

Smart Thermostats: Utilities' Gateway to the Smart Home?

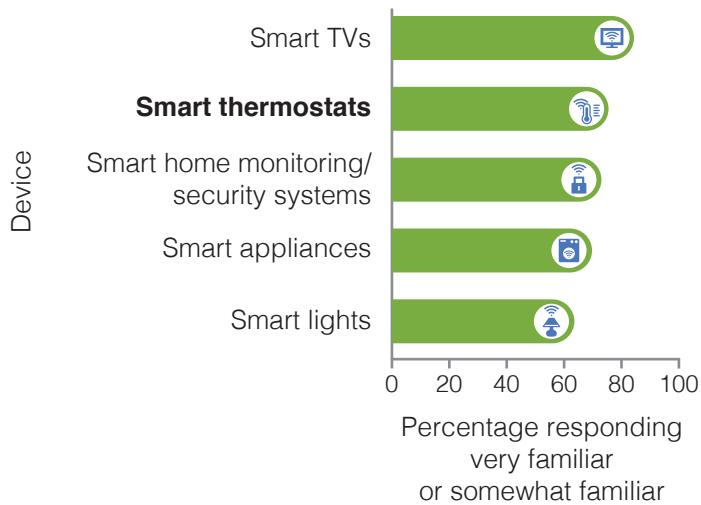


Smart thermostats help customers save energy while reducing demand on the grid. With adoption increasing each year, you have a prime opportunity to keep your brand in front of customers by being part of a popular solution to high energy consumption.

You're already promoting the use of smart thermostats, and because customers are so familiar with them, they make a good entry point to the adoption of other energy-saving devices and potentially broader home energy management systems.

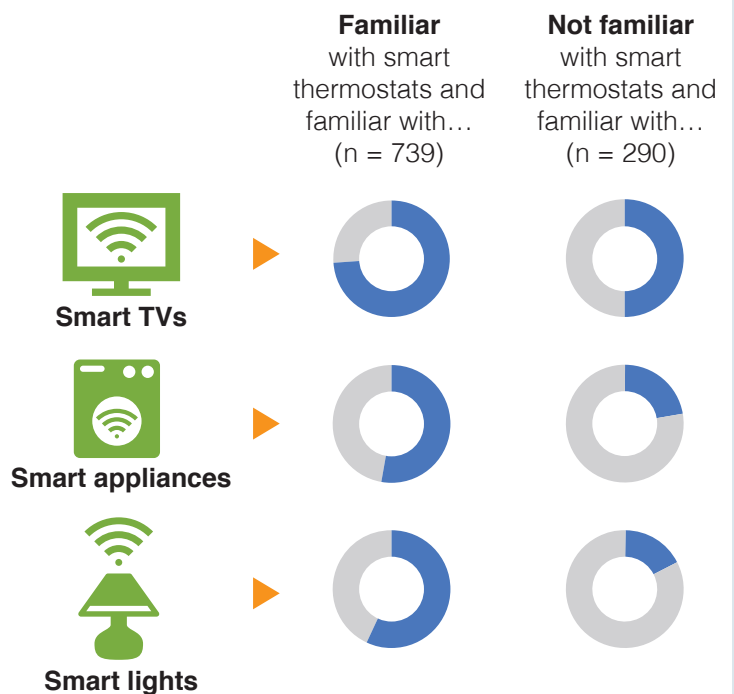


Familiarity with smart thermostats among residential customers is high



Base: n = 1,029. **Question S1_1:** A smart device is an Internet-enabled device that is capable of being controlled remotely via smartphone or tablet and able to understand user preferences and operate autonomously by collecting data on usage. How familiar are you with the following smart devices? **Note:** The question asked about 12 smart devices, and the top 5 are shown.

And, familiarity with other smart devices is much higher if customers already know about smart thermostats



In order to be successful, you need to understand your customers' needs, perceptions, and rationales for purchasing smart thermostats. Findings from the E Source Residential Utility Customer Survey can help you understand and identify customers who are likely to adopt energy-saving technologies, allowing you to promote your programs and services to those who are most likely to participate.

The data are drawn from the 2016 E Source Residential Utility Customer Survey. E Source conducts an annual survey of residential customers in the US and Canada. In 2016, we studied customer awareness, adoption, rationales for purchase, sentiment, and experiences related to smart technologies.