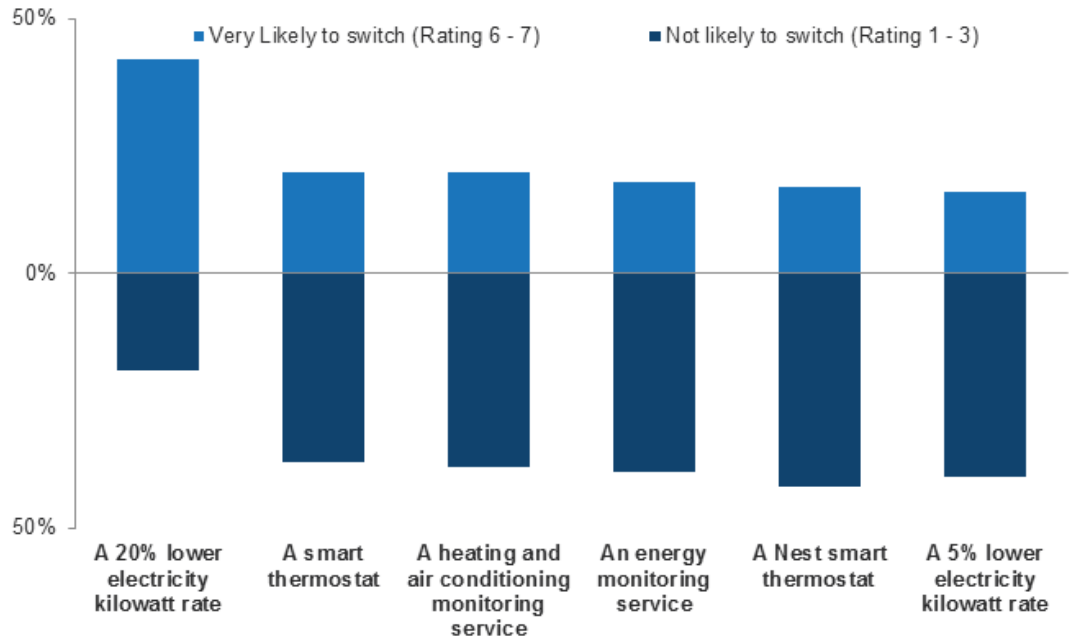


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Tom Kerber**, Director of Research, Home Controls & Energy, **Maia Hinkle**, Research Analyst, and **David Mitchel**, Research Analyst, **Parks Associates**

SYNOPSIS

Energy Services in the Smart Home analyzes the demand for value-added services that complement electricity service with smart home-enabled monitoring capabilities. The research gauges consumer interest and willingness to adopt these services at varying price points and bundles. The value-added services tested include energy consumption monitoring, energy-efficiency services, and device performance monitoring. It breaks down results by electricity service provider and assesses the impact of stand-alone devices that enable similar features.

Likelihood of Switching Electricity Provider for Incentive
U.S. broadband households with a Choice in Electricity Provider



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ANALYST INSIGHT

“Value-added monitoring services have clear revenue potential. Consumers are willing to pay additional fees for monitoring directly, and they are also willing to indirectly pay for monitoring through the purchase of bundles that include monitoring.”

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

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Previous Research

- 360 View: Energy Management, Smart Home, and Utility Programs (Q4/14)
- Trends and Segments for Home Energy Management (Q3/14)
- Digital Engagement of Consumers: Home Energy Management (Q3/14)

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- Home Energy Management Adopters (Q2/14)
- Expanding Residential Demand Response Adoption (Q1/14)
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Additional Research from Parks Associates**ATTRIBUTES**

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