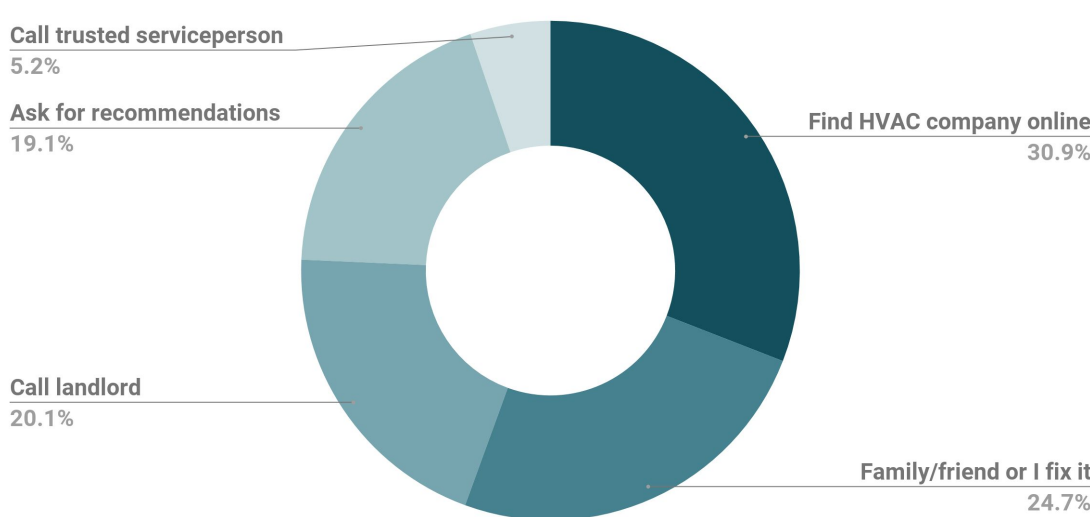


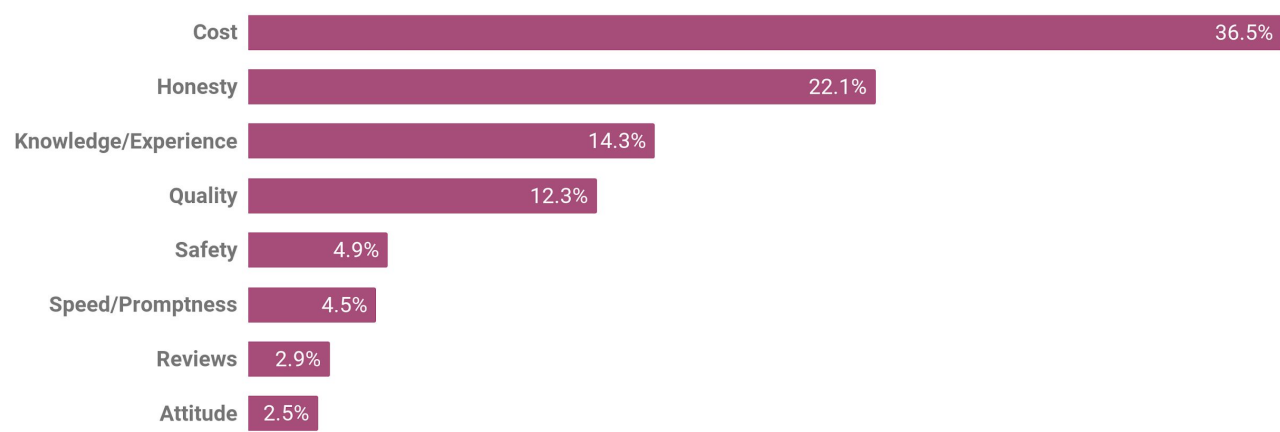
State of Consumer HVAC 2019

Today's consumer has more choices than ever when it comes to heating, ventilation, and air conditioning, as well as high expectations of HVAC professionals. We invite you to use the following data to better understand the consumer HVAC landscape, mindset, and behavior.

Preferred approach to HVAC issue

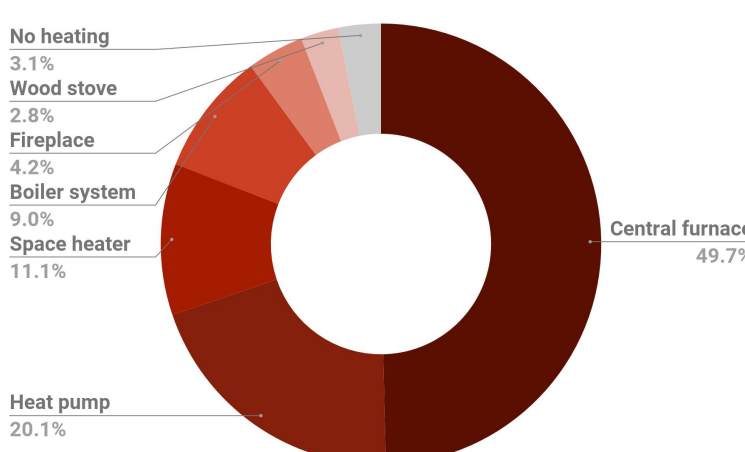


Concerns regarding hiring HVAC professionals

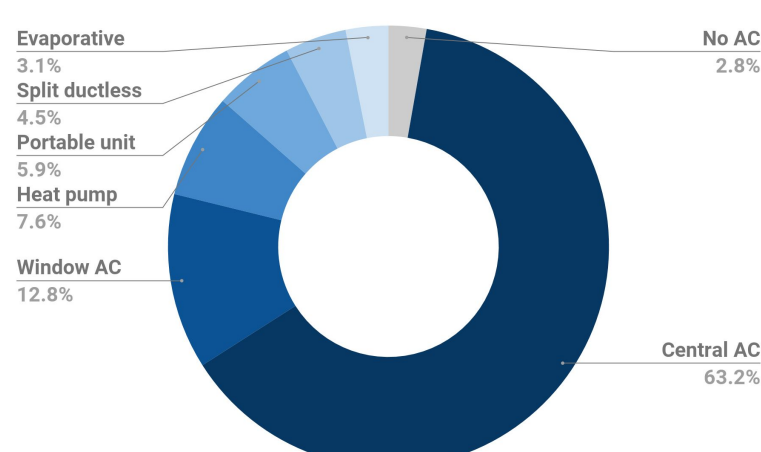


The most common consumer approach to fixing an HVAC issue is to find professionals online, highlighting the importance of digital communication. When considering hiring an HVAC professional, the most important factor was cost, followed by honesty. Respondents indicated fear of being “ripped off” or deceived when dealing with HVAC issues. Many were also wary of inexperienced workers.

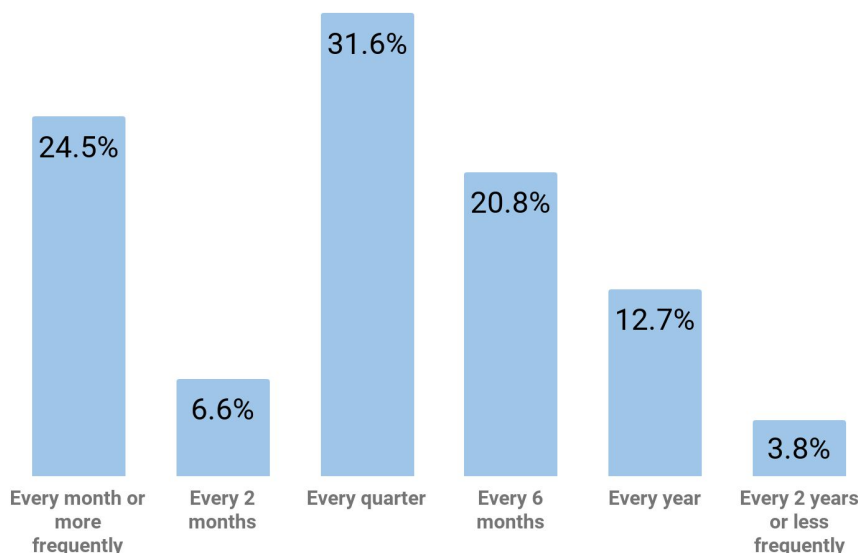
Primary home heating system



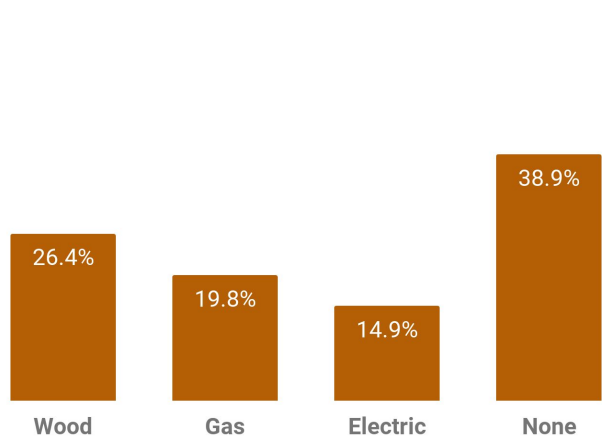
Primary home cooling system



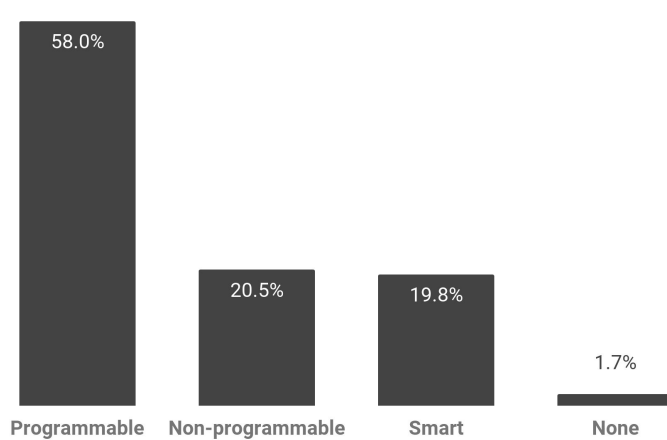
Frequency of home air filter change (central air only)



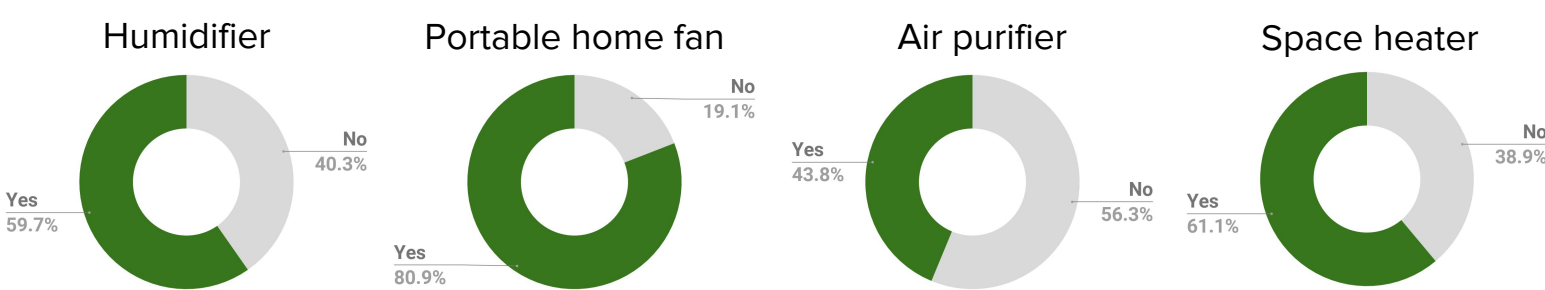
Fireplace used at home



Thermostat used at home

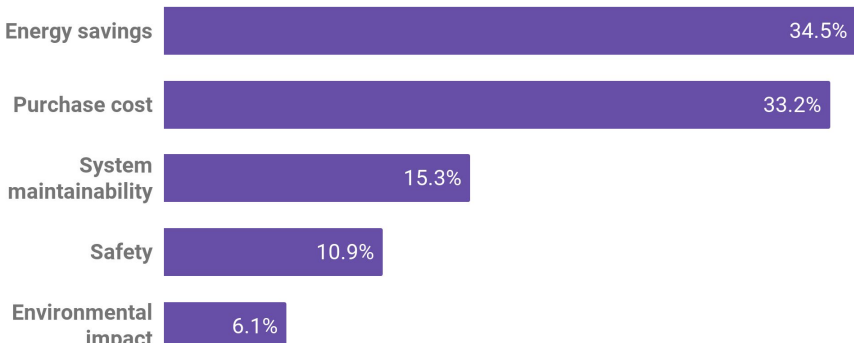


Do you own a(n)...?



Unsurprisingly, central heating and cooling are the most common HVAC systems. However, over a third of central air users change their air filters every 6 months or less often. Smart thermostats have made their way into nearly 20% of homes now, though a majority still rely on programmable thermostats.

Most important factor when buying HVAC system



Recognized HVAC brands



When buying an HVAC system, consumers gravitated towards affordability as a key component of their decision, whether that was to lower energy bills or the initial purchase cost. When asked which HVAC-related brands they respected, consumers identified Trane, Carrier, and Lennox as their top 3 picks.

n=288
US & Canada