

AI Experience Vol. 1

SYNOPSIS

The AI Experience

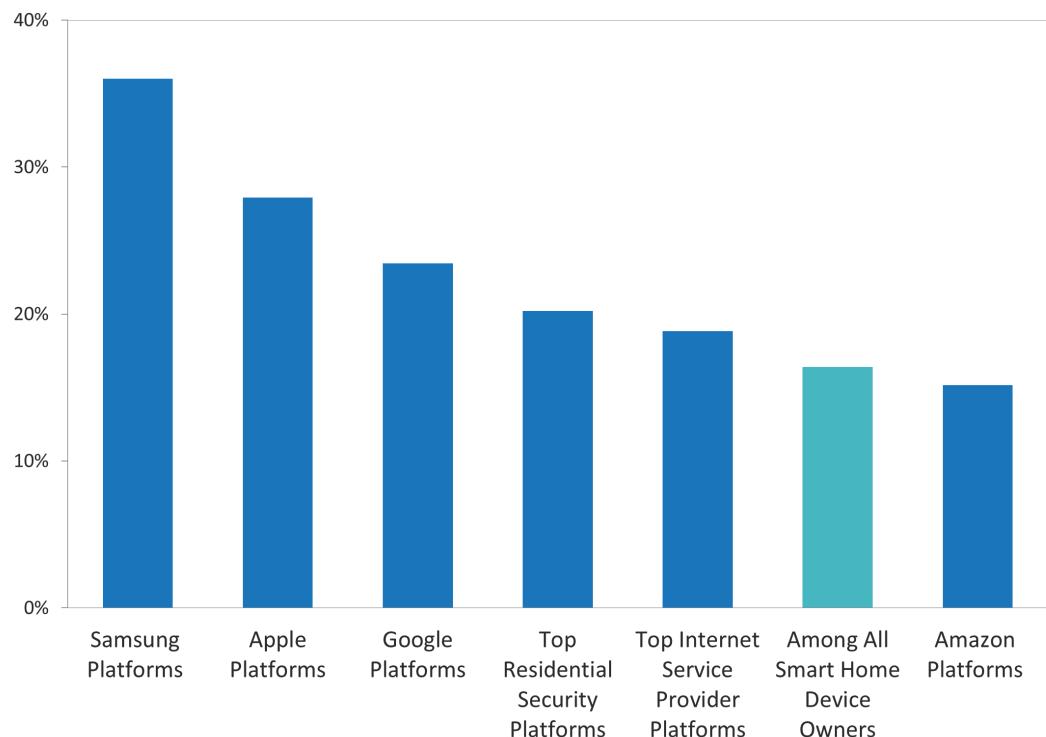
Dashboard captures evolving consumer sentiment, adoption, and usage of artificial intelligence in everyday life. It quantifies awareness and interaction with leading generative AI applications and tools, and uptake of paid AI offerings. It tracks NPS for leading providers and identifies which use cases are gaining traction. As AI becomes embedded across consumer experiences, this research delivers essential insight into its acceptance and trajectory.

Each volume include a deep dive into a specific application or functional area. This volume focuses on **AI and Smart Home Control**.

Number of Slides: 50

AUTHORS

Use of Paid Premium AI Service by Primary Smart Home Platform



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“The companies that win the next phase of AI growth will not be those with the most features — but those that deliver reliable, embedded, and trusted intelligence within ecosystems consumers already value.”

— Jennifer Kent, SVP and Principal Analyst, Parks Associates

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CONTENTS

Benchmarking the Consumer AI Experience

- Key Terms and Definitions

Executive Summary

- Generative AI Familiarity & Use
- Paid AI Use
- NPS of Select Gen AI Leaders
- Impact of AI-Forward Messaging on Purchase Intention
- Generative AI Familiarity and Use by Smart Home & Security Device Owners
- Reasons for Preferring LLM as Unified Smart Home App
- Strategy Implications for Connected Consumer Ecosystem Players

Generative AI: Familiarity and Use

- Generative AI Familiarity & Use
- Familiarity with Generative AI Applications
- Familiarity with Conversational AI Tools by Technology Adoption Segment
- Familiarity with Conversational AI Tools by Age
- Familiarity with Conversational AI Tools by Age By Gender
- Familiarity with Conversational AI Tools by Age Among Remote Workers
- AI Technology Use Cases
- Generative AI Tool Use by Smart Speaker or Display Ownership
- Generative AI Tool Use among Smart Speaker/Display Owners Using Specified Assistant Most Often
- Use of Paid AI Applications among All Consumers in US Internet Households
- Use of Paid AI Applications among AI Users
- Gen AI Usage and Familiarity Segments by Demographic Factors

Brand Leaderboard: Use & NPS

- Leading Generative AI Apps: Adoption Among All US Internet HHs
- Leading Generative AI Apps: Adoption by AI Users
- Leading AI Applications Used, by Preferred Smartphone and Smart Speaker/Display OS
- Net Promoter Score: Leading Gen AI Applications
- Demographics of Leading Generative AI App User Bases
- Housing Factors Breakdown of Leading Generative AI App User Bases
- Employment & Race Breakdown of Leading Generative AI App User Bases

Consumer Perceptions, Barriers, & Concerns

- Perceptions of AI Technology: 2024 vs 2025
- Perceptions of AI Technology: Users vs Non-Users
- Concerns About AI Technology: 2024 vs 2025
- Concerns About AI Technology: AI Users vs Non-Users
- Impact of AI-Forward Messaging on Product Purchase Intention: 2025 vs 2024
- Impact of AI-Forward Messaging on Product Purchase Intention by Usage and Familiarity Segments

Deep Dive: AI & Smart Home Control

- Generative AI Familiarity and Use by Smart Home & Security Device Owners
- % Using Paid Version of Generative AI Tool by Smart Home & Security Device Owners
- Leading AI Applications Used, by Primary Smart Home Platform
- Use of Paid Premium AI Service by Primary Smart Home Platform

- Adoption of Security System Services among All US Internet Households
- Adoption of Security System Services among Security System Owners
- AI-Powered Features of Premium AI Home Security Service
- Preferred Provider for a Single Unified App
- Reasons for Preferring LLM as Unified Smart Home App
- Reasons for Not Selecting LLM as Preferred Unified Smart Home App
- Appeal of Conversational AI Assistant for Smart Home Control
- Willingness to Pay \$10/Month for Conversational Smart Home Assistant

Appendix

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