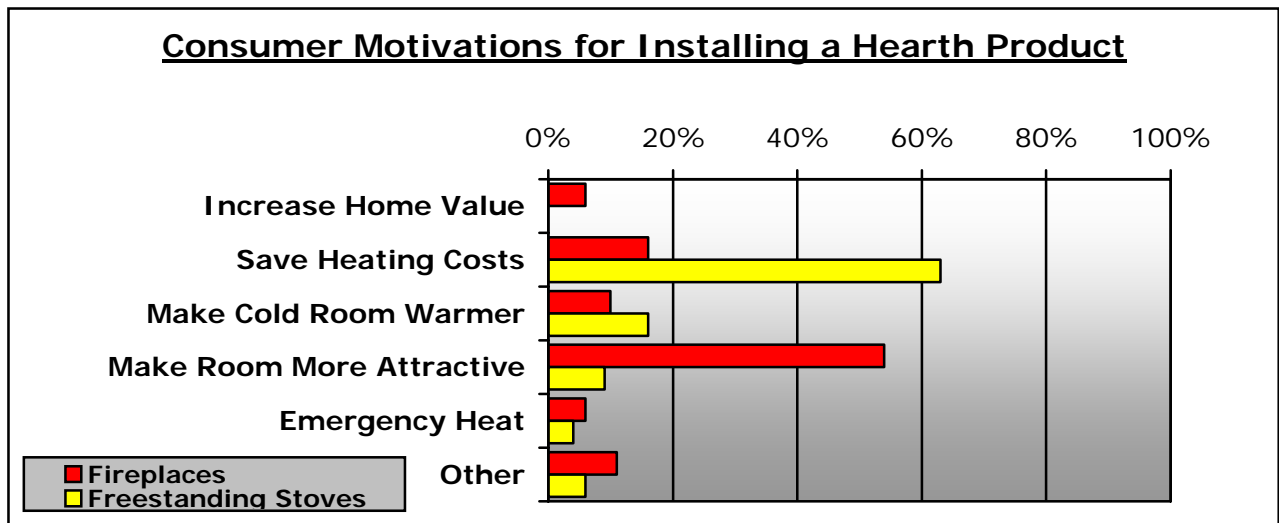
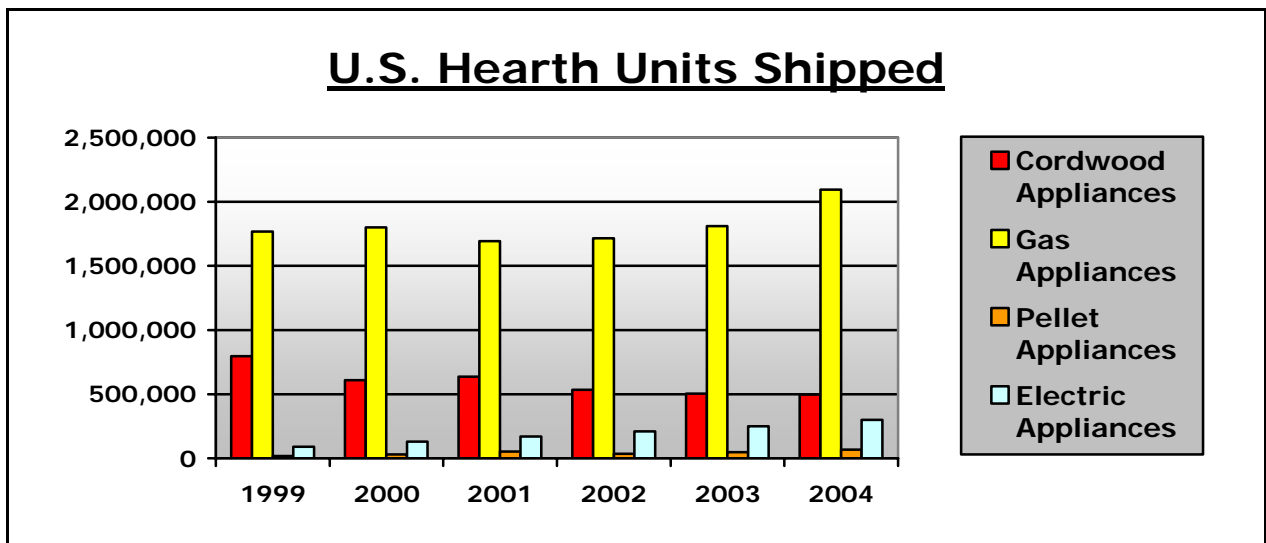


2005 Hearth Products: Hotter than Ever!

Half of U.S. households (55 million) have at least one fireplace or freestanding stove.

Six out of 10 new homes built in the U.S. today have at least one fireplace.

2.6 million hearth appliances were shipped in 2003; 1.8 million were gas fueled models.



(all figures are based on data submitted by reporting companies, HPBA estimates and the 2004 HPBA Fireplace & Stove Usage & Attitude Study)

More interesting facts about hearth products...

- Fireplace sales and installations represent a \$5 billion annual value.
- Fireplaces rank among the top 3 features desired by buyers of new homes; the other two are outdoor porches and upgraded kitchens. (NAHB)
- 75 percent of factory built fireplaces are installed during new construction. (NAHB)
- 71 percent of decisions to install are by the builder; 24 percent by the purchaser of the new house.
- Typical perceived cost of post-construction installation: \$2-4K for a fireplace, \$1K for a freestanding stove.
- 53 percent of fireplace owners consider their fireplace to be a major design feature in their home.
- 31 percent of stove owners view their stove as a major source of heat; 56 percent consider it to be a secondary source.
- 58 percent of fireplace owners use them to enhance atmosphere, while 66 percent of stove owners use their stoves to save on heating costs.
- Stoves are more likely to be used than fireplaces, as 83 percent of stove owners are heavy users (use 12-24+ times/year) compared to 58 percent of fireplace owners.
- Gas fireplaces are more likely to be burned (63 percent) than wood fireplaces (53 percent) but for a shorter length of time, averaging 2.4 hours (vs. 3.8 hours for cordwood). The ready supply of fuel and instant-on/off capability is the reason why gas fireplace owners use their fireplace more frequently and for less time.
- The average age of a wood fireplace is 23 years (seven out of eight are more than 10 years old), therefore making them more likely targets for updating. The average age of a freestanding stove is 13 years. Gas fireplaces are much newer, with an average age of 6 years.
- Major technological advances in gas-fueled fireplaces & appliances, i.e., the direct vent fresh air replacement system, can serve as a whole house heating system.
- There also has been a great evolution in variety, sizes and shapes – literally a fireplace for any room, corner or location in the home (*and outdoors*) The master bedroom is the most desired room to add a second fireplace/stove.