

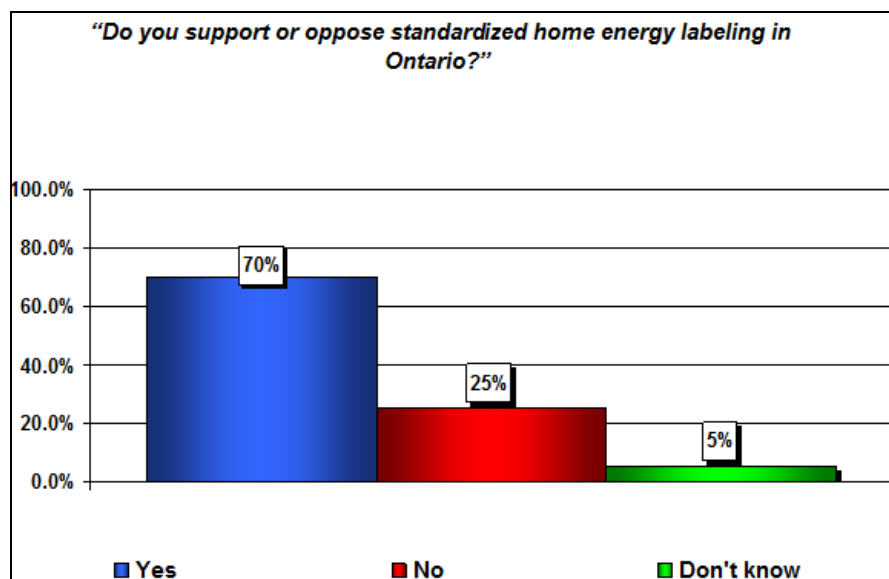


Media Release

## New poll shows 7 out of 10 Ontarians support standardized home energy labelling

(Ottawa, ON, August 23, 2012) NAIMA Canada, the national association representing mineral wool insulation manufacturers, today released a public opinion poll focused on home energy efficiency labelling in Ontario.

The polling found a strong majority of Ontarians support standardized energy efficiency labelling of homes. Seventy percent of respondents said they supported standardized home energy labelling.



These polling numbers are even higher than data collected on a similar matter in 2009. At that time, when asked about their support or opposition to standardized home energy labelling, more than six in ten respondents (62%) stated that they support the measure, while less than three in ten (29%) opposed it. The other 9% did not know.

Home labelling is intended to allow individuals to calculate the energy efficiency of a home at time of sale, with the intent that consumers better understand the operating costs associated with their new purchase—the “second price tag.” Properly insulating a home is one of the most cost-effective measures a homeowner can do to increase their home’s energy efficiency.

Jay Nordenstrom, Executive Director of NAIMA Canada, noted, “We closely monitor energy efficiency trends, public opinion, and government policy both here in Ontario and across Canada. While we are not surprised by the increase in support for home labelling, we remain concerned that the energy debate continues to centre on energy production instead of conservation. This poll demonstrates there is an increasing knowledge that the least expensive and cleanest energy is saved energy.”

The lack of progress in home labelling was recently addressed by the Environmental Commissioner of Ontario in the *Annual Energy Conservation Progress Report – 2011 (Volume One)*. According to the report, homebuyers’ access to information about a home’s energy use is limited.

“Ontarians are ready for regulated energy efficiency labelling to one of the most expensive purchases they will ever make in their lifetime—their home,” Mr. Nordenstrom concluded. “They want to know how much a home costs to operate and what they can do to improve their energy efficiency, decrease their utility bills, and increase the value of their homes.”

NAIMA Canada commissioned Oraclepoll Research Limited to conduct a survey of 1,000 randomly selected Ontario residents. The interviews were conducted via telephone between August 2 and August 8, 2012 (the margin of error for this poll is +/- 3.1% 19/20 times).

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*NAIMA Canada is the association for North American manufacturers of fibre glass, rock wool, and slag wool insulation products doing business in Canada. Its role is to promote energy efficiency and environmental preservation through the use of fibre glass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials.*