

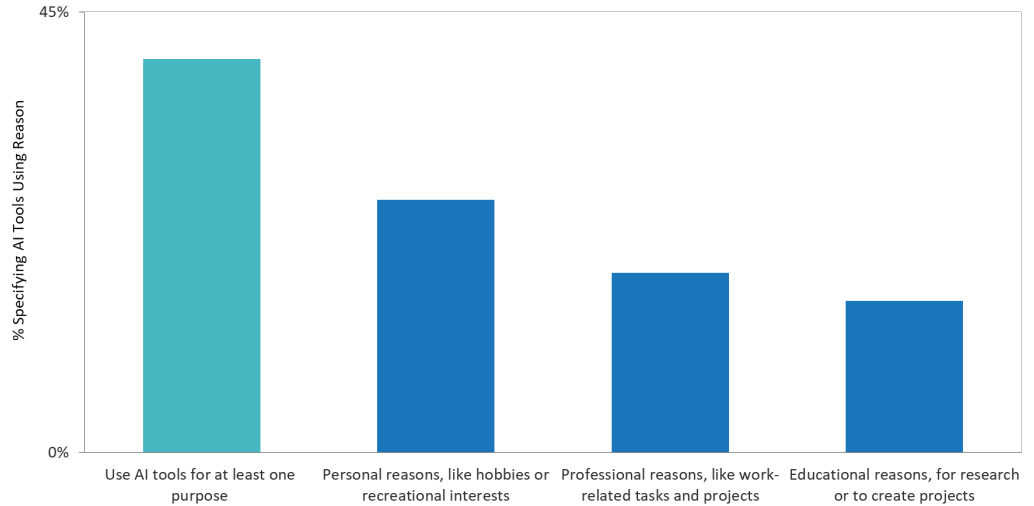
## SYNOPSIS

Consumer-facing generative AI applications are, for many consumers, the first time they've knowingly interacted with artificial intelligence. This forces a new conversation about what AI is, how it works, how it is controlled, and the limits of its capabilities. This research quantifies consumers' familiarity with and use of generative AI, and gauges perceptions and concerns with artificial intelligence. It also highlights AI-enabled features and benefits across Parks Associates' coverage of connected living markets to highlight the tangible benefits of AI that most appeal to consumers today.

**Number of Slides: 63**

## AUTHORS

## AI Technology Use Cases



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### Key questions addressed:

1. How familiar are consumers with generative AI applications?
2. For what purposes are consumers using generative AI today?
3. What segments of consumers are early users of AI applications?
4. What concerns do consumers have about AI, personally and professionally?
5. What AI-enabled features have consumers indicated interest in across connected living solutions?

“Over the past decade, brands have infused AI/ML technologies into their products, services, and workflow to enhance feature sets, enable solutions to work more intelligently and independently, and offer greater personalization.”

— Jennifer Kent, VP, Research, Parks Associates

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### Survey Methodology and Definitions

### Key Terms and Definitions

### Executive Summary

- Generative AI Applications
- Generative AI applications are leading consumer technologies into a new era.
- Generative AI Usage and Familiarity Segments
- Familiarity with Gen AI Applications
- Students and Prosumers will Lead
- Attitudes Toward AI Technology
- Concerns About Artificial Intelligence
- Smart Speaker or Smart Display Ownership
- Use of Generative AI Tools
- Total Average Number of Connected Devices Per US Internet HH
- Preferred Methods of Initiating a Routine Coordinating Smart Devices
- Consumer Demand for AI/ML Applications Across Connected Living Verticals
  - Networking
  - Entertainment
  - Energy
  - Wearables
  - Safety & Security

### Generative AI Applications: Familiarity & Use

- Familiarity with Generative AI Applications
- Familiarity with Generative AI Applications by Technology Adoption Segment
- Smart Devices: Familiarity
- Familiarity with Generative AI Applications
- Familiarity with Generative AI Applications by Gender
- Familiarity with Generative AI Applications among Remote Workers
- Average Familiarity with Generative AI Tools by Seeking More Time for Entertainment
- AI Technology Use Cases
- Gen AI Usage and Familiarity Segments
- Gen AI Usage by Age
- Gen AI Use among Students and Professionals
- Frequency of AI Technology Use
- % Use AI App at least Weekly
- Use of Generative AI Tools by Computer Operating System

### Consumer Perceptions: AI Applications

- Inhibitors to Using Generative AI Tools
- Inhibitors to Using AI Technology by Age
- Data Privacy and Security Concerns as an Inhibitors to Using Generative AI Technology by Education
- Data Privacy and Security Concerns as an Inhibitors to Using Generative AI Technology by Household Income
- Attitudes toward AI Technology
- Attitudes toward AI Technology by AI Usage
- Attitudes toward AI Technology by Personal Use Frequency
- Attitudes toward AI Technology by Age
- AI has had a Positive Impact on my Professional Life by Remote Workers
- AI has had a Positive Impact on my Professional Life by Frequency of Use for Professional Reasons

### Consumer Concerns about AI

- Concerns about AI Technology
- Concerns about AI Technology by Users vs Non-Users
- Concerns about AI Technology by Age
- Concerns about AI Technology by Education
- Concerns about AI Impact on Job Market by Remote Workers

### Voice Assistants: Front Line of AI

- Smart Speaker or Smart Display Ownership
- Platforms Used to Control Smart Home Devices
- Primary Control Method of Smart Home Devices
- Generative AI Tool Use by Smart Speaker or Display Ownership
- Generative AI Tool Use among Smart Speaker/Display Owners Using Specified Assistant Platform Most Often
- Voice Assistant Activities Performed on Smart Speakers
- Top Desired Entertainment Activities to Perform on a Smart Speaker/Smart Display
- Desired Activities via Smart Speaker/ Smart Display
- AI: Impact on Connected Living
- Consumer Demand for AI/ML Applications Across Connected Living Verticals
- Interest in Network Value-Added Services
- First Step When Finding Something New to Watch
- Interest in T-Commerce by Ad Relevance Influence

- Value of Next-Generation EV Capabilities
- Demand for Wearable Health and Wellness Capabilities
  - Smart Watches
  - Fitness Trackers
  - GPS Sports Watches
  - Wearables Users
- Top Desired Features For Security System
- Smart Video Doorbell: Importance of AI Capabilities
- Smart Camera: Importance of AI Capabilities
- Preferred Pricing Model for Smart Video Doorbell AI Capabilities
- Preferred Pricing Model for Smart Camera AI Capabilities

## Appendix

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