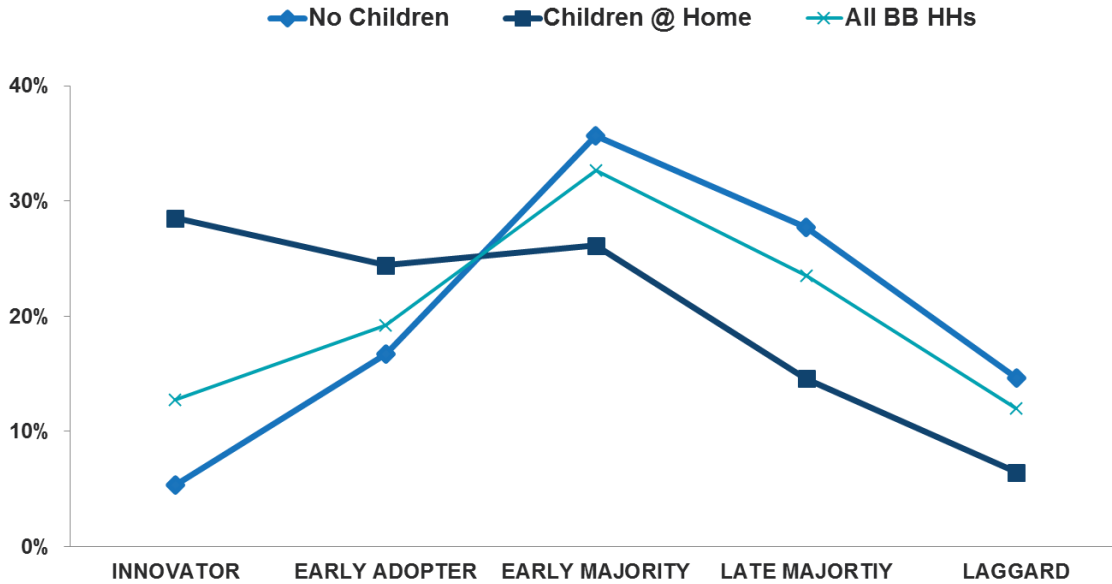


Technology Adoption in Households with/without Children



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SYNOPSIS

Only 30% of US households have children at home, but these households pack a punch in terms of opinion power and money spent on electronics and home services. Households with children are technology thought leaders and market influencers. They provide the viewing and product recommendations to the general population. This consumer research examines this key segment, their desires and attitudes, current ownership rates, and planned purchases, as well as the personal and economic impact of COVID-19.

ANALYST INSIGHT

“Households with children are technology thought leaders and market influencers. They provide the viewing and recommending experiences for new products to other buyers. Their assessments, of specific brands and product types, guide the overall marketplace.”

— Jennifer Kent, *Senior Director*, Parks Associates

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SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

2Q 2020

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Households with Children: Dominant Tech Purchasers

SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

2Q 2020

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