



Canadian homeowners not buying into advertised benefits of green products

Majority of Canadians see "green" product labels as a marketing tactic

Toronto, ON (September 6, 2007) - A poll of more than 1,200 Canadian homeowners conducted by Ipsos Reid on behalf of Icynene has found nearly two-thirds (63%) agree that when companies call a home building product green it is usually just a marketing tactic.

Yet, the poll also found that nearly a third of homeowners (30%) believe they don't clearly understand the benefits of a product when it is advertised as being green or environmentally friendly. The findings suggest homeowners might need further education over green product claims such as the cost-savings they deliver and how they minimize their carbon footprint.

Awareness supports acceptance

Increasing general awareness of environmental issues could be a good place to start in driving understanding and acceptance of green products, considering nearly a third (31%) of Canadian homeowners admit not knowing much about environmental issues.

Among those respondents in the poll who claim to be knowledgeable on environmental issues, green acceptance appears to be significantly stronger:

- Only 56% agree that when a product is called green it is a marketing tactic vs. 63% of the population as a whole
- Only 31% of these respondents indicate that they would not be willing to pay more upfront for green building products vs. 40% of the population as a whole

Jon Eakes, Canada's longest-standing TV home improvement expert says Canadians can also help alleviate their skepticism with products advertised as green, by asking questions such as: what is the product's renewable content; what is the product's environmental impact when it is produced and what ongoing cost-savings can it deliver.

"Education will play an increasingly important role as more products advertised as green become available to homeowners and claims become potentially more confusing," says Eakes. "These products can make a valuable contribution to the health and efficiency of our homes and environment if we know how to evaluate them properly."

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Canadians more knowledgeable, less cynical than Americans

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

- More Canadians (70%) than Americans (63%) agree that they clearly understand the benefits of a building product that is advertised as green
- More Americans (70%) than Canadians (63%) agree that when a home building product is called green that it is a marketing tactic
- Americans (44%) are slightly more likely to indicate that they are not willing to pay more upfront for green building products, despite their potential environmental and cost-saving benefits

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 ± 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.

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For more information or to arrange an interview with Jon Eakes on how homeowners can evaluate green building products, please contact:

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