
New Poll: Consumers Expect to Pay More for Home Heating This Winter

Arlington, VA – October 12, 2011 – Nearly four out of five Americans expect their home heating bills to increase this winter or, at best, match last year's high, according to a recent study conducted by Wakefield Research for the Vent-Free Gas Products Alliance, a section of the Air-Conditioning, Heating, and Refrigeration Institute (AHRI).

Regardless of this winter's home heating prices, consumers could save money by installing energy-efficient, environmentally friendly vent-free gas products to help heat their homes. Vent-free gas appliances include fireplaces, logs, stoves, inserts and wall heaters.

"For consumers looking to save money and energy this winter and for many years to come, vent-free gas products are the smart, green choice," said Sue Walker, chairwoman of the Vent-Free Gas Products Alliance. "Our products are safe, reliable and efficient, while delivering value and warmth to homeowners."

Nearly half of the poll respondents said they would take drastic measures – like turning down their thermostat to below 65 degrees – to save money this winter.

Vent-free gas appliances require no such sacrifice, as they operate at 99 percent efficiency, delivering 99 cents worth of heat for every energy dollar spent and ensuring consumers get the most value for their money.

Because a vent-free gas heating system does not require tearing out walls to run vent pipe, professional installation is surprisingly inexpensive, fast and easy. And because most units don't operate on electricity, they will continue to provide reliable heat when winter power outages leave homeowners in the cold.

Vent-free gas products have an outstanding air quality and safety record. These products have been available to consumers for more than 30 years, with more than 20 million units sold.

More than half of poll respondents said they shut off heat to certain rooms of their home to save money – commonly referred to as zone heating. Vent-free gas products encourage consumers to install an appliance in the rooms they use most, stay comfortable and save money. Consumers using this strategy have reported savings of up to 20 percent on their home heating bills month after month, year after year.

Learn more about vent-free gas appliances at www.ventfree.org and join the millions of Americans each year who save money and reduce their energy consumption by installing a clean, green vent-free gas system.

The Vent-Free Gas Products Alliance survey was conducted by Wakefield Research among 1,000 Americans ages 18 and older, between August 16 and August 22, 2011, using a random-dialing telephone omnibus survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18 and older.