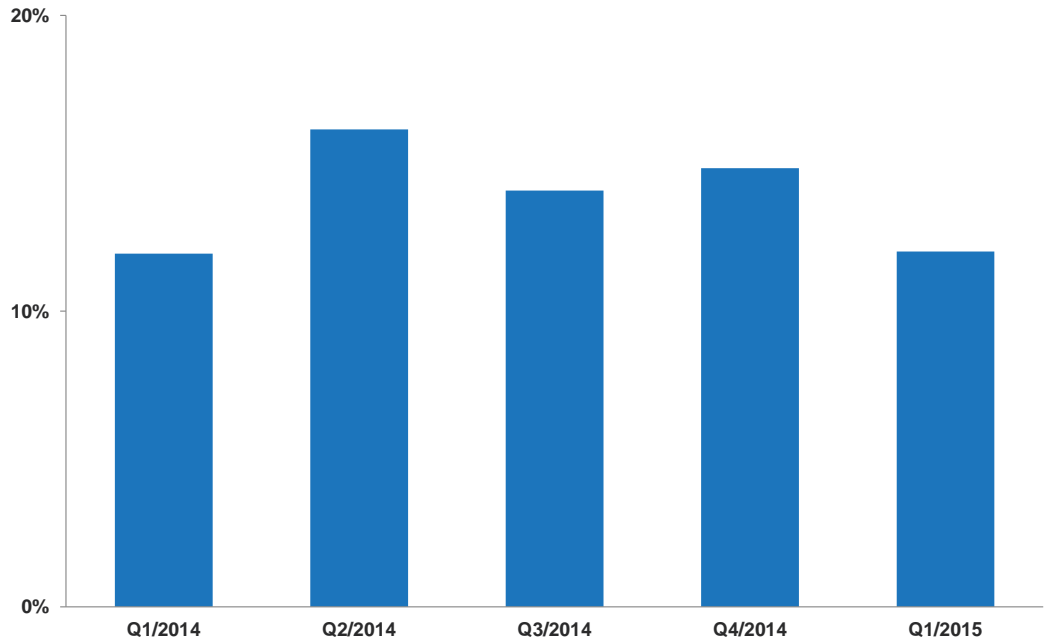


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Tom Kerber**, Director of Research, Home Controls & Energy, and **David Mitchel**, Research Analyst, Parks Associates

SYNOPSIS

The Market for Smart Thermostats analyzes the market for smart programmable thermostats, including adoption and purchase trends, usage, distribution channels, and market share. It examines consumer perceptions of savings from the use of smart thermostats. It also examines the problems owners experience when setting up or using their device and the process of resolving these issues.

Future Intention to Purchase a Smart Programmable Thermostat (2014 - 2015)
U.S. Broadband Households



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ANALYST INSIGHT

“Smart thermostats continue to be a strong product category in the lineup of smart home devices. Consumers are passively adopting them with new home security systems but also actively acquiring them through retail locations, in part, because of the potential cost savings they offer.”

— **John Barrett**, Director, Consumer Analytics, Parks Associates

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ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by John Barrett, Yilan Jiang, Tom Kerber, and David Mitchel
Executive Editor: Tricia Parks

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