Energy and American Broadband Households

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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.

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

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Additional Research from Parks Associates

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