

Consumers Very Likely to Participate in an Energy Program with Specified Incentives

U.S. Broadband Households



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SYNOPSIS

Marketing Energy Programs: Making an Impact uses Parks Associates market segmentation and classification schema to more deeply understand the market for consumer energy programs and services. This 360 View Update examines familiarity with energy programs and factors that impact customer participation and also identifies partnership opportunities through existing customer relationships. The research also evaluates marketing channels across segments to provide energy program administrators, product designers, and service providers a good foundation to leverage the most current customer insights into marketing programs.

ANALYST INSIGHT

“Only 19% of consumers are very familiar with programs that offer tax rebates or other incentives in return for energy-efficiency initiatives such as home remodeling or home energy management. Consumers are willing to take action to save energy— 84% of U.S. broadband households took some kind of energy-savings action in 2015—so programs need to find better ways to get information to the consumer. Nearly 30% of U.S. broadband households are willing to participate for informational incentives such as energy usage data.”

— Eddie Accomando, *Research Analyst*, Parks Associates

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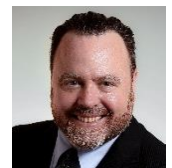


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Number of Slides: 70



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