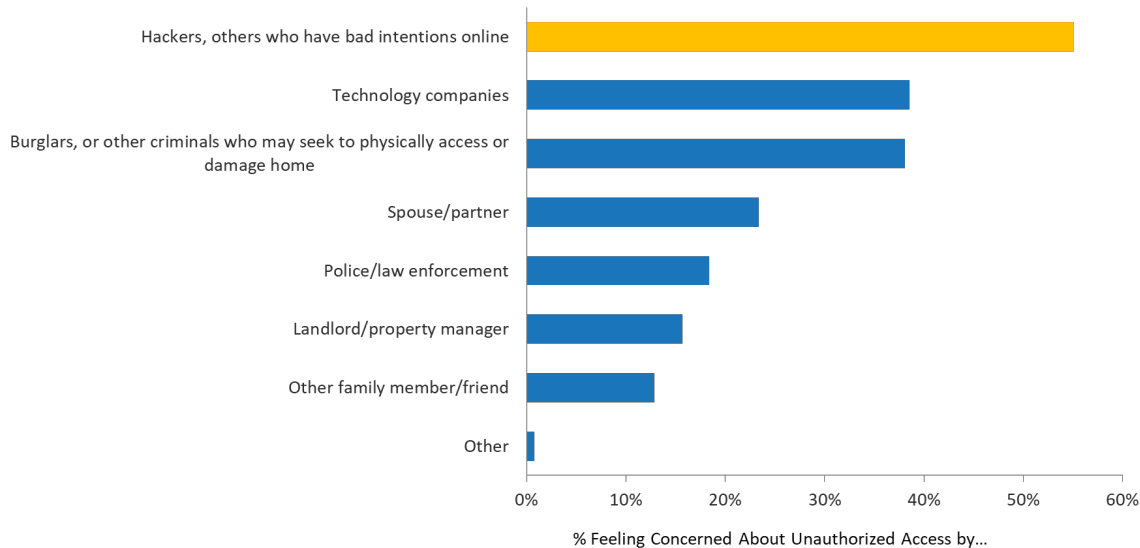


Concerns About Unauthorized Access to Smart Home Products



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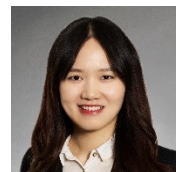
Consumer Analytics Team



Yilan Jiang, Director

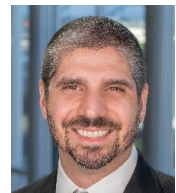


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SYNOPSIS

The average US broadband household now owns 13 internet-connected devices, and that is expected to reach 20 devices on average by 2025. Securing the home network and the devices attached and ensuring consumers that their personal data is kept private are critical to continued industry growth. This study tracks shifts in consumer current attitudes around data privacy, including desire for privacy controls and preferences for how companies collect and manage their data. It also explores demand for devices and services that secure the home network and connected devices across the smart home.

ANALYST INSIGHT

“Not all consumers see this issue the same way. There are different segments to consider as all consumers understand the cost/benefit tradeoff for data generally. Companies that differentiate through added data and security protections will be more trusted by consumers.”

—Chris White, *Senior Analyst*, Parks Associates

Number of Slides: 63

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Parks Associates Respondent Quotas: Age, Income, Education, Gender

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Data Privacy and Security in the Connected Home

SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

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Data Privacy and Security in the Connected Home

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Published by Parks Associates

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