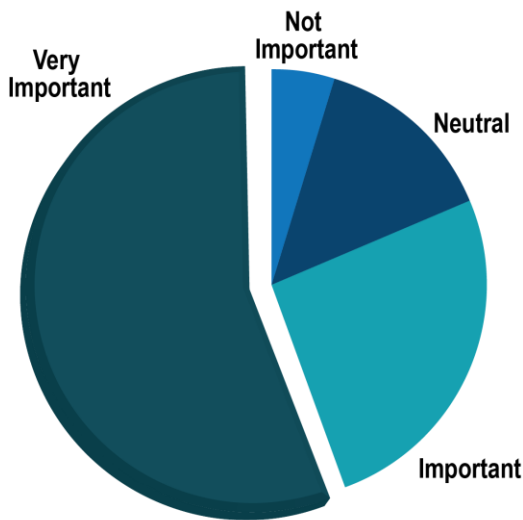


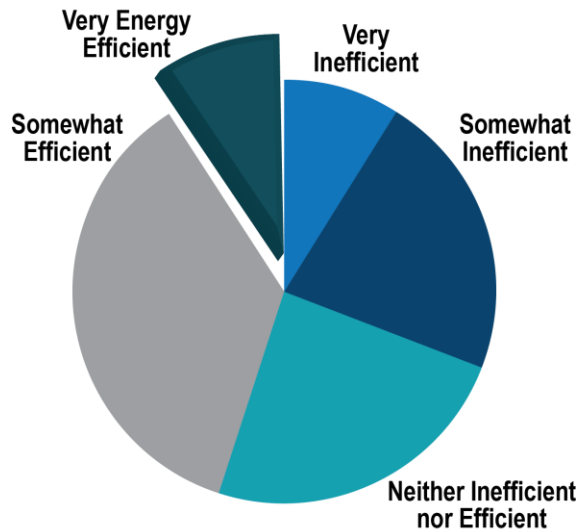
Importance of an Energy-Efficient Home: Value vs. Reality

U.S. Broadband Households

How important is it to have an energy-efficient home?



How energy efficient would you say your home is?



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SYNOPSIS

Energy efficiency plays an important role in the purchasing decisions for many products and as utilities expand energy efficiency programs, understanding the impact of financial incentives on the consumer purchase process is critical. This research quantifies free ridership and the impact of incentives on product sales mix. It also quantifies the thermostat and lighting markets, identifies major channels for each product, and profiles owners and those likely to purchase. This research examines consumer preferences for bundling products, services, and recurring models and their potential to create new recurring revenue streams.

ANALYST INSIGHT

“Smart products are creating new opportunities for utilities, as both energy efficiency and demand response programs incorporate smart home solutions. This research evaluates incentives and opportunities for combined EE/DR programs and consumer preferences for time-of-use tariffs and their potential to create demand for automation.”

— Tom Kerber, *Director, IoT Strategy*, Parks Associates



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Appendix

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