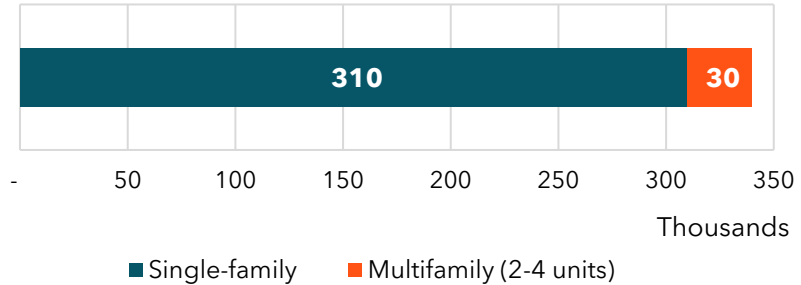


Market Assessment Fact Sheet

14.5 MM housing units in California Census, ACS, 2023	<table border="1"><thead><tr><th>Housing Type</th><th>Percentage</th></tr></thead><tbody><tr><td>Single-family homes</td><td>58%</td></tr><tr><td>Multifamily (2-4 units)</td><td>10%</td></tr><tr><td>Multifamily (5+ units)</td><td>24%</td></tr><tr><td>Mobile/manufactured homes + other</td><td>8%</td></tr></tbody></table>		Housing Type	Percentage	Single-family homes	58%	Multifamily (2-4 units)	10%	Multifamily (5+ units)	24%	Mobile/manufactured homes + other	8%
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About 25% of Californians are served by Publicly Owned Utilities CPUC.Gov	<table border="1"><thead><tr><th>Utility Type</th><th>Percentage</th></tr></thead><tbody><tr><td>Public Owned</td><td>25%</td></tr><tr><td>Investor Owned</td><td>52%</td></tr><tr><td>Community Choice Aggregators (CCAs)</td><td>23%</td></tr></tbody></table>		Utility Type	Percentage	Public Owned	25%	Investor Owned	52%	Community Choice Aggregators (CCAs)	23%		
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About 80% of single-family homes have gas water heaters	~75% of multifamily (2-4 units) have gas water heaters	~70% of multifamily (5+ units) have gas water heaters										
About 50% of single-family homes have water heaters in the garage RECS, 2020	<table border="1"><thead><tr><th>Location</th><th>Percentage</th></tr></thead><tbody><tr><td>Garage</td><td>50%</td></tr><tr><td>Outside</td><td>25%</td></tr><tr><td>Main living space</td><td>20%</td></tr><tr><td>Basement</td><td>5%</td></tr></tbody></table>		Location	Percentage	Garage	50%	Outside	25%	Main living space	20%	Basement	5%
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About 26% of 30-50-gallon tank water heaters are in single-family homes RECS, 2020	• 24% of single-family homes have water heaters >50 gallons • 5% of single-family homes have water heaters ≤30 gallons • 25% of single-family homes have tankless water heater											

3.7% single-family and 2.1% multifamily homes (2-4 units) have HPWH (new and existing construction)

CalMTA 2025 HPWH Market Characterization Report, forthcoming



50% of people install their own water heaters

CA Water Heating Market Study, Opinion Dynamics

\$8,400 avg. reported cost for an installed HPWH through TECH program

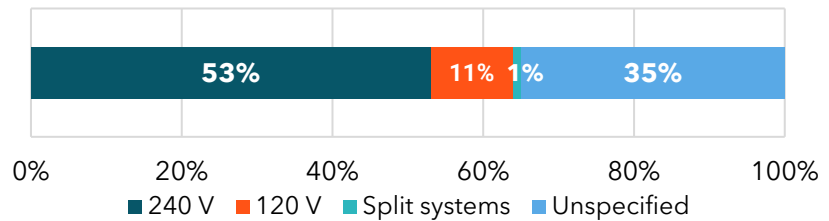
CalMTA 2025 HPWH Market Characterization Report, forthcoming

\$4,723 avg. incentive per HPWH, including stacked incentives

TECH incentive tracking, Cadmus

15,301 TECH HPWH incentives provided

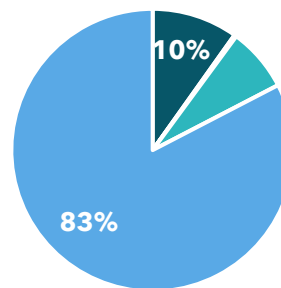
TECH Public Data, exported and reported by Cadmus (2021-June 2025)



ENERGY STAR-certified HPWH sales grew from 1% in 2021 to 4% in 2023

ENERGY STAR Shipment Data

25,045 CEDARS tracked incentives (2020-2024)



- Single-family programs (2,464)
- Multifamily programs (62)
- Unidentified (1,829)
- Golden State Rebate, formerly PLA (20,690)

About 800,000 water heaters sold each year in CA

Findings Memo, CPUC

About 21% of CA homes use electric water heaters

Energy Institute, 2023

74% of replacements are due to failure or poor functioning equipment

ODC Market Study, 2022