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Canadian homeowners overwhelmingly want universal standards for green products

Few accept unproven green product claims to be true

Toronto, ON (November 24, 2008) – Ninety five per cent of Canadian homeowners would like to see universal standards for green products and only four per cent usually accept unsubstantiated green product claims to be true, according to a survey by Ipsos Reid for Icyne®.

The survey found that, while 86 per cent of homeowners consider the green merits of products when making purchase decisions, only six per cent look at green or environmental qualities alone. The findings suggest that a company's environmental track record might mean more to homeowners than green product qualities when choosing and recommending products:

- More than three-quarters (78 per cent) of homeowners agree they would buy a competing product from a company they believe to be more green
- 72 per cent of homeowners agree they would always consider buying from a green company first
- nearly half of homeowners (48 per cent) agree they'd recommend to someone else not to buy products from a non-green company
- nearly half of homeowners (45 per cent) agree they would not buy products from a company they consider not to be green

"Canadian homeowners clearly want standards for green products so that they can feel more confident they will deliver on their green promises," says Sean Simpson, Research Manager for Ipsos Reid, "but they also seem to be rewarding or penalizing companies for their environmental performance."

Show me the *green*

In addition to backing up their environmental promises with performance, companies who market green products would do well if they prove product benefits rather than rely on green promises or names. The survey found homeowners are far more likely to be convinced that a product is truly green by proof of its content than by its name or packaging:

- More than eight in ten homeowners agree they'd be convinced a product was truly green if it was made from renewable resources
- More than three-quarters of homeowners agree they'd be convinced a product was truly green if they knew it was climate-friendly and did not produce any greenhouse gases
- Fewer than half (45 per cent) of homeowners agree that if 'eco' or 'green' was in the product name it would convince them a product was truly green and just over a third (37 per cent) agree that green packaging or labels would convince them

Canadians more skeptical of green claims than Americans

Results of an identical Icnene/Ipsos Reid poll with 1,000 U.S. homeowners provide for some interesting comparisons with Canadians:

- Canadian homeowners are only half as likely (four per cent) as American homeowners (eight per cent) to agree that, if a product claims to be greener, they generally accept it to be true even without any supporting proof
- Canadian homeowners are more likely (45 per cent) than American homeowners (36 per cent) to boycott products from companies they do not believe to be green
- Canadian homeowners are far less likely (10 per cent) than American homeowners (17 per cent) to be convinced that a product is green by a celebrity endorsement

Women, Atlantic Canadians less skeptical about green product claims

The survey revealed some significant differences between men and women and regionally in the level of skepticism surrounding green product claims:

- Women (55 per cent) are far more likely than men (35 per cent) to agree that having 'eco' or 'green' in a product name would convince them that it is truly green
- Men (16 per cent) are more likely than women (11 per cent) to agree that how green a product or material is has absolutely no impact on their purchase decisions
- Respondents in Atlantic Canada (60 per cent) are the most likely across the country to be convinced that a product is green if it has 'eco' or 'green' in its name, while those in British Columbia (38 per cent) are the least likely to be convinced

About the survey

These are the findings of an Ipsos Reid survey of 1,035 Canadian homeowners, 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 Canadian 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 per cent response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

About Icnene

Icnene 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 Icnene, visit www.icnene.com.

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For more information on the survey, please contact:

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