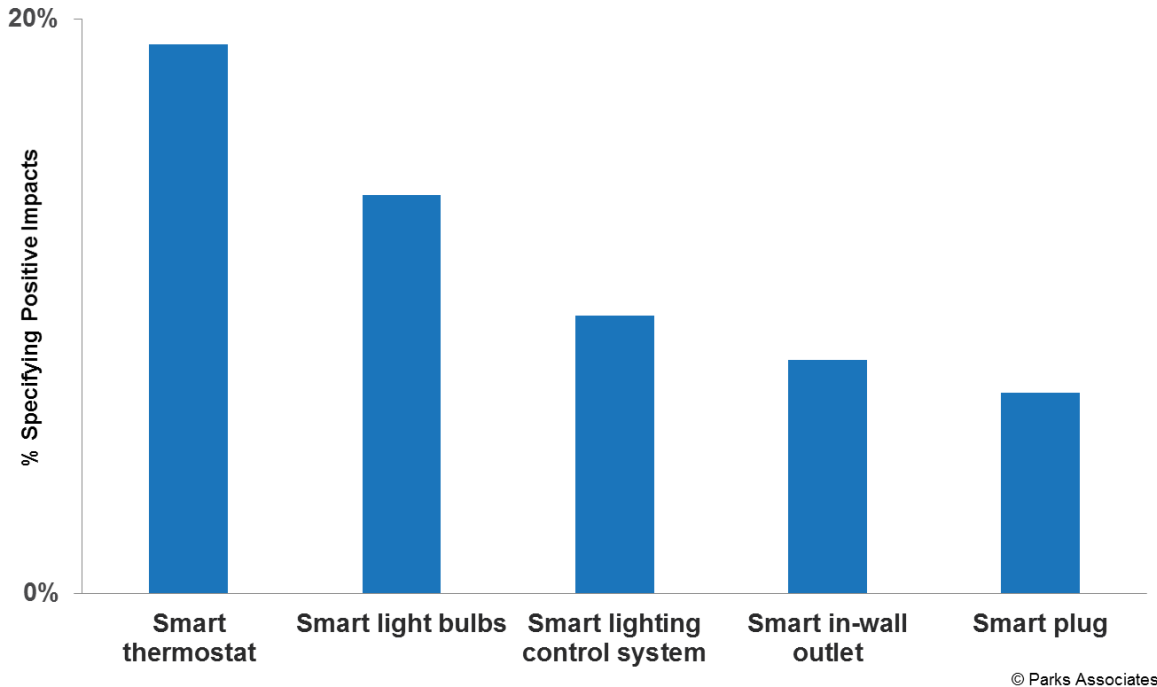


## Positive Impact of Discounts/Rebates on Device Purchases

U.S. Broadband Households That Own a Smart Energy Device



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### SYNOPSIS

Residential load, which was once fixed, is now flexible. The smart home provides connectivity that enables solution providers to adapt operation to pricing signals or demand response events without impacting the consumer. 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

“Utilities are in a unique position as their customers span generations, income, and educational segments. In traditional, non-retail markets, their relationship is long term, and they are considered a trusted advisor in their communities.”

— Denise Ernst, *Vice President*, Parks Associates

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