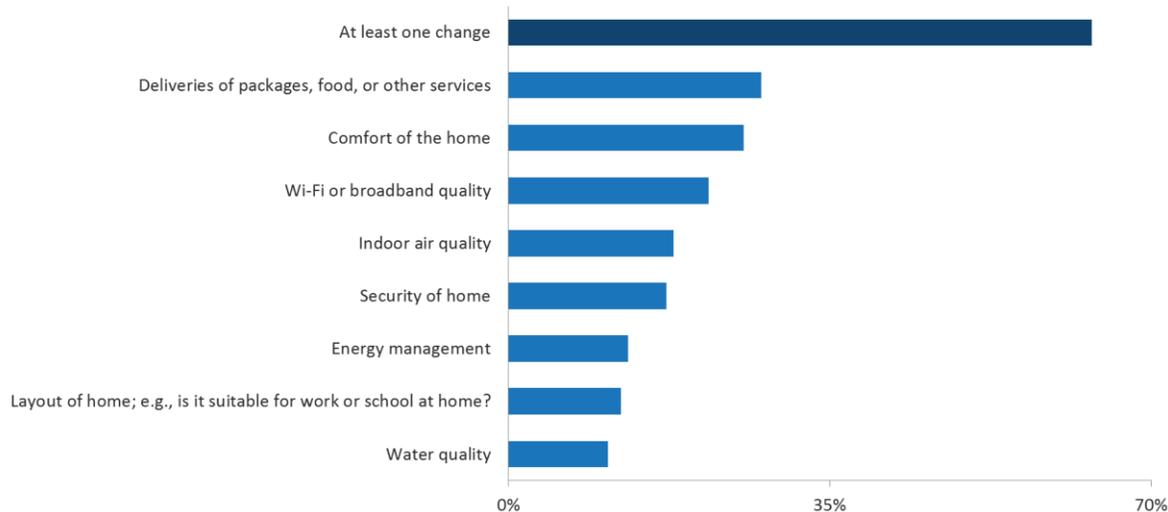


## Home and Lifestyle Changes Reconsidered During COVID-19



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### SYNOPSIS

COVID-19 has caused a rise in consumer awareness and interest in a variety of smart home use cases, most notably those related to health and safety. This research examines aspects of home living that have been reconsidered and actions taken and intended to address them; preferred providers and sources of information on smart home services; special concerns for apartment renters; and interest in smart home solutions segmented by segments such as vacation homeowners, caregivers for an elder, and families with children.

### ANALYST INSIGHT

“The health and wellness of family and friends, the impact of remote learning on our children, the safety of both primary and secondary homes, and the health of particularly vulnerable loved ones, such as older family members, are just a few of the many worries that are top of mind.”

— Dina Abdelrazik, *Contributing Analyst*, Parks Associates

Number of Slides: 70

### Consumer Analytics Team



Yilan Jiang, Director



Xiaofan Tan, Consumer Insights Analyst I

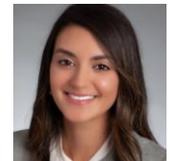


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# Safe Space: Elevated Smart Home Use Cases during COVID-19

SERVICE:  
SMART HOME  
PRODUCTS AND  
SERVICES

2Q 2021

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# Safe Space: Elevated Smart Home Use Cases during COVID-19

SERVICE:  
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