

Smart home survey: “Digital natives” show high propensity to pay for smart home

Cologne, 04.03.2013 – Young, internet savvy consumers („digital natives“) are willing to pay for smart home applications: 67 percent would pay up to 150 euro for a starter kit while 60 percent consider a monthly fee ranging from 5 to 10 euro for the use of a smart home software to be absolutely reasonable. These are some of the results of an online survey conducted by the Bonn-Rhein-Sieg University of Applied Sciences and smart home specialist [GreenPocket](#). Detailed results will be presented at the CeBIT trade fair in Hannover.

The survey shows, that the willingness – especially of young consumers – to pay for smart home solutions is higher than initially thought. A large majority of respondents would pay a lump sum of up to 150 euro for a starter kit, consisting of a gateway, two heating controls and a switchable socket; over 30 percent would even pay up to 250 euro. Propensity to pay for the continued use of a smart home software solution is equally high: over 60 percent of the respondents believe that a monthly fee of 5 to 10 euro is a realistic charge.

Another interesting result of the survey is that for the so-called digital natives energy efficiency and convenience aspects take second resp. third place after security considerations. Security, in this case, does not only relate to data security and privacy protection but also refers to active control of home appliances and protection against burglary. Furthermore, the survey confirms that any viable smart home solution has to cater to the needs of the mobile generation, meaning it has to be manageable via mobile devices, such as smart phones or tablets.

The survey was carried out by the Bonn-Rhein-Sieg University of Applied Sciences in collaboration with smart home specialist GreenPocket. Important subjects, next to willingness to pay, were the general interest for smart home products as well as perceived benefits and application preferences. Experience from previous smart home projects undertaken by GreenPocket helped formulate the questions. GreenPocket will present the detailed results of the study at this year’s CeBIT in Hannover, where it participates as one of the finalists of the CODE_n innovation competition (hall 16/ stand D30). The complete survey can be purchased by sending an email to studie@greenpocket.de.

About GreenPocket

GreenPocket is a specialist for smart meter and smart home software that empowers people to use energy in the most comfortable and responsible way. Based on a flexible, modular and scalable high performance platform, GreenPocket's software applications transform complex energy data into a wide range of consumer-oriented benefits for energy control and home automation. With over 60 successful projects for national and international utilities, GreenPocket is one of the leading software companies in the global smart energy market. Founded in 2009, GreenPocket is a privately held company headquartered in Cologne, Germany.

Contact

Torben Pfau
Phone: +49 221 355095 87
E-Mail: torben.pfau@greenpocket.de

GreenPocket GmbH
Schanzenstr. 6-20
D-51063 Cologne