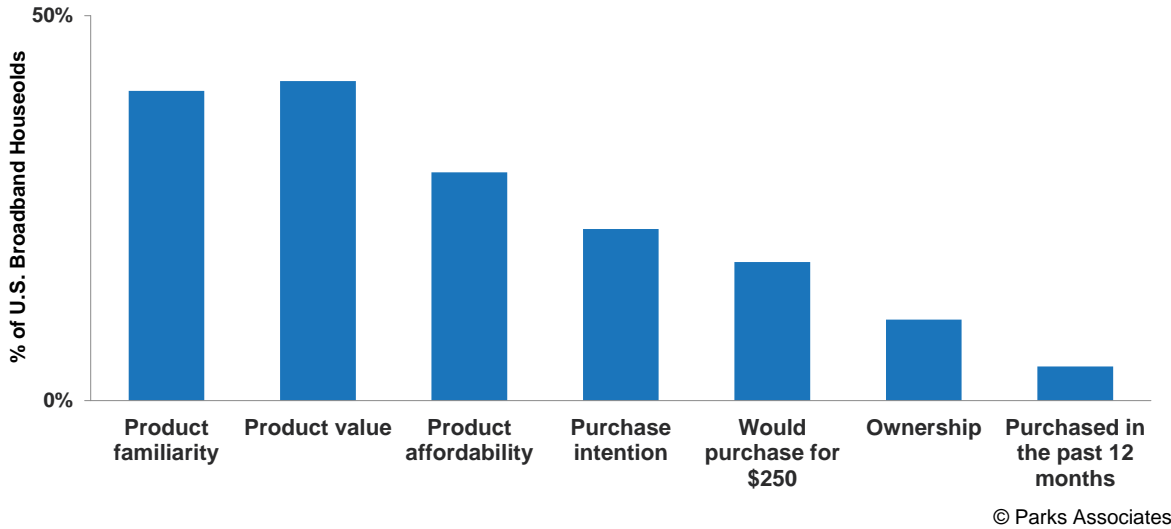


## Smart Programmable Thermostat Product Overview U.S. Broadband Households



### Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



David Mitchel, Research Analyst



Katherine Li, Researcher

### Industry Analyst



Tom Kerber, Director, IoT Strategy

### SYNOPSIS

This research tests different incentives promoting energy activities among consumers, from products to cost savings to information, to identify the right messaging, approach, and context that create consumer awareness, interest, and adoption of different energy management and efficiency offerings. It also reveals the connections consumers make between energy and the smart home.

### ANALYST INSIGHT

“Demand response programs can benefit greatly from integration of smart products. As bring-your-own-device programs become more commonplace, utilities need to understand the motivations and expectations of smart device owners.”

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

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## ATTRIBUTES

### **Parks Associates**

15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

**parksassociates.com**

**sales@parksassociates.com**

**PHONE** 972.490.1113

**Toll free** 800.727.5711

**FAX** 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, and Tom Kerber  
Executive Editor: Tricia Parks

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