

## HPBA Releases 2016 Study on Hearth Product Ownership

Arlington, Va. (Sept. 16, 2016) –The Hearth, Patio & Barbecue Association releases its 2016 Hearth Ownership and Market Potential Study, which surveyed homeowners throughout North America on their experiences in relation to fireplaces, stoves, and fireplace inserts.

“Understanding how homeowners interact with products is vital to setting up our industry for success,” said Jack Goldman, President & CEO of the Hearth, Patio & Barbecue Association. “This study is just one example of how HPBA is devoted to providing its members—and the general public—with the data that they need.”

Last conducted in 2014, the study analyzed general awareness, ownership, usage, satisfaction, purchase intent, and customer priorities during the decision making process. The charts directly below measure ownership by appliance and fuel type.

Appliance Type	2016	2014
Fireplace	61%	60%
Freestanding Stove	25%	24%
Insert	14%	16%

Fuel Type	2016	2014
Wood appliance	47%	49%
Gas appliance	37%	38%
Electric appliance	12%	10%
Pellet appliance	2%	1%
Other fuel appliance	1%	2%

In 2016, 52% of Canadian respondents owned a fireplace, 28% a stove, and 20% a fireplace insert. Fuel types for appliances were 39% gas, 34% wood, 25% electric, and 2% pellet. There were also some striking trends on the regional level throughout the United States:

- **Factory-built fireplace ownership in south central states exceeds the national average.** Arkansas, Louisiana, Oklahoma, and Texas have 8% more fireplaces than the U.S. overall.
- **Stove ownership in the Pacific spiked** from 17% in 2014 to 27% in 2016 for freestanding appliances in AK, CA, HI, OR, and WA, a percent change of 61%.
- **Gas appliance popularity soars in Mid-Atlantic and Mountain States.** In contrast to the 3% drop seen nationally, gas appliance ownership has increased collectively by 26% in NJ, NY, and PA, and by 23% in AZ, CO, ID, MT, NM, NV, UT, and WY.

HPBA's biannual study, conducted by Rockbridge Associates Inc., consisted of a 10-minute online survey of decision-making homeowners, which were balanced against the U.S. Census. The margin of sampling error for aggregate results is +/- 3 percentage points. HPBA updates its questions to respond to the industry's evolving needs, and therefore past reports are not directly comparable.

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 barbecue, patio and hearth appliances, fuels and accessories.

The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising, and consumer education.

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*\*Use of the HPBA's Hearth Ownership and Market Potential Study findings should be credited to the Hearth, Patio & Barbecue Association.*

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