

Heat pump owners are extremely satisfied

The most important results
of a representative survey
by Civey at a glance.

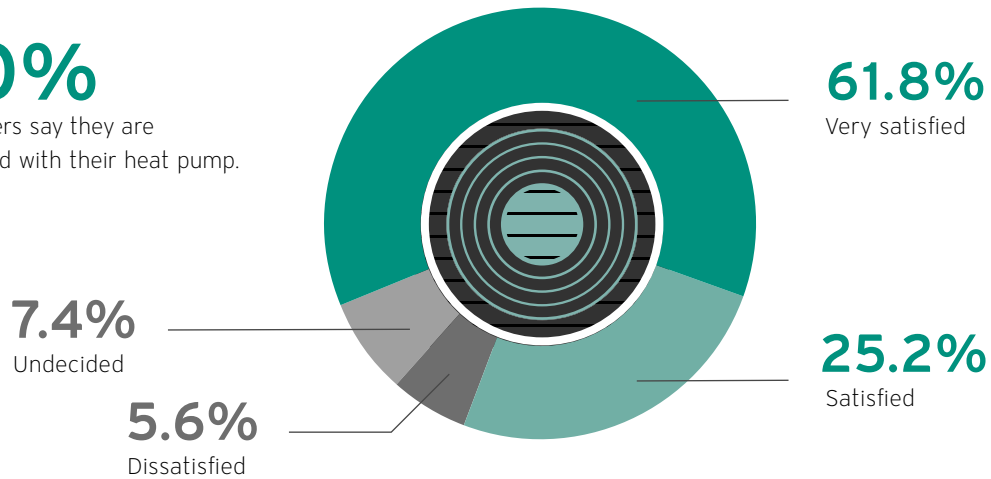


On behalf of Vaillant, the opinion research institute Civey surveyed more than 1,500 heat pump owners in Germany on their product experiences in new and existing buildings. Here is an overview of the most important representative results.

Nine out of ten property owners are (very) satisfied with their heat pump.

87.0%

of homeowners say they are (very) satisfied with their heat pump.



Eight out of ten homeowners would recommend their heat pump to others.

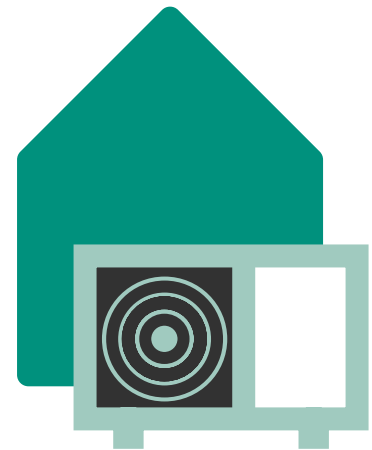
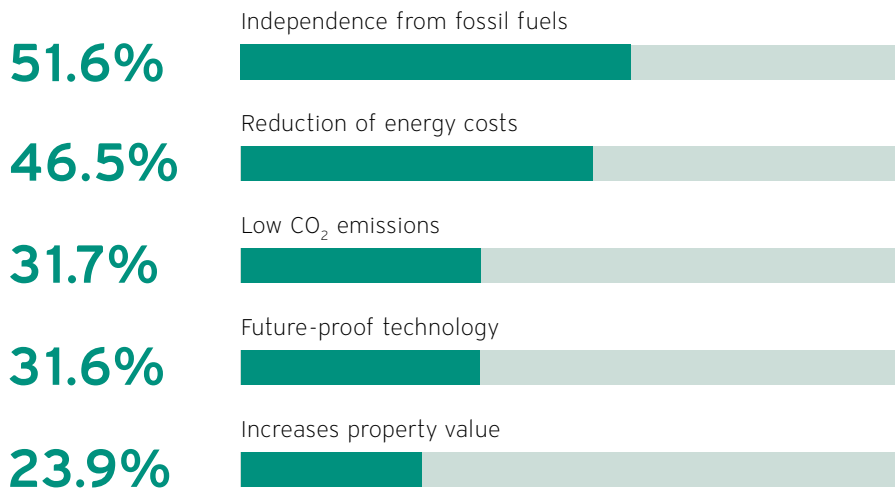


81.3%

of homeowners would recommend their heat pump to relatives and friends. The recommendation rate is 83.3% for owners of new buildings and 81.2% for owners of existing buildings.

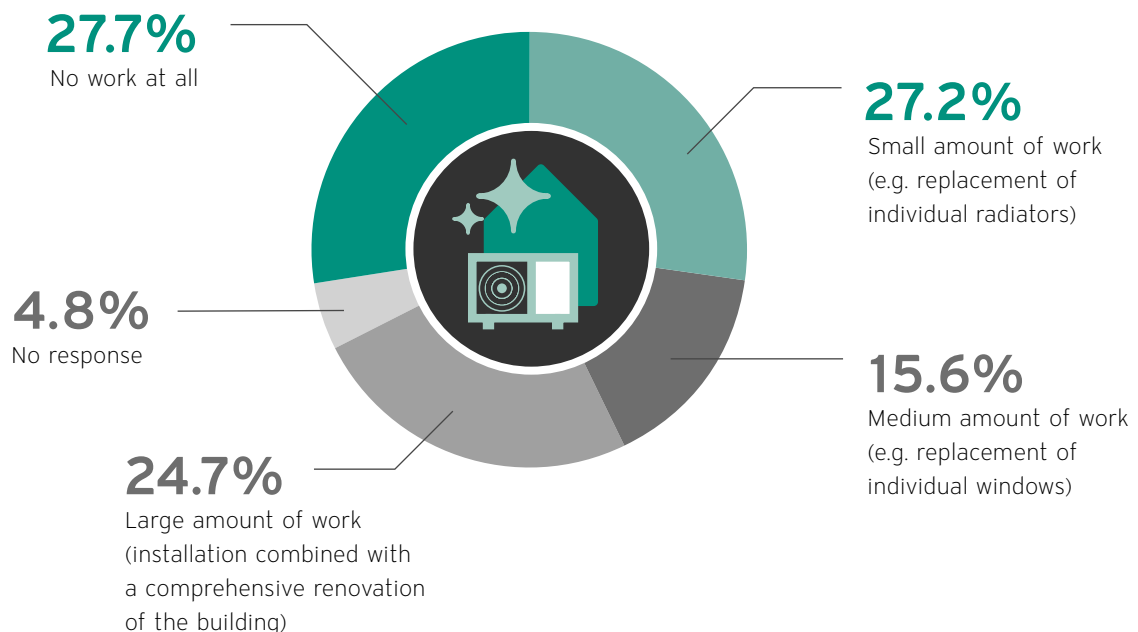
Property owners primarily recommend a heat pump because of its independence from fossil energy and its cost-effectiveness.

The five most important reasons for recommendation:



More than half of the homeowners needed to carry out either only a small amount of modernisation work or none at all when replacing the heating system.

Extent of modernisation work in the existing building when installing a heat pump:



Methodology

From 6 December 2024 to 13 January 2025, Civey conducted an online survey on behalf of Vaillant of around 1,500 property owners who had bought a heat pump within the past five years. As part of the survey, buildings built before 2010 were assigned to the category of existing buildings, while buildings built after 2010 fell into the category of new buildings. All the data was collected from Civey's own panel with verified participants. The results are representative of the respective population. The statistical error rate is between 4.9% and 5.8%. Further information on the methodology can be found here:

<https://civey.com/unsere-methode>

For more information on the topic:

Dr. Jens Wichtermann

Director Corporate Communications,
Sustainability Management & Politics
Phone: +49 2191 18-2754
Mobile: +49 175 2951810
jens.wichtermann@vaillant-group.com

Frederik Lippert

Head of External Communication,
Content & Corporate Citizenship
Phone: +49 2191 18-2697
Mobile: +49 175 2951859
frederik.lippert@vaillant-group.com

Published by

Vaillant GmbH | Berghauser Str. 40
42859 Remscheid, Germany

Last updated

18 March 2025