SYNOPSIS

This consumer research study provides a comprehensive analysis of CE adoption and purchases, impact of new technologies, consumer segmentation, and market trends. Parks Associates completes the most in-depth surveying and analysis of U.S. home technology ownership and intentions available. This study will provide data and analysis from a survey of 10,000 broadband households being surveyed in Q1 2017 as well as trending from surveys dating back to 2013. The volume of data gathered each quarter is significant. Beyond high-quality fielding and analysis, Parks Associates’ role is to parse data into meaningful information that your company can use for quality decision making.

ANALYST INSIGHT

“Fierce price competition in key connected CE categories is squeezing margin. Also, consumers are satisfied with many existing products that remain ‘newish’ and working well. Echo/Alexa is the product bringing excitement, and as a result, it is setting off a round of competitive entries and new options.”

— Tricia Parks, CEO, Parks Associates
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