



## **For Immediate Release**

### **Canadians say reducing energy use a big priority, but many could be missing out on huge savings this winter**

*Average homeowner claims annual heating/cooling bill of nearly \$5,000*

**Toronto, ON** (November 7, 2007) - A recent poll of more than 1,200 Canadian homeowners conducted by Ipsos Reid on behalf of Icnene has found nearly all (97%) agree with the idea that reducing energy use at home is important to save money, yet many could still be missing out on opportunities to lower their energy bills this winter.

The poll found Canadian homeowners claim to have paid an average of \$394 per month for heating and cooling over the last year, while one in ten Canadians spent an average of more than \$1,000 per month for heating and cooling.

#### **Leaking opportunities and energy**

Many homeowners, who haven't already taken the step within the last two years, are planning to seal air leaks (52%), turn down the heat (31%) or add insulation (20%) for winter.

According to Jon Eakes, Canada's longest standing TV home improvement expert, a large number of homeowners might still be missing an opportunity to realize significant energy cost savings this winter, especially by sealing air leaks. The poll found nearly one in five (19%) homeowners haven't sealed air leaks within the last two years and have no intention of doing so for winter.

"Reducing air leakage, which can cause up to 40% of a home's energy loss, can produce noticeable savings for an average homeowner who spends nearly \$5,000 per year on heating and cooling," says Eakes.

Eakes suggests there's an opportunity for homeowners to look specifically at insulating to reduce air leaks, considering half of those polled have not added insulation within the past two years and don't plan to for winter. Even homeowners, who have recently purchased or who plan to purchase insulation, say they're more likely to consider a product's R-value rating (60%) when making their choice, than its ability to seal air leaks (21%).

"An R-value rating provides a measure for how well an insulation material resists heat from moving through the material itself," says Eakes. "However, it tells you nothing about how well the insulation will prevent air leaks and resulting energy loss through walls and ceilings and around windows and doors."

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### Those not taking energy-saving steps

The Icnene/Ipsos Reid poll found many homeowners haven't taken energy-saving steps in the last two years and don't plan to for winter:

- 58% haven't switched to a high efficiency heating system and don't plan to for winter
- 50% haven't added insulation and don't plan to for winter
- 19% haven't sealed air leaks and don't plan to for winter
- 12% haven't turned down the heat and don't plan to for winter

### Canadians endure higher energy bills than Americans

Results of an identical Icnene/Ipsos Reid poll with 1,200 U.S. homeowners reveal some interesting comparisons with Canadians:

- While Canadian homeowners spent an average of \$394 per month (Cdn) over the last year on heating and cooling, U.S. homeowners spent an average of \$250 (US)
- Canadian homeowners (52%), who haven't done so already, are more likely than their U.S. counterparts (41%) to say they intend to seal air leaks this winter to help reduce energy consumption
- U.S. homeowners (17%) are more likely than Canadian homeowners (12%) to say they haven't turned down the heat in the past two years and don't plan to for winter

### About the poll

For the survey, conducted by Ipsos Reid on behalf of Icnene, a representative randomly selected sample of 1,285 adult homeowners was interviewed online. With a sample of this size, the results are considered accurate to within  $\pm 2.7$  percentage points, 19 times out of 20, of what they would have been had the entire adult population been polled.

### About Jon Eakes

Jon Eakes is one of television's longest standing home improvement experts. His practical consumer-friendly tips and real-life solutions have connected with consumers through programs such as House Hot Line (Life Network), Just Ask Jon Eakes (HGTV and the Do-It-Yourself Network) and on The Weather Network.

### About Icnene

Icnene Inc. is the leading manufacturer of soft foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient<sup>®</sup> homes. For more information about Icnene, visit [www.icnene.com](http://www.icnene.com).

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For more information or to arrange an interview with Jon Eakes on how homeowners can evaluate their energy saving options, please contact:

Peter Boyce (ext. 231) or Sofie Hondrogiannis (ext. 248)  
Harbinger  
(416) 960-5100