Smart Home Device Purchases
U.S. Broadband Households

- Smart thermostat
- Smart light bulb
- Networked security/IP camera
- Smart video doorbell
- Smart motorized garage door opener
- Smart door lock
- Smart smoke or CO detector
- Smart plug/adapter module
- Outdoor light fixture with camera
- Smart in-wall outlet/switch or dimmer
- Smart lighting control system

Smart Product Market Assessments provide a comprehensive and deep analysis of a single smart product market.

**Video Doorbells Market Assessment** addresses the following major questions.

1) How big is the U.S. market for video doorbells, and how is it going to grow over the next five years?

2) What is driving market growth? What barriers exist to growth?

3) Who are the key players and what are their defining characteristics?

4) What features and factors influence consumers’ purchasing decisions?

5) What are the key elements impacting the user experience?

6) What is the appeal of new purchase models, including incentives for purchase and a hardware-as-a-service model?

Number of Slides: 60
PRELIMINARY CONTENTS

Executive Summary
- Market Insights
- Market Findings and Key Impacts

Market Landscape
- Market Barriers
- Market Drivers
- Key Players to Note
- U.S. Forecast - Smart Thermostats (2017 – 2022), Annual Unit Sales (#M)
- U.S. Forecast - Smart Thermostats (2017 – 2022), Annual Sales Revenue at End-user Value ($M)
- Forecast Methodology for Smart Energy and Water Management Devices

Video Doorbell Market Context: Familiarity, Ownership, Purchases, Intentions
- Familiarity, value and affordability of SH devices (Q4/17)
- Smart video doorbell ownership (trending)
- Smart video doorbell ownership, purchases, likelihood to purchase, trending
- Smart video doorbell demos
- Add-on to existing security system

Purchase Journey
- Video Doorbells: Who installed (Q4/17)
- Video Doorbells: Type of self-monitored security system (Q4/17)
- Video Doorbells: Purchase reason (Q4/17)
- Video Doorbells: Brand reason (Q4/17)
- Video Doorbells: Installation (Q4/17)
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- Video Doorbells: Purchase type (trending)
- Video Doorbells: Avg. # Purchased (trending)
- Video Doorbells: Purchase price (trending)
- Video Doorbells: Brand purchased (Q4/17)
- Video Doorbells: Reasons brand selected (Q4/17)
- Smart Home Products (Q2/18)
- Video Doorbells: Purchase intention (Q1/18)
- Video Doorbells: Professional help (Q1/18)
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User Experience
- Video Doorbells: What Actions? (Q4/17)
- Net Promoter Score: Video Doorbells (Q4/17, Q2/18)
- Video Doorbells: NPS Score by Home Size (Q4/17, Q2/18)
- Video Doorbells: Appeal of Alerts Based on Audio Recognition (Q4/17)
- Video doorbells: Appeal of Image Recognition (Q4/17)
- Video Doorbells: Appeal of Voice Control (Q2/Q4/17)
- Video Doorbells: Importance of Home Control App Utilization (Q2/17)
- Video Doorbells: Importance of Monitoring Options (Q2/18)
- Video Doorbells: Importance of Control Methods (Q2/17)
- Video Doorbells: Importance of Platform (Q2/17)
- Video Doorbells: Importance of Platforms Used (Q2/17)
- Video Doorbells: Use Trend (Q2/17)
Video Doorbells

- Video Doorbells: User Experience (Q2/17)
- Video Doorbells: Smart Home Experience (Q2/18)
- Value of Video Doorbell Features (Q2/18)
- Video Doorbells: Returns (Q1/18)
- Video Doorbells: Set-up (Q1/18)
- Video Doorbells: Technical Problems (Q1/18)
- Video Doorbells: Attachment to System Among Intenders (Q4/17)
- Video Doorbells: Importance of Features for Intenders (Q4/17)
- Video Doorbells: Likelihood of Purchase in Next 12 Months (Q4/18)
- Video Doorbells: Likelihood to Purchase as a Gift and/or for Self (Q3/17)
- Video Doorbells: Likelihood to Purchase if Opportunity to Have Set-up and Instructions on Use (Q3/17)
- Pay Fee for In-Home Set-up and Show How to Use for Video Doorbell Intenders (Q3/17)
- Video Doorbells: Voice Control Preference (Q4/17)
- Video Doorbells: Reasons for Not Owning/Purchasing (Q4/17)

**Concept Testing**

- Impact on likelihood to purchase (Q4/17)
- For intenders, platform importance (Q2/17)
- For intenders, brand importance (Q2/17)
- For intenders, importance of recommendation sources (Q2/17)
- Product requirements (Q4/17)
- Smart home kit (Q4/17)

**Appendix**
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