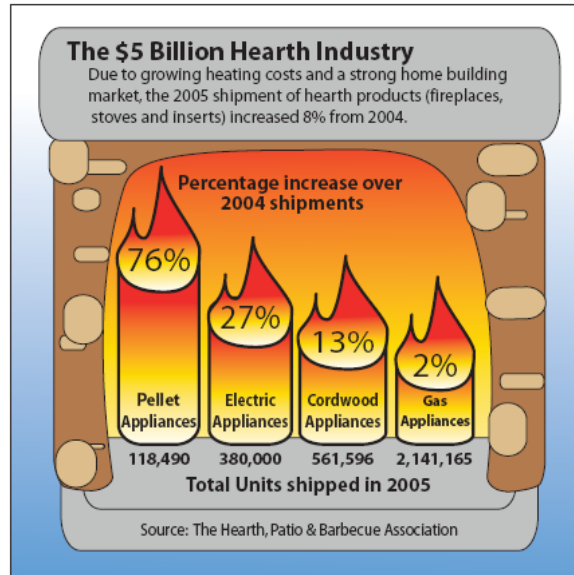


## 2006 State of the Hearth Industry Report

The Hearth, Patio & Barbecue Association (HPBA) has conducted the Fireplace and Stove Attitude and Usage Study on a biennial basis since 2002. The State of the Hearth Industry Report is select information from the 2005 hearth shipment report, the 2004 Attitude and Usage Study and fireplace data from the National Association of Home Builders (NAHB).

### The Industry is Hot

- 🔥 More than 3.2 million hearth appliances were shipped in 2005; 2.1 million were gas-fueled models.
- 🔥 Pellet stoves and inserts had the largest percentage growth with shipments up 78 percent from 2004.
- 🔥 Fireplace sales and installations represent a \$5 billion annual value.



### Where the Hearth Is

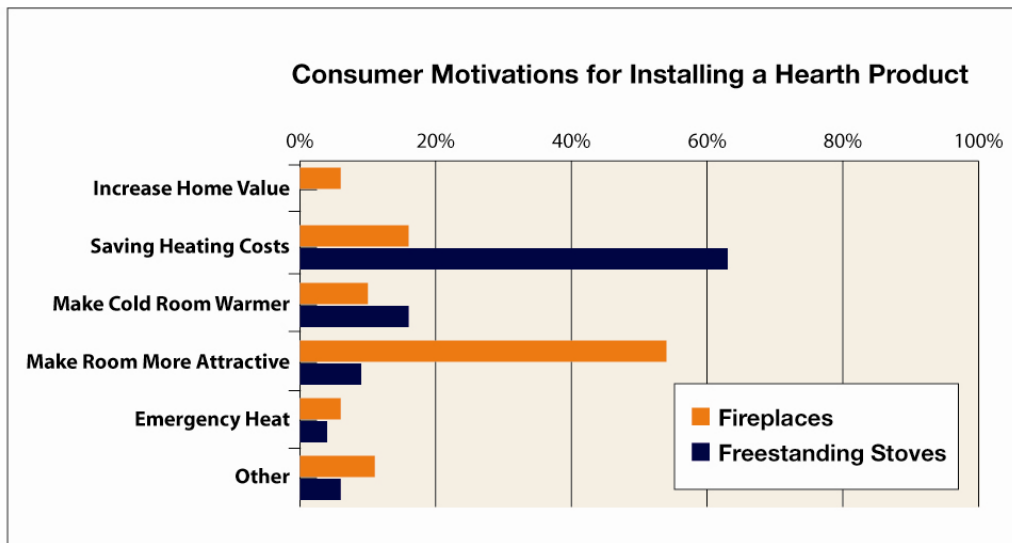
- 🔥 Half of U.S. households (55 million) have at least one fireplace or freestanding stove.
- 🔥 Fireplaces rank among the top three features desired by buyers of new homes; the other two are outdoor porches and upgraded kitchens. (NAHB)
- 🔥 There are approximately 1.2 fireplaces per home, with 82% of the homes having at least one fireplace or stove, and 15 percent having two.

### Adding More than Heat to a Home

- 🔥 53 percent of fireplace owners consider it to be a major design feature in their home.
- 🔥 58 percent of fireplace owners use them to enhance atmosphere.
- 🔥 The master bedroom is the most desired room to add a second fireplace/stove.
- 🔥 Fireplaces have a strong, positive effect on value of a home, adding about \$12,000 to a homes worth per fireplace.

### Adding a Hearth to a Home

- 🔥 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. (NAHB)
- 🔥 Typical cost of post-construction installation: open, traditional wood fireplace – \$2-3,000, decorative gas fireplace \$2-3000, free standing woodstove with new chimney \$3–4,000, pellet stove \$3,500 – 4,000, EPA insert into existing fireplace with new liner \$3-\$4,000.



### **Stove and Fireplace Use**

- 🔥 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.
- 🔥 66 percent of stove owners use their stoves to save on heating costs.
- 🔥 Gas fireplaces are more likely to be used (63 percent) than wood fireplaces (53 percent) but for a shorter length of time, averaging 2.4 hours (vs. 3.8 hours for cordwood).

### **Cleaner, More Efficient Options**

- 🔥 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.
- 🔥 Residential wood burning stoves and fireplace inserts are now certified by the U.S. Environmental Protection Agency to produce as much as 90% less wood smoke emissions than uncertified wood burning appliances.

### **Heating Your Home**

- 🔥 31 percent of stove owners view their stove as a primary heat source; 56 percent consider it to be a secondary source of heat.
- 🔥 Using supplemental hearth appliances (fireplaces, stoves, inserts) to heat the rooms that are occupied the most allows for the thermostat of the furnace to be turned down, decreasing fuel bills. This “zone heating” can provide energy savings of 20-40 percent. (ACEEE)

### ***HPBA State of the Hearth Industry Report***

This research was conducted online via the TSN – NFO Market Research Firm in August 2004 with a sample size of nearly 9,450. The sample size included households assembled to be representative of the latest U.S. Census in terms of geography, age of head of household, market size, annual household income and household size. All respondents are 18+ years old.

### **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. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education. There are more than 2,600 members in the HPBA.*

*\*Use of the HPBA State of the Hearth Industry Report findings should be credited to the Hearth, Patio & Barbecue Association. Visit [www.hpba.org](http://www.hpba.org) for additional information.*

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