

2015 HPWH SALES HEAT UP

4,720

upstream manufacturer rebates offered by NEEA in 2015.



* Increasing Tiers equate to higher efficiency. See the *Advanced Water Heater Specification* for more detail.

SALES OF TIER 2 PRODUCTS INCREASED 417% IN 2015

BUYERS ARE EARLY ADOPTERS



40%

heat their homes with a ductless heat pump



66%

earn more than \$60k per year (on average)



63%

have a bachelor's degree or higher



50%

or more perform self-installs



99%

own their home

IT'S NOT JUST A MATTER OF WHY, BUT WHEN.

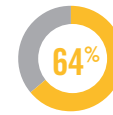
Consumers are looking for CERTAIN TRIGGERS to tell them when to purchase.



If HPWH declined in cost



If current water heater failed



If utilities increased rebate incentives

EMERGENCY REPLACEMENTS

To capture market share, HPWHs need to crack emergency replacement market

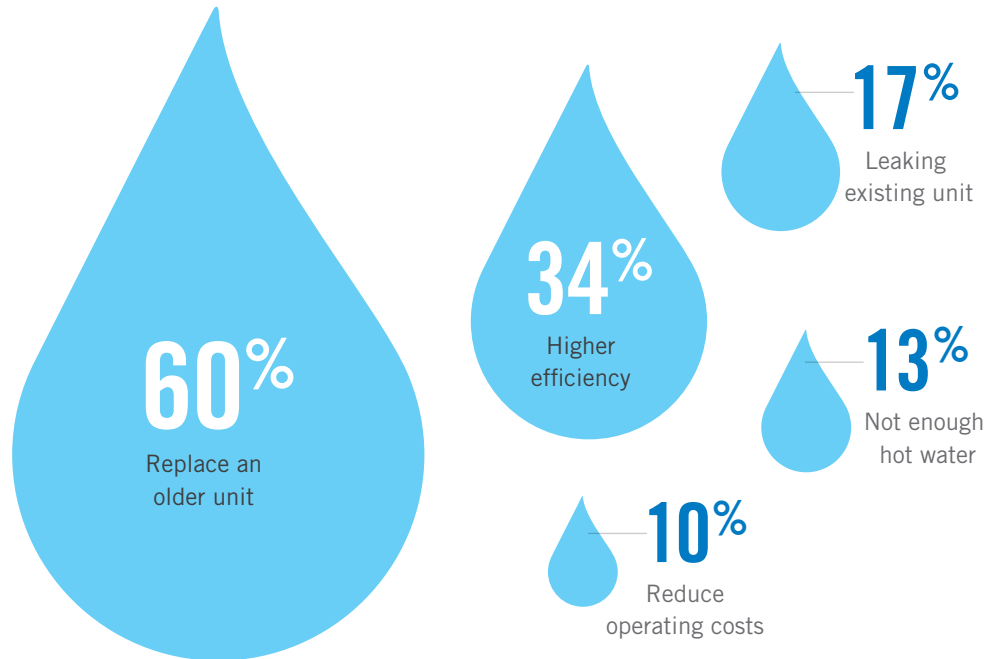


90% General Water Heater Market

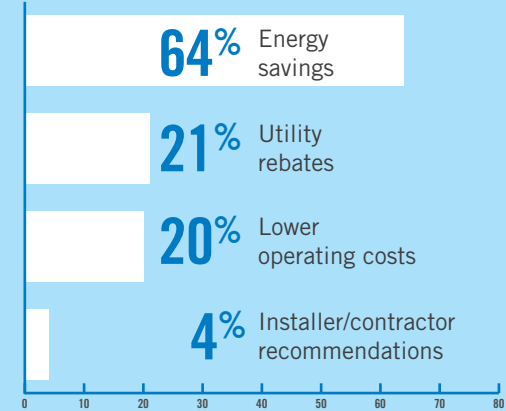


Key Findings from the Northwest Heat Pump Water Heater Market Progress Evaluation Report #2.

MOST HPWH BUYERS REPLACED THEIR WATER HEATER BECAUSE IT WAS GETTING OLD.



BUYERS WERE ATTRACTED TO HPWH'S BECAUSE...



MARKET ACTORS REPORTED TOP BARRIERS...

- #1** Cost of HPWH
- #2** Space constraints in home
- #3** Low consumer awareness or familiarity

(As cited across 3 manufacturers, 4 distributors, 6 retailers and 16 installers)

...AND AGREED UPON THE SOLUTION.

Incentives and rebates were among the **TOP MOTIVATORS** for both HPWH installers and buyers.



HEAT PUMP WATER HEATERS DELIVER

When HPWHs sold, owners loved the results:

