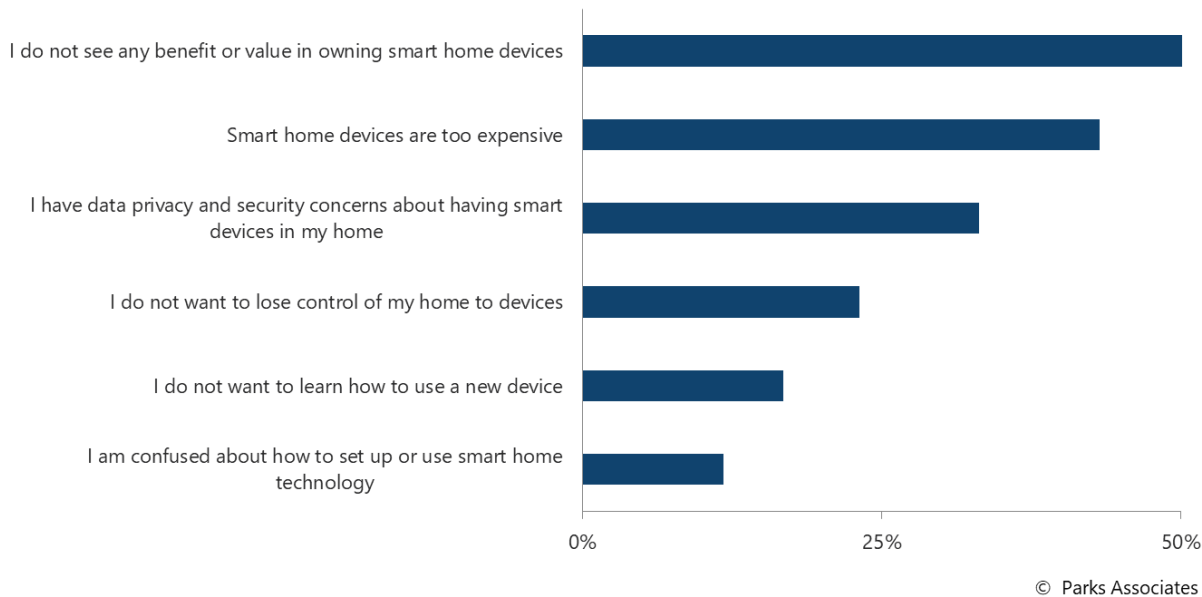


Top Smart Home Device Purchase Inhibitors

US Broadband Households Not Owning and Not Intending to Buy a Smart Home Device



Consumer Analytics Team



Yilan Jiang, Director

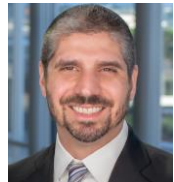


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SYNOPSIS

This flagship consumer study of 10,000 broadband households 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 trends across multiple product categories, purchase channels and installation preferences, voice and control platform, and the impact of COVID-19 on user behaviors and needs.

ANALYST INSIGHT

“In 2020, service providers, manufacturers, retailers, and other smart home ecosystem players adapted to a fundamentally uncertain environment. Pro installers found ways to operate safely, and consumers made DIY installation work. Interest in smart health and wellness products may further improve consumer sentiment on smart products, and new opportunities with builders and management companies in the MDU market could also lift the industry. With these factors as well as vaccines and optimism driving economic recovery, expect growth in the smart home market in 2021.”

—Chris White, *Senior Analyst*, Parks Associates

Number of Slides: 81



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Q4 2020 Core Demographic Distribution: Age, 2019 HH Income, Education Completed, Gender

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- Defining Heads of Broadband Households



Smart Home: Consumer Purchases and Preferences

SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

3Q 2021

ATTRIBUTES

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