

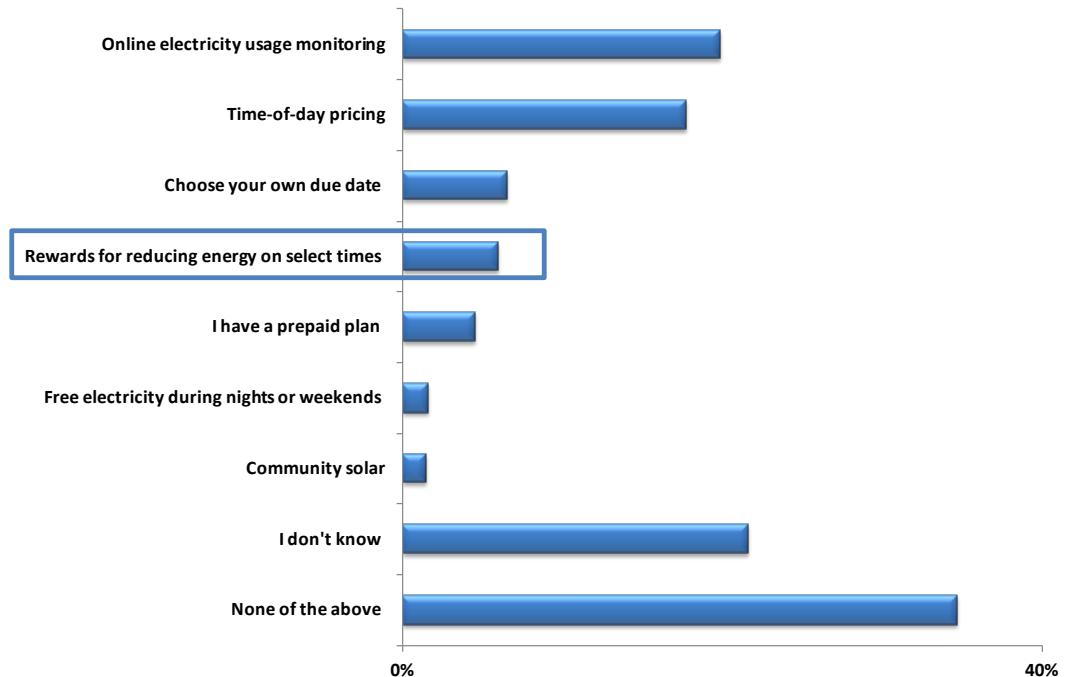
By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager of Consumer Research*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

SYNOPSIS

Expanding Residential Demand Response Adoption identifies ways of expanding consumer participation in residential energy demand response programs. It tests the willingness of consumers to participate under various conditions and when offered incentives such as smart thermostat rebates. It also identifies which consumers are most likely to participate in a demand response program and analyzes current participation in such programs.

Characteristics of Home Electricity Plan

(U.S. Broadband Households That Receive Electricity Bills)



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ANALYST INSIGHT

“A substantial number of consumers are willing to participate in a demand response program under the right conditions. Utilities, however, need to keep their message to consumers simple and emphasize the incentives that make participation worthwhile from the consumer’s point of view.”

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

CONTENTS

About the Research

Previous Research

- 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)
- Receptiveness to Variable Rate Plans (Q2/13)

CONTENTS

Key Findings**Recommendations****Market Overview**

- Adoption Rate of Programmable Thermostats (2012 - 2013)
- Internet-Connected Thermostat Ownership (2012 - 2013)
- Average Monthly Electricity Bill (2010 - 2013)
- Utility Billing (Q4/13)

Current Participation in Demand Response Program:

- Characteristics of Home Electricity Plan (Q4/13)
- Characteristics of Home Electricity Plan by Home Size (Q4/13)
- Characteristics of Home Electricity Plan by Education (Q4/13)
- Avg. Monthly Electricity Bill by Plan Characteristics (Q4/13)
- Characteristics of Home Electricity Plan by Provider (Q4/13)
- Satisfaction by Plan Characteristics (Q4/13)
- Familiarity with Energy Programs (2010 - 2013)
- Familiarity With Energy Programs by Age (Q4/13)
- Familiarity With Energy Programs by Income (Q4/13)

Hypothetical Demand Response Program:

- Respondents Presented Hypothetical Demand Response Program
- Demand Response Participation (Q4/13)
- Demand Response: Participation by Billing Type (Q4/13)
- Demand Response: Participation by Urban vs. Rural (Q4/13)
- Demand Response: Participation by Security System Ownership (Q4/13)
- Demand Response: Participation by Features of Current Electric Plans (Q4/13)
- Demand Response: Participation and Energy-Saving Efforts (Q4/13)
- Demand Response Participation by Electricity Provider (Q4/13)
- Degree of Control: Demand Response Participation (Q4/13)
- Degree of Control: Demand Response Participation by Gender (Q4/13)
- Degree of Control: Demand Response Participation by Education Level (Q4/13)
- Degree of Control: Demand Response Participation by Region (Q4/13)
- Degree of Control: Demand Response Participation by Satisfaction with Electricity Plan

CONTENTS

- Degree of Comfort: Demand Response Participation (Q4/13)
- Degree of Comfort: Demand Response Participation by Home Size (Q4/13)
- Degree of Comfort: Demand Response Participation by Education (Q4/13)
- Degree of Comfort: Demand Response Participation by Region (Q4/13)
- Incentive: Demand Response Participation (Q4/13)
- Incentive: Demand Response Participation by Education Level (Q4/13)
- Incentive: Demand Response Participation by Income Level (Q4/13)
- Respondent Grouping and Presentation of Conditions
- Receptiveness to Remote Thermostat Adjustment: Test Groups

Smart Thermostat Rebate as Incentive:

- Demand Response Participation by Programmable and Smart Thermostat Ownership (Q4/13)
- Following the demand response scenario, respondents were presented with a hypothetical smart thermostat rebate
- Smart Thermostat Rebate: Demand Response Participation (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Age (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Education (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Income (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Children at Home (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Home Ownership (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Home Size (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Billing Type (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Security System Ownership (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Satisfaction with Electricity Plan (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Electricity Service Provider (Q3/13)
- Smart Thermostat Rebate: Demand Response Participation by Programmable and Smart Thermostat Ownership (Q3/13)
- Respondents Presented With Two Thermostat Options
- Smart vs. Programmable Thermostat Preference and Price (Q4/13)
- Smart Thermostat Rebate & Smart Thermostat Ownership (Q4/13)

Additional Research from Parks Associates

ATTRIBUTES

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