



**Ontario Real Estate
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News Release

**Two Thirds (65%) of Ontario Homeowners Oppose McGuinty
Government Proposed Mandatory
Home Energy Audit Program
*Principal Residence Homeowners Overwhelmingly Support
Voluntary (92%), Not Mandatory (8%), Audits***

Toronto, April 20, 2009 –A poll released today by the Ontario Real Estate Association (OREA) indicates that two-thirds (65%) of Ontario's principal residence homeowners oppose the recently proposed McGuinty government mandatory home energy audit program and instead overwhelmingly favor voluntary audits (92%).

Moreover, the poll found that 70 per cent of Ontario homeowner's think that mandatory home energy audits will deter homeowners from selling their home, having a detrimental effect on the real estate sector and the Ontario economy.

The poll was conducted by Ipsos-Reid for the Ontario Real Estate Association (OREA) to judge consumer reaction to the provincial government's proposal for mandatory home energy audits prior to sale.

The survey also found:

- Two thirds (62%) of Ontario homeowners believe proposed program is a "poor idea" and seven in 10 (68%) say it's unnecessary
- A massive majority (94%) of Ontario homeowners believe mandatory home energy audits will impose significant cost on home sellers and first time buyers (82%)

“During these difficult economic times, homeowners are right to oppose a system of mandatory requirements that could see them paying thousands of dollars to preserve equity in their homes,” said Pauline Aunger, President of OREA.

REALTORS® are primarily concerned that the results of these energy audits will be used by home buyers as bargaining chips to significantly reduce the final selling price.

“Mandatory home energy audits will erode hard earned home equity,” said Mrs. Aunger. “Now is not the time for increased regulation of Ontario’s homeowners. Consumer spending and the real estate industry are vital to the recovery of our economy,” she said.

“Today’s poll is very compelling evidence that Ontario’s homeowners don’t want mandatory home energy audits,” said John Wright, Senior Vice President of Ipsos Reid, who conducted the poll.

OREA supports a system of voluntary home energy audits combined with improved incentives to offset more of the costs of energy efficiency retrofits.

OREA represents 47,000 brokers and salespeople who are members of the 42 real estate boards throughout the province. Members of the association may use the “REALTOR®” trademark, which identifies them as real estate professionals who subscribe to a high standard of ethics and service.

The findings of the poll conducted March 30 to April 1, 2009 of 692 principal residence homeowners in Ontario from Ipsos Reid at <http://www.ipsos-na.com/news/>

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Two Thirds (65%) of Ontario Homeowners Oppose McGuinty Government Proposed Mandatory Home Energy Audit Program

*Principal Residence Homeowners Overwhelmingly Support
Voluntary (92%), Not Mandatory (8%), Audits for Home Sellers*

Toronto, ON -The McGuinty government's proposed mandatory energy audit for Ontario's homeowners prior to the sale of their homes has sparked opposition among the province's principal residence owners according to a poll released today by the Ontario Real Estate Association and conducted by Ipsos Reid.

Two thirds (65%) of principal residence homeowners across the province oppose the proposed mandatory home energy audit program compared with just 35% who support such a program and, if given the choice, an overwhelming majority (92%) of principal residence owners think that the home energy audits should be voluntary as opposed to mandatory (8%) for homeowners.



Further, 70% of principal residence owners believe that mandatory home energy audit information will deter homeowners from selling homes, thus be detrimental to the real estate sector and Ontario's economy (70% -- 30% strongly/40% somewhat) compared with 30% who disagree (6% strongly/25% somewhat).

Two thirds (62%) of Ontario homeowners believe proposed program is a "poor idea", seven in 10 (68%) say it's unnecessary ...

Overall, two thirds (62%) of Ontario homeowners believe that the proposed mandatory home energy audit program is a "poor idea" (29% poor/32% very poor) compared with 38% who think that it is a "good idea" (29% good/9% very good).

Further, all things considered, seven in 10 (68%) principal residence homeowners throughout the province think that this kind of energy audit and the possible expense of carrying it out is an unnecessary component added to the home buying and selling transaction process compared with 32% who believe it is a necessary component that should be added to that process.

A massive majority (94%) of Ontario homeowners believe mandatory home energy audits will impose significant cost on home sellers and first time buyers (82%) ...



Regardless of their support or opposition to the new proposed program, 94% (36% somewhat/56% strongly) of Ontario's principal residence homeowners believe that mandatory home energy audits will impose a significant cost on home sellers, especially those with older houses who will have difficulty selling their home without having to spend money on expensive energy retrofits thus reducing their home equity. A mere 6% (5% somewhat/1% strongly) disagree with this position.

Further, a full majority (82%) of homeowners believe that mandatory home energy audits will impose a significant cost on first time homebuyers who typically buy resale homes that will now be too expensive due to energy retrofits (82%) compared with just one in five (18%) who disagree.

These are the findings of a poll conducted on behalf of the Ontario Real Estate Association from March 30 to April 6, 2009. This online survey of 692 principal residence homeowners in Ontario was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll 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 Ontario 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 +/- 3.8 percentage points, 19 times out of 20, had the entire adult Ontario principal homeowner population been polled.



Ipsos Reid

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