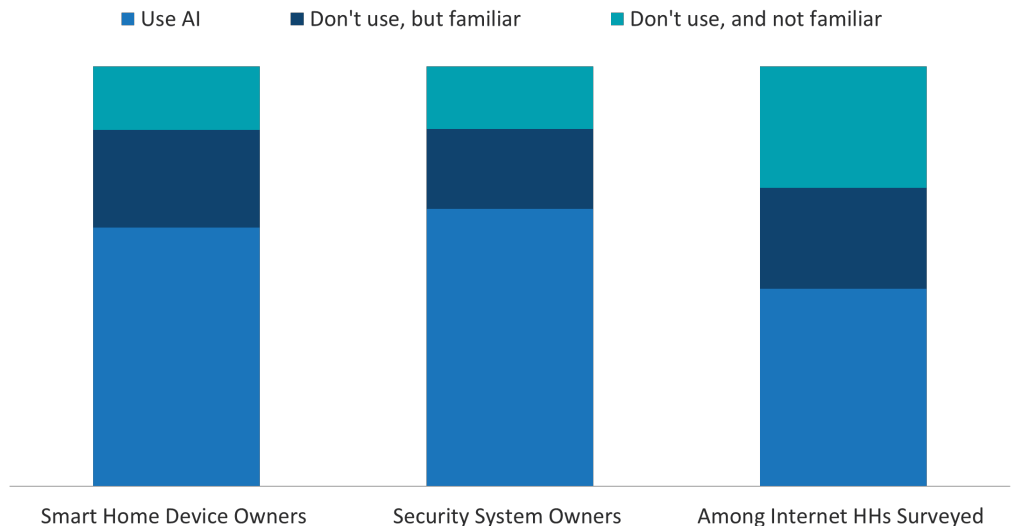## SYNOPSIS

The arrival of generative AI causes all companies active in the connected consumer ecosystem to rethink their product development strategies. Generative AI may be a catalyst for growth, a critical new tool for operational efficiency, or a competitive threat. For many, it will be all three.

This research quantifies consumers' familiarity with and use of generative AI and gauges their perceptions of and concerns with artificial intelligence. It also highlights the tangible benefits of AI-powered features and services in the smart home that most appeal to consumers today. It investigates appetite for paid AI-based services and the types of companies that consumers most trust to provide intelligent, helpful, and secure solutions that work for them.

Number of Slides: 77

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Generative AI Familiarity and Use by Smart Home Device & Security System Ownership

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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 concerns do consumers have about AI, personally and professionally?
4. What AI-enabled features in the smart home spark the most interest?
5. Are consumers willing to pay for generative AI services?
6. Will generative AI spur a new purchase cycle for smart speakers and displays?
7. How will AI differentiate connected home platforms and products?

"AI familiarity is accelerating and reshaping how consumers evaluate smart tech. Early adopters are critical audiences to win and convert to influencers for customers down the line. Companies that move swiftly, thoughtfully, and responsibly now will shape consumer expectations — and their own competitive futures."

—Jennifer Kent, VP, Research, Parks Associates

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ATTRIBUTES

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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.