NYSERDA Ductless Mini-split Heat Pump Market Characterization Study

Index -1 Index of Research Topics

Index of Research Topics

Index-2 NYSERDA Ductless Mini-split Heat Pump Market Characterization Study

- AWARENESS Market actor awareness: 9, C2-C5
- □ **BARRIERS** Barriers to adoption of DMSHP: 10, C6-C10
- CUSTOMER MOTIVATION HYPOTHESIZED Hypothesized Customer motivation: 11, C11-C13
- CUSTOMER SATISFACTION Satisfaction of current DMSHP customers: 12, C14-C16
- DISPLACED FUEL Displaced fuel/fuel costs: 13, C17-C21
- DISTRIBUTION AND SALES CHANNELS Channels for Distribution and Sales: 14, C22-C24

Index of Research Topics

Index-3 NYSERDA Ductless Mini-split Heat Pump Market Characterization Study

- IMPACT ANALYSIS Per-unit impact analysis: 15, C25-C31
- IN-FIELD PERFORMANCE In-field performance assessment: 16, C32-C34
- INSTALLER VALUE PROPOSITION Value proposition for installers to sell DMSHP: 17, C35-C39
- □ MARKET ACTORS Key DMSHP market actors: 18, C40-C46
- MARKET INDICATORS Key market indicators/Sources of data: 19, C47-C49
- □ MARKET SECTORS DMSHP Market segments: 20, C50-C54
- MARKET SIZE DMSHP Market size/characteristics by sales: 21, C55-C57, Appendix D, Appendix E

Index of Research Topics

Index-4

NYSERDA Ductless Mini-split Heat Pump Market Characterization Study

- MAXIMIZING ENERGY SAVINGS Opportunities to drive additional savings: 22, C58-C60
- PAYBACK Simple Payback of DMSHP installations: 23, C61-C64
- POTENTIAL SAVINGS Potential energy savings: 24, C65-C68
- PROGRAM INTERVENTION POTENTIAL Potential impacts from program intervention: 25, C69-C75
- □ UNIT COST DMSHP unit cost: 26, C76-C80
- UPSTREAM DECISION-MAKING Sales and shipment decision factors: 27, C81-C84