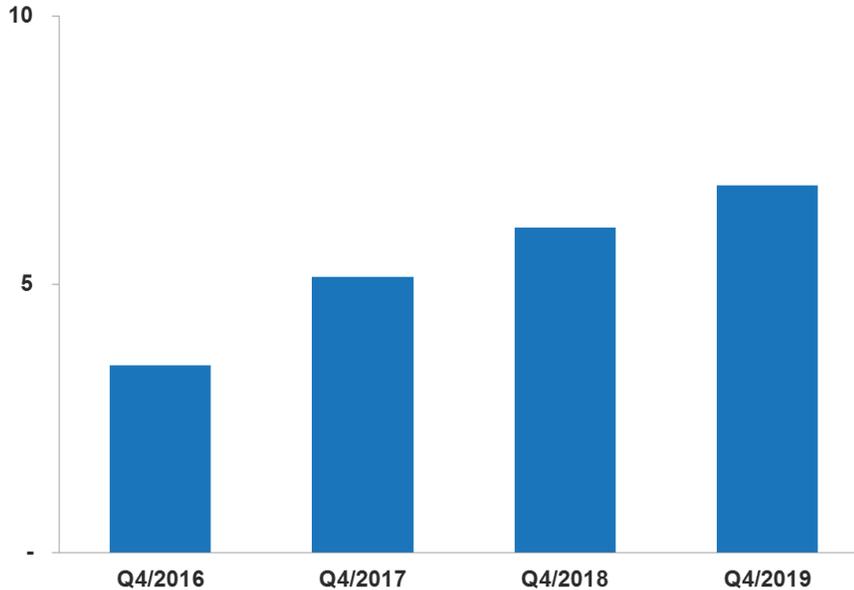


Average Smart Home Devices Owned Per Owning HH (2016-2019)

US Broadband Households That Own At Least One Smart Home Device, Outliers Excluded



Smart Home Devices Surveyed (Q4 2019)

- Thermostats
 - Door Locks
 - Video Doorbells
 - IP Cameras
 - Light Bulbs
 - Lighting control systems
 - Outdoor light fixtures with video camera
 - All-in-One Security Camera
 - Outlets/switches/dimmers
 - Smart plugs/adapters
 - Sprinkler systems
 - Garage door openers
 - Smoke/CO detectors
 - Water leak detectors
 - Water shut off valve
 - Smart Appliances, e.g., Refrigerator, Clothes Washer/Dryer, Oven, Range/Cooktop, Microwave, Dishwasher, AC Unit
- © Parks Associates

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SYNOPSIS

This flagship consumer study provides the latest data on smart home trends influencing consumer purchase behavior and preferences that provide critical intelligence for smart home business strategies. Topics include smart product adoption and purchase intention across multiple product categories, segmentation profiles, purchase channels and installation preferences, voice and control platforms, app engagement, reliability and satisfaction scores by category, product feature interests, and attitudes about data security, interoperability, and support.

ANALYST INSIGHT

“The smart home industry was on a roll coming into Q1, before the COVID-19 pandemic. By the end of 2019, ‘green field’ buyers boosted smart home device-owning households to almost 30%; the installed base of homes with security systems increased to 33%, and home control system ownership enjoyed a 38% year-over-year increase. Now, with the uncertainty of an intertwined public health and economic crisis, the market outlook for the smart home industry is characterized by the same uncertainty.”

— Brad Russell, *Research Director, Connected Home, Parks Associates*

Number of Slides: 90

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2Q 2020

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SERVICE:
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Published by Parks Associates

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