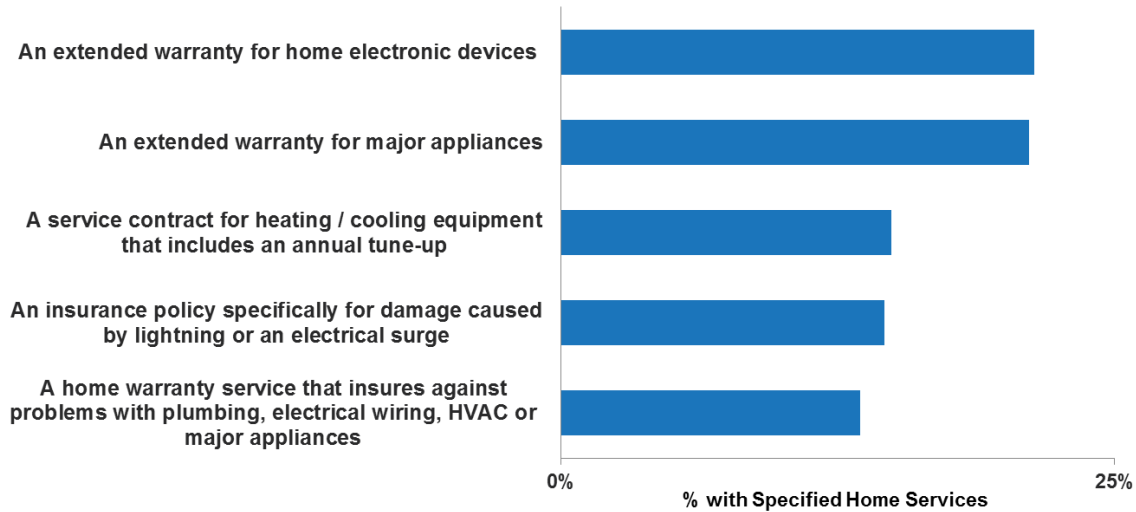


Home Service Adoption U.S. Broadband Households



© Parks Associates

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 reveals the new business opportunities emerging as the IoT and smart home change the relationship utilities have with their customers. It examines the changing perceptions of utilities and tests new offerings based on consumer interest and their willingness to pay.

ANALYST INSIGHT

“Margins are eroding for retail energy providers, and the industry recognizes that it must diversify its revenue and, to grow in the long term, move beyond selling a commodity product. Regulated utilities, through non-regulated sister companies, also seek to diversify revenue through new services. Opportunities include solar power, HVAC services, and home warranty services.”

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



Number of Slides: 66

CONTENTS

Consumer Analytics: Home Energy Management Track

- Methodology, Charts, Statistical Information
- Interpreting Heat Map Tables

Executive Summary

- Industry Insight
- Key Findings and Market Impact

Home Service Adoption

- Home Service Adoption (Q2/17)
- Home Service Adoption by Technology Adoption Segment (Q2/17)
- Home Service Adoption by Demographics (Q2/17)
- Home Service Adoption by Demographics, Cont. (Q2/17)
- Home Service Adoption by Attitudes about Technology & Lifestyle (Q2/17)
- Annual Service Fee for Home Warranty (Q2/17)
- Number of Units Covered Under Contract (Q2/17)
- Appeal of Home Services Bundled with Energy (Q2/17)
- Appeal of Bundling Home Services with Energy by Demographics (Q2/17)
- Highly Appealing Home Services Bundled with Energy by Technology Adoption Segment (Q2/17)
- Highly Appealing Home Services Bundled with Energy by Attitudes about Technology & Lifestyle (Q2/17)

HVAC Service Opportunity

- Key Findings: HVAC Service Opportunities
- Appeal of HVAC Services (Q2/17)

- Appeal of HVAC Services by Technology Adoption Segment (Q2/17)
- Appeal of Specific HVAC Services by Demographics (Q2/17)
- Most Important HVAC Service (Q2/17)
- Van Westendorp Price Analysis: HVAC Services
- Van Westendorp Pricing Analysis: HVAC Service (Q2/17)
- Average Price for HVAC Service Contract by Home Warranty Service Adoption (Q2/17)
- Average Price for HVAC Service Contracts by HVAC Services Appeal (Q2/17)
- HVAC Service: Point of Getting Expensive by Demographics of Home Owners (Q2/17)
- Preferred Vendor for HVAC Services (Q2/17)
- Company Types from Which Technology Adoption Segments Are Willing to Purchase (Q2/17)
- Preferred Vendor for HVAC Services by Demographics (Q2/17)
- Preferred Vendor for HVAC Services by Attitudes about Technology & Lifestyle (Q2/17)

Home Warranty Services

- Key Findings: Monitoring Services
- Appeal of Home Warranty/Monitoring Services (Q2/17)
- Appeal of Home Warranty Services by Technology Adoption Segment (Q2/17)
- Highly Appealing Home Warranty Services by Demographics (Q2/17)
- Highly Appealing Home Warranty Services by Attitudes about Technology & Lifestyle (Q2/17)

- Most Important Home Warranty Service (Q2/17)
- Van Westendorp Price Analysis: Home Warranty Services
- Van Westendorp Pricing Analysis: Home Warranty Service (Q2/17)
- Van Westendorp Pricing Analysis: Home Warranty Service Among Home Service Owners (Q2/17)
- Average Price of Home Warranty by Service Adoption (Q2/17)
- Average Price of Home Warranty by Home Warranty Service Appeal (Q2/17)
- Home Warranty Service: Point of Getting Expensive by Demographics of Home Owners (Q2/17)
- Preferred Vendor for Home Warranty Services (Q2/17)
- Preferred Vendor for Home Warranty Services by Technology Adoption Segment (Q2/17)
- Preferred Vendor for Home Warranty Services by Demographics (Q2/17)
- Willingness to Acquire Solar Panels by Company Type and Technology Segments (Q2/17)
- Preferred Vendor Types for Solar Panels by Demographics (Q2/17)

Appendix

Solar Purchase Agreements

- Key Findings: Solar
- Appeal of Solar Power Purchase Features (Q2/17)
- Highly Appealing Aspects of a Solar Power Purchase by Technology Adoption Segment (Q2/17)
- Highly Appealing Aspects of a Solar Power Purchase by Demographics (Q2/17)
- Most Important Attributes for a Solar Panel Purchase (Q2/17)
- Purchase Intention for Solar Panels in Exchange for Electricity Savings (Q2/17)
- Willingness to Purchase Solar from Various Company Types (Q2/17)

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang, Tom Kerber, Katherine Li, and David Mitchel
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2017 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.