



## Wood Stove User Survey Communications Toolkit

**HPBA is in the process of collecting responses to a survey about how consumers use wood and wood-burning appliances.** Data collected will be important as we work with EPA and state air agencies on developing a cordwood test method. We have the survey posted on a few websites and will be putting it out through our social media channels today. We have well over 300 responses so far, **but we'd love to have more pour in from all across North America.**

Use the below materials to share this survey via social media and email.

### Social Media Post (Facebook):

#### Post for Affiliate Social Media Accounts:

When do your customers use their wood stove? How often do they get their chimney cleaned or inspected? We'd also like to know! Share this survey with your customers and they'll have the chance to win one of five \$100 Amazon gift cards.

<https://www.surveymonkey.com/r/WoodHeaterUsageLima>

### Email from Affiliate to Members:

**HPBA is in the process of collecting responses to a survey about how consumers use wood and wood-burning appliances.**

Data collected will be important as we work with EPA and state air agencies on developing a new, real-world cordwood test method for woodstoves. HPBA has posted the survey on a few websites and has shared it through social media channels. We have well over 300 responses so far, **but we'd love to have more pour in from all across North America.**

**We are asking our members to share the survey – ideally through your social media accounts and with an email to customers.**

A sample post with survey link is below. Also, below is a template email you could send to your customers.

Feel free to tweak the language to suit your needs, but we want to highlight that this is a quick survey and wood-burning appliance users who complete it will be entered into a random drawing for one of five \$100 Amazon gift cards.

### Retailer Social Media Post



When do you use your wood stove? How often do you have your chimney cleaned or inspected? We want to hear from you about how you burn! Take this 5-10 minutes survey and you can be entered to win one of five \$100 Amazon gift cards.

<https://www.surveymonkey.com/r/WoodHeaterUsageKilo>

### **Template Email from Retailer to Customers**

Our store is participating in a North American survey about how people use wood and wood-burning appliances. Data collected will be important as the wood heater industry works with stakeholders to develop a test method for woodstoves that more closely reflects how people actually use their stoves. This will make future woodstoves more efficient and clean burning than even today's highly efficient products.

- When do you use your wood stove?
- How often do you have your chimney cleaned or inspected?
- We want to hear from you about how you burn!

**Take this 5-10-minutes survey and you can be entered to win one of five \$100 Amazon gift cards.**

Survey: <https://www.surveymonkey.com/r/WoodHeaterUsageKilo>

We know your time is valuable and greatly appreciate your business and attention to this survey. We look forward to seeing you again sometime soon.