

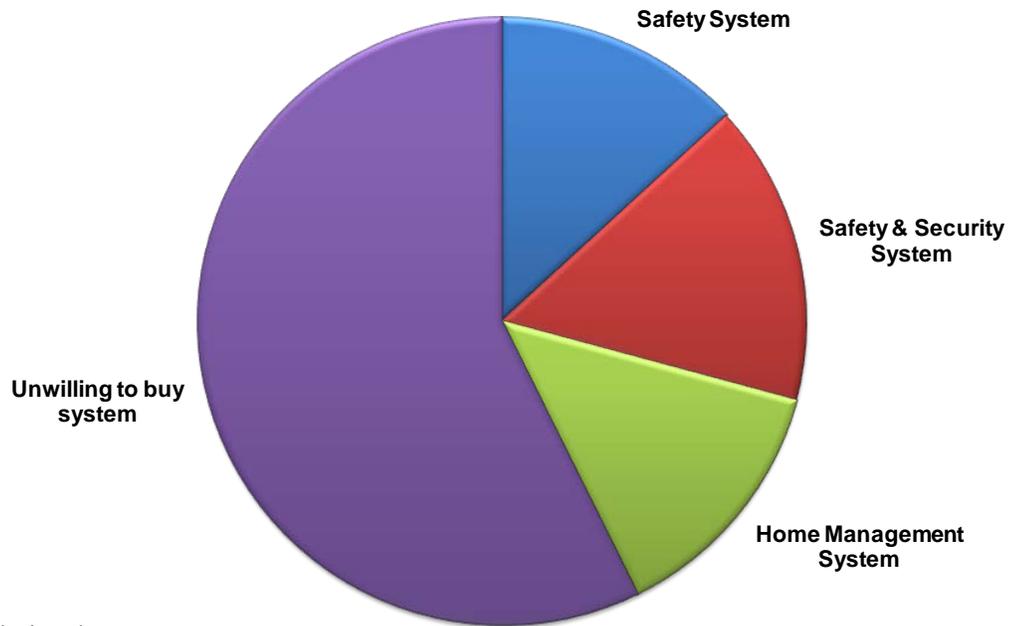
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

**SYNOPSIS**

*Smart Home Packages* highlights opportunities in the smart home space by analyzing consumer demand for three hypothetical smart home packages. The study gauges consumer package preferences, willingness to purchase, and willingness to subscribe to monitoring services. It also gauges the potential to derive additional revenue post-installation through the sale of additional features, equipment, and advertising.

**Likely Buyers of Smart Home Packages**

(U.S. Broadband Households)



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**ANALYST INSIGHT**

"Industry heavyweights are making a play for the smart home market, but nobody seems to have yet gotten the feature and pricing mix right. *Smart Home Packages* provides insight into the feature and pricing mix that will ultimately unlock substantial growth."

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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- Home Security System Adoption (2010 – 2013)
- Adoption of Professionally-Monitored Security System (2010 – 2012)

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- Professional-Monitoring Security Service Provider (2011 – 2013)
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- Intention to Acquire a Home Security System by Home Ownership (2011 – 2013)
- Reasons for Acquiring a Home Security System (Q1/13)
- Telecom Service Providers
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**Demand for Smart Home Packages**

- Appeal of Smart Home Equipment (Q4/13)
- All respondents were presented three hypothetical smart home packages.
- Appeal of Smart Home Packages (Q4/13)
- Total Number of Appealing Smart Home Packages (Q4/13)
- Appealing Smart Home Packages by # of Appealing Packages (Q4/13)
- Preferred Smart Home Package (Q4/13)
- Preferred Smart Home Package by Age (Q4/13)
- Respondents were presented price points for each of the three packages.
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**Profile of Likely Smart Home Package Buyers**

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**Professional Smart Home Services**

- Respondents were presented with one of three professional smart home services.
- Willingness to Subscribe to Professional Smart Home Service (Q4/13)
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- Reason for Not Purchasing Smart Home System by Preferred Package (Q4/13)
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- Willingness to Purchase Smart Home System and Panic Button Appeal (Q4/13)
- Preference for Equipment Package vs. Stand-Alone Device (Q4/13)
- First Choice of Smart Home Provider (Q4/13)

**Additional Research from Parks Associates**

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Number of Slides: 78  
Published by Parks Associates

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