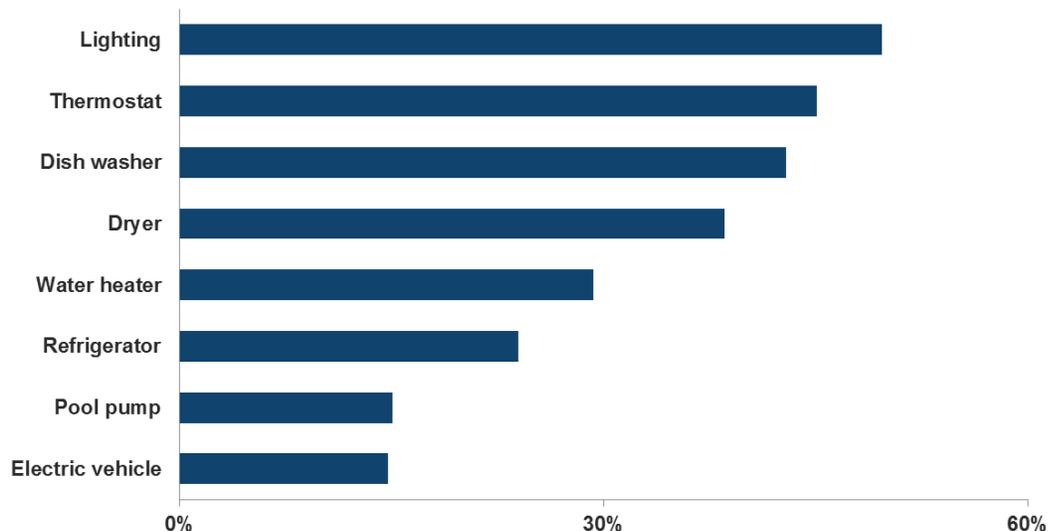


Willingness to Adjust Home Devices During Peak Periods US Broadband Households



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SYNOPSIS

The smart home provides connectivity that allows consumers and energy service providers to understand and manage energy consumption throughout the home. As adoption of solar, storage, and electric vehicles grows alongside the smart home, utilities have the opportunity to align operation of these devices to the needs of the grid. This research provides insights on consumer interest in energy management products and services, including features, price sensitivity, and incentives for energy-efficiency solutions.

ANALYST INSIGHT

“As utilities and smart home device manufacturers seek to drive consumer adoption of energy-related smart home products, it is important to understand the types of energy management features that will help drive purchases. Consumer segmentation provides insight into what energy management programs and services are appealing and what incentives will drive greater consumer participation.”

— Patrice Samuels, *Senior Analyst*, Parks Associates

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Consumer Demand for Smart Energy Solutions

SERVICE:
SMART ENERGY
MANAGEMENT

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Appendix



Consumer Demand for Smart Energy Solutions

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