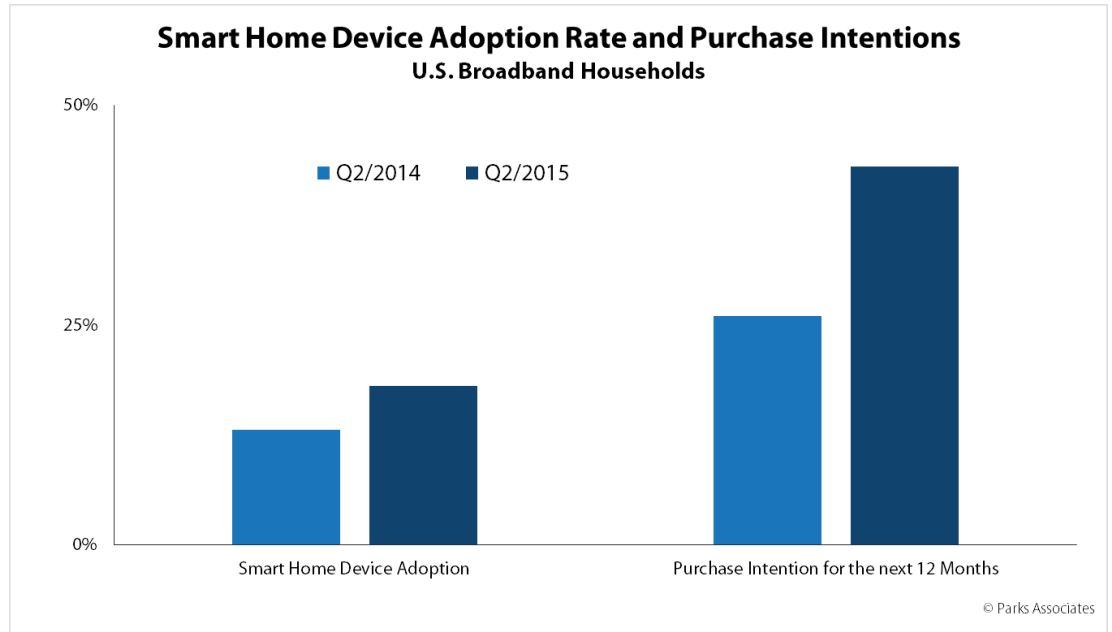


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Tom Kerber**, Director of Research, Home Controls & Energy, and **David Mitchel**, Research Analyst, Parks Associates

SYNOPSIS

Energy Management Bundles evaluates the appeal for energy related monitoring services in the context of the smart home. It quantifies how bundling energy services with other smart home value propositions can expand reach and appeal of smart home services, identifies how bundling energy services can drive recurring revenue, and examines how appeal of energy related monitoring services is impacted by smart product ownership, smart home service subscription, and energy-saving actions.



ANALYST INSIGHT

“The smart home is forcing convergence, as traditionally separate verticals have the opportunity to collaborate and provide new value to the consumer. This research quantifies the value and importance of partnerships to expand the deployment of energy management solutions.”

— **Tom Kerber**, Director of Research, Home Controls & Energy, Parks Associates

CONTENTS

About the Research

Previous Research

- Winning Smart Home Strategies for Energy Management (Q3/15)
- The Market for Smart Thermostats (Q2/15)
- Energy Services in the Smart Home (Q1/15)
- 360 View: Energy Management, Smart Home, and Utility Programs (Q1/15)
- Digital Engagement of Consumers: Home Energy Management (Q4/14)

CONTENTS

- Trends and Segments for Home Energy Management (Q3/14)

Key Findings**Industry Insight****Recommendations****Energy Management and Smart Home Services:**

- Energy Management in the Context of the Smart Home
- Most Appealing Smart Home Management Features (Q2/14)
- Other Appealing Smart Home Management Features (Q2/14)
- Optimal Feature Combinations (TURF Analysis) (Q2/14)

Energy Management and Smart Products:

- Energy Management and Smart Home Devices
- Smart Home Device Adoption Rate (2014-2015) & Smart Home Device Purchase Intention (2014 -2015)
- Smart Home Device Ownership by Age (2014-2015)
- Average # of Smart Home Devices Owned Among Owning HHs by Age (Q2/15)
- Smart Home Device Ownership by Home Size (2014-2015)
- Average # of Smart Home Devices Owned Among Owning HHs by Home Size (Q2/15)
- Segmentation Overview
- Parks Associates Smart Home Segments
- Smart Home Segments (Q2/14)
- Smart Home Device Ownership by Segment (2014-2015)
- Overall Smart Home Device Purchase Intention by Segment (2014-2015)

The Consumer Journey to Energy Efficiency:

- The Journey to Energy Efficiency
- Energy Saving Actions (2013 - 2014)
- Number of Energy Saving Steps Taken (Q4/14)
- Groups of Energy Saving Actions (Q4/14)
- Percentage of BB HHs Taking Energy Saving Actions Within Groups (Q4/14)

Energy Management Service Bundles:

- Energy Management in the Context of Bundled Services
- Appeal of Value-Added Monitoring Services (Q4/14)

CONTENTS

- Likelihood of Subscribing to Value-Added Monitoring Services (Q4/14)
- Appeal of Value-Added Monitoring Services by Smart Home Device Ownership (Q4/14)
- Likelihood of Subscribing to Value-Added Monitoring Services by Smart Home Device Ownership (Q4/14)
- Likelihood of Subscribing to an Energy Monitoring Service by Smart Home System Ownership (Q4/14)
- Likelihood of Subscribing to an Appliance Monitoring Service by Smart Home System Ownership (Q4/14)
- Likelihood of Subscribing to a Heating and Air-Conditioning Monitoring Service by Smart Home System Ownership (Q4/14)
- Appeal of Energy Monitoring Service by Steps of Energy Saving Actions (Q4/14)
- Intention to Subscribe to Energy Services by Steps of Energy Saving Actions (Q4/14)
- Appeal of an Energy Monitoring Service and Energy Saving Actions (Q4/14)
- Appeal of an Appliance Monitoring Service and Energy Saving Actions (Q4/14)
- Appeal of a Heating and A/C Monitoring Service and Energy Saving Actions (Q4/14)

Additional Research from Parks Associates**ATTRIBUTES**

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by John Barrett, Yilan Jiang, Tom Kerber, and David Mitchel
Executive Editor: Jennifer Kent

Number of Slides: 63
Published by Parks Associates

© 2015 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.