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SYNOPSIS

Energy Management: Efficiency is Not Enough analyzes the market for energy-saving products and services. It details energy consumption habits and efforts to reduce energy usage in the households. It tests consumer willingness to purchase energy-saving products offering varying levels of savings.

Parks Associates' **Home Energy Management** service analyzes consumer engagement, business models, and technology trends for energy management solutions.

ANALYST INSIGHT

"Consumer interest in energy efficiency is limited. Greater convenience and control will be the true market driver for energy management products and services. Offering greater efficiency alone will not convince most consumers to buy."

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

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Energy Management: Efficiency is Not Enough

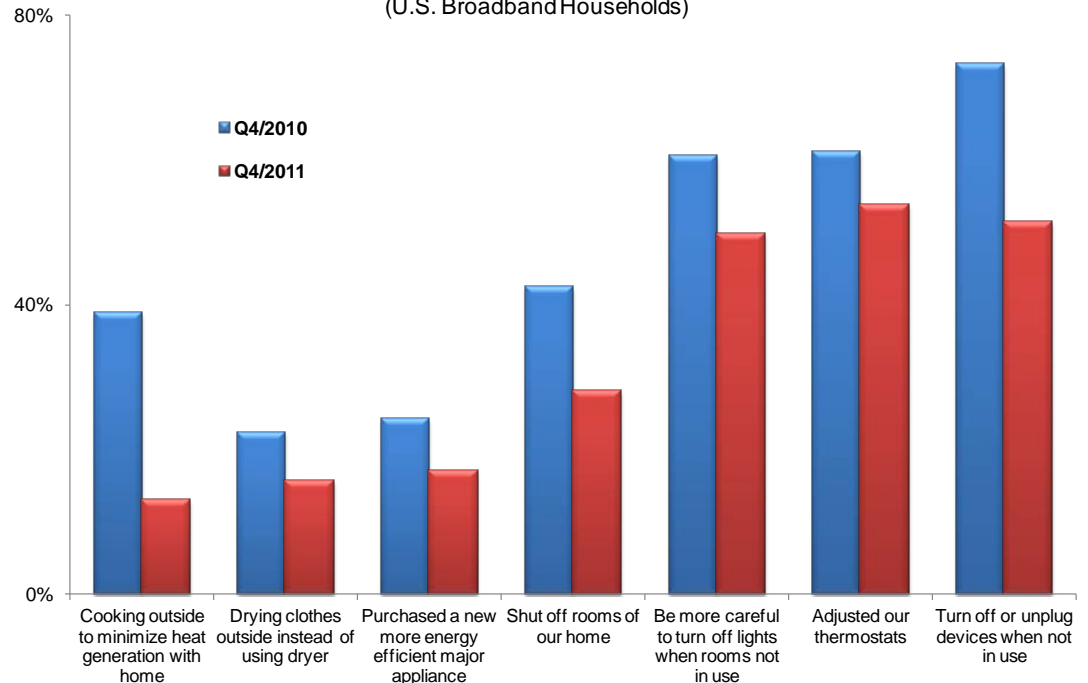
- About the Research
- Previous Research
- Key Findings
- Recommendations

Energy Consumption Overview

- Primary Source of Energy for Heating the Home (Q4/11)
- Primary Source of Energy for Heating Water (Q4/11)
- Type of Electricity Bill (Q4/11)
- Average Monthly Electricity Expense (Q4/11)

Actions Taken to Reduce Energy Usage

(U.S. Broadband Households)



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- Breakdown of Households by Residence and Utility Billing (Q3/12)
- Monthly Utility Cost (Q3/12)
- Home Energy Spending by Major U.S. Region (Q3/12)

Consumer Energy Saving Habits

- Actions Taken to Reduce Energy Usage (2010-2011)
- Attitudes Towards Energy-Saving Devices (2010-2011)
- Programmable Thermostat Ownership (2009-2011)
- Programmable Thermostat Usage (2010-2011)
- CFL Usage (2010-2011)
- Reasons for Few or No CFLs (2010-2011)
- Familiarity with Energy Programs (2010-2011)
- Energy Management Program Enrollment (2009-2011)

Energy Efficiency & Consumer Demand

- Energy Saving Product Scenarios
- Percent Willing to Pay for Energy Saving Product by Level of Energy Savings (Q3/12)
- Percent Willing to Pay for Energy Saving Product with 20% Savings, by Age (Q3/12)
- Percent Willing to Pay for Attic Insulation by Education (Q3/12)
- Percent Willing to Pay for Smart Water Tank Controller by Children in Home (Q3/12)
- Average Amount Willing to be Paid for Product by Level of Energy Savings (Q3/12)
- Percent Willing to Pay for Energy Saving Product with 20% Savings, by Monthly Energy Costs (Q/12)
- Amount Willing to be Paid for Product Saving 20% vs. Total Home Energy Bill (Q3/12)

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