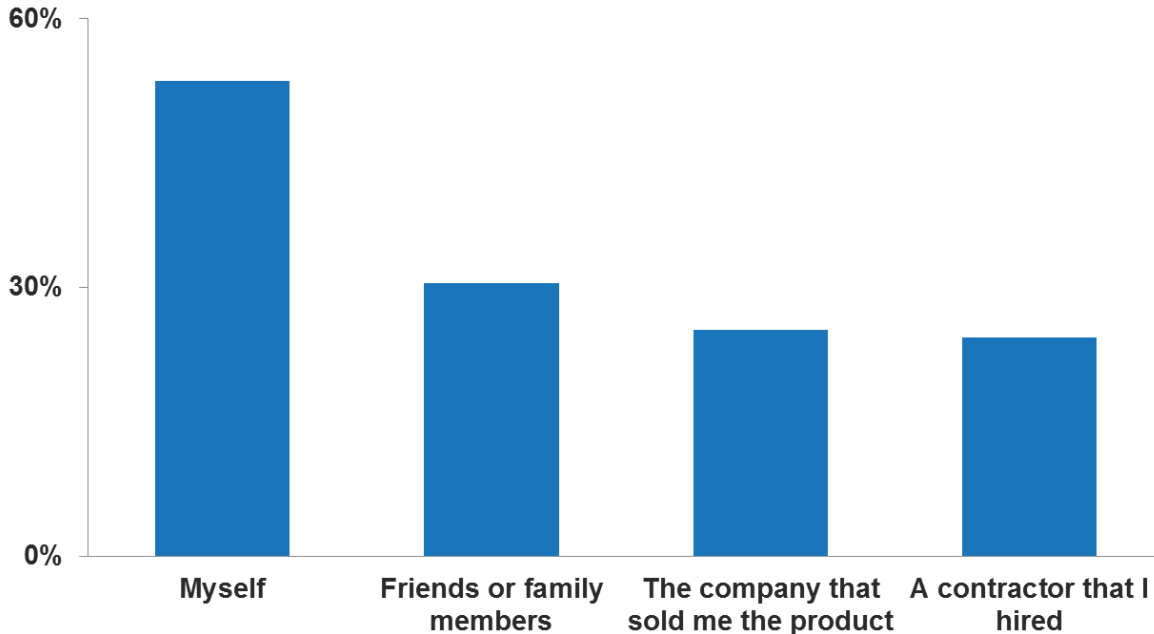


## Smart Product Installation

U.S. Broadband Households Owning Major Smart Devices



© Parks Associates

### SYNOPSIS

This research project features the key information on consumer purchase behaviors and preferences critical for companies to succeed during the transition in the smart home industry to the early majority. It provides key insight into smart home buyers, including those who own one or multiple devices as well as those who plan to purchase in the near future. It reveals their demographics, motivations, purchase preferences, and the most resonate messaging and value propositions to drive adoption.

### ANALYST INSIGHT

“Buyer journeys for smart home products are more varied and complex than they were when almost everyone started with security solutions. Today, entry points to the smart home occur through a host of use cases and devices as they capture a consumer’s attention.”

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

Number of Slides: 97

### Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



David Mitchel, Research Analyst



Katherine Li, Researcher

### Industry Analysts



Brad Russell, Research Director, Connected Home



Tom Kerber, Director, IoT Strategy



## CONTENTS

### Executive Summary

- Industry Insight, Key Findings, and Market Impact

### Smart Home Devices

- Smart Home Device Ownership (2014 - 2017)
- Smart Energy & Misc. Device Ownership (2014 - 2017)
- Smart Safety & Security Device Ownership (2014 - 2017)
- Total Average # of Smart Home Devices Owned Per BB HH (2015 - 2017)
- Smart Home Device Ownership & Intention Segments by Security System Ownership (Q4/17)
- Smart Devices: Familiarity, Perceived Value and Affordability (Q4/16)
- Smart Home Device Purchases (2016 - 2017)
- Average Numbers of Smart Home Device Purchased Among Device Buyers (Q4/17)

### The Journey from Acquiring One Smart Device to Having a Smart Home

- Types of Smart Home Device Owned (2016 - 2017)
- Matrix of Multiple Smart Home Device Ownership (Q4/17)
- Combination of Top Popular Six Smart Home Devices (Q4/17)
- Smart Devices Purchased First (Q4/17)
- Smart Safety Products: Order of Purchase (Q4/17)
- Smart Lighting and Misc. Devices: Order of Purchase (Q4/17)
- Potential Interoperability for Smart Speaker with Personal Assistant (Q4/17)

- Time of Home Control System Purchase (Q4/17)
- Importance of Factors for Second Smart Home Product Category Purchase (Q4/17)
- Smart Thermostat Buyer Journey
- Smart Door Lock Buyer Journey
- Networked Camera Buyer Journey
- Smart Speaker Buyer Journey

### Demographics and Attitudes Among Consumer Smart Home Device Segments

- Smart Home Ownership Segments (Q4/17)
- Smart Home Device Ownership & Intention Segments by High Tech Device Ownership (Q4/17)
- Technology Adoption Distribution Among Smart Home Device Ownership & Intention Segments (Q4/17)
- Reading the Demographic Information
- Demographic Breakdown of Smart Home Device Ownership & Intention Segments
- Demographic Index of Smart Home Device Ownership & Intention Segments
- Housing Factors among Smart Home Device Ownership & Intention Segments
- Housing Factor Index among Smart Home Device Ownership & Intention Segments

### Owner Preferences for Smart Home Devices

- Locations of Smart Home Device Purchase
- Smart Energy Devices: Channel Purchase Location (2015 - 2017)
- Smart Safety & Security Devices: Channel Purchase Location (2015 - 2017)
- Smart Misc. Devices: Channel Purchase Location (2015 - 2017)
- Smart Home Devices: Category of Purchase (Q4/17)

- Overall Smart Product Installation (Q4/17)
- Smart Home Devices: Self-Installation (2016 - 2017)
- Smart Home Devices: Professionally Installation (2016 - 2017)
- Net Promoter Score: Smart Home Devices (Q4/17)
- Smart Home Device Purchase Drivers (Q4/17)
- Top Purchase Driver by Individual Smart Home Device (Q4/17)
- Important Brand Feature Influencing a Smart Home Device (Q4/17)

### **Smart Home Device Intentions**

- Overall Smart Home Device Purchase Intentions (2014 - 2017)
- Intention to Purchase Smart Home Devices by Current Ownership (2014 - 2017)
- Smart Home Device Purchase Intention (Q4/17)
- Smart Home Device Purchase Intention: Standalone or System Integrated (Q4/17)
- Importance of Smart Home Device Purchase Considerations (Q4/17)
- Smart Home Device Purchase Intenders: Preferred Method of Controlling a Device via Voice (Q4/17)
- Smart Home Devices: Purchase Inhibitors (Q4/17)
- Smart Home Devices: Impact of Incentives on Purchases (Q4/17)

### **Systems with Smart Home Devices**

- Broadband Households by Security System Segment (4Q 2017)
- Overall Smart Home Device Ownership by Segments (Q4/17)
- Smart Home Safety & Security Device Ownership by Segments (Q4/17)

- Smart Home Energy & Misc Device Ownership by Segments (Q4/17)
- Home Control System Ownership (2014 - 2017)
- Time of Acquiring a Smart Home Control System (Q4/17)
- Smart Home Control Systems: Purchase Location (Q4/17)
- Devices Working with a Smart Home Control System (Q4/17)
- Home Control App Utilization (Q4/17)
- Smart Home Device Control Methods (Q2/2017 – Q4/2017)
- Smart Safety & Security Devices: Control Methods (Q4/17)
- Smart Energy & Misc. Devices: Control Methods (Q4/17)
- Experience with Voice Control Smart Home Devices (Q4/17)
- Method Used to Perform Tasks with Smart Home Devices (Q4/17)
- High Familiarity with Smart Home Platforms (2017)
- Appeal of Voice Control Devices (Q4/17)

### **Product vs. Service Models and Challenges**

- Testing Interest in New Business Models
- Smart Thermostats: Purchase or Finance Options (Q4/17)
- Smart Home Kits: Purchase or Finance Options (Q4/17)
- HVAC Systems: Purchase or Finance Options (Q4/17)
- Solar Panels: Purchase or Finance Options (Q4/17)
- Important Consideration Factors When Purchasing a Smart Home Device (Q4/17)

### **Appendix**



### ATTRIBUTES

#### **Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison, TX 75001

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

**PHONE** 972.490.1113

**Toll free** 800.727.5711

Authored by Tom Kerber, Yilan Jiang, David Mitchel, Katherine Li, and Brad Russell  
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2018 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

**Printed in the United States of America.**

### DISCLAIMER

*Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.*