Expanding Residential Demand Response Adoption

Description: 'Expanding Residential Demand Response Adoption' identifies ways of expanding consumer participation in residential energy demand response programs. It tests the willingness of consumers to participate under various conditions and when offered incentives such as smart thermostat rebates. It also identifies which consumers are most likely to participate in a demand response program and analyzes current participation in such programs.

Key features:
- Analyzes market demand for smart home packages
- Compares and contrasts consumer willingness to adopt under subsidized and bundled approaches
- Identifies drivers & inhibitors to adoption and potential of new revenue models

Contents: About the Research

Previous Research
- Energy & American Broadband Households (Q4/13)
- Leveraging the Cloud for Home Energy Management (Q4/13)
- Consumer Segmentation: Who Will Pay for Home Energy Management (Q3/13)
- Receptiveness to Variable Rate Plans (Q2/13)

Key Findings

Recommendations

Market Overview:
- Adoption Rate of Programmable Thermostats (2012 - 2013)
- Internet-Connected Thermostat Ownership (2012 - 2013)
- Average Monthly Electricity Bill (2010 - 2013)
- Utility Billing (Q4/13)

Current Participation in Demand Response Program:
- Characteristics of Home Electricity Plan (Q4/13)
- Characteristics of Home Electricity Plan by Home Size (Q4/13)
- Characteristics of Home Electricity Plan by Education (Q4/13)
- Avg. Monthly Electricity Bill by Plan Characteristics (Q4/13)
- Characteristics of Home Electricity Plan by Provider (Q4/13)
- Satisfaction by Plan Characteristics (Q4/13)
- Familiarity with Energy Programs (2010 - 2013)
- Familiarity With Energy Programs by Age (Q4/13)
- Familiarity With Energy Programs by Income (Q4/13)

Hypothetical Demand Response Program:
- Respondents Presented Hypothetical Demand Response Program
- Demand Response Participation (Q4/13)
- Demand Response: Participation by Billing Type (Q4/13)
- Demand Response: Participation by Urban vs. Rural (Q4/13)
- Demand Response: Participation by Security System Ownership (Q4/13)
- Demand Response: Participation by Features of Current Electric Plans (Q4/13)
- Demand Response: Participation and Energy-Saving Efforts (Q4/13)
- Demand Response Participation by Electricity Provider (Q4/13)
- Degree of Control: Demand Response Participation (Q4/13)
- Degree of Control: Demand Response Participation by Gender (Q4/13)
- Degree of Control: Demand Response Participation by Education Level (Q4/13)
- Degree of Control: Demand Response Participation by Region (Q4/13)
Smart Thermostat Rebate as Incentive:
- Demand Response Participation by Programmable and Smart Thermostat Ownership (Q4/13)
- Following the demand response scenario, respondents were presented with a hypothetical smart thermostat rebate
- Smart Thermostat Rebate: Demand Response Participation (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Age (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Education (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Income (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Children at Home (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Home Ownership (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Home Size (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Billing Type (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Security System Ownership (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Satisfaction with Electricity Plan (Q4/13)
- Smart Thermostat Rebate: Demand Response Participation by Electricity Service Provider (Q3/13)
- Smart Thermostat Rebate: Demand Response Participation by Programmable and Smart Thermostat Ownership (Q3/13)
- Respondents Presented With Two Thermostat Options
- Smart vs. Programmable Thermostat Preference and Price (Q4/13)
- Smart Thermostat Rebate & Smart Thermostat Ownership (Q4/13)

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