

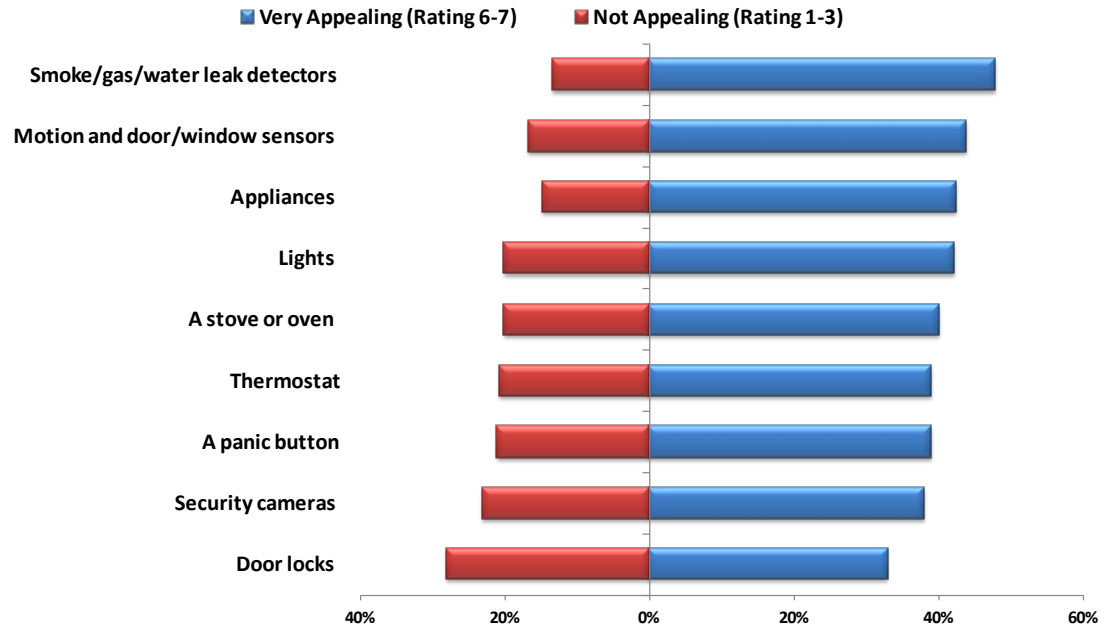
By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager of Consumer Research, and **David Mitchel**, Research Analyst, **Parks Associates**

SYNOPSIS

The Opportunity for Smart Home Support gauges the need for technical support services for smart home systems and products. It assesses the smart home market at present and its connection to the market for home security services. It quantifies the latent demand for smart home products and services, which types of devices are desired the most, and who is seeking such products. It then explores the technical problems and support needs associated with smart home devices.

Appeal of Smart Home Equipment

(U.S. Broadband Households)



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% of Respondents Who Ranked Interest in Connected Devices on a 7-pt-scale

ANALYST INSIGHT

“There is clearly strong demand for smart home devices—particularly those that provide added safety and security to the home. Consumers will naturally expect high reliability from these devices, and support services will therefore play a key role in adoption and usage trends.”

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

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Previous Research

- Winning Business Models from a Consumer Perspective (Q1/14)
- Smart Home Packages (Q4/13)
- Connected Home System: Smart Home Central Controllers and Platforms (Q4/13)
- The New Face of Home Security (Q4/13)
- Expanding the Base: From Security to Smart Home (Q3/13)
- Home Controls Interoperability: Step-by-Step (Q2/13)

Key Findings**Recommendations****Smart Home Services & Home Security:**

- Security System Ownership (Q1/14)
- Telecom Service Providers
- Cable Service Providers
- Professional Monitoring of Security System (Q1/14)
- Professional Security System Monitoring (Q1/14)
- Self-Monitored Security System (Q1/14)
- Self Monitored Security System Service (Q1/14)
- Interactive Security System (Q1/14)
- Home Control System Ownership (Q1/14)

Current Adoption of Smart Home Equipment:

- Adoption of Smart Home Control Products (Q1/14)
- Adoption of At Least 1 of the Listed Smart Home Devices (Q1/14)
- Smart Home Controls as Part of System or Stand-alone Devices (Q1/14)
- 2013 Acquisition of Smart Home Equipment (Q1/14)
- Reason to Purchase Smart Home Control Devices (Q1/14)
- Smart Home Equipment: Top Five Brands Purchased
- Intention to Buy Smart Home Control Device (Q1/14)
- Intended System for Smart Home Equipment (Q1/14)

Market Demand for Smart Home Equipment:

- Appeal of Smart Home Equipment (Q4/13)
- Three Hypothetical Smart Home Packages
- Appeal of Smart Home Packages (Q4/13)
- Total Number of Appealing Smart Home Packages (Q4/13)
- Preferred Smart Home Package (Q4/13)
- Three Hypothetical Smart Home Packages with Price Points
- Likely Buyers of Smart Home Packages (Q4/13)
- Optional Smart Home Service
- Willingness to Subscribe to Professional Smart Home Service (Q4/13)

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- Preference for Equipment Package vs. Stand-Alone Device (Q4/13)
- Likely Buyers: First Choice of Smart Home Provider (Q4/13)
- Demographic Profile of Those Likely to Purchase Smart Home Packages (Q4/13)
- Housing Profile of Those Likely to Purchase Smart Home Packages (Q4/13)

Market Demand for Smart Home Support:

- Frequency of Device Problems - Top 5 (Q4/12)
- Most Commonly Cited Problems
- Value of Technical Support for Smart Home Equipment
- Perceived Value of Smart Home Technical Support (Q4/12)

Additional Research from Parks Associates**ATTRIBUTES**

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