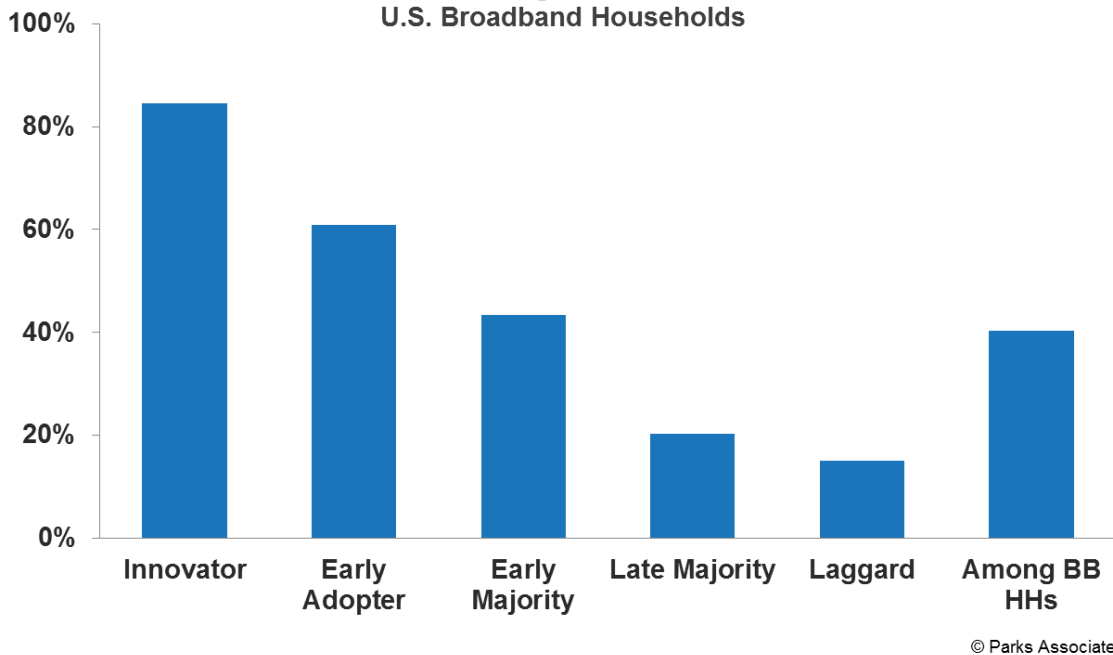


Smart Home Device Purchase Intention by Technology Adoption Segment



Consumer Analytics Team



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SYNOPSIS

Adoption of smart thermostats, lighting, network cameras, door locks, and garage door openers is still in the early adopter phase. Selling products to the early majority requires clear communication of the value propositions and strong referrals. This research quantifies the changing price/value decision-making process among different segments and opportunities to drive adoption forward.

ANALYST INSIGHT

“Most smart home offerings have not yet reach ‘the chasm,’ instead still appealing primarily to Innovators or Early Adopters. More advertising, marketing, and messaging must occur. Resource sharing by associations, utilities, and manufacturers/providers can help.”

— Tricia Parks, CEO, Parks Associates

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