



# Heat Pump Owners Have Their Say

Canada's first-ever publicly released survey of 3,800 heat pump owners finds the vast majority are happy with their purchase and would recommend a heat pump to their neighbours

March 2026

 CLEAN ENERGY CANADA



# Summerhill

## About Summerhill

Summerhill is a Canadian-owned, women-led, and B Corp Certified energy services company that implements residential and commercial energy efficiency programs for clients across Canada. Summerhill prides itself on exemplary program management that results in measurable energy savings for its customers. The company serves as a program delivery agent and service provider for clients such as the IESO, Enbridge Gas, NB Power, SaskPower, Efficiency Manitoba, Efficiency Nova Scotia, and other utilities and government agencies across the country.

### Heat Pump Owners Have Their Say

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SFU

MORRIS J. WOSK  
CENTRE FOR DIALOGUE



# Pumped up

Heat pumps have existed for decades, but they've really picked up steam in recent years. New models suitable for cold climates or homes without central duct systems are making the technology more accessible while government and utility programs have helped reduce upfront costs. Across the country, heat pump uptake has tripled over the last decade, and in Atlantic Canada, as many as one in three households now have a heat pump installed.\*

It's high time, then, to take the temperature of people's experiences. Together with Summerhill Group, Clean Energy Canada launched a survey of 3,800 Canadian heat pump owners in late 2025 and early 2026. Our key finding? **Most people love their heat pumps. Indeed, 91% of survey respondents said they would recommend a heat pump to their neighbour or friend. This was consistent across regions, housing types, genders, ages, and incomes.**

**We found that Canadians purchased heat pumps for a variety of reasons.** The largest group (44%) were people who installed a heat pump to replace or supplement a fossil fuel heating system, but another 30% installed a heat pump to replace their old central air conditioning system or to install air conditioning for the first time.

The top three motivating factors for choosing a heat pump:



Lower energy bills  
(40%)



Air conditioning or other comfort benefits  
(26%)



Better for the environment  
(18%)

\*Statistics Canada (2025). Primary heating systems and type of energy. <https://doi.org/10.25318/3810028601-eng>



91%

of respondents said they would recommend a heat pump to their neighbour or friend



56%

of respondents said their monthly energy bills were lower after installing a heat pump



64%

of respondents only experienced benefits



3 out of 5

respondents made use of a government incentive

Our survey also uncovered that most heat pump owners experienced the benefits they were hoping for, if not more. Over half said their monthly energy bills were lower after installing a heat pump. Those who previously had an electric heating system or oil furnace were significantly more likely to say their monthly energy bills were lower afterward. Over half also said they experienced improved cooling, heating, and comfort.

Notably, the survey received a lot of responses from Ontario residents over the weekend of January 24-25, when a winter storm brought record snowfall to Southern Ontario and temperatures dropped as low as -20°C. Of the Ontarians filling out the survey that weekend, 92% said they would recommend a heat pump to their neighbours and that they were somewhat or very happy with their heat pump.

Close to two-thirds (64%) of respondents only experienced benefits, while 22% had a mixed experience with both benefits and concerns alongside just 5% who reported only issues. Among those who did have issues, the most commonly cited was the system being noisier than they would like (16% of respondents). A very small group of respondents (3%) indicated that they were disappointed in the energy bill savings or that they even saw their bills go up.

But even with all of their benefits, heat pumps are still often a sizable investment. Among our respondents, the largest group (28%) paid between \$5,000 and \$10,000 for their heat pump, and 23% paid between \$10,000 and \$15,000, with pricing highly dependent on the type and size of the system. Mini-split heat pumps are often on the cheaper end, and ground source heat pumps are usually more expensive. Our survey shows how important government support continues to be in helping Canadian households make the switch. **Three out of five respondents made use of a government incentive to help pay for the installation, most frequently through a provincial or federal program, or both.** Most received a rebate amount between \$2,000 and \$8,000. Of those who made use of an incentive program, 53% said they would not have installed the heat pump without an incentive program, with most saying they could not afford to do so otherwise.

The market for heat pumps is growing rapidly as more Canadians experience their benefits firsthand, and in turn recommend them to their neighbours, family, and friends. The growing popularity of heat pumps could also spark other home efficiency and electrification efforts. Among the heat pump owners who responded to this survey, many had or were considering getting an electric vehicle, solar panels, or other home electrification upgrades.

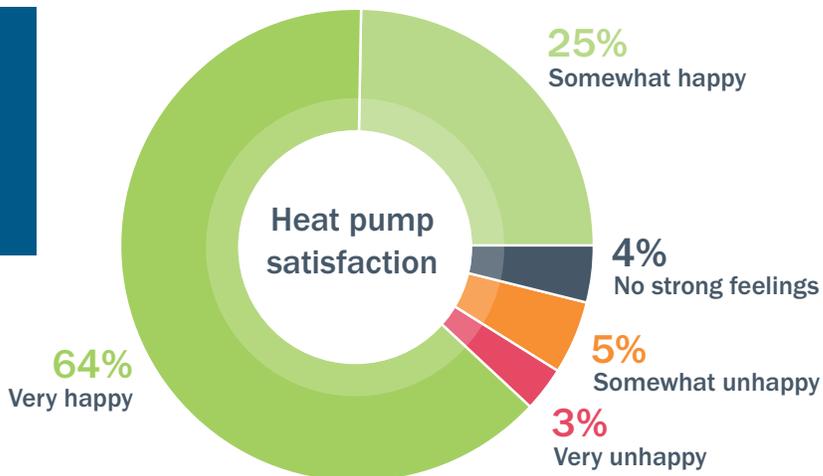




# Survey results

People are overwhelmingly happy with their heat pumps, and **91%** say they would recommend one to their neighbours or friends.

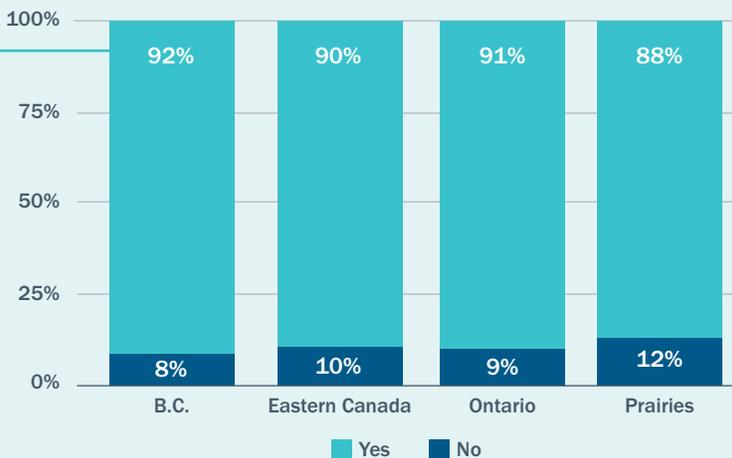
People who installed a ground source heat pump reported the highest satisfaction. Those who installed cold climate air source heat pumps reported higher satisfaction than those who installed non-cold climate systems.



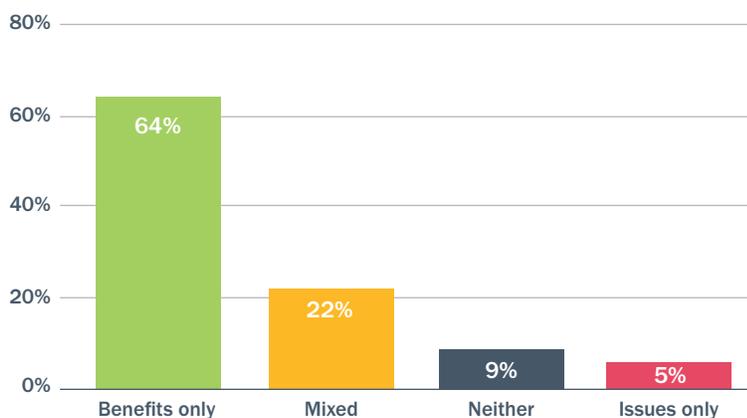
If asked, would you recommend a heat pump to your friends and neighbours?



Satisfaction was consistent across regions, housing types, genders, ages, and incomes.

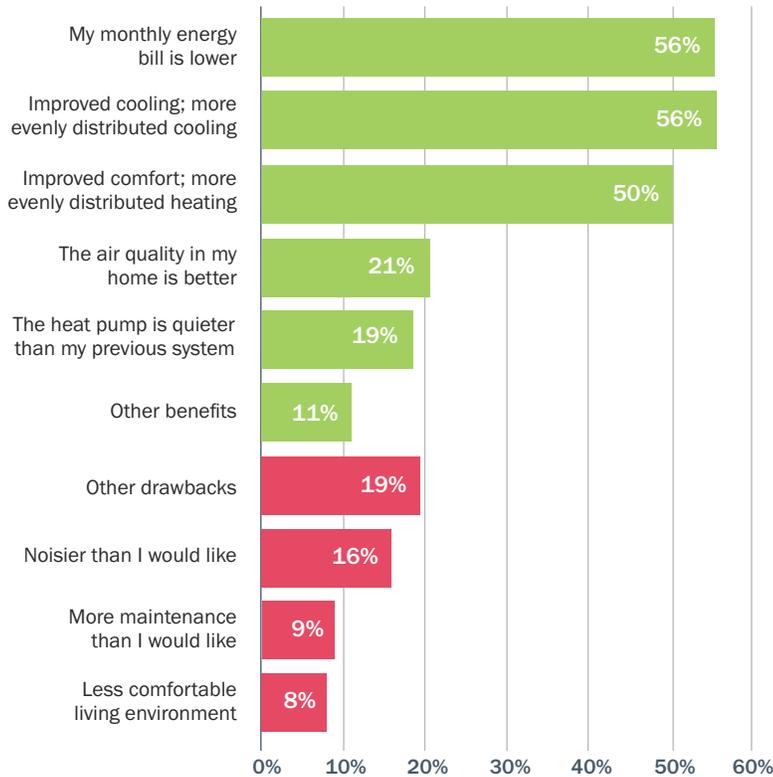


A majority of respondents only report having positive experiences with their heat pumps.



Lower monthly energy bills, improved comfort, and improved cooling are the most common things people love about their heat pumps.

### Experiences with heat pumps



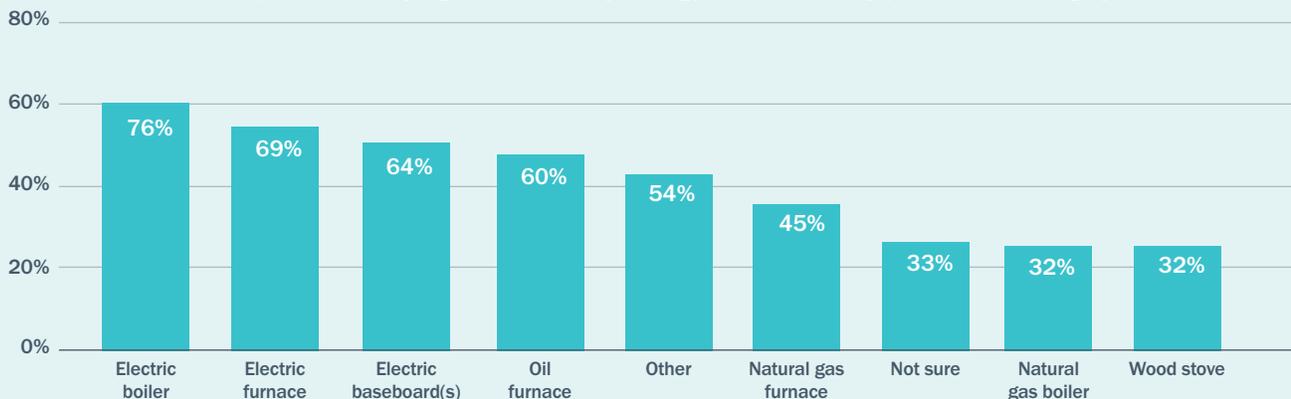
- More than half of respondents (56%) reported that their energy bills were lower after installing their heat pump
- More than half of also reported improved cooling that was more evenly distributed.
- Half of respondents also said they experienced improved comfort and more evenly distributed heating.
- ⚠ Conversely, the most common issues were noise and maintenance, though these all ranked comparatively low, at 16% and 9% of respondents, respectively.
- ⚠ Other drawbacks included concerns about the functioning of the heat pump in the coldest winter temperatures (4%), increased electricity cost (2%), the build up of ice on the heat pump (5%), and equipment failures or installation issues (1%).

Although a majority of respondents report energy bill savings, bill outcomes depend on the province and what system is being replaced.



While 56% indicated their energy bill was lower after installing a heat pump, a small group of respondents (3%) indicated that they were disappointed in the energy bill savings or that they even saw their bills go up.

### Share of respondents saying their monthly energy bill is lower by previous heating system\*



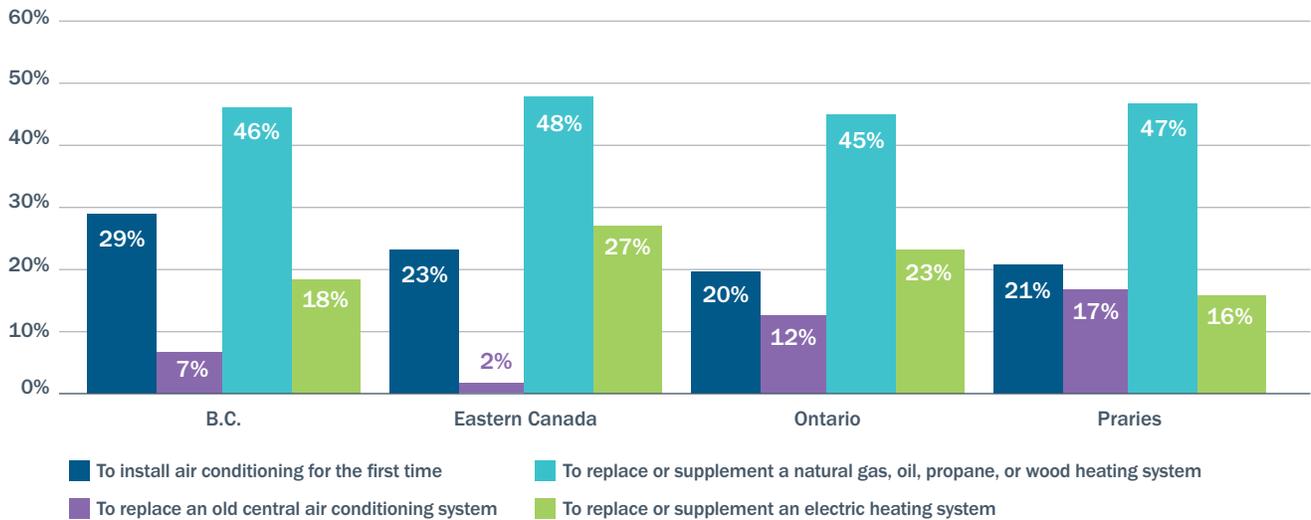
\*Respondents whose previous heating system was also a heat pump or where the heat pump was present when they moved in are excluded.

People install heat pumps for a range of reasons and from a variety of prior heating systems. Some do so primarily for heating, and others for cooling, though heat pump owners ultimately get both.

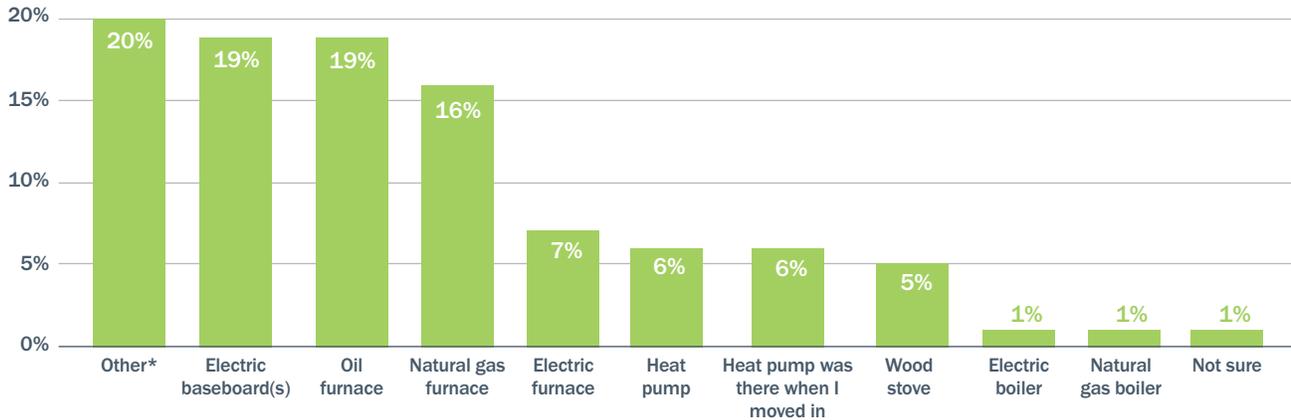
- **30% of respondents installed their heat pump primarily for cooling**, either to install A/C for the first time or to replace an older central A/C system.
- Respondents in B.C. were more likely than those in other regions to install a heat pump to have air conditioning for the first time, while those in Ontario were more likely to install a heat pump as a replacement for an existing central A/C system.

- Those who installed a central ducted cold climate air source heat pump were more likely to say they were replacing or supplementing a fossil fuel heating system or replacing an existing central A/C system. Those installing a mini-split were relatively more likely to do so to install air conditioning for the first time or to replace or supplement electric heating.

Why did you install the heat pump when you did?



### What heating system did you have before you installed a heat pump?

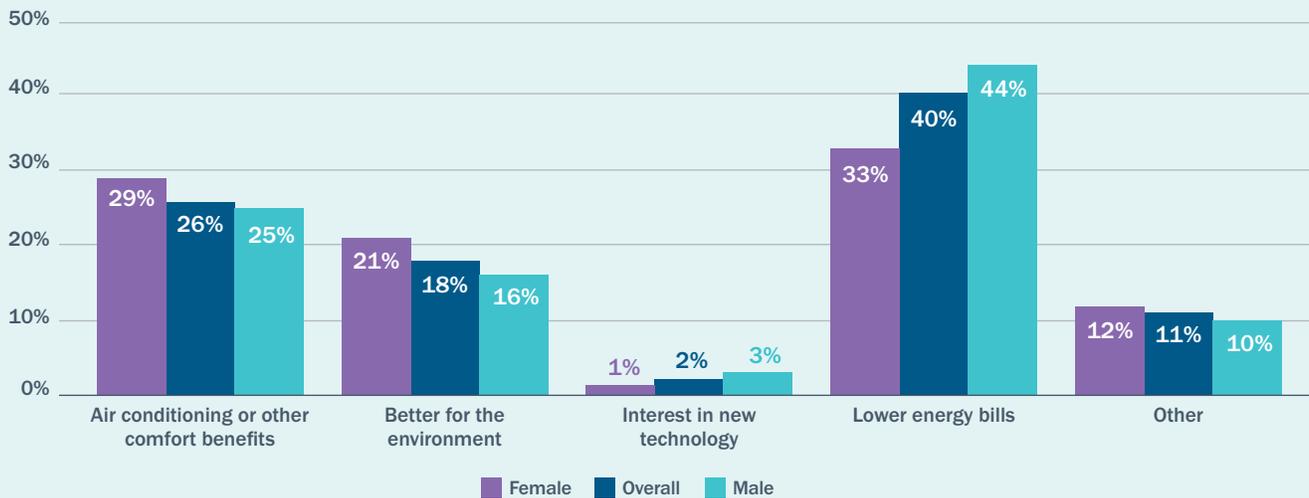


\*Of respondents that said other, more than half used propane for their prior heating system



Heat pump adoptions are driven largely by practical considerations: **lower energy bills are still the leading motivator to install a heat pump**, followed by air conditioning or other comfort benefits and the fact that they are better for the environment.

### What was the main reason you chose a heat pump?



- The share of people motivated by lower energy bills is significantly higher among those who previously had oil heating and electric furnaces or baseboards.
- The share of people who were motivated by environmental reasons is significantly higher among those who previously had a natural gas furnace or boiler but notably not among those who previously had an oil furnace, where the large cost savings potential is a more important driver.

- Relative to one another, male respondents were more likely to be motivated by cost savings and interest in new technology, and female respondents were more likely to be motivated by environmental reasons and comfort benefits. But their ranking of priorities was the same between genders.

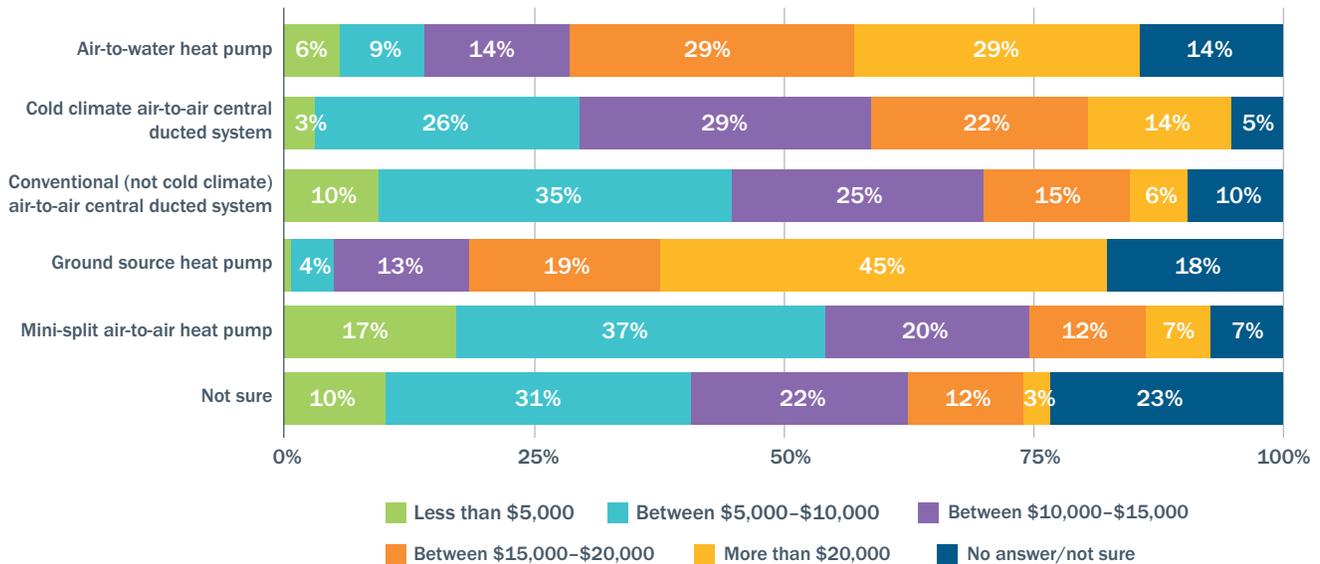
Heat pumps come in many shapes, sizes, and price points. Among our respondents, 44% installed a central ducted heat pump (most of which were cold climate models), 32% installed a mini-split, and 14% installed a ground source heat pump.

Most cost between \$5,000 and \$15,000 to install (before any rebates were deducted), with mini-split heat pumps often cheaper and ground source heat pumps more expensive.

Installation cost of heat pumps

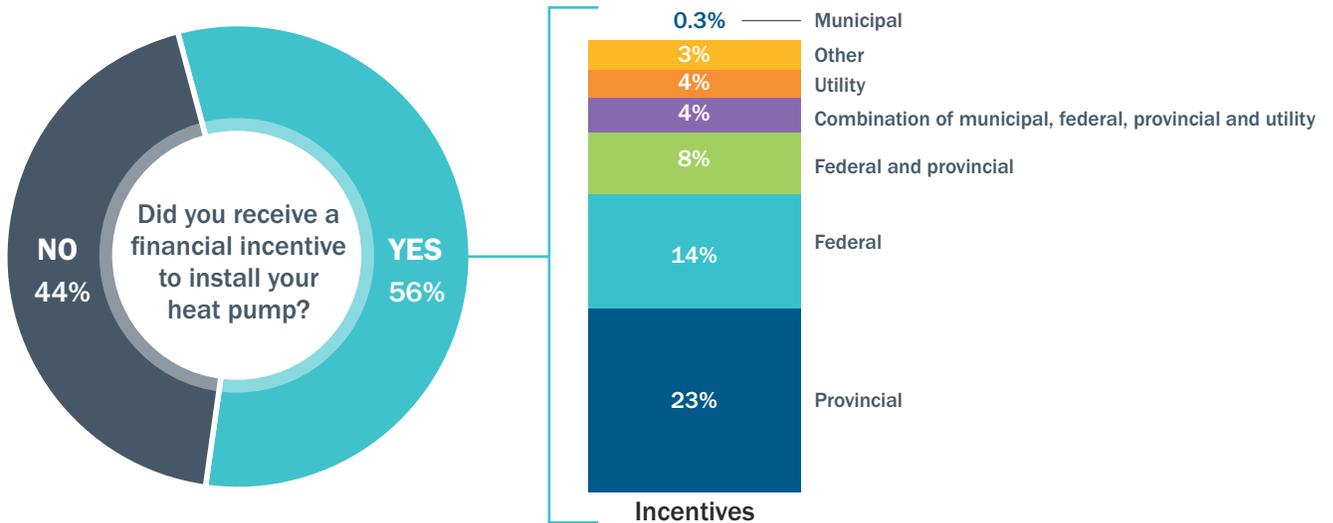


Installation cost of heat pumps by system types





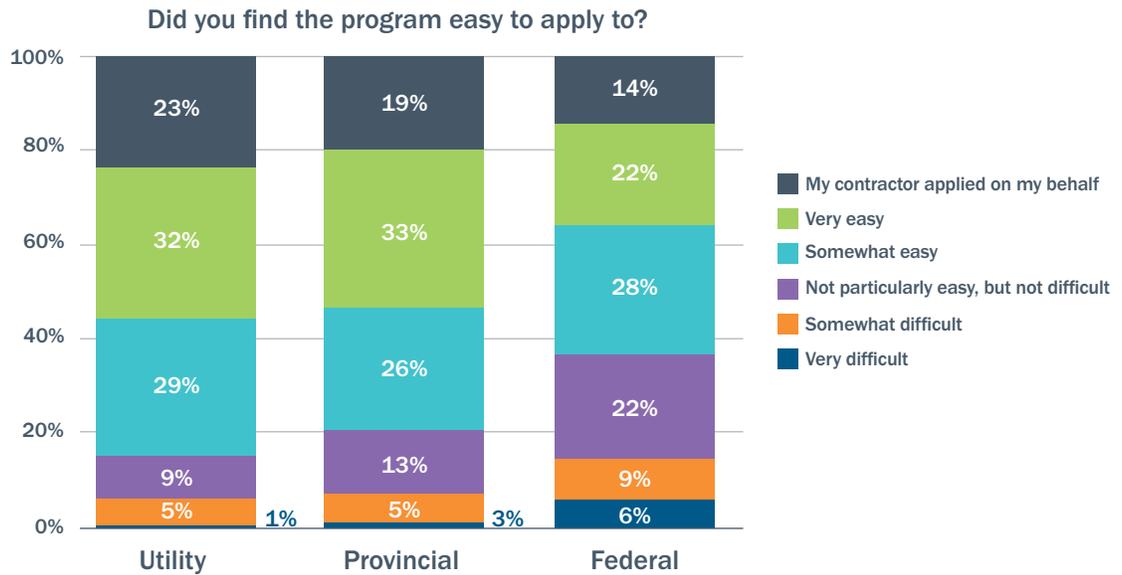
**Three out of five respondents received a financial incentive** to install their heat pump, most often from the provincial or federal government.



- Most received a rebate amount between \$2,000 and \$8,000.
- Of people who made use of an incentive program, 53% said they would not have installed the heat pump without it, with most saying they could not afford to without the program.
- Of people who made use of an incentive program, only 16% of respondents indicated making use of a low-interest financing program such as the Canada Greener Homes Loan.
- Of those who did not use an incentive program, most said it was because it was not available (48%) or they were not aware that it was available (14%), while smaller groups said they or their home did not meet the eligibility criteria (14%) or the application process was too complicated (5%). Other answers included that the specific heat pump model was not eligible or a non-eligible model was cheaper to install, or that the processing time for the rebate was too long to wait for when a heating system needed to be replaced.



Most respondents who made use of a rebate program found it easy to apply to, but respondents were more likely to say the federal program was difficult to navigate than other programs.



Those in Eastern Canada were more likely to say provincial programs were somewhat or very easy to apply to, while those in B.C. were more likely to say the program was somewhat difficult.

**Contractors played a central role in accessing support:** 14% of respondents said contractors applied on their behalf for the federal program and 19% for provincial programs.

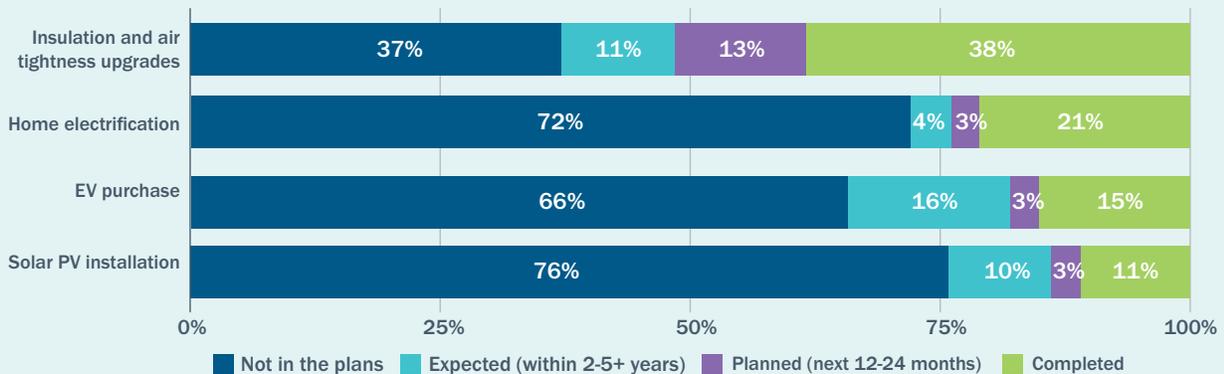
Those who found the program application difficult mainly mentioned the amount of paperwork and the process having too many steps. For the federal program, several respondents mentioned the long processing times were a problem and said the website and portal for the application were not clear.

Heat pumps may open Canadians up to other forms of energy efficiency and home electrification.



More than half of respondents said they had completed or were planning to complete insulation and air tightness upgrades in their home. A smaller share had made other electrification upgrades to their homes and lives. One in five (21%) had electrified previous natural gas appliances in their homes, such as stoves and water heaters.

**Have you made, or do you plan to make, any additional energy-related upgrades to your home?**



## Who participated in the survey?

This survey was designed and conducted by Clean Energy Canada in collaboration with Summerhill Group. It was open to respondents from November 1, 2025 until February 16, 2026 and received a total of 3,797 complete responses.

The survey was shared through several organizations, including some utilities and provincial agencies that provide financial incentives to their customers for heat pumps. Clean Energy Canada, Summerhill, and partner organizations additionally shared the survey on social media and through several newsletters. The survey was available in both French and English.

The survey was conducted with a convenience sample of heat pump owners willing to share their experience, and results are not weighted to reflect the overall Canadian population.

The survey received responses from all provinces and territories, except the Northwest Territories. A majority of the responses came from Ontario, while we received very few responses from Quebec, Alberta, Saskatchewan, Nunavut, and the Yukon. For the purpose of the analysis, we therefore grouped respondents from Alberta, Saskatchewan, and

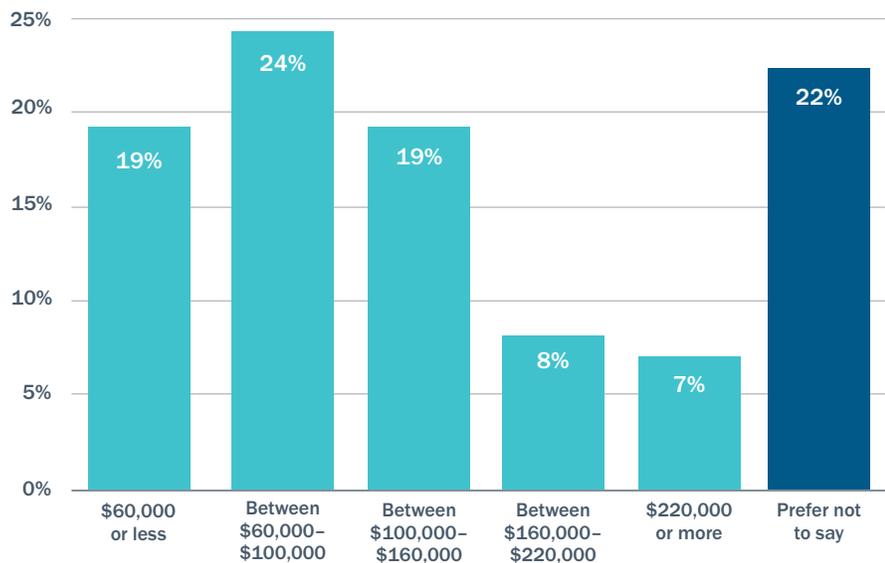
Manitoba, as well as respondents from Eastern Canada (Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador).

Only one out of three respondents to the survey identified as female, and those in older age groups are overrepresented compared to the overall population of Canada. This is not necessarily representative of heat pump owners and may reflect, at least in part, willingness to participate in an online survey.

The overwhelming majority of respondents (93%) live in single-detached homes, with only 1.5% living in apartment buildings and the rest in single-attached homes. This overrepresentation is likely in part explained by the relatively older age of respondents, but it may also reflect the level of agency people have over their heating and cooling systems.

Respondents were pretty equally spread across income groups.

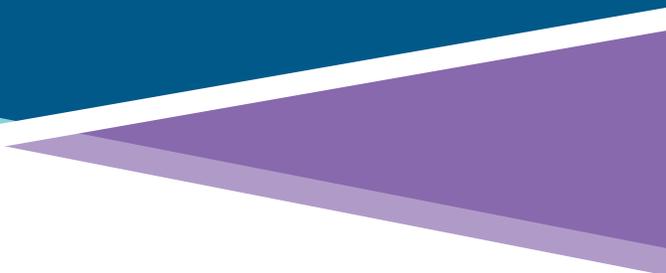
Income groups among respondents





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