

# Preparing their Homes for Winter

*Americans Saving on Heating Costs by Sealing Air Leaks (41%),  
Turning down the Heat (34%) and Adding Insulation (20%)*

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**Ipsos Reid**

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## Preparing their Homes for Winter

### *Americans Saving on Heating Costs by Sealing Air Leaks (41%), Turning down the Heat (34%) and Adding Insulation (20%)*

**Toronto, ON** – In preparation for the coming winter, a recent Ipsos Public Affairs poll conducted on behalf of Icynene reveals that many Americans are taking various steps to reduce their energy consumption to keep their heating bills in check. In light of the fact that almost all (97%) Americans agree that reducing energy use at home is important in order to save money, Americans who have not yet taken these steps to increase their energy efficiency are beginning to seal air leaks (41%) within their homes, turn down the heat (34%), add insulation (20%), or installing a high-efficiency heating and cooling system (15%).

- Residents of the Northeast (46%) are the most likely to claim that they will seal air leaks before the winter arrives. Those in the South are the least likely (39%) to say that they will be sealing air leaks before the winter season.
- Residents of the West are the most likely (40%) to suggest that they will turn down the heat in the winter. Midwesterners, however, are the least likely (23%) to claim that they will take this step.
- North-easterners and Midwesterners (22%) are the most likely to claim that they will add insulation before the winter arrives, while Westerners are the least likely (15%).
  - Interestingly, when shopping for insulation, Americans are more likely to consider the product's 'R-Value Rating' than its ability to seal air leaks.

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Further, the results of the survey show that Americans, on average, claim to have paid an average of \$250 a month for heating and cooling last year, with 4% of Americans paying over \$1,000 a month for their heating and cooling.

- Northeasterners claim to pay the most, paying an average of \$344 a month. Residents of the West, however, say they pay the least (\$214/month).

Perhaps as a result of rising energy costs and growing concern over environmental issues, many Americans appear to be taking steps to reduce their energy consumption going forward. However, there are some Americans who do not claim to be making changes to their homes in order to increase energy efficiency and save on costs.

For example, six in ten (62%) Americans have not switched to a high-efficiency heating system in the past two years and do not plan to do so for this coming winter. A majority (55%) of Americans have not added insulation over the past two years and do not plan on doing so for this upcoming winter. Furthermore, three in ten (29%) Americans have not sealed air leaks and two in ten (17%) have not turned down the heat over the last two years, and do not intend to do so for the winter season.

*These are some of the findings of an Ipsos Public Affairs poll conducted on behalf of Icyne from April 19 to April 23, 2007. For the survey, a representative randomly selected sample of 1236 adult homeowners was interviewed online. With a sample of this size, the results are considered accurate to within  $\pm 2.7$  percentage points, 19 times out of 20, of what they would have been had the entire adult population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual American population according to Census data.*



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