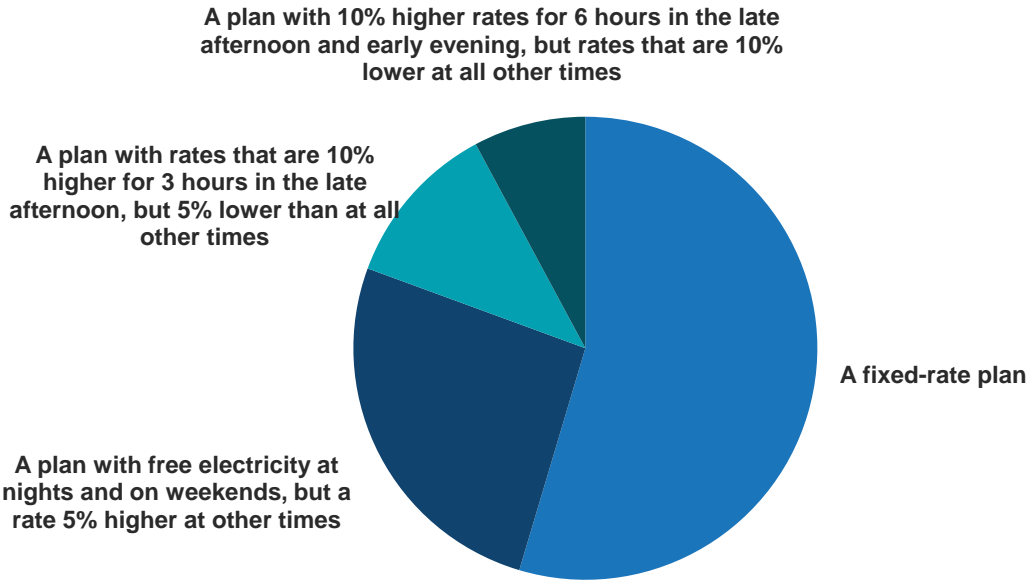


Time-of-use Tariff Preference U.S. Broadband Households



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SYNOPSIS

Smart meter deployments are expected to reach 90M by 2020, creating an opportunity for utilities to use pricing as a DR tool. Time-of-use, demand charges, and real-time pricing all create incentives for consumers to shift load, but shifting consumers to variable rate plans has been a challenge. This research examines consumer preferences related to TOU rates and their impact on consumer behavior.

ANALYST INSIGHT

“Transitioning consumers to TOU tariffs requires an understanding of consumer needs and preferences. While forcing TOU on consumers as a default tariff plan is one approach, providing customer-focused solutions is a better alternative.”

— Tom Kerber, *Director, IoT Strategy*, Parks Associates

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