SYNOPSIS

Energy efficiency programs have the opportunity to accelerate adoption of energy efficient products, extending beyond smart thermostats to include many smart product categories. This research quantifies price sensitivity of demand for smart products and quantifies the opportunity for energy providers to expand energy efficiency programs.

ANALYST INSIGHT

“This research quantifies free ridership and the influence of incentives on buying behaviors of product categories including HVAC equipment, water heaters, pool pumps, and smart thermostats. It examines the impact of combined EE/DR programs, and preferences for different incentive structures including instant or mail in rebates and financing.”

— Tom Kerber, Director, IoT Strategy, Parks Associates
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Incentivizing Whole Home Energy Efficiency

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