

Media Release

Albertans understand the value of home energy efficiency and are supportive of a better building code in order to get it

(Calgary, Feb. 2, 2010) A poll of Alberta consumers, commissioned by the Pembina Institute, NAIMA Canada and the Consumers Council of Canada, illustrates the very strong interest Albertans have in home energy efficiency and their support for an updated provincial building code.

96% of Albertans surveyed responded that household energy conservation and energy efficiency in their homes are very important (59%) or important (37%), with 87% supporting the provincial government implementing stronger energy efficiency standards for new homes.

“Albertans understand and are overwhelmingly supportive of increasing the energy efficiency of our homes. These polling results indicate that there is little political risk in the province updating the building code and putting Alberta on an energy efficiency leadership path,” says Jesse Row, a Director at the Pembina Institute.

A significant majority (87%) of Albertans support the government enacting legislation that establishes more aggressive household energy efficiency levels. The average national EnerGuide rating of new homes in Canada is 76. Alberta’s current average is only 71. Albertans can judge their politicians’ performance in the scheduled review of the Alberta building code, when they consider that British Columbia’s rating is 77 and Ontario’s is 78-80.

“Energy efficiency has become a base standard consumers expect in a new home,” says Consumers Council of Canada President Don Mercer. “Canadians understand the negative impact on their pocketbooks posed by rising energy prices. They are embracing choices that are good for the environment, increase their comfort and lower energy bills.”

“This research clearly shows that Albertans see value in an energy efficient home,” says Stephen Koch, Executive Director, NAIMA Canada. “Canadians know that energy efficiency means saving money,” Koch concluded. “If the government of Alberta matches the energy efficiency standards in building codes in other leading provinces, new home owners in Alberta could save up to \$625 a year.”

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Research notes: The survey was conducted on 621 randomly selected residents of Alberta (interviewed by telephone – the margin of error is +/- 3.9%, 19/20 times) from January 7-20, 2010. The poll was conducted by Oraclepoll Research. Contact: Paul Seccaspina 416-986-7937

The Pembina Institute is a national non-profit think tank that advances sustainable energy solutions through research, education, consulting and advocacy. It promotes environmental, social and economic sustainability in the public interest by developing practical solutions for communities, individuals, governments and businesses. The Pembina Institute provides policy research leadership and education on climate change, energy issues, green economics, energy efficiency and conservation, renewable energy, and environmental governance.

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. NAIMA Canada is a sister organization to the North American Insulation Manufacturers Association (NAIMA).

The Consumers Council of Canada is an independent, not-for-profit organization federally incorporated in 1994 to bring a consumer voice to important local, regional and national issues. The Council works collaboratively with consumers, business and government to solve marketplace problems. We aim to inform consumers, business, and government alike about their rights and obligations.