

Most (95%) Potential Homebuyers Say Finding a Home with Low Energy Consumption is an 'Important' Consideration

Nine in Ten (93%) Homebuyers Would be Interested in Having a Standardized Energy Rating for Homes

Public Release Date: Wednesday, March 25, 2009, 6:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*

Most (95%) Potential Homebuyers Say Finding a Home with Low Energy Consumption is an ‘Important’ Consideration

Nine in Ten (93%) Homebuyers Would be Interested in Having a Standardized Energy Rating for Homes

Toronto, ON – Three in (27%) ten Canadians say that they’re at least ‘somewhat likely’ to purchase a home in the next two years, according to an Ipsos Reid poll conducted behalf of RBC, and most (95%) of these potential homebuyers say that finding a ‘home with low energy consumption’ is an ‘important’ (54% very/41% somewhat) consideration.

In fact, the only two considerations to place ahead of this were ‘reasonable property taxes’ (98%) and ‘the size of the home’ (96%), while the ‘look/appearance of the home’ (94%), ‘available parking’ (90%), ‘low land transfer taxes’ (86%), ‘convenient location to work/schools’ (81%), ‘environmentally-friendly features like low-flow toilets’ (77%), and ‘convenient locations to highways’ (62%) were mentioned as ‘important’ by fewer Canadians.

Further, nine in ten (93%) potential homebuyers say they would be ‘interested’ (47% very/45% somewhat) in standardized energy rating for all homes, which would act as an assessment of the energy-efficiency performance of a home. Just 7% are ‘not interested’ (1% not at all/6% not very) in this type of rating.



Two in three (65%) Canadians believe that it's buyer's market out there right now, and the most popular type of home among potential homebuyers is a detached home (68%), followed by condos and lofts (12%), townhouses (8%) or semi-detached homes (6%).

Downsizing is gaining steam, with one quarter (27%) of current homeowners who are looking to move saying that they intend to purchase a smaller home, up 8 points from last year. Conversely, 47% are looking to purchase a bigger home, down 5 points from last year. One quarter (25%) are looking for a home the same size as the one they currently own, down 4 points.

These are the findings of a poll conducted on behalf of RBC from January 6 to 9, 2009. This online survey of 2,026 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls 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. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 2.2 percentage points, 19 times out of 20, had the entire adult population of Canada been polled.

For more information on this news release, please contact:

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

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>