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## **One in Three American Adults Will Use Home Hearth Products** *Online Calculator Helps Consumers Estimate Savings*

Arlington, VA – October 11, 2007: As temperatures drop around the country and heating costs rise, U.S. homeowners are turning to hearth products – including fireplaces, stoves and inserts – to save on their fuel bills. The federal government predicts that consumers can expect to pay 10 percent more in heating costs this winter.

A recent poll commissioned by the Hearth, Patio & Barbecue Association (HPBA) found that one in three American adults (36%) indicated they will have and use various hearth products in their home. Three-fourths of those who own or will own woodburning, gas, pellet or corn stoves (76%), and a similar percentage of those who own high-efficiency woodburning fireplaces (79%), indicated the use of these products would be important parts of their plans for home heating costs over the next six months.

“Consumers want products that not only provide efficient heat, but are also environmentally friendly,” said Jack Goldman, president of HPBA. “Installing today’s fireplaces, stoves or inserts can provide that efficient, clean heat without sacrificing the warm ambiance that Americans enjoy in the winter months.”

### **Benefits of Zone Heating**

A central furnace can waste money by heating your entire home – including unoccupied rooms. Zone heating with a fireplace, stove or insert warms the rooms families occupy most and allows the thermostat to be turned down on the central furnace. One study indicates that zone heating solutions can provide energy savings of 20 to 40 percent.\*

“Zone heating provides the heat where and when you need it, adding to a home’s comfort and ambiance, but also reducing household fuel consumption and saving consumers money,” continued Goldman.

Those who have and use hearth products, or plan to install and use them as part of a plan in their home during the next six months, say that high-efficiency woodburning fireplaces (93%) or woodburning, gas, pellet or corn burning stoves (88%) will be an important part of their plans. However, there are regional differences in the types of home hearth products preferred by consumers. HPBA’s recent poll found that consumers in the South (92%) and Midwest (94%) said that high-efficiency woodburning stoves would be important parts of their plans for home heating costs over the next six months, while consumers in the Northeast (90%) and West (93%) said that a combination of woodburning, gas, pellet or corn burning stoves would be important parts of their plans for home heating costs over the next six months.

## **Calculate Energy Savings**

Increased fuel costs and continued focus on efficiency are key reasons for the ongoing popularity of hearth products. With today's multiple options, a fireplace, stove or insert can be installed almost anywhere in your home – even in non-traditional locations such as the kitchen, home office, master bedroom or bathroom. To help consumers navigate the myriad of placement, product and fuel choices, HPBA has developed an online comparison, *Consumer Guide: The Easy and Efficient Way to Heat Your Home*, that highlights the differences between appliance options, fuels, approximate efficiency and the estimated costs of product purchase and installation ([www.hpba.org/HearthConsumerGuide](http://www.hpba.org/HearthConsumerGuide)).

The trade organization has also developed a calculator ([www.hpba.org/fuelcalculator](http://www.hpba.org/fuelcalculator)) for estimating purposes only that can assist consumers in determining the cost-saving benefits of various hearth products. Estimating the energy savings of a hearth product depends on the fuel, fuel cost and the efficiency of the hearth appliance (along with operation and your home), so actual energy savings may vary.

HPBA recommends consumers visit one of the nearly 1,900 member retail hearth product stores across North America when considering the purchase of a new hearth product. Many employ staff certified by the National Fireplace Institute® for planning and installation. Specialty retailers can help homeowners understand the wide range of choices available to them, as well as determine the type of fuel that best meets their needs.

The HPBA survey was conducted online by Harris Interactive® from September 25 to 27, 2007 among 2,700 U.S. adults aged 18 and over, of whom 978 have and use hearth products or plan to install and use in their home during next six months. No estimates of theoretical sampling error can be calculated; a full methodology is available.

\*ACEEE 1990 study on Energy Efficiency in Buildings. Proceedings. Volume 9.

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## **About Hearth, Patio & Barbecue Association (HPBA)**

The Hearth, Patio & Barbecue Association (HPBA), based in Arlington, VA, is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of hearth, barbecue and patio appliances, fuels and accessories.

**Reporters, mark your calendars for HPBA's 2008 Expo in Atlanta, GA, February 28-March 1, to see that largest showcase of the industry's new technologies and product offerings.**