

Seven in ten (70%) Believe 'Green' Marketing is Just a Tactic

*Four in ten (44%) Americans Not Willing to Pay More for 'Green'
Building Products for their homes despite potential for Longer-
Term Paybacks*

Public Release Date: Wednesday, Sep 5, 8:00 a.m.



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Seven in ten (70%) Believe 'Green' Marketing is Just a Tactic

Four in ten (44%) Americans Not Willing to Pay More for 'Green' Building Products for their homes despite potential for Longer-Term Paybacks

Toronto, ON – Americans appear to be wary of companies who label their products as being 'green', or environmentally friendly, with the results of a poll conducted on behalf of Icnene revealing that seven in ten (70%) Americans either 'strongly' (12%) or 'somewhat' agree (58%) that 'when companies call a product 'green' (meaning better for the environment), it is usually just a marketing tactic'. On the other hand, three in ten (30%) Americans 'completely' (4%) or 'somewhat disagree' (26%) that this is the case.

Despite the fact that a majority of Americans 'disagree' (54%) with the sentiment that they 'don't know much about environmental issues and the impact of greenhouse gas emissions on the environment', and that two thirds (63%) claim to 'clearly understand the benefits of green products', four in ten (44%) Americans indicate that they would 'not be willing to pay more upfront for green building products, even though they are better for the environment and may provide long-term payback'.

These are some of the findings of an Ipsos Reid poll conducted on behalf of Icnene from April 19 to April 23, 2007. For the survey, a representative randomly selected sample of 1236 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. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

Seven in ten (70%) Believe 'Green' Marketing Just a Tactic...

Americans appear to be wary of companies who label their products as being 'green', or environmentally friendly, with seven in ten (63%) Americans either 'strongly' (12%) or 'somewhat' agreeing (58%) that 'when companies call a product 'green' (meaning better for the environment), it is usually just a marketing tactic'. On the other hand, three in ten (30%) Canadian 'completely' (4%) or 'somewhat disagree' (26%) that this is the case.

- Men (75%) are more likely than women (65%) to believe that labelling a product green is just a marketing tactic.
- Those living in the south (72%) are the most likely of Americans in all regions to believe that labelling a product green is just a marketing tactic. North-easterners (58%) are the least likely to believe this.

Four in ten (44%) Not Willing to Pay More for Green Products...

Four in ten (44%) Americans either 'completely' (10%) or 'somewhat agree' (34%) that they are not willing to pay more upfront for green building products even though they know them to be better for the environment, and that they have the potential to save money in the long run. On the other hand, six in ten (56%) 'completely' (10%) or 'somewhat disagree' (46%) that they would not be willing to pay more upfront for home building products that cost more upfront.



- Those whose families earn less than \$50,000 a year are less willing (50%) to pay more upfront for green products than those who earn more than \$50,000 a year (41%).
- Men (49%) are less willing than women (39%) to pay more upfront for green products for their home.

A majority of Americans 'disagree' (54%) with the sentiment that they 'don't know much about environmental issues and the impact of greenhouse gas emissions on the environment', and two thirds (63%) claim to 'clearly understand the benefits of green products'. However...

- Middle-aged Americans, aged 35 to 54, are most likely to indicate (49%) that they don't know much about environmental issues and the impact of greenhouse gas emissions on the environment, followed by younger Americans (47%), aged 18 to 34, and older Americans (42%), aged 55 and older.
- More women (52%) than men (39%) agree that they do not know much about environmental issues and how greenhouse gases impact the environment.
- However, women (63%) and men (64%) are just as likely to agree that they clearly understand the benefits of a product that is labelled as green.

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