

Icynene: Homeowner Omnibus (Canada)

Detailed tables

4. 3. Some people talk about 'green home building products' when renovating or building a home. 'Green products' means, in the broadest sense, products that are environmentally friendly. How much do you agree/disagree with each of the following statements as it relates to you personally? - I'd like to see more universal standards for proving/showing the environmental claims made by products

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	544 54%	271 56%	273 53%	119 51%	208 51%	218 61% D	189 53%	355 55%	71 54%	57 56%	39 57%	211 54%	123 56%	44 52%
Somewhat agree	408 41%	190 39%	218 42%	106 46% E	173 42% E	127 35%	152 42%	256 40%	53 41%	41 40%	27 40%	160 41%	91 42%	35 41%
Somewhat disagree	35 3%	15 3%	19 4%	6 2%	18 4%	11 3%	14 4%	21 3%	5 4%	4 4%	2 3%	15 4%	5 2%	3 4%
Completely disagree	13 1%	7 1%	6 1%	1 1%	8 2%	3 1%	4 1%	9 1%	1 1%	1 0	0 -	7 2%	1 0	3 3%
Summary														
Top 2 Box - Agree	952 95%	461 95%	491 95%	225 97%	381 93%	345 96%	341 95%	611 95%	124 95%	97 96%	66 97%	371 94%	214 97%	79 93%
Bottom 2 Box - Disagree	48 5%	22 5%	25 5%	7 3%	27 7%	14 4%	18 5%	29 5%	6 5%	5 4%	2 3%	22 6%	6 3%	6 7%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

10. Which of the following statements best describes your approach to buying 'green' products/building materials:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
	Weighted	999	483	516	232	408	359	641	130	102*	68*	394	220	86*
How green a product or material is has absolutely no impact on my purchase decision	136	78	58	43	52	42	48	88	23	16	10	53	27	7
	14%	16% B	11%	18%	13%	12%	13%	14%	18%	16%	15%	13%	12%	8%
I pay some attention to how green a product or material is but it is only one factor in my purchase decision	799	381	417	161	339	297	281	518	102	79	54	311	182	69
	80%	79%	81%	69%	83% C	83% C	78%	81%	79%	78%	79%	79%	83%	81%
How green a product or material is the single most important factor in my decision to purchase a product/material	65	23	42	28	17	20	30	35	5	6	4	30	10	9
	6%	5%	8%	12% DE	4%	6%	8%	6%	4%	6%	7%	8%	5%	11% H

Icynene: Homeowner Omnibus (Canada)

Detailed tables

11_1. If you saw each of the following product/packaging features in a store, how convinced would you be that the advertised product/material is truly green? - Product has green packaging or label

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Very convinced	62 6%	27 6%	35 7%	23 10%	19 5%	21 6%	28 8%	35 5%	4 3%	10 10%	3 4%	20 5%	16 7%	9 11%
Somewhat convinced	305 31%	138 29%	167 32%	69 30%	132 32%	105 29%	120 33%	185 29%	41 32%	23 22%	18 26%	124 31%	63 29%	36 42%
Not very convinced	395 39%	182 38%	213 41%	77 33%	160 39%	158 44%	140 39%	255 40%	53 41%	37 36%	35 51%	159 40%	81 37%	29 34%
Not at all convinced	237 24%	136 28%	101 20%	64 27%	97 24%	75 21%	71 20%	166 26%	32 24%	32 31%	13 19%	91 23%	59 27%	11 13%
Summary														
Top 2 Box - Convinced	367 37%	165 34%	202 39%	91 39%	151 37%	125 35%	148 41%	220 34%	45 35%	33 32%	20 30%	144 36%	80 36%	45 53%
Bottom 2 Box - Not Convinced	632 63%	318 66%	314 61%	141 61%	257 63%	233 65%	211 59%	421 66%	85 65%	69 68%	48 70%	250 64%	140 64%	41 47%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

11_2. If you saw each of the following product/packaging features in a store, how convinced would you be that the advertised product/material is truly green? - Product has 'eco' or 'green' in its name

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Very convinced	78 8%	33 7%	45 9%	27 12% E	33 8%	17 5%	36 10%	42 7%	9 7%	9 9%	1 2%	33 8%	12 6%	13 15% JL
Somewhat convinced	373 37%	135 28%	238 46% A	101 44% E	151 37%	120 34%	150 42% G	223 35%	40 31%	37 36%	26 39%	153 39%	78 36%	39 45% H
Not very convinced	382 38%	204 42% B	177 34%	72 31%	146 36%	164 46% CD	125 35%	257 40%	53 40%	31 31%	31 46%	147 37%	93 42%	26 30%
Not at all convinced	167 17%	111 23% B	57 11%	32 14%	77 19%	57 16%	49 14%	119 19%	28 22% M	25 24% M	9 13%	61 15%	36 17%	8 9%
Summary														
Top 2 Box - Convinced	451 45%	168 35%	282 55% A	128 55% E	185 45% E	138 38%	186 52% G	265 41%	49 38%	46 45%	28 41%	186 47%	90 41%	52 60% HJKL
Bottom 2 Box - Not Convinced	549 55%	315 65% B	234 45%	104 45%	223 55%	221 62% CD	173 48%	376 59% F	81 62% M	56 55%	40 59% M	208 53% M	130 59% M	34 40%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

11_4. If you saw each of the following product/packaging features in a store, how convinced would you be that the advertised product/material is truly green? - Product is endorsed by a celebrity

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Very convinced	7 1%	5 1%	2 0	2 1%	4 1%	1 0	4 1%	3 0	1 1%	0 -	0 -	2 0	3 2%	1 2%
Somewhat convinced	98 10%	43 9%	55 11%	33 14% E	37 9%	27 8%	53 15% G	44 7%	11 8%	7 7%	7 10%	43 11% L	12 5%	17 20% HIKL
Not very convinced	405 40%	195 40%	210 41%	76 33%	171 42%	158 44% C	141 39%	263 41%	46 35%	26 26%	31 45% I	159 40% I	108 49% HIK	35 41%
Not at all convinced	490 49%	241 50%	249 48%	120 52%	196 48%	173 48%	160 45%	330 51%	72 56% LM	68 67% JKLM	30 45%	190 48%	96 44%	32 38%
Summary														
Top 2 Box - Convinced	105 10%	48 10%	57 11%	36 15% E	41 10%	28 8%	57 16% G	47 7%	12 9%	7 7%	7 10%	45 11%	15 7%	18 21% HIKL
Bottom 2 Box - Not Convinced	895 90%	435 90%	459 89%	196 85%	367 90%	330 92% C	302 84%	593 93% F	118 91% M	95 93% M	61 90%	348 89% M	204 93% M	67 79%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

11_7. If you saw each of the following product/packaging features in a store, how convinced would you be that the advertised product/material is truly green? - Product is climate-friendly (i.e. produces no greenhouse gases like HFCs)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Very convinced	211 21%	84 17%	127 25% A	54 23%	87 21%	69 19%	81 23%	130 20%	26 20%	25 25%	10 15%	79 20%	47 22%	22 26%
Somewhat convinced	570 57%	280 58%	291 56%	123 53%	235 58%	213 59%	195 54%	376 59%	77 59%	51 50%	41 60%	236 60%	122 55%	43 50%
Not very convinced	179 18%	91 19%	88 17%	43 19%	74 18%	61 17%	65 18%	113 18%	24 19%	16 16%	16 24%	60 15%	42 19%	19 22%
Not at all convinced	39 4%	29 6% B	10 2%	11 5%	12 3%	16 4%	18 5%	22 3%	3 2%	9 9%	1 1%	18 5%	8 4%	1 1%
Summary														
Top 2 Box - Convinced	781 78%	363 75%	418 81% A	177 77%	321 79%	282 78%	276 77%	505 79%	103 79%	77 75%	51 75%	316 80%	169 77%	65 76%
Bottom 2 Box - Not Convinced	218 22%	120 25% B	98 19%	55 23%	86 21%	77 22%	83 23%	135 21%	27 21%	25 25%	17 25%	78 20%	51 23%	20 24%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

12. Increasingly consumers are faced with new products, materials or services that claim to reduce their impact on the environment. Which of the following best describes your attitude toward environmental claims made by product manufacturers?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners Weighted	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
I'd like to see detailed third-party proof that the product's environmental claims have been tested	377	202	174	68	164	145	128	248	58	41	24	140	82	32
	38%	42% B	34%	29%	40% C	40% C	36%	39%	45%	40%	35%	36%	37%	37%
I'd like a list of the benefits with an explanation of how much they'll help save/help the environment	373	167	206	97	148	127	127	246	52	34	28	156	72	31
	37%	35%	40%	42%	36%	35%	35%	38%	40%	33%	41%	40%	33%	36%
I just need to see a logo that the product is endorsed/approved by a non-profit environmental group or by the government	126	63	64	38	41	47	44	83	5	9	9	53	41	9
	13%	13%	12%	16%	10%	13%	12%	13%	4%	9%	13% H	13% H	19% H	10%
If a product claims to be greener, I generally accept it to be true	43	15	27	15	18	10	19	23	5	6	2	15	9	6
	4%	3%	5%	7%	4%	3%	5%	4%	4%	6%	3%	4%	4%	7%
No amount of detail or proof will convince me unless I've used the product myself	81	36	45	14	38	29	41	41	10	12	6	29	16	9
	8%	7%	9%	6%	9%	8%	11% G	6%	7%	12%	9%	7%	7%	10%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

14_1. How much do you agree/disagree that the green performance of companies would affect your decision to take each of the following actions? - I would buy a competing product from another company I consider to be more green

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	201 20%	86 18%	115 22%	49 21%	77 19%	75 21%	76 21%	125 20%	21 16%	16 16%	8 12%	89 23%	46 21%	21 24%
Somewhat agree	575 58%	275 57%	300 58%	129 56%	236 58%	209 58%	212 59%	363 57%	72 55%	53 52%	39 57%	222 56%	134 61%	56 65%
Somewhat disagree	175 18%	92 19%	83 16%	42 18%	73 18%	60 17%	57 16%	119 19%	27 21%	22 21%	17 24%	68 17%	34 16%	8 9%
Completely disagree	48 5%	29 6%	19 4%	12 5%	21 5%	14 4%	14 4%	34 5%	10 8%	11 11%	5 7%	15 4%	6 3%	1 2%
Summary														
Top 2 Box - Agree	776 78%	362 75%	414 80%	178 77%	313 77%	284 79%	288 80%	488 76%	93 71%	69 68%	47 69%	311 79%	179 82%	76 89%
Bottom 2 Box - Disagree	223 22%	121 25%	102 20%	54 23%	95 23%	74 21%	71 20%	152 24%	37 29%	33 32%	21 31%	83 21%	40 18%	9 11%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

14_2. How much do you agree/disagree that the green performance of companies would affect your decision to take each of the following actions? - I would recommend to someone else not to buy products from a 'non-green' company

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	119 12%	59 12%	60 12%	19 8%	51 12%	48 14%	48 13%	70 11%	15 12%	5 5%	5 7%	41 11%	40 18% IJK	12 14%
Somewhat agree	362 36%	164 34%	198 38%	86 37%	139 34%	135 38%	145 40%	217 34%	46 35%	29 29%	25 36%	149 38%	82 37%	31 36%
Somewhat disagree	379 38%	181 38%	198 38%	84 36%	163 40%	132 37%	127 35%	252 39%	46 36%	40 39%	30 44%	148 37%	82 37%	34 39%
Completely disagree	140 14%	79 16%	61 12%	42 18%	55 13%	43 12%	38 11%	101 16% F	22 17% L	28 27% KLM	9 13%	56 14% L	16 7%	9 11%
Summary														
Top 2 Box - Agree	481 48%	223 46%	257 50%	106 46%	190 47%	184 51%	193 54% G	287 45%	61 47%	35 34%	30 44%	190 48% I	122 56% I	43 50%
Bottom 2 Box - Disagree	519 52%	260 54%	259 50%	126 54%	218 53%	175 49%	166 46%	353 55% F	69 53%	67 66% KL	39 56%	204 52%	98 44%	43 50%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

14_3. How much do you agree/disagree that the green performance of companies would affect your decision to take each of the following actions? - I would not buy any products from a company I consider not to be green

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M
Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	94 9%	43 9%	50 10%	15 6%	38 9%	41 11%	39 11%	54 8%	10 7%	5 4%	3 5%	37 9%	32 14% IJ	8 9%
Somewhat agree	357 36%	165 34%	192 37%	82 35%	130 32%	144 40% D	141 39%	216 34%	41 31%	30 30%	23 34%	124 32%	96 43% HIK	43 50% HIK
Somewhat disagree	432 43%	199 41%	232 45%	100 43%	190 47% E	142 39%	141 39%	291 45%	60 46%	43 42%	31 46%	180 46%	84 38%	33 39%
Completely disagree	117 12%	75 16% B	42 8%	35 15%	49 12%	33 9%	38 11%	79 12%	20 15% LM	24 24% KLM	10 15% LM	52 13% LM	8 4%	2 2%
Summary														
Top 2 Box - Agree	450 45%	209 43%	242 47%	97 42%	169 41%	184 51% D	180 50% G	270 42%	50 39%	35 34%	27 39%	161 41%	127 58% HIJK	51 59% HIJK
Bottom 2 Box - Disagree	549 55%	275 57%	275 53%	135 58%	239 59% E	174 49%	179 50%	370 58% F	80 61% LM	67 66% LM	42 61% LM	233 59% LM	92 42%	35 41%

Icynene: Homeowner Omnibus (Canada)

Detailed tables

14_4. How much do you agree/disagree that the green performance of companies would affect your decision to take each of the following actions? - I would always consider buying products from a green company first

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K/L/M

Overlap formulae used. * small base

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	188 19%	82 17%	106 21%	49 21%	62 15%	77 21% D	70 19%	118 18%	28 21%	15 15%	7 11%	67 17%	45 20%	26 31% IJK
Somewhat agree	532 53%	245 51%	287 56%	117 50%	224 55%	191 53%	207 58%	325 51%	61 47%	47 46%	38 56%	218 55%	127 58%	42 49%
Somewhat disagree	219 22%	115 24%	104 20%	48 21%	98 24%	72 20%	61 17%	157 25% F	27 21%	19 19%	18 27%	93 24%	46 21%	15 17%
Completely disagree	61 6%	42 9% B	19 4%	18 8%	24 6%	19 5%	21 6%	40 6%	15 11% KL	21 20% JKLM	4 6% L	16 4%	2 1%	3 3%
Summary														
Top 2 Box - Agree	720 72%	327 68% A	393 76% A	165 71%	286 70%	268 75%	277 77% G	443 69%	89 68%	62 61%	45 67%	285 72%	171 78% I	68 80% I
Bottom 2 Box - Disagree	279 28%	156 32% B	123 24%	67 29%	122 30%	91 25%	82 23%	198 31% F	42 32%	40 39% LM	23 33%	109 28%	49 22%	17 20%