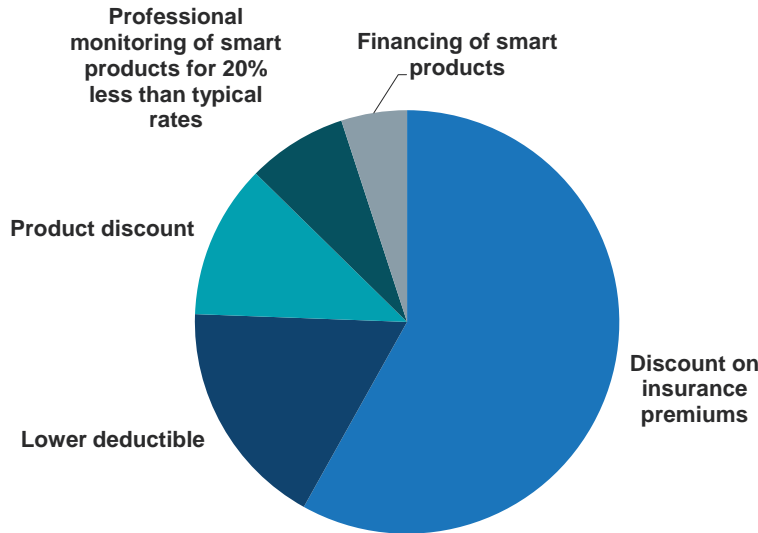


## Most Preferred Insurance Incentive for Acquiring Smart Products U.S. Broadband Households with Home or Renters Insurance



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### SYNOPSIS

Insurance providers have the potential to mitigate risk and develop new revenue streams from connected products and services in the home. This study assesses consumer interest in using smart home products to detect and alert them of potentially damaging property conditions and safety/security hazards. It evaluates the potential for insurance providers to become a channel for smart products, to attract new members with smart product offerings, and to offer home inspection and maintenance services that could generate new revenue while reducing claims. In addition to demographic analysis, this study segments interested households by their home maintenance behaviors and attitudes towards technology.

### ANALYST INSIGHT

“Current owners of smart home devices are prime candidates for services and products that leverage communication between devices and insurance companies.”

— Brad Russell, *Research Analyst*, Parks Associates

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Number of Slides: 89



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