

Hotter Summers and Rising Energy Costs

How Next-Generation Inverter Heat Pumps Can Provide Comfort and Savings

FEATURE IMPACT

In the past decade, temperatures have reached record highs, according to NASA's Goddard Institute for Space Studies, resulting in hotter summers that last longer and put increasing strain on home HVAC systems. As heating and cooling systems are pushed to run for extended periods, energy use, especially for cooling, is increasing in demand and costing homeowners more.

Modern, energy-efficient heat pump systems, like those offered by Midea, one of the world's largest producers of major appliances and a leading innovator in the HVAC industry, allow homeowners to easily replace existing, outdated central air units, mitigating the need for major electrical rewiring, ductwork or structural modifications. Utility rebate programs and government incentives can also help offset upfront costs, while the improved efficiency of a heat pump system can help lower energy bills and support long-term savings.

Rising Energy Costs Make Cooling More Expensive

Maintaining comfort during prolonged periods of heat is a growing financial burden. With heating and cooling accounting for about 43% of home energy use, according to the U.S. Department of Energy, HVAC systems are one of the largest contributors to monthly utility bills. As systems run longer to keep up with extended heat, energy costs soar, making efficiency an increasingly key factor in managing overall household expenses.

Aging HVAC Systems Struggle to Keep Up

From 2000-2009, approximately 14.6 million homes were constructed, according to Statista research, many of which now have HVAC systems reaching replacement age. As these systems age, they become less efficient and require more energy to maintain the same comfort level. As cooling seasons lengthen and hotter temperatures become more common, this decline in performance can contribute to higher energy costs and reduced reliability.

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HOROSCOPES BY HOLIDAY

BY HOLIDAY MATHIS

week of July 11th - 17th, 2026

The Curtains of Cancer Season

In the last full week of Cancer season, the moon will be new, and the Mercury Retrograde is getting old. There's a bit of Venus strife. Rebel Uranus is thrice auspiciously activated. Cosmic themes swirl around all the things that make our personal lives smooth. A happy home life is a pillar of good living in general. Small adjustments can produce outsized improvements. A better future begins with a better way of living today.

ARIES (March 21-April 19). Even though it takes more effort, you are in the habit of sharpening your craft because it's your nature to give your best. Also, you're well aware that staying the same isn't maintaining the status quo -- it's actually falling behind. Excellence is the standard, which has you exerting yourself this week and paying you handsomely later in the year.

TAURUS (April 20-May 20). You don't keep score. You aren't evaluating every interaction based on what you receive back. That frees you to be effortlessly generous. You enter rooms wondering what you can add, and it changes the energy around you. You attract strong friends and allies, and the more supporters you get, the more attractive the group becomes.

GEMINI (May 21-June 21). This week's pertinent questions may have been categorized as "skeptical" in another era, but in this age, they are simply necessary measures to avoid being scammed, fooled or taken advantage of. "How plausible is this?" is good. "Who benefits from me believing this?" is better. You are savvy and will help others navigate tricky territory.

CANCER (June 22-July 22). Hospitality of spirit is the theme this week, and you'll both give and receive a genuine warmth. People feel welcomed into your world, not politely offered a seat or a drink but offered a role as your honored guest. Because of this, your social network expands in ways that make your day-to-day life more interesting and beautiful.

LEO (July 23-Aug. 22). Anything loitering in your head too long should be paying you rent. You'll only hold onto problems long enough to think of the next thing to try, then you're in action. Action isn't thinking about the problem. It's working on it -- a much more successful way to spend your energy. The same applies to relationships. Make moves instead of wishes.

VIRGO (Aug. 23-Sept. 22). You've been gathering knowledge, building relationships or developing skills without knowing exactly when they'd become useful. Now the pieces connect. This week, you'll take a risk on a potentially lucrative opportunity. Your calculated leap opens doors in a classic case of preparation meeting timing.

LIBRA (Sept. 23-Oct. 23). This week's success won't come from learning more but from accessing what you already know. Stress can cause you to lock up, so you're drawing blanks instead of accessing information. But from a relaxed place, you perform brilliantly. Keep returning your attention to the present moment instead of racing ahead to imagined outcomes.

SCORPIO (Oct. 24-Nov. 21). You've been that person whose reserve comes from self-protection. But not this

week. This week offers a sense of security that allows you to drop the guard sometimes because you know you're safe. In these places, you can be more generous with attention and warmth because interactions don't feel like a referendum on your worth.

SAGITTARIUS (Nov. 22-Dec. 21). You have a terrific ear for the truth, which will ring out for you in a way other information doesn't. You also have a way of presenting truth that helps it go down easy. In all fairness, half the trick to this is simply not mentioning the unnecessary. When there's a true, kind thing, you say that instead.

CAPRICORN (Dec. 22-Jan. 19). You shouldn't have to pay for every beautiful thing in your life. A sunset doesn't send an invoice. Neither does a good conversation or a walk with a friend. Consider what a little attention and care from someone is costing you. If it has gotten expensive and is starting to feel more transactional than genuine, this is the time to remedy the dynamic.

AQUARIUS (Jan. 20-Feb. 18). It's a week to venture out. And if your familiars get their feathers ruffled over it, it's only because you are so needed and loved, people are afraid to lose the best of your attention. But ultimately, your explorations will be good for everyone. Your time is your own. You belong to you -- and because of this, you will feel at home wherever you go.

PISCES (Feb. 19-March 20). Perhaps all you can control is your part of things, but you take this to such a level that you challenge the notion. You provide such a strong and appealing example with the way you play "your part" that the others will copy you. You don't have to teach, direct or command. This week, you're operating purely from your powers of attractions.

THIS WEEK'S BIRTHDAYS: It's your Year of the Tide. Life's natural rhythms keep the shoreline of your life interesting, teeming with life and constantly renewed. Opportunities, resources and relationships ebb and flow, but the overall movement is toward greater richness. More highlights: Work features more of what you're good at which leads to lucrative projects -- challenging in all the right ways. Key relationships thrive as you learn one another's "language." Something you create goes viral.

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