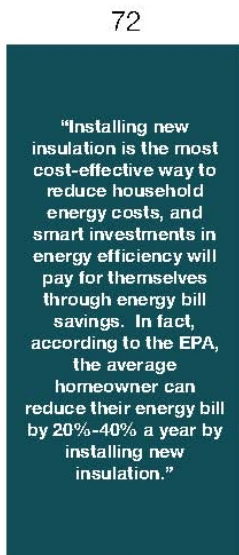


## Insulation Messages Resonate With Youth

In August 2010, the Council of the North American Insulation Manufacturers Association commissioned a nationwide poll of 800 registered voters to determine knowledge and views of the general public regarding energy efficiency and to test messages about the energy efficiency benefits of insulation. The results revealed messages about the benefits of insulation resonate particularly well with voters in the 18-34 year-old age demographic.

■ % saying this information would make them  
"more likely" to install new insulation in their home



RVs



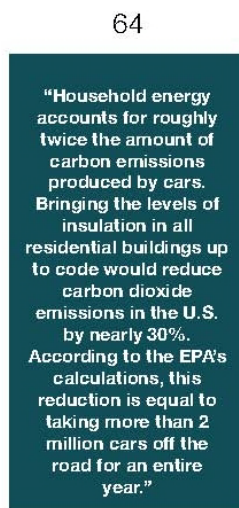
■ % saying this information would make them  
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RVs

