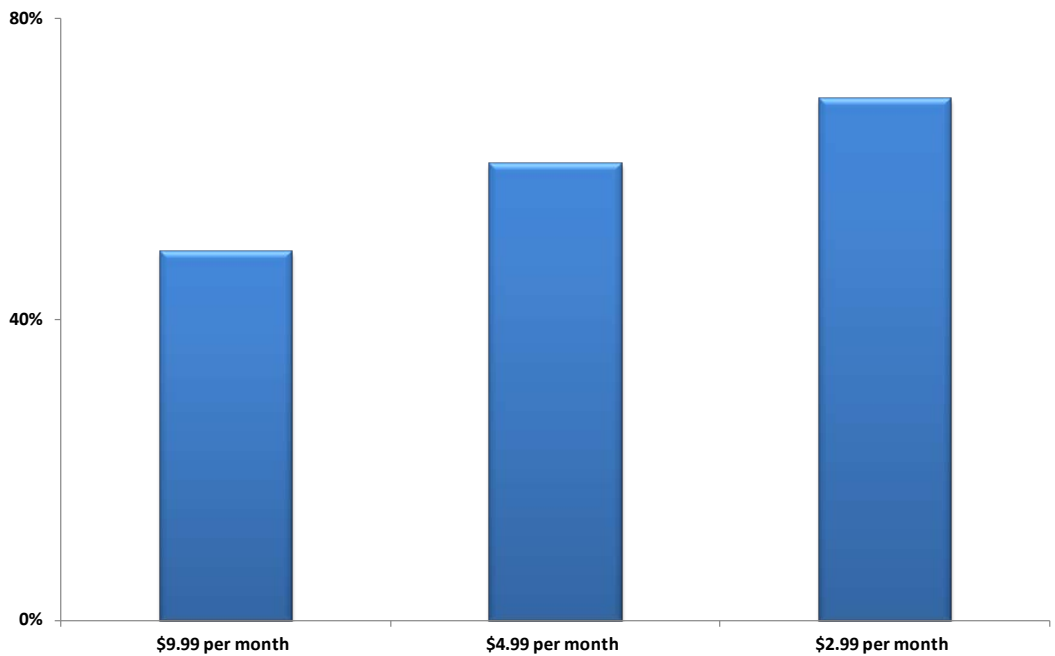


By **Tom Kerber**, *Director, Research, Home Controls & Energy*, **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, and **David Mitchel**, *Research Analyst, Parks Associates*

**SYNOPSIS**

*Trends & Segments for Home Energy Management* analyzes the demand for smart energy devices—smart home devices that help consumers manage their home’s energy consumption. The research details adoption trends for smart energy devices and analyzes the importance of interoperability and the extent to which the purchase of one type of smart home device leads to the purchase of others. Next, it gauges willingness to adopt smart energy devices and services with profiles provided of current and likely adopters. Finally, the research assesses demand for premium smart thermostats.

**Willingness to Subscribe to Smart Energy Services with Thermostat Included**  
(U.S. Broadband Households)



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**ANALYST INSIGHT**

“Most broadband households are willing to pay modest sums for energy management capabilities. The key is presenting it to consumers with a compelling marketing message and with an attractive revenue model.”

— **John Barrett**, *Director, Consumer Analytics, Parks Associates*

**CONTENTS**

**About the Research**

**Previous Research**

- Home Energy Management Adopters (Q2/14)
- Expanding Residential Demand Response Adoption (Q1/14)

## CONTENTS

- Leveraging Partnerships to Deliver Home Energy Management (Q1/14)
- Energy & American Broadband Households (Q4/13)
- Leveraging the Cloud for Home Energy Management (Q4/13)
- Consumer Segmentation: Who Will Pay for Home Energy Management (Q3/13)

**Key Findings****Recommendations****Overview of Smart Energy Product Adoption**

- Smart Home Familiarity (Q2/14)
- Adoption of Smart Home Control Products (2014)
- Smart Energy Device Adoption (2014)
- Purchase of Smart Home Devices in Last 12 Months (Q2/14)
- Smart Home Devices: Top Three Brands Most Recently Purchased (Q3/14)
- Use of Smart Energy Devices (Q3/14)

**Adoption Chains & Interoperability Concerns**

- First Smart Home Device Purchased (Q2/14)
- Smart Home Devices Included in First Purchased Kit (Q2/14)
- Number of Smart Home Devices Owned by First Purchase (Q2/14)
- Smart Home Devices Purchased After First Buying Thermostat (Q2/14)
- Smart Home Devices Purchased After First Buying Lights (Q2/14)
- Importance of Interoperability by Smart Energy Device (Q2/14)
- Importance of Interoperability by Order of Purchase (Q2/14)
- Importance of Interoperability by Device and Order of Purchase (Q2/14)

**Demand for Home Energy Management**

- Appeal of Smart Energy Features (Q2/14)
- Provider and Package Preferences for Smart Home Services (Q2/14)
- Hypothetical Smart Energy Service at 3 Different Price Points
- Willingness to Subscribe to Smart Energy Service (Q2/14)
- Hypothetical Smart Energy Service With a Thermostat
- Willingness to Subscribe to Smart Energy Services with Thermostat Included (Q2/14)
- Intention to Buy Smart Home Devices (Q2/14)

**Smart Energy Segments**

## CONTENTS

- Willingness to Adopt Smart Energy Services and Devices (Q2/14)
- Attitudes Towards Energy & Technology (Q2/14)
- Attitudes Towards Home & Environment (Q2/14)
- Smart Energy Segments by Age (Q2/14)
- Smart Energy Segments by Gender (Q2/14)
- Smart Energy Segments by Income (Q2/14)
- Smart Energy Segments by Education (Q2/14)
- Smart Energy Segments by Children at Home (Q2/14)
- Smart Energy Segments by Region (Q2/14)
- Smart Energy Segments by Housing Type (Q2/14)
- Smart Energy Segments by Rent vs. Own (Q2/14)
- Smart Energy Segments by Housing Square Footage (Q2/14)

**Demand for Premium Smart Thermostat**

- Smart Thermostat: Preference for Basic vs. Advanced Model (Q2/14)
- Advanced Smart Thermostat: Likelihood of Replacing Functioning Unit (Q2/14)
- Smart Thermostat: Purchase Intent and Preference (Q2/14)
- Smart Thermostats: Purchase Intent and Preference by Age (Q2/14)
- Smart Thermostat: Purchase Intent and Preference by Annual Home Improvement Spending (Q2/14)
- Smart Thermostats: Purchase Intent and Preference by Annual CE Spending (Q2/14)

**Additional Research from Parks Associates**

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