

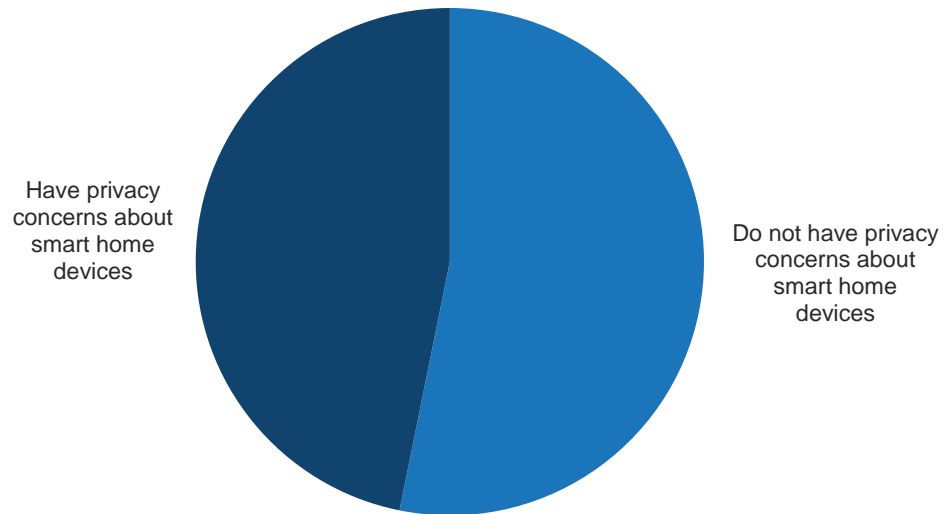
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SYNOPSIS

Privacy Concerns about the Smart Home assesses the potential for privacy concerns to inhibit the adoption of smart home devices and systems. It highlights current adoption trends and gauges the level of concern with a variety of device categories. It identifies specific concerns with each type of device as well as the potential for privacy guarantees to alleviate concerns and then explores the impact privacy concerns are having on purchase decisions.

Privacy or Security Concerns with Connecting Devices to the Internet

U.S. Broadband Households



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ANALYST INSIGHT

“Privacy and security concerns will be an obstacle to smart home adoption. Consumers are afraid smart home devices will make their home vulnerable to both online and physical dangers.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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About the Research

Previous Research

- Consumer Segmentation: Smart Home Packages (Q4/14)
- Growth in Self-Installed Energy and Smart Home Systems (Q4/14)
- Monetizing Connected Products and Services (Q4/14)
- 360 View: Residential Security and Smart Home (Q3/14)
- The Internet of Things: Business Models & Opportunities (Q3/14)
- Winning Business Models from a Consumer Perspective (Q1/14)

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- Intentions to Purchase Smart Home Devices (2014)

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- Privacy or Security Concerns with Connecting Devices to the Internet (Q4/14)
- Privacy or Security Concerns with Connecting Device to the Internet by Device Ownership (Q4/14)
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- Effectiveness of Privacy or Security Rights to Relieve Concerns by Smart Home Device Ownership (Q4/14)

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- Effectiveness of Privacy or Security Rights to Relieve Concerns by Smart Home Device Purchase Intention (Q4/14)
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Additional Research from Parks Associates**ATTRIBUTES**

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