



## **New Study Quantifies Work-From-Home Savings For Earth Day**

FOR IMMEDIATE RELEASE

April 17, 2008

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### **NEW STUDY QUANTIFIES WORK-FROM-HOME SAVINGS FOR EARTH DAY**

Nationwide Analysis by County and City Confirms Telework Can Save Money, Oil, and Cut Pollution

San Diego CA - April 17, 2008 - An analysis of research by SBA, EPA, DOT, and Census Bureau data announced today offers hope for Earth Day. The study shows that while less than 5% of the U.S. workforce currently work from home, 40% have jobs that would allow them to telecommute. If they did, according to the study, these new teleworkers could annually save 625 million barrels of oil (roughly the annual petroleum output of Libya), reduce greenhouse gases by 107 million metric tons of CO<sub>2</sub> each year, and save almost \$43 billion at the pump. Each worker individually would save 26 work-days and over \$800 each year -- time and money now wasted commuting.

Independent researchers Kate Lister and Tom Harnish say the findings are the result of their ongoing effort to quantify the costs and benefits of telecommuting for workers, employers, communities, and the nation. Earlier results, which they reported in January, revealed that increased telework could reduce Gulf oil imports by 80%. Their work is part of background research for a book on telework and home based business opportunities to be published by John Wiley & Sons titled Undress 4 Success.

Details of their new research are available at <http://undress4success.com/research> where website visitors can look-up existing and potential telework savings for every city, state, county, and region in the country. The researchers will customize the data--free of charge--for reporters, government agencies, companies, and other organizations who want to know the potential impact telework could have on their carbon footprint. Requests can be submitted through the website.

“There’s all kinds of research that suggests telecommuting or working from home offers benefits for all concerned,” says Lister, “but we wanted to put some numbers behind the claim. In one sense the commuting time saved means a teleworker gets a day off every

other week, but report after reports shows that people use that extra time productively instead.”

According to Harnish, “While telework offers individuals who can work from home a better work/life balance, it also offers companies real increases in productivity, higher worker satisfaction, and reduced costs. Telecommuting also offers the community reduced highway congestion, lower greenhouse gas emissions, and less dependence on foreign oil. Telework can make a real contribution to improving our environment.”

Kate Lister is a former banker, venture capital consultant, and business owner. Tom Harnish, her partner and husband, is a former Consulting Scientist with Booz, Allen & Hamilton, Senior Scientist for the Online Computer Library Center, and CEO of Flightline Electronic Publishing. Together they wrote Finding Money—The Small Business Guide To Financing and The Directory of Venture Capital, both published by John Wiley & Sons. They are currently working on Undress 4 Success - The Naked Truth About Working From Home, also a Wiley book.

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*If you'd like more information, or want to schedule an interview, call 760-473-2574 or email Kate and Tom at [info@undress4success.com](mailto:info@undress4success.com)*