



U.S. homeowners not buying into advertised benefits of green products

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

Buffalo, NY (September 6, 2007) - A poll of more than 1,200 U.S. homeowners conducted by Ipsos Reid on behalf of Icyne has found more than two-thirds (70%) agree that when companies call a home building product green it is usually just a marketing tactic.

Yet, the poll also found that more than a third of homeowners (37%) 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 one half (46%) of U.S. 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 58% agree that when a product is called green it is a marketing tactic vs. 70% of the population as a whole
- Only 36% of these respondents indicate that they would not be willing to pay more upfront for green building products vs. 44% of the population as a whole

Jon Eakes, one of television's longest-standing TV home improvement experts says homeowners 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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Men more cynical about green

The poll revealed some differences among respondents in terms of attitudes towards products advertised as green:

- Men (75%) are more likely than women (65%) to agree that when companies call a home building product green it is usually just a marketing tactic
- Men (49%) are more likely than women (39%) to indicate that they are not willing to pay more upfront for green building products despite claiming to know that green products are better for the environment and provide long-term payback

About the poll

For the survey, conducted by Ipsos Reid on behalf of Icynene, 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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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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