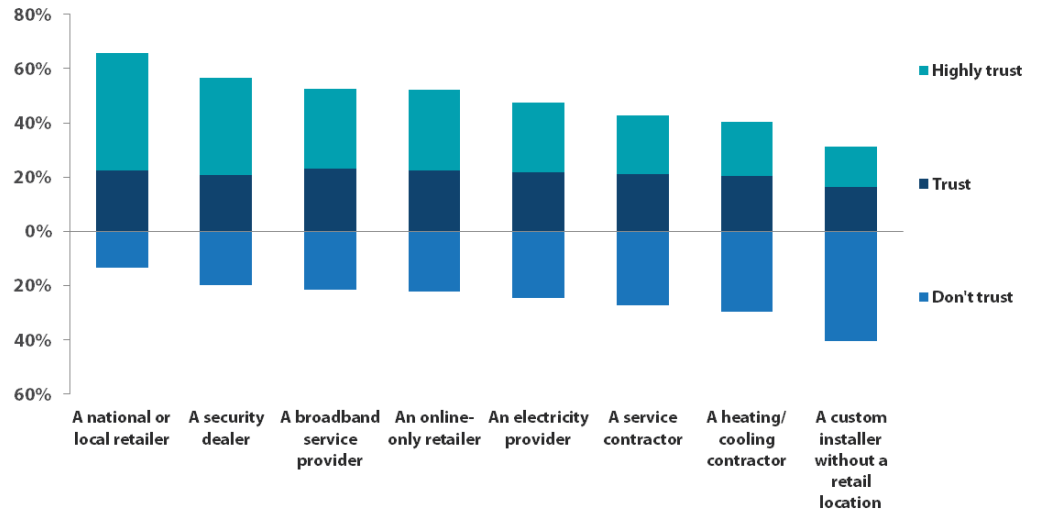


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### SYNOPSIS

*Smart Product Adoption* evaluates the trends in smart product adoption, assesses consumer preferences for different channels to market, and identifies the impact of different demographic attributes on adoption of smart home products. In addition, this report examines trends in familiarity and the sources of information used in the purchase decision process.

**Consumer Trust in Smart Home Product Purchase Channels**  
Among All Respondents Surveyed



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### ANALYST INSIGHT

“The breadth of new products entering the market continues to expand. 18% of broadband households own a smart home product.”

— **Tom Kerber**, Director of Research, Home Controls & Energy, Parks Associates

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**Additional Research from Parks Associates**

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Number of Slides: 71  
Published by Parks Associates

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