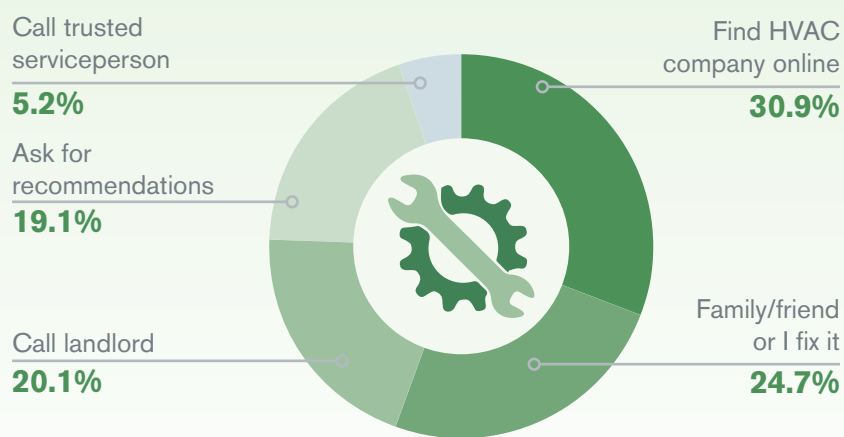


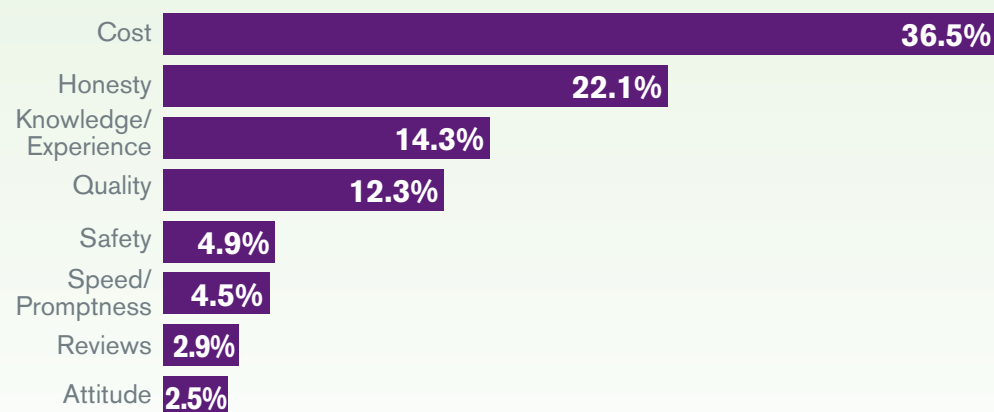
# the NEWS State of Consumer HVAC 2019

Today's consumers have more choices than ever when it comes to heating, ventilation, and air conditioning. They also have 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

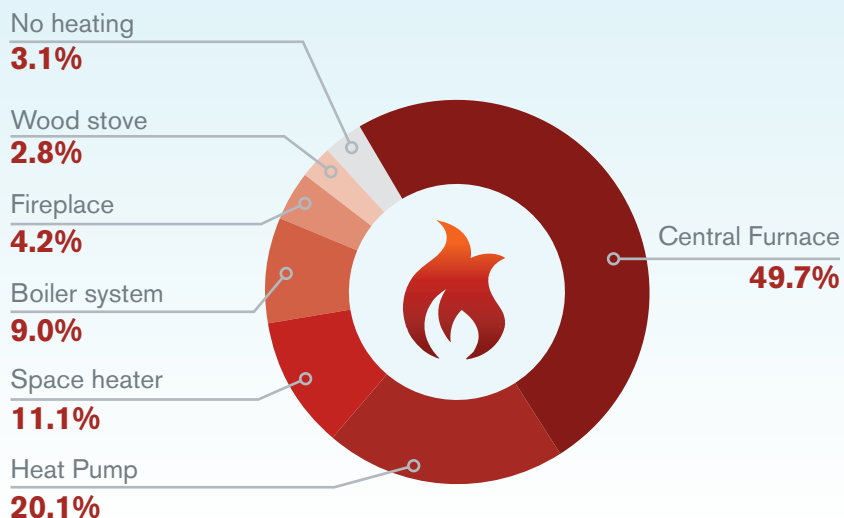


## CONCERNS REGARDING HIRING HVAC PROFESSIONALS

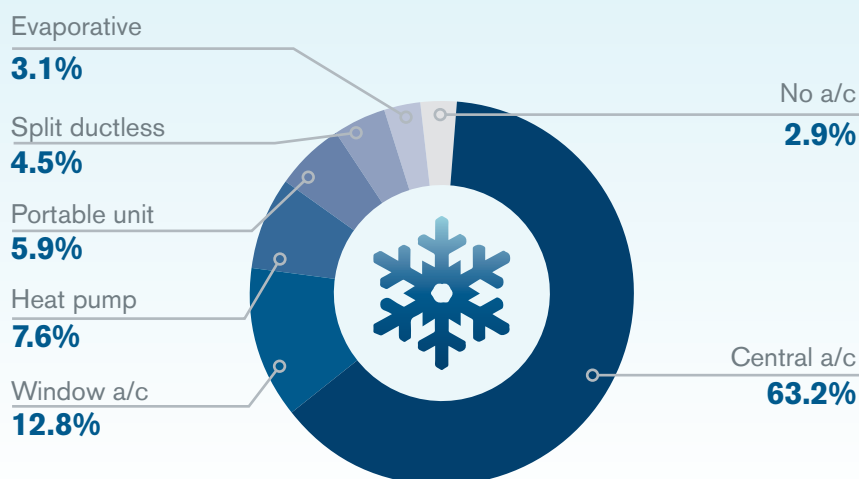


The most common consumer approach to fixing an HVAC issue is to find professionals online, which highlights the importance of digital communication. When considering hiring an HVAC professional, the most important factor was cost, followed by honesty. Respondents indicated fear of being "ripped off"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

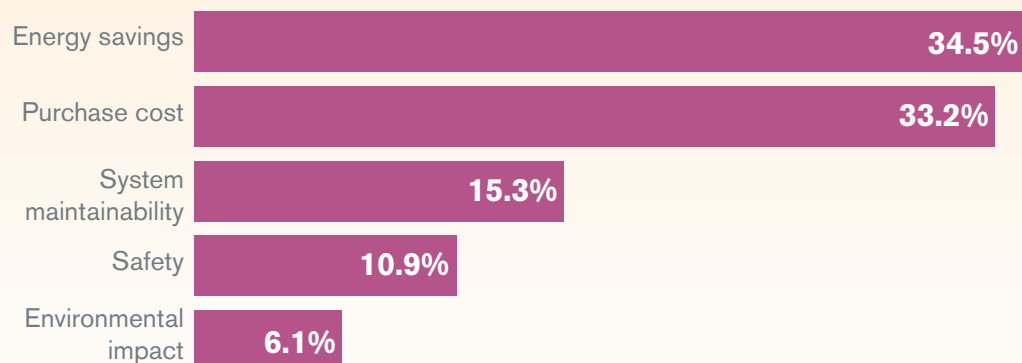
## PRIMARY HOME HEATING SYSTEM



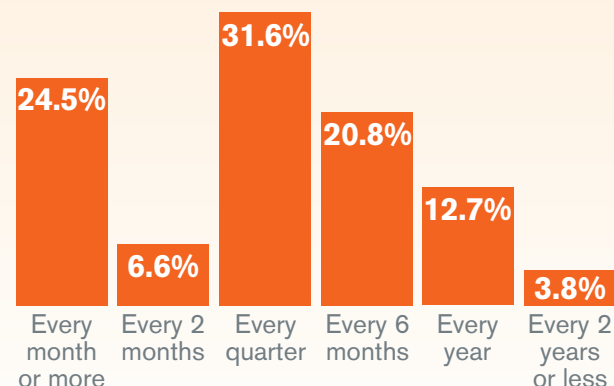
## PRIMARY HOME COOLING SYSTEM



## MOST IMPORTANT FACTOR WHEN BUYING HVAC SYSTEMS



## FREQUENCY OF HOME AIR FILTER CHANGE (CENTRAL AIR ONLY)



When buying an HVAC system, consumers gravitate toward affordability as a key component of their decisions, whether that was to lower energy bills or the initial purchase cost.