



FOR IMMEDIATE RELEASE

Homeowners nearly unanimous on need to reduce their environmental impact, yet few doing 'a lot' to reduce greenhouse gases

Energy bills more likely to spur environmental action than desire to save planet for future generations

Buffalo, NY (August 27, 2008) - Overwhelmingly American homeowners (91%) agree it's important to reduce their impact on the environment, yet only 11% acknowledge doing 'a lot' to help reduce greenhouse gases by improving energy efficiency at home, according to a new survey by Ipsos Reid for Icnene®.

When it comes to spurring environmental action, homeowners are far more likely to be motivated to reduce energy use and greenhouse gases by rising energy costs (80%), than by a desire to save the planet for future generations (67%) or by news about climate change (52%).

The survey also found only a little more than one in ten (12%) homeowners are willing to spend more money to make their homes more environmentally friendly, without guarantees of making back their investment.

"It's clear that homeowners are conscious of their potential impact on the environment," says Sean Simpson, Research Manager for Ipsos Reid, "yet financial issues are still more likely, than straight concern for the environment, to get them to act on climate change."

Adjusting thermostat, driving less

The survey found most (89%) homeowners either have or will be taking at least some steps to reduce their environmental impact at home due to rising energy costs:

- More than 8 in 10 homeowners have or will be turning the thermostat down/up by five degrees or more
- More than 8 in 10 homeowners have or will be reducing their automobile use
- Two-thirds (64%) of homeowners have or will be turning off the furnace or air conditioner (for some period of time)
- 62% have or will be investing in energy efficient upgrades worth \$1,000 or more, such as adding insulation

Reducing costs, greenhouse gases

Tom Kraeutler, home improvement journalist and co-host of the nationally syndicated *The Money Pit Home Improvement Radio Show*, says homeowners are opting to take simple steps to reduce energy use and costs, but by investing more they could realize a far greater financial return and significantly reduce their greenhouse gas emissions and environmental impact.

"Installing an insulation/air barrier system, for example, could enable an average family of four, living in a home heated with Natural Gas, to cut their energy use and costs by up to 50% and reduce greenhouse gas emissions by as much as 4,000 pounds per year," says Kraeutler.

- More -

Women, Northeast score high marks for environmental action

According to the survey, women are more likely than men, and homeowners in the Northeast are far more likely than those in the Midwest to be environmentally conscious and active:

- Women (51%) are much more likely than men (33%) to 'completely agree' that it's important for them to reduce their impact on the environment whenever possible
- Women (49%) are far more likely than men (34%) to agree that they are deeply concerned about rising energy costs and are taking a number of significant steps to reduce energy consumption at home
- Women (58%) are more likely than men (46%) to agree that news about climate change has caused them to become more energy efficient at home
- Homeowners in the Midwest (43%) and the South (42%) are the most likely and those in the West (31%) and Northeast (34%) least likely to agree that they do not know much about environmental issues and the impact of greenhouse gas emissions on the environment
- Homeowners in the Northeast (44%) are the most likely and those in the Midwest (34%) least likely to give themselves a 'great' rating (seven or higher on a scale of one to nine) when asked to rate the actions/behaviours of their family in terms of how environmentally-friendly they are in the home
- Homeowners in the Northeast (71%) are the most likely and those in the Midwest (62%) least likely to agree that a 'desire to save the planet for future generations' has caused them to become 'a great deal more' or 'somewhat more' energy efficient and to reduce their environmental impact at home

About the survey

These are the findings of an Ipsos Reid poll conducted from July 5 to July 9, 2008. This online survey of 1,000 U.S. homeowners was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual American population according to Census data.

Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

About Icynene

Icynene Inc. is the leading manufacturer of soft foam insulation products that are designed to help create Healthier, Quieter, More Energy Efficient[®] homes. For more information about Icynene, visit www.icynene.com.

- 30 -

For more information on the survey or on how homeowners can help reduce their production of greenhouse gases, by reducing their energy consumption at home, please contact:

Peter Boyce (ext. 231) or Erin Stewart (ext. 265)
Harbinger
(416) 960-5100