**SMART HOME BUYER JOURNEY AND USER EXPERIENCE**

**SYNOPSIS**
This research project features the key information on consumer purchase behaviors and preferences critical for companies to succeed during the transition in the smart home industry to the early majority. It provides key insight into smart home buyers, including those who own one or multiple devices as well as those who plan to purchase in the near future. It reveals their demographics, motivations, purchase preferences, and the most resonate messaging and value propositions to drive adoption.

**ANALYST INSIGHT**
“Buyer journeys for smart home products are more varied and complex than they were when almost everyone started with security solutions. Today, entry points to the smart home occur through a host of use cases and devices as they capture a consumer’s attention.”

— Brad Russell, *Research Director, Connected Home*, Parks Associates

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**Smart Product Installation**

U.S. Broadband Households Owning Major Smart Devices

- 60%
- 30%
- 0%

- Myself
- Friends or family members
- The company that sold me the product
- A contractor that I hired

© Parks Associates

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