



*Americans taking some action to reduce greenhouse gases, but
don't consider their homes a major source of emissions
Building store employee just as likely to spur more action as President Bush*

(Buffalo, NY) A new poll conducted by Ipsos Reid on behalf of Icynene has found nearly two-thirds (64%) of U.S. homeowners claim to have taken 'some' or 'a lot' of action to reduce greenhouse gases, yet only four percent believe their homes and offices contribute most to apparent increases in greenhouse gas emissions.

The poll of more than 1,200 U.S. homeowners, found nearly half (46%) admit they don't know much about environmental issues and the impact of greenhouse gas emissions and only 11% claim to have done 'a lot' to reduce emissions in their own homes.

With the building sector accounting for almost half of all greenhouse gas emissions in the United States (source: U.S. Green Building Council), learning from the poll suggests Americans could play a far greater role than they might think in reducing greenhouse gases at home.

Greenfluence: Bush vs. building store employee

Ipsos-Reid asked U.S. homeowners who would most influence them to take more action on reducing greenhouse gases. According to the poll, a non-profit organization such as the American Lung Association (37%) or a building organization such as the U.S. Green Building Council (31%) are the most likely to influence homeowner action on greenhouse gases.

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Americans, however, seem to have little faith in the guidance of elected politicians on environmental issues:

- Americans are just as likely to be influenced to do more to reduce greenhouse gas emissions by an employee of a home-improvement store (16%) as by President Bush (16%), who also barely ranked above eco-friendly celebrities such as Brad Pitt or Robert Redford (14%).

Taking action at home

The poll asked Americans what specific steps they have taken at home in the past two years to help reduce greenhouse gas emissions by increasing energy efficiency:

- 75% have turned down the heat during the winter
- 63% have turned down the air conditioning during the summer
- 52% have sealed air leaks
- 32% have added insulation
- 27% have switched to a high efficiency heating system
- 24% have switched to a high efficiency cooling system

Jon Eakes, one of television's longest standing home improvement experts, believes homeowners are taking steps in the right direction, but there's room for them to have a greater impact on energy efficiency and greenhouse gas emissions.

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“Air sealing, one of the most common steps, is frequently achieved by sealing and caulking piecemeal around windows and doors,” says Eakes, “yet home energy consumption can be reduced by up to 50% alone with an insulation, like Icynene, that insulates and reduces air leaks in one step throughout the home during renovations or construction.”

Banning bulbs

With respect to the role of energy conservation in reducing greenhouse gas emissions, U.S. homeowners were asked what plays the most important role in helping to conserve energy in a home:

- Despite the recent push towards the use of compact fluorescent light bulbs in homes, few Americans (6%) believe this tactic plays the most important role in helping to conserve energy
- Using an energy efficient heating and cooling system (34%), sealing air leaks through windows and doors (22%) and adding insulation (18%) are considered to play a far greater role in energy conservation

“One of the most effective ways Americans can take personal action to reduce greenhouse gases is to examine energy conservation opportunities at home,” says Eakes. “If more Americans took steps such as ensuring there is absolutely no air leakage when insulating there could be a widespread benefit in terms of energy savings, healthier, longer-lasting homes and a reduction in greenhouse gas emissions.”

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About the poll

The Ipsos Reid poll was conducted on behalf of Icynene from April 19 to April 23, 2007. For the survey, a representative randomly selected sample of 1,272 adult homeowners was interviewed online. With a sample of this size, the results are considered accurate to within ± 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) and Just Ask Jon Eakes (HGTV and the Do-It-Yourself Network).

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About Icynene Inc.

Icynene Inc. is the leading manufacturer of soft foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient[®] homes. These products are distributed (across the United States, Canada, Mexico, Japan, and Korea) through a network of Icynene Licensed Dealers who then install the Icynene products on-site for each custom application. For more information about Icynene, visit www.icynene.com.