



NEWS RELEASE

4TH ANNUAL ENERQUALITY SURVEY SHOWS IMPORTANCE OF ENERGY EFFICIENCY AMONG HOME BUYERS, DESPITE RECESSION

TORONTO – October 19, 2009...The 2009 EnerQuality Energy Efficiency/Green Building Survey, released today, reports nine out of 10 Ontario homebuyers still value energy efficiency when making new home purchase decisions.

EnerQuality President Corey McBurney said, "This Survey was based on 1,638 detailed responses from new homebuyers in the Greater Toronto Area (GTA) and in the Regional Municipality of Ottawa-Carleton, all of whom closed new, low-rise home purchases in 2008 and who indicated they valued energy efficiency when making a new home purchase decision.

"Cost savings was the number one reason cited for choosing energy efficiency options, with 79 per cent of buyers surveyed purchasing at least one energy efficient feature for their new homes, a big jump from the 60 per cent recorded in our 2008 Survey," added McBurney.

EnerQuality Corporation is the leading service organization responsible for delivering ENERGY STAR® for New Homes, R-2000 and EnerGuide Rating System initiatives, as well as the Canada Green Building Council's new LEED Canada for Homes and EnerQuality's own GreenHouse™ Certified Construction new house certification programs.

During 2009, first time homebuyers were the most likely group to select cost savings as the reason for adopting energy efficient features. All categories of home buyers had a high degree of support for other reasons behind 'green' options:

- 82 per cent supported improved air quality
- 76 per cent water conservation
- 64 per cent were for reducing construction waste
- 61 per cent for increasing use of recycled materials
- 52 per cent for using less construction materials.

Added McBurney, "Ontario homebuyers put their money behind their words. Purchasers paid an average of \$3,707 for energy efficient features in new homes, up \$500 from 2008, despite the tough economy. Part of the reason for this is that energy efficient features provide a net decrease in the cost of owning a home to the tune of hundreds of dollars per year."

Homebuyers are willing to pay an average of \$13,183 for an energy efficient home. Forty per cent of buyers were willing to pay an additional \$10,000 for a green home in 2009, compared to only 22 per cent in last year's survey.

An astounding 92 per cent of homebuyers are likely to choose an energy efficient home again in the future.

“More work needs to be done on the industry side of the green housing equation,” added McBurney. “While 37 per cent of homebuyers didn’t purchase Energy Efficient features either because the builder didn’t mention these options (27 per cent) or didn’t explain their importance (10 per cent).”

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To download EnerQuality's 2009 Survey Report please click here: [2009 EnerQuality Report Presented Oct 19 09](#)

About EnerQuality

EnerQuality Corporation (www.enerquality.ca) is committed to helping builders build more energy efficient and sustainable homes. Founded in 1998 and supported by their A-list of partners, EnerQuality is a Service Organization licensed to deliver NRCan’s ENERGY STAR® for New Homes, and R-2000, EnerGuide Rating System initiatives, as well as LEED Canada for Homes and EnerQuality’s new GreenHouse™ Certified Construction initiative. EnerQuality promotes energy efficient and sustainable building practices through three main initiatives: 1) CERTIFICATION: Their labeling program provides the quality assurance that makes it easy to find an energy efficient home; 2) TRAINING: They train builders, trades and professionals in the products and practices of energy efficient housing; 3) CONSULTING: They work with builders to help them embrace energy efficient building practices. EnerQuality is committed to being the driving force behind efforts to improve the way new homes are built for home buyers.

To download the 2009 EnerQuality Energy efficiency/Green Building Study, visit www.enerquality.ca

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