

While Nearly All Canadian Homeowners (95%) Agree That It's Important To Reduce Their Environmental Impact, The Same Proportion (96%) Agrees That It's Important To Reduce Energy Use In Their Homes To Save Money

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Ipsos Reid

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Toronto, ON – It appears that when it comes to their homes, Canadians might be ready to usher in the 'green' era. According to a new poll among Canadian home owners conducted by Ipsos Reid on behalf of Icyne, while nearly all Canadians (95%) agree that it is important for them to reduce their impact on the environment wherever possible, the same portion of the population (96%) agrees that it is important to reduce energy use in their homes to save money.

Despite this apparent environmental concern, however, it seems to go hand in hand with financial prudence. While 14% of Canadians say that they would spend additional funds to make their home more environmentally-friendly, whether it saved them money in the long run or not, the vast majority (78%) say that they would only spend more money if they would make it back in savings. One in ten (8%) Canadians say nothing would make them spend more money to make their house more environmentally-friendly.

Adjusting thermostat, driving less

The survey found most (86%) homeowners either have or will be taking at least some steps to reduce their environmental impact at home due to rising energy costs:

- Nine in ten (88%) homeowners have or will be turning the thermostat down/up by three degrees Celsius or more
- More than 8 in 10 (83%) homeowners have or will be reducing their automobile use

- Three quarters (74%) of Canadians have or will be turning off the furnace or air conditioner (for some period of time)
- More than two-thirds (68%) have or will be investing in energy efficient upgrades worth \$1,000 or more, such as adding insulation

Canadians appear to be more environmentally conscious than Americans

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

- Canadians (16%) are more likely than Americans (11%) to agree they have done 'a lot' to help reduce greenhouse gas emissions by increasing their energy efficiency at home
- Canadians (48%) are more likely than Americans (38%) 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
- Canadians (66%) are more likely than Americans (52%) to agree that news about climate change has caused them to become more energy efficient at home

Atlantic Canadians, women score high marks for environmental action

According to the survey, women are more likely than men, and Atlantic Canadians are far more likely than Albertans to be environmentally conscious and active:

- Atlantic Canadians (90%) are the most likely and Albertans (68%) the least likely to agree that a desire to be more energy conscious and environmentally responsible has caused them to become more energy efficient and to reduce their environmental impact at home
- Women (63%) are much more likely than men (48%) to 'completely agree' that it's important for them to reduce their impact on the environment whenever possible; women (40%) are 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



- Albertans (46%) are most likely and Ontarians (24%) least likely to agree that they have done 'a little' or 'nothing at all' to help reduce greenhouse gases by improving energy efficiency at home

These are the findings of an Ipsos Reid poll conducted from July 5 to July 9, 2008. This online survey of 1035 Canadian home owners 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 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% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

For more information on this news release, please contact:

***Sean Simpson
Research Manager
Ipsos Reid
Public Affairs
(416) 572-4474***

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