

## SYNOPSIS

Smart home technologies and connected energy assets create new opportunities to coordinate demand, optimize consumption, and strengthen resilience at the grid edge, enabling both consumers and energy providers to benefit—households gain more control over energy costs and comfort, while utilities enhance demand response, load flexibility, and renewable integration.

This research examines US households' engagement with grid-ready energy solutions and bundled offerings. It explores familiarity, adoption, and satisfaction with energy-efficient equipment, energy programs, EV charging, solar, storage, and demand response.

The survey also assesses consumer attitudes toward managing energy through smart devices, AI-driven services, and bundled programs, identifying key barriers and motivators shaping the path toward broader adoption of energy innovations.

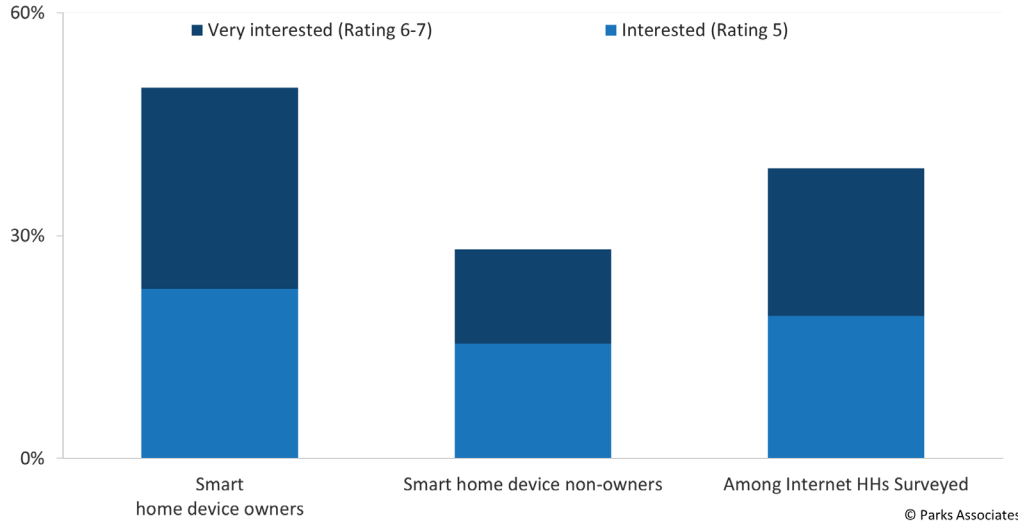
**Number of Slides: 91**

## AUTHORS

# Grid-Ready Homes: Home Energy Insights, Assets, & Bundles

2026

**Interest in Home Energy Management System Bundle**



### Key questions addressed:

1. How do customers perceive and manage energy costs, and how can utilities improve cost visibility and control?
2. What energy insights do customers value most, and which providers do they trust to deliver them?
3. What is customer awareness and participation in utility programs (e.g., TOU, demand response), and where are the engagement gaps?
4. What drives or limits participation in demand response, and how can utilities improve the customer experience?
5. What is the adoption of DERs (solar, storage, smart panels), and how should utilities adapt grid and program strategies?
6. How can utilities drive adoption of EVs and energy technologies through bundled offerings, rates, and grid-integrated use cases?

“For utilities, the challenge of dealing with the load cannot sufficiently be managed by building new power generation. Electrification and solar generation has created more instability through fluctuating dips and spikes in demand (e.g., the “duck curve”). Rapid load management that isn’t noticed by consumers is key, and behind-the-meter assets like smart thermostats, batteries, and smart appliances are vital.”

— Daniel Holcomb, Senior Analyst, Parks Associates

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- Consumer Perception of Monthly Electricity Bill
- Impact of High Electricity Cost on Purchase Intention
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- Using Home Battery to Power Home
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- Consumer Comfort with Allowing Manufacturer or Utility to Adjust Products During Peaks
- Maximum Temperature Change Allowed for Thermostat Adjustment

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- Monitoring Home Energy Usage Through Other Applications Among Owners of Specified Devices
- Interest in Energy Management Tools by Smart Home vs Security System Ownership

- Valuable AI-Enabled Features for Home Energy Consumption Management
- Valuable AI-Enabled Features for Home Energy Consumption Management by Smart Home Ownership
- Willingness to Share Energy Usage Data Between Devices
- Preferred Provider for Energy Usage Monitoring and Optimization App
- Top 5 Utilities by Customers (Total customers served)

## HEMS and Automations

- Interest in Home Energy Management System Bundle by Smart Home Device Ownership
- Devices Preferred for Inclusion in Home Energy Management System
- Most Preferred Home Energy Management Service Tiers by Home Ownership
- Current Integration of Multiple Smart Home Devices Working Together
- Ease of Creating Smart Home Routines and Integrations

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## Appendix

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