











The New York Times

Home Efficiency Opportunities

A recent study by McKinsey & Company showed the potential for major energy savings in the United States from relatively simple home improvements. The required investment in these improvements would be paid for by the savings over their lifetime.

TYPE OF IMPROVEMENT <i>In existing homes</i>	POTENTIAL ENERGY SAVINGS <i>In trillions of B.T.U.'s</i>	COST <i>Per million B.T.U.'s</i>
Seal ducts	 510	\$ 4.90
Insulate basement	 290	4.70
Install programmable thermostat	 230	4.20
Insulate attic	 180	5.50
Upgrade heating equipment*	 160	11.40
Seal home air leaks	 160	7.60
Perform heating, ventilation and air conditioning maintenance	 130	6.80
Install wall sheathing*	 100	7.70
Upgrade windows*	 100	7.30
Insulate slab foundation	 30	13.70

*Cost savings occur primarily from replacement at end of equipment's life.

Source: McKinsey & Company

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