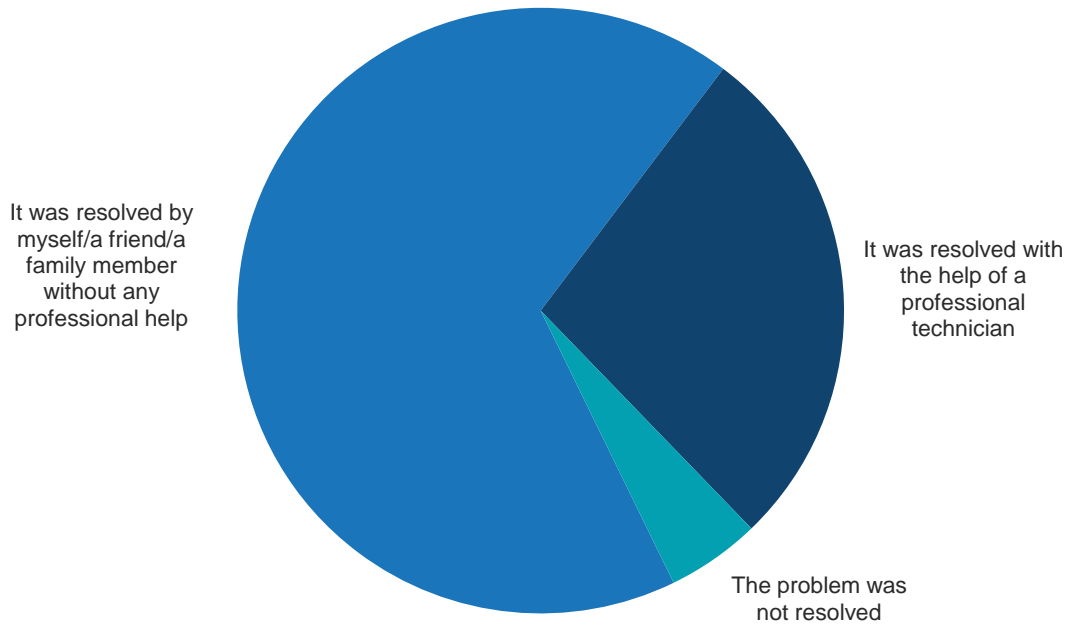


By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Patrice Samuels**, *Research Analyst*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

**SYNOPSIS**

*Supporting the Smart Home* examines the adoption of smart home devices. It gauges the degree to which consumers experience technical problems when using and setting up their smart home devices and how those problems are resolved. The research analyzes demand for smart home support services by evaluating the importance of value-added features and consumer willingness to pay for support service packages at various price points.

**Resolution of Smart Home Device Technical Problems**  
U.S. Broadband Households Experiencing a Problem with a Smart Home Device



© Parks Associates

**ANALYST INSIGHT**

“There is clear consumer demand for smart home support services and especially services that help protect the data and privacy of consumers.”

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

**CONTENTS**

**Parks Associates Smart Home Segments**

**About the Research**

**Previous Research**

- 360 View: Supporting the Connected Consumer (Q1/15)
- Tech Support: Meeting IoT Demands (Q1/15)
- Consumer Segmentation: Who Is Buying Support Subscriptions (Q4/14)

**CONTENTS**

- Consumer Segmentation: Smart Home Packages (Q4/14)
- Tech Support: International Market Opportunities (Q3/14)
- The Opportunity for Smart Home Support (Q2/14)

**Key Findings****Industry Insight****Recommendations****Overview of Smart Home Segmentation**

- Segmentation Overview
- Segmentation Methodology
- Smart Home Segments (Q1/15)
- Segment Demographic Profiles

**Overview of Smart Home Adoption:**

- Smart Home Device Ownership (2014)
- Smart Home Device Adoption Rate (Q1/15)
- Smart Home Device Purchase Intentions (2014 - 2015)
- Smart Home Device Ownership & Purchase Intention by Smart Home Segments (Q1/15)
- Home Control System Ownership (2014)
- Likelihood of Acquiring a New Home Security System (Q1/15)

**Technical Problems with Smart Home Devices:**

- Number of Smart Home Devices with Monthly Technical Problems (Q1/15)
- Percentage Experiencing Problems with Smart Home Devices (Q1/15)
- Percentage Experiencing Problems with Smart Home Devices by Smart Home Segment (Q1/15)
- Smart Home Device Problems (Q1/15)
- Actions Taken to Resolve Technical Problems (Q1/15)
- Resolution of Smart Home Device Technical Problems (Q1/15)
- Type & Cost of Professional Assistance Received (Q1/15)
- Type of Company Providing Professional Assistance (Q1/15)

**Demand for Smart Home Support:**

- Importance of Value-Added Features to Smart Home Devices (Q1/15)

### CONTENTS

- Importance of Value-Added Features to New Smart Home Devices by Smart Home Segments (Q1/15)
- Willingness to Pay \$9.99/Month for Privacy and Support Service for New Smart Home Devices (Q1/15)
- Willingness to Pay \$9.99/Month for privacy & Support Service for New Smart Home Devices by Smart Home Segments (Q1/15)
- Willingness to Adopt a Privacy & Support Service for an Integrated Home Security/Home Control System (Q1/15)
- Willingness to Adopt a Privacy & Support Service for an Integrated Home Security/Home Control System by Smart Home Segments (Q1/15)
- Likelihood of Adopting a Home Security System with Professional Monitoring Service + a Privacy and System Support Service at \$39.99/Month (Q1/15)
- Likelihood of Adopting a Home Security System with Professional Monitoring Service + a Privacy & Support Service at \$39.99/Month by Smart Home Segments (Q1/15)
- Likelihood of Acquiring a New Home Security System with Privacy & Support Service (Q1/15)

### Additional Research from Parks Associates

### ATTRIBUTES

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

Authored by John Barrett, Yilan Jiang, Patrice Samuels, and David Mitchel  
Executive Editor: Tricia Parks

Number of Slides: 60  
Published by Parks Associates

© 2015 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

#### 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.*