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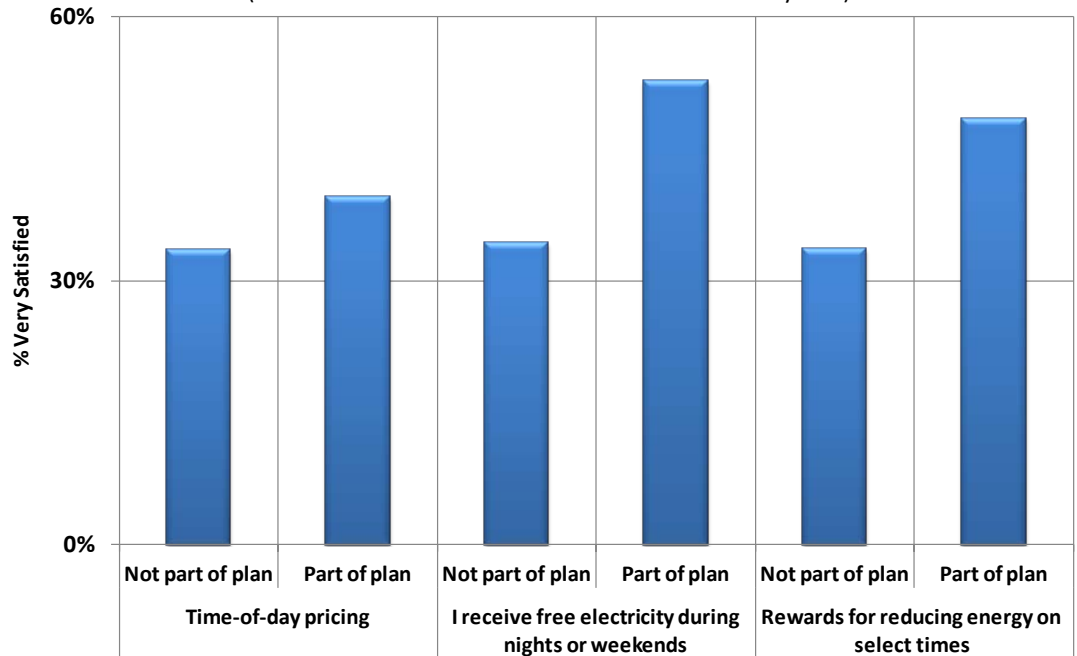
SYNOPSIS

360 View: *Energy and American Broadband Households* highlights value propositions driving adoption of smart home products and services and the role of energy within this expanding market area.

This study also reveals the consumer perspective with the expanding smart home market. It also provides analysis and in-depth details of the rapidly changing landscape of energy management and smart home products and services, including specific programs targeting smart thermostats.

Satisfaction by Plan Characteristics

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



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ANALYST INSIGHT

" There is an opportunity to substantially expand energy management programs by piggy-backing on broader smart home offerings. Consumers want energy management, but other capabilities like safety and security have a greater potential to drive adoption."

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

CONTENTS

About the Research

Previous Research

Key Findings

Recommendations

Technology Profile of American Broadband Households

- Consumer Electronics Adoption (2009 - 2013)

CONTENTS

- Adoption Rate of Programmable Thermostats (2012 - 2013)
- Internet-Connected Thermostat Ownership (2012 - 2013)
- Primary Energy Source - Cooling (2012 - 2013)
- Primary Energy Source: Hot Water Heater (2011 - 2013)
- Primary Energy Source: Heating (2009 - 2013)
- Home Systems Owned (Q4/13)
- Home Equipment Ownership (Q4/13)
- Adoption of Home Systems (Q4/13)
- Type of Renewable-Energy Generator (Q4/13)
- Likelihood of Purchasing Renewable-Energy Generator (2012 - 2013)
- Type of Renewable-Energy Power Generator Likely to Purchase (Q4/13)
- Alternative Fuel Vehicles (Q4/13)
- Likelihood to Purchase an Alternative Fuel Vehicle (Q4/13)
- Smart Lighting & Door Lock Equipment (Q4/13)
- Recent Purchase of Smart Lighting & Door Lock Equipment (Q4/13)
- Type of Automatic Lighting Controls (Q4/13)

Electricity Services

- Utility Billing (Q4/13)
- Average Monthly Electricity Bill (2010 - 2013)
- Change in Electricity Rate (Q4/13)
- Characteristics of Home Electricity Plan (Q4/13)
- Avg. Monthly Electricity Bill by Plan Characteristics (Q4/13)
- Choice of Electricity Providers (2010 - 2013)
- Electricity Provider Switching (2012 - 2013)
- Electricity Provider Switching by Age (Q4/13)
- Satisfaction with Electricity Plan (2012 - 2013)
- Satisfaction with Electricity Plan by Provider (Q4/13)
- Satisfaction with Electricity Plan & Market Restructuring (Q4/13)
- Satisfaction by Change in Electricity Rate (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)

Energy-Efficiency Efforts

- Top 10 Actions To Reduce Energy Usage (Q4/13)
- Actions To Reduce Energy Usage - Cont. (Q4/13)
- Type of Light Bulbs Used (2012 - 2013)
- Top 10 Actions To Reduce Energy Usage by Age (Q4/13)
- Actions Taken to Reduce Energy Usage (2010-2013)

Demand Response Programs

- Respondents were presented a hypothetical demand-response program
- Receptiveness to Remote Thermostat Adjustment: Control Variables (Q4/13)
- Receptiveness to Remote Thermostat Adjustment: Comfort Variables (Q4/13)
- Receptiveness to Remote Thermostat Adjustment: Incentive Variables (Q4/13)
- Receptiveness to Remote Thermostat Adjustment: Test Groups (Q4/13)
- Likelihood of Purchasing Smart Thermostat With Rebate (Q4/13)
- Smart vs. Programmable Thermostat Preference and Price (Q4/13)

Smart Home Packages: Market Overview

- Home Security System Adoption (2010 - 2013)
- Adoption of Professionally-Monitored Security System (2010 - 2012)
- Professional-Monitoring Security Service Provider(2011 - 2013)
- Average Monthly Professionally-Monitored Service Cost (2011 - 2013)
- Intention to Acquire a Home Security System by Home Ownership (2011 - 2013)
- Reasons for Acquiring a Home Security System (Q1/13)
- Major telecom providers are entering the home security and home control market
- Major cable TV providers are also entering the market for security and home controls

Smart Home Packages: Demand for Smart Home Packages

- Appeal of Smart Home Equipment (Q4/13)
- All respondents were presented three hypothetical smart home packages
- Appeal of Smart Home Packages (Q4/13)
- Total Number of Appealing Smart Home Packages (Q4/13)
- Appealing Smart Home Packages by # of Appealing Packages (Q4/13)
- Preferred Smart Home Package (Q4/13)

CONTENTS

- Preferred Smart Home Package by Age (Q4/13)
- Respondents were presented price points for each of the three packages
- Preferred Smart Home Package with Pricing Shown (Q4/13)
- Preferred Smart Home Package with Pricing Shown by Age (Q4/13)
- Likelihood of Purchasing Smart Home Package (Q4/13)
- Likely Buyers of Smart Home Packages (Q4/13)

Smart Home Packages: Profile of Likely Smart Home Package Buyers

- Likely Buyers: Preferred Smart Home Package (Q4/13)
- % Likely to Buy Smart Home Packages by Age (Q4/13)
- % Likely to Buy Smart Home Packages by Income (Q4/13)
- Likely Buyers of Smart Home Packages and Income (Q4/13)
- Demographic Profile of Those Likely to Purchase Smart Home Packages (Q4/13)
- Housing Profile of Those Likely to Purchase Smart Home Packages (Q4/13)
- Home Ownership by Smart Home Package Likely-Buyers (Q4/13)
- Preferred Smart Home Package with Pricing Shown by Security System Ownership (Q4/13)
- Preferred Smart Home Package with Pricing Shown & Home Security System Ownership (Q4/13)
- Likely Buyers of Smart Home Packages and Security System Ownership (Q4/13)
- Interest in Purchasing Smart Home System by Internet Provider (Q4/13)

Smart Home Packages: Professional Smart Home Services

- Respondents were presented with one of three professional smart home services
- Willingness to Subscribe to Professional Smart Home Service (Q4/13)
- Willingness to Buy Smart Home Package & Subscribe to Service (Q4/13)
- Non-Security System Owners: Preferred Smart Home Package and Willingness to Subscribe to Smart Home Service (Q4/13)
- Respondents were presented with a subsidized model for their preferred smart home package
- Impact of Subsidization on Smart Home Demand (Q4/13)
- Likely Smart Home Buyers: Impact of Subsidization on Demand (Q4/13)
- Likely Smart Home Service Subscribers: Impact of Subsidization on Demand (Q4/13)
- Respondents were presented with smart home packages bundled with professional monitoring service
- Impact of Bundled Service on Smart Home Demand (Q4/13)



CONTENTS

- Likely Smart Home Buyers: Impact of Bundled Service on Demand (Q4/13)
- Likely Smart Home Subscribers: Impact of Bundled Service on Demand (Q4/13)
- Options for Waiving Monthly Smart Home Service Fee (Q4/13)
- Likely Smart Home Buyers: Options for Waiving Monthly Services (Q4/13)
- Likely Smart Home Buyers: In-App Purchases (Q4/13)

Smart Home Packages: Drivers, Inhibitors & Preferences

- Reason for Not Purchasing Smart Home System by Preferred Package (Q4/13)
- Reason for Not Purchasing Smart Home by Income (Q4/13)
- Reasons for Purchasing Smart Home System (Q4/13)
- Willingness to Purchase Smart Home System and Panic Button Appeal (Q4/13)
- Preference for Equipment Package vs. Stand-Alone Device (Q4/13)
- Likely Buyers: First Choice of Smart Home Provider (Q4/13)

Additional Research from Parks Associates

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