

2024 GHI Educational & Outreach Impact Metrics



Number of CE Webinars	48
CE Webinar Registrations	6,475
Volunteer Presenters	70
Highest Attended Webinar	221
On-Demand CE Education Attendees	9,480
YouTube Views	124,300
YouTube Subscribers	14,500
New viewers vs returning	57%
Credentialed Professionals	66
Home Energy 101 sessions	50
Net zero conference attendees	178
GHI members	410
What types of projects are our attendees involved in?	
- Residential	65.80%
- Commercial	10%
- Both equally	24.40%
Top 5 CE professional attendees	
- Architect or Designer	32.20%
- Consultant	19.40%
- Green / Energy Raters	13.70%
- General Public nonprofessional in building	10.10%
- Builder / GC	7.10%
Top 5 Countries	
On-Demand	Live Webinars
United State	United States
Canada	Canada
United Kingdom	United Kingdom
Australia	UAE
India	Japan
Top 5 States	

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On-Demand	Live Webinars
California	Michigan
Ohio	Illinois
Texas	New York
Florida	California
Michigan	Massachusetts
Age Diversity	
80 +	1.20%
70 - 79	7.70%
60 - 69	18.60%
50 - 59	20.50%
40 - 49	22.40%
30 - 39	20.80%
18 - 29	8.90%

The GreenHome Institute has international reach with our webinars both live and on demand, reaching many countries and all US states.

The backgrounds of people attending our webinars are very diverse in regards to professions with many directly or indirectly involved in design, development, construction and building management industry.