

# Frequently Asked Questions

BY GARRY UPTON

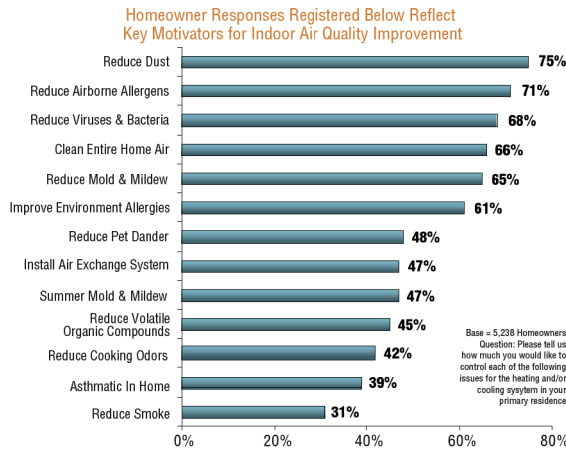
*Over the course of 2007, this space will identify opportunities within customers' homes that you may not have observed in the past. The opportunities are based on a recent homeowner survey conducted by Decision Analyst, Inc.*

**This Month's FAQ:** *Is indoor air quality (IAQ) as difficult to understand as SEER, HSPF or Btu? What do homeowners think of and want "fixed" when we talk to them about IAQ?*


It looks as if many manufacturers will spend money this coming year helping homeowners understand that solutions to "bad air" may be best served using their central HVAC systems. Whether they choose to advertise directly to the homeowner or through you will be up to all of you in the industry. Both methods of getting the word out will certainly be employed to some extent.

The chart below reveals homeowner concerns and desired IAQ "fixes."

## Three In Ten Homeowners are Looking for Indoor Air Quality Improvements



Reduced dust is almost universal, but probably not as compelling from a cost-to-fix stand point as those related to health issues.

Improving whole house indoor air quality for the elderly, for asthmatics, or people with existing allergies is key to quality of life issues in their homes. Whole house protection against potential health hazards is more universally sought and almost equally important from a cost-to-fix standpoint. 

Garry Upton of Decision Analyst, Inc. shares his interpretations of its American Home Comfort Study of homeowners, and probes what customers look for in HVAC contractors. To learn more about this study, or purchase it, contact Garry at [gupton@decision-analyst.com](mailto:gupton@decision-analyst.com).

circle XXX on reader service card