

April 27, 2016

# HVAC

## MARKET RESEARCH



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HIGH-EFFICIENCY HVAC

SALES NEED A

**BOOST**



OUR PROGRAMS TOUCH

10-12%

OF ALL ASHP SALES

PERCENT OF ASHP SHIPMENTS

100%  
90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%  
0%





80%

OF ASHP SALES ARE  
INEFFICIENT





**ELECTRICALLY-  
HEATED HOMES**

**55%**

**WITH DUCTS**



HEAT PUMPS  
LAST FOR

15+ yrs.





**INSTALLATION  
PRACTICES**

**86%**

**OF HEAT PUMP SAVINGS**



**IT'S TIME TO**

**GO BIG**

**ON HVAC**



**BRING IN**  
**Distributors + Manufacturers**



**NEW HOMES**

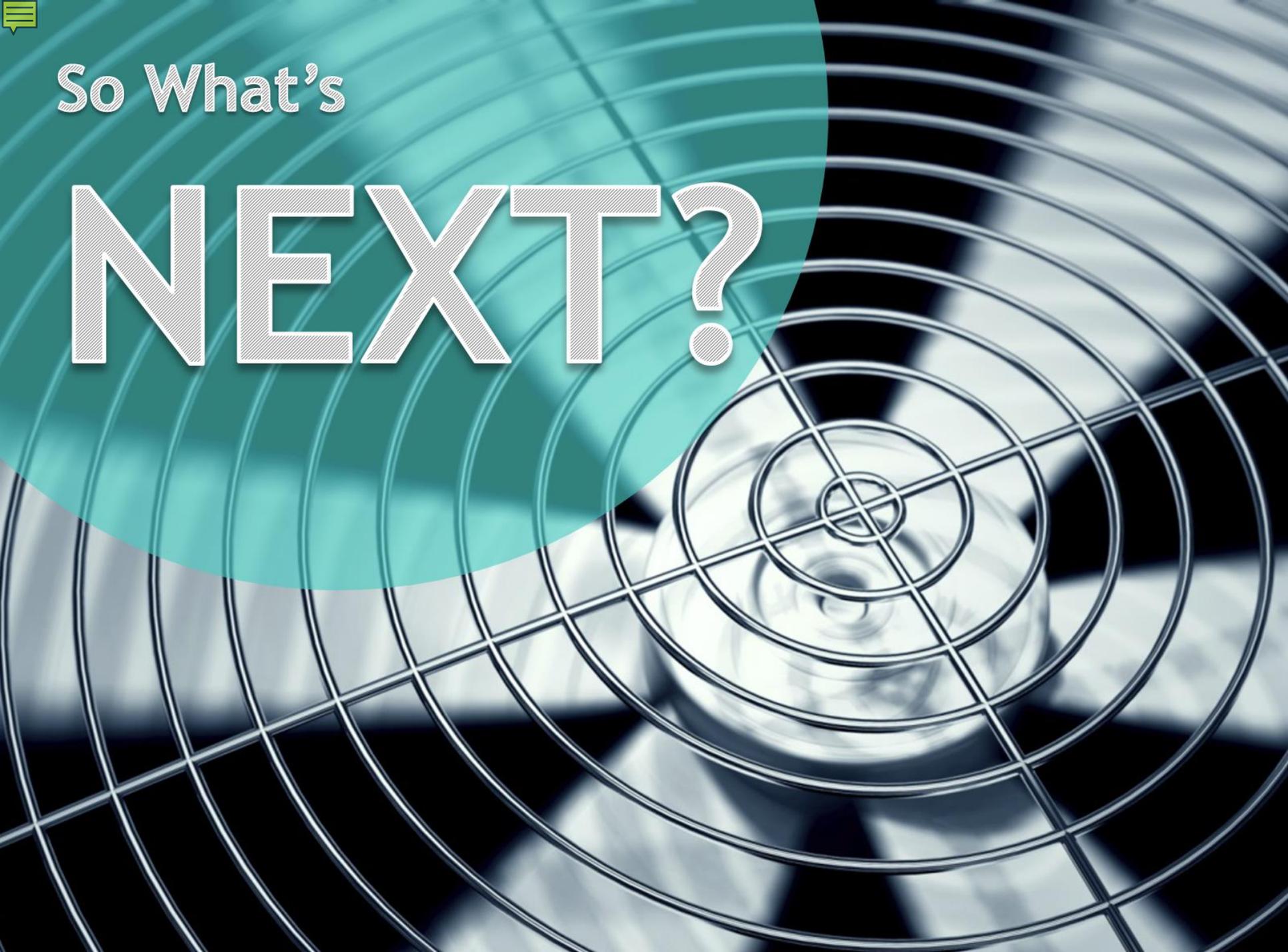
**~ 44%**

**OF SALES**



So What's

**NEXT?**





# Learn More!

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[www.bpa.gov/goto/HVAC](http://www.bpa.gov/goto/HVAC)

