

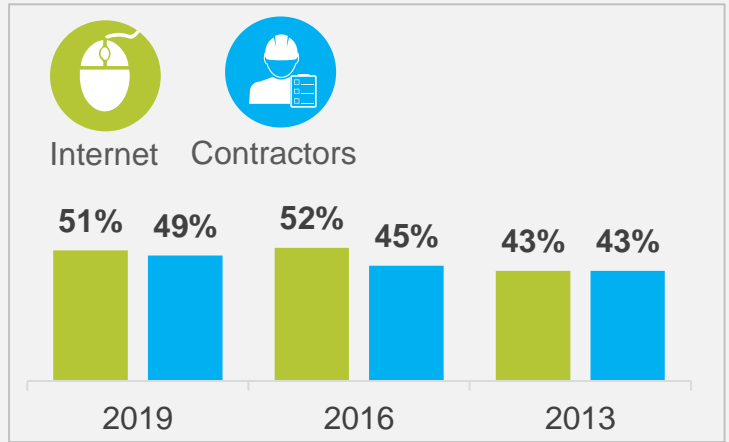
# 2019 AMERICAN HOME COMFORT STUDY



## Sources of Information

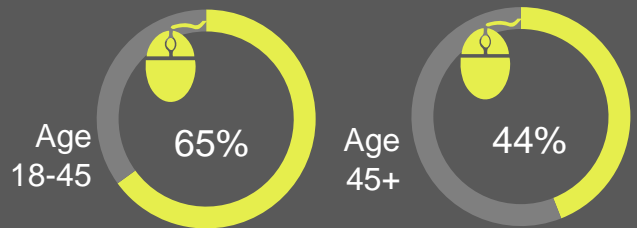
### THE INTERNET

The internet has become an important source for consumers' HVAC purchase information.



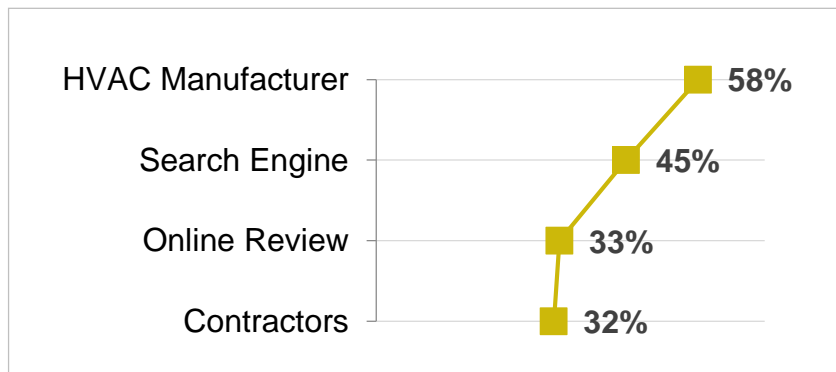
### GENERATIONAL SHIFT

The younger the purchaser the more likely they are to rely on their internet research rather than their contractor's recommendations.



### WEBSITES

HVAC manufacturers' internet focus is paying off.



## CONTACT

For information about the report, contact:  
**S. Mark Teich**  
 Market Intelligence Specialist, HVAC Industry  
 mteich@decisionanalyst.com  
 817.640.6166