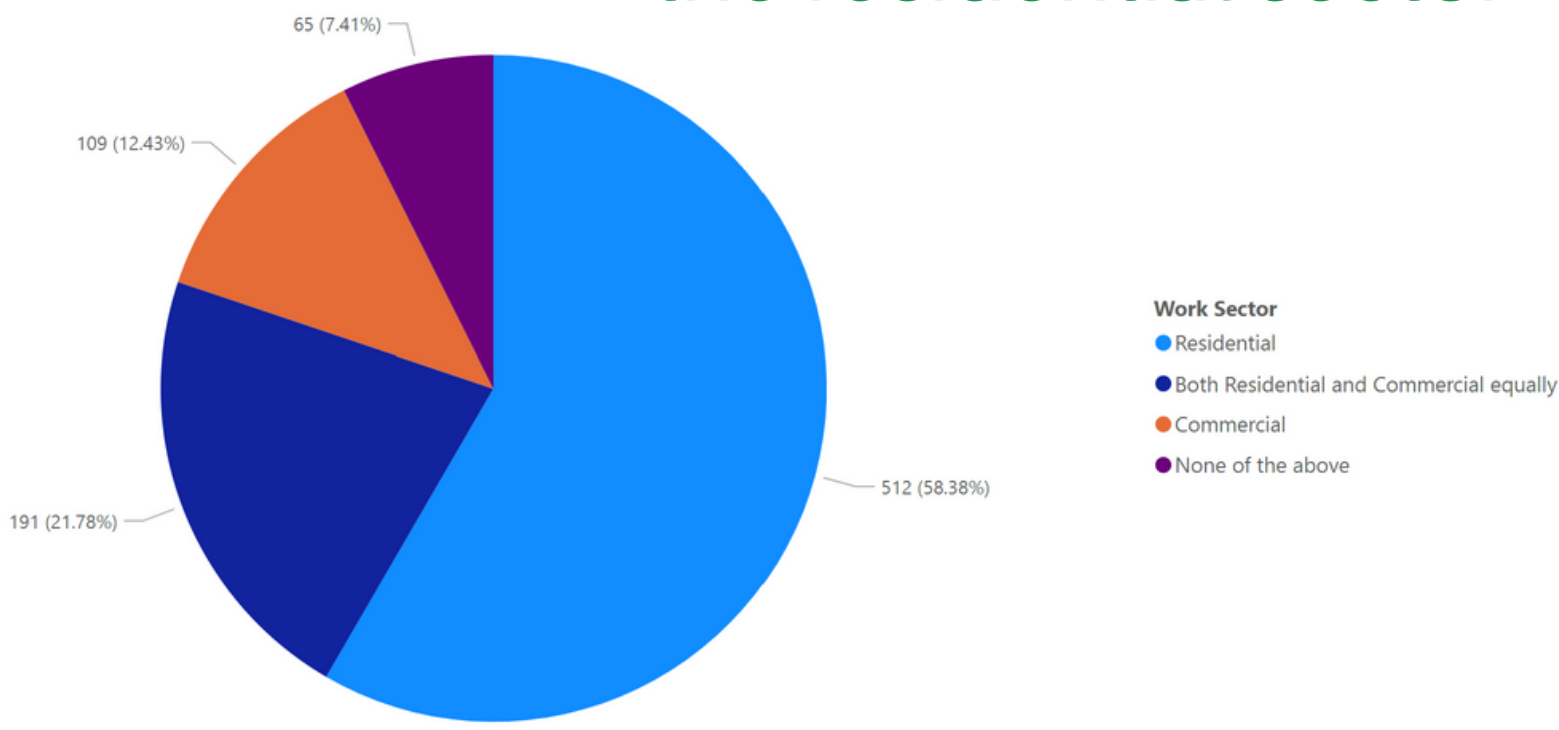
Audience Demographics



Webinar Audience Demographics



80% of attendees in the residential sector



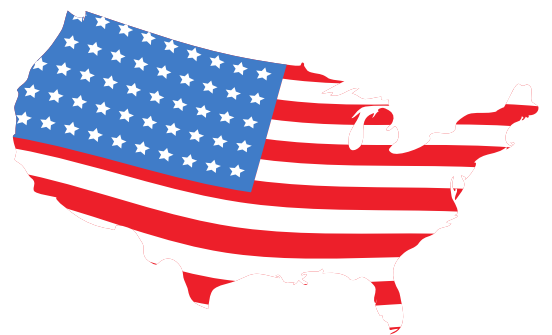
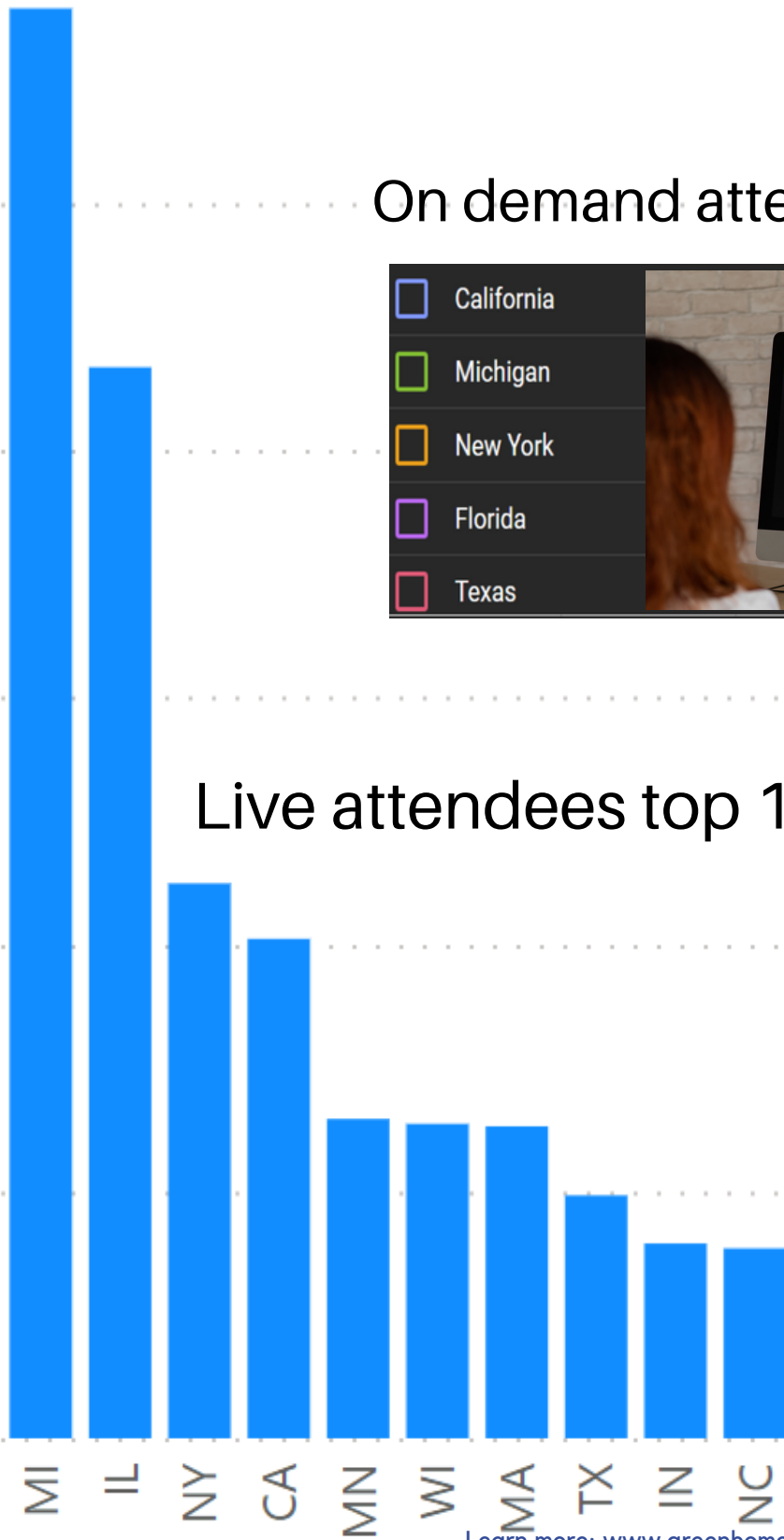
Webinar Audience Demographics

On demand attendees are from all states

California	1,416	1.4%
Michigan	291	0.3%
New York	182	0.2%
Florida	136	0.1%
Texas	130	0.1%



Live attendees top 10 states

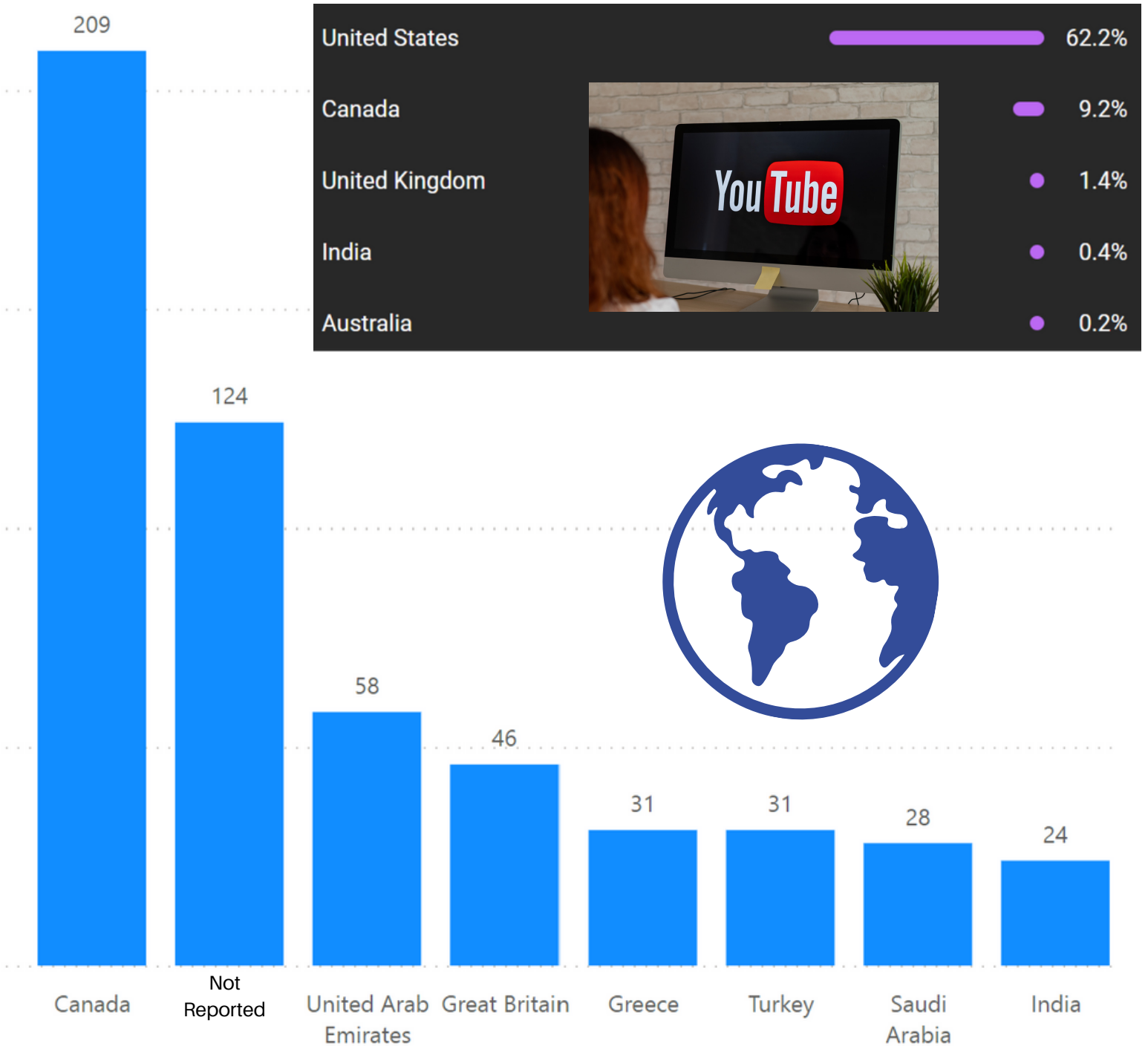


"GreenHome Institute is consistently the best way for me to meet my state architect board and AIA continuing education – and I continue to learn so much along the way about issues important to high performance homes."



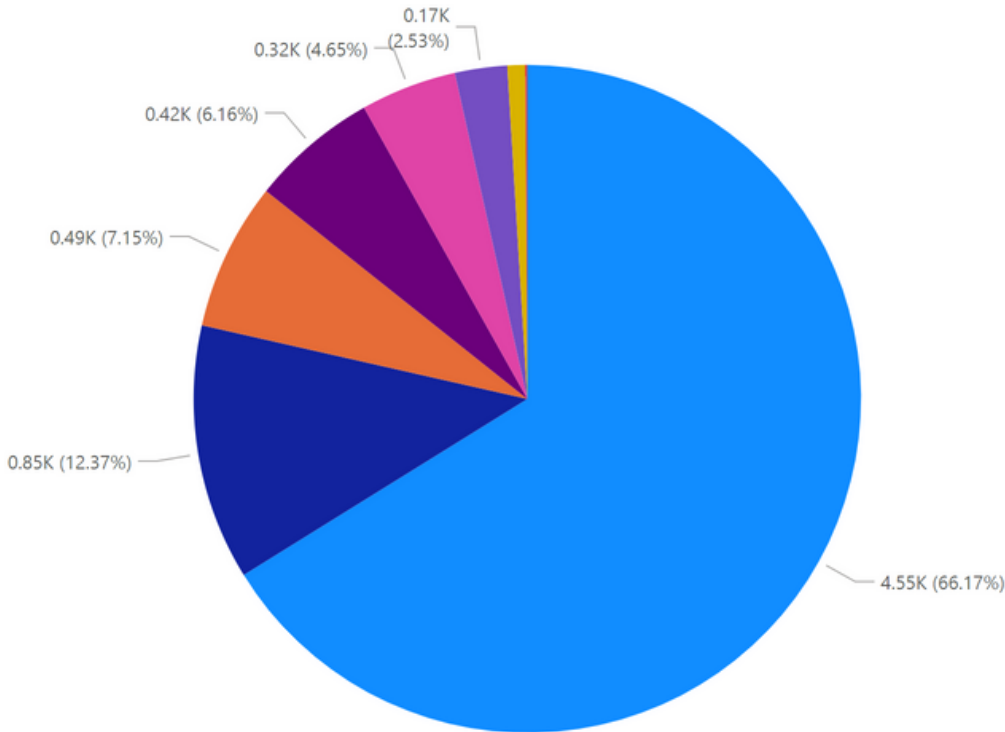
**Debra Rucker Coleman,
Architect, GHI Member
Sun Plans**

Webinar Audience Demographics



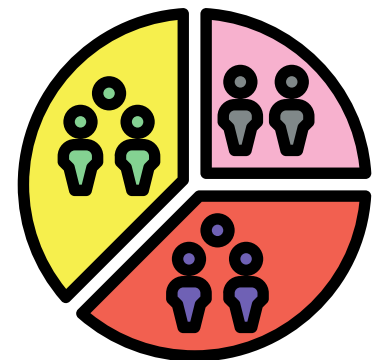
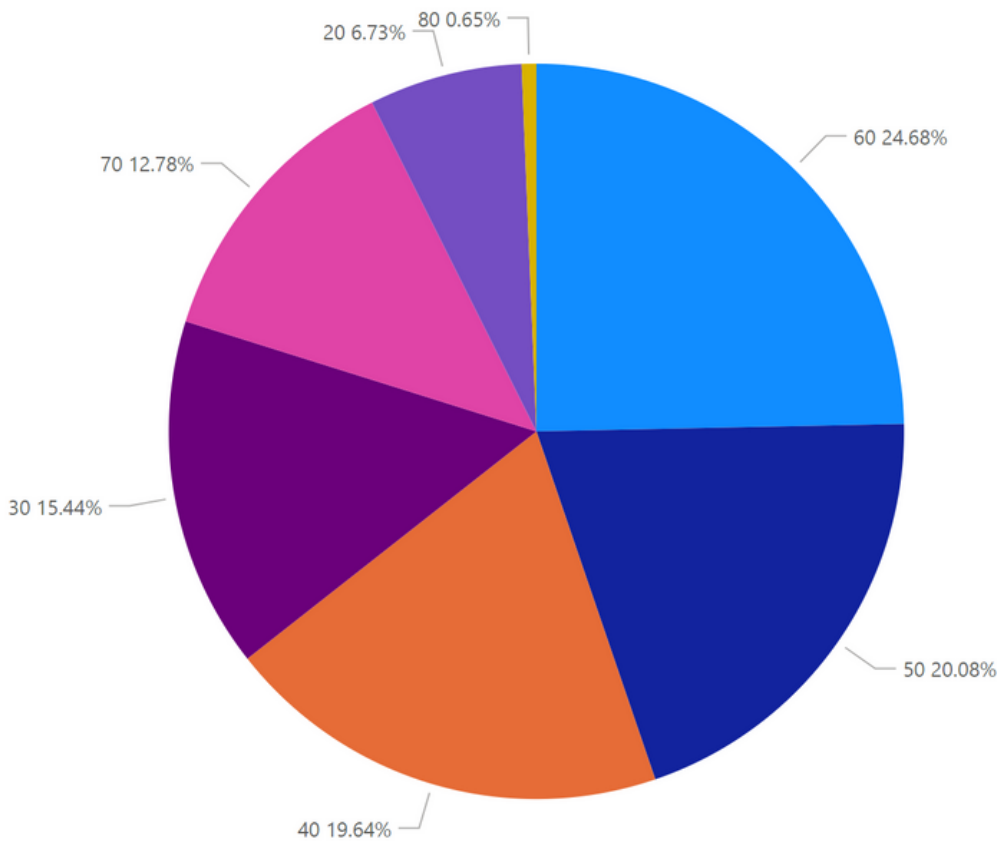
Live attendees by country
besides US

Webinar Audience Demographics



- Racial Distribution**
- White or Caucasian
 - Other or not applicable
 - Asian or Pacific Islander
 - Black or African American
 - Hispanic or Latinx
 - Multiracial or Biracial
 - Native American or Alaskan American
 - Other?

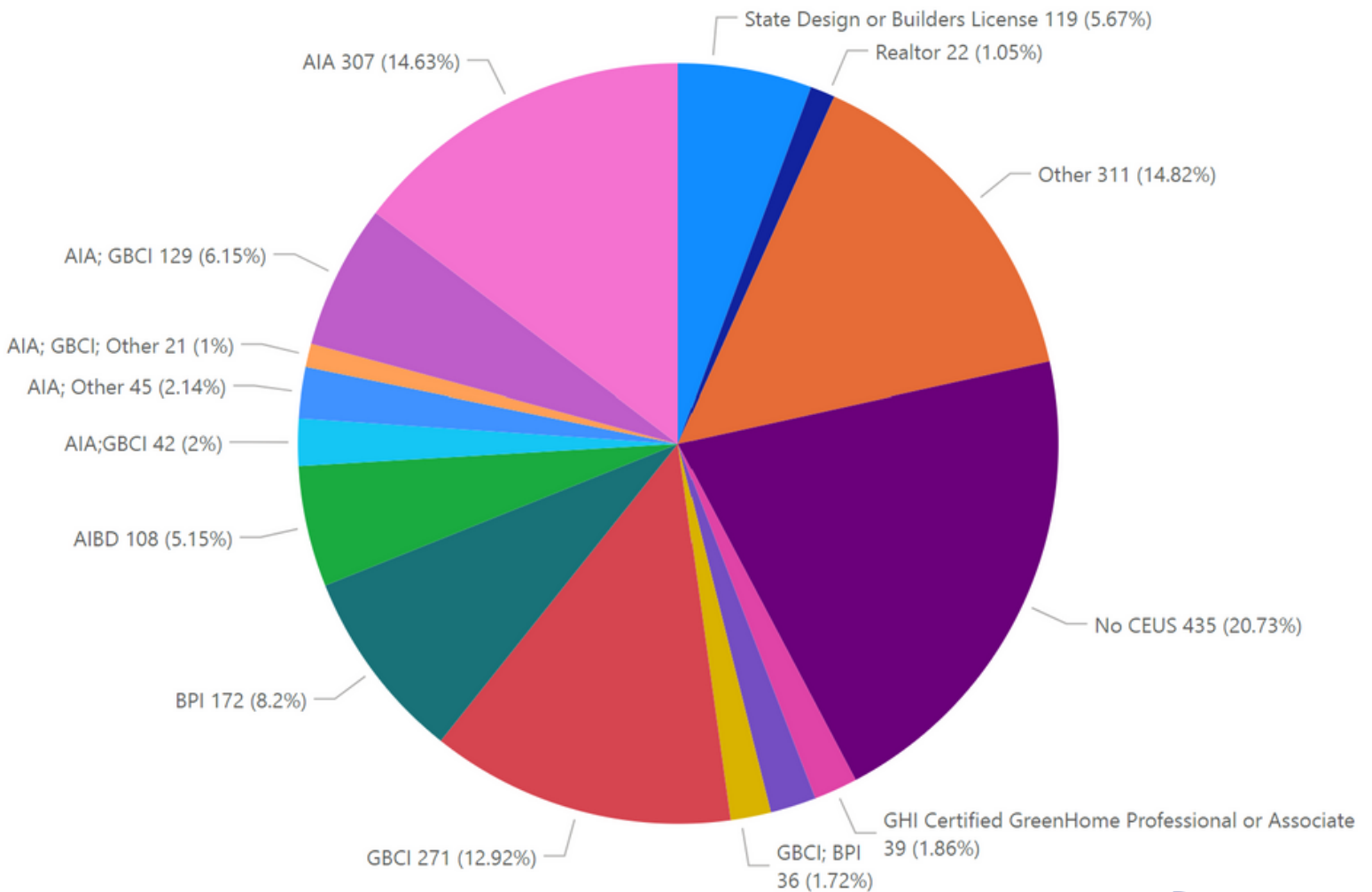
AGE DISTRIBUTION



- Age (bins)**
- 60
 - 50
 - 40
 - 30
 - 70
 - 20
 - 80

What CEUS do GHI attendees get?

WHAT CEUS ARE YOU USUALLY APPLYING FOR?



Webinar ratings out of 5

4.4

LIVE WEBINAR
RATING

4.5

RATE THE
INSTRUCTORS

4.2

DID YOU LEARN
MORE?

4.5

WAS CONTENT
NON BIASED

4.8

DID CONTENT ACHIEVE
LEARNING OBJECTIVES?

4.8

USGBC PRO REVIEWER

4.6

USGBC VIEWER RATING

4.7

DID COURSE MEET
EXPECTATIONS SET BY
DESCRIPTION