



Representing America's Natural Gas Utilities

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Issue:

Market Share of Natural Gas Appliances in Gas Homes

Findings

- Roughly 71 percent of United States households had natural gas service in 2017, with the greatest penetration in the Midwest and West, and with the South exhibiting the lowest penetration.
- For households with natural gas service, the gas space heaters and water heaters had a 65 and 71 percent market share, with gas cooking in 52 percent and gas clothes dryers in only 24 percent.
- The 30 percent or more difference between actual adoption rate and a full 100 percent adoption rate for any appliance shows that utilities still have room to grow by incentivizing customers to include more than one natural gas appliance in the home.

Market Share of Natural Gas – 2017

	All Homes	Homes with Natural Gas Service			
	With Natural Gas Service	Gas Space Heating	Gas Water Heating	Gas Cooking	Gas Clothes Drying
Northeast	79.3%	65.1%	68.5%	64.0%	25.7%
Midwest	86.8%	78.5%	73.8%	43.1%	27.6%
South	50.9%	49.1%	60.3%	43.7%	12.0%
West	83.9%	65.4%	80.0%	57.7%	30.8%
U.S.	71.5%	64.6%	70.8%	51.3%	23.9%

SOURCE: US Census Bureau, American Housing Survey 2017 Data

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