

# SMART ENERGY SUMMIT

engaging the consumer

FEB 22-24 2016

AUSTIN TX

OMNI HOTEL  
DOWNTOWN

## RESEARCH & ANALYSIS ON IoT AND THE EVOLVING SMART HOME —New Energy Solutions, Connected Appliances, & Security—

**EXECUTIVE & ANALYST INTERVIEWS:** CONTACT **Holly Sprague** @hollywsprague @SmartEnergySmt  
HSPRAGUE@GMAIL.COM 720.987.6614 #SES2016

### KEYNOTES

FEB 23—10:00 AM



#### “Making Energy Easy and Engaging for Customers”

William Clayton, Vice President of Customer Care Operations, Reliant, NRG

FEB 23—2:00 PM



#### “Connected Thermostats: A Revolution Driving Value for Utilities and Service Providers”

Seth Frader-Thompson, President, EnergyHub

FEB 24—9:45 AM



#### “Getting Paid to Save Energy... Finally”

Paul Campbell, VP Innovation / Head of Silicon Valley Innovation Center, Schneider Electric

PARKS ASSOCIATES

## ENERGY RESEARCH HIGHLIGHTS

### Smart Energy

25% of U.S. broadband households find energy management very appealing. Interest increases to 37% of households that own at least one smart home device.

The most popular smart home devices are networked security cameras, followed by connected lighting and smart thermostats.

51% of U.S. broadband households would like to receive alerts if a fire or smoke is detected in their home.

36% of U.S. broadband households would like the ability to remotely turn off the lights inside or outside of their home.

17% of U.S. broadband households plan to buy a smart appliance in the next 12 months.

49% of U.S. broadband households plan to purchase a smart home device in the next 12 months.

Nearly 10% in the U.K., Germany, Spain, and France have a home control system.

Amazon is the dominant retailer for smart energy devices. Home Depot is a distant second.

### Energy Programs (EE and DM)

The average U.S. broadband household pays \$123 per month for electricity and over 50% of U.S. broadband households have taken at least one step to reduce energy consumption, including adjusting thermostats, turning off unused devices, and using CFL/LED lights.

36% of consumers would participate in an energy program offering a free product, tied with payment for non-use of electricity during peak times for most popular incentive.

29% of U.S. broadband households are likely to participate in an energy program in exchange for a detailed breakout of the major sources of energy consumption in the home.

Nearly 30% of U.S. broadband households value control of their smart home energy devices over cost savings, but approximately one-half of product owners or purchase intenders would permit utility control of their smart appliances in exchange for a rebate.

46% of smart thermostat owners or intenders would permit utility control of this device in exchange for a \$50 rebate or discount.

### Home Security

The number of households with monitored security rose over 15% in the past two years.

### Smart Home Devices

Nineteen percent of U.S. broadband households currently own a smart home product.

Roughly one-half of the smart energy devices purchased are part of a home control or home security system.

### Solar

Adoption of solar panels is 4% of U.S. broadband households, up from 2% in 2013.

Seven percent of U.S. broadband households plan to purchase a solar panel in the next 12 months.

40% of U.S. broadband households are very interested in the ability to store unused power and sell it back to the grid.

40% of consumers find a home energy management system that allows them to disconnect from the electric grid “very appealing.”

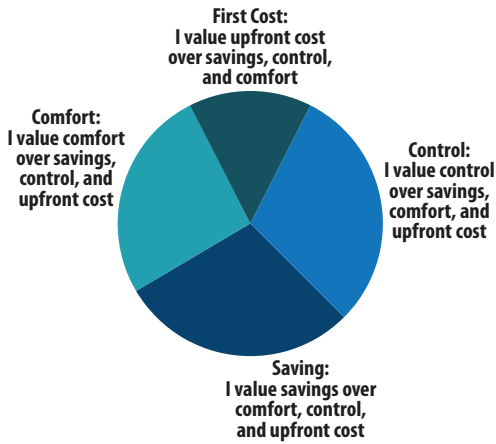
Cite Parks Associates when using any information from this document.

[www.parksassociates.com](http://www.parksassociates.com)

**New research & interactive discussions on business strategies and new energy services**

**Energy Segmentations**

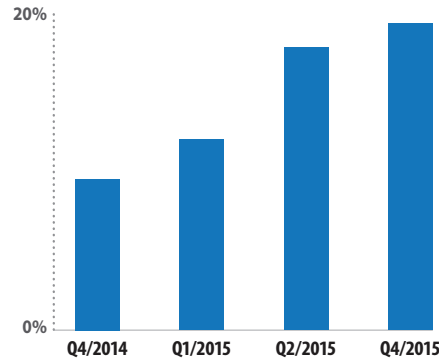
U.S. Broadband Households



© Parks Associates

**Interactive Smart Home Ownership (2014 - 2015)**

U.S. Broadband Households



© Parks Associates

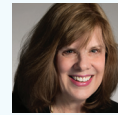
**PARKS PERSPECTIVES**

Follow the Parks Associates Energy Team and other Analysts on the analyst blog: [www.parksperspectives.com](http://www.parksperspectives.com)



**TOM KERBER**

Director, Research, Home Controls & Energy  
@TomAKerber



**BARBARA KRAUS**

Director of Research  
@BarbaraAtParks



**ALLEN WEINER**

Senior Research Analyst  
@allenweiner



**EDDIE ACCOMANDO**

Research Analyst



**BRAD RUSSELL**

Research Analyst  
@bradrusselltech

**Home Energy Management Research Topics:**

- Energy Devices
- Alternative Energy, including solar; wind; etc
- Thermostats
- Utilities
- Big Data in the IoT
- IoT Devices and Services
- Sensors
- APIs



**FREE RESOURCES**

**Whitepapers**

**Top 2016 Trends for the Consumer IoT**

**Unlocking Growth of the European Smart Home**

[parksassociates.com/whitepapers](http://parksassociates.com/whitepapers)

**Newsletters**

Sign up for the Smart Energy Insights newsletter & more at [www.parksassociates.com/newsletter](http://www.parksassociates.com/newsletter)

**Industry Webcasts—NO FEES**

**“Top 10 Trends - The Outlook for the Connected Home 2016 ”**

Sponsored by Lynx Technology **DOWNLOAD**  
[parksassociates.com/lynx-jan2016](http://parksassociates.com/lynx-jan2016)

**“Leading with Data: Unlocking the Value of Connected Products ”**

Sponsored by Ayla Networks **DOWNLOAD**  
[parksassociates.com/value-of-data](http://parksassociates.com/value-of-data)

**Parks Associates’ 2016 EVENTS**



**CONNECTIONS™: The Premier Connected Home Conference**

May 24-26, 2016  
Hyatt Regency  
San Francisco, CA

[CONNECTIONSUS.com](http://CONNECTIONSUS.com)



**Connected Health Summit: Engaging Consumers**

August 30 - September 1, 2016  
San Diego, CA

[ConnectedHealthSummit.com](http://ConnectedHealthSummit.com)



**CONNECTIONS™ Europe**

November 2-3, 2016  
Amsterdam

[CONNECTIONSEurope.com](http://CONNECTIONSEurope.com)



**Media Contact**

**Contact Holly Sprague** to request an interview with Parks Associates

analysts or to inquire about specific research data.

720.987.6614 | [hsprague@gmail.com](mailto:hsprague@gmail.com)  
Twitter: @hollywsprague

**Contact Us**

[www.parksassociates.com](http://www.parksassociates.com) | 972.490.1113

Blog: [www.parksperspectives.com](http://www.parksperspectives.com)

Twitter: @ParksAssociates; @SmartEnergySmt

© Parks Associates. All data, analyses, and conclusions in this document belong to Parks Associates. Please cite Parks Associates when using any information from this document.