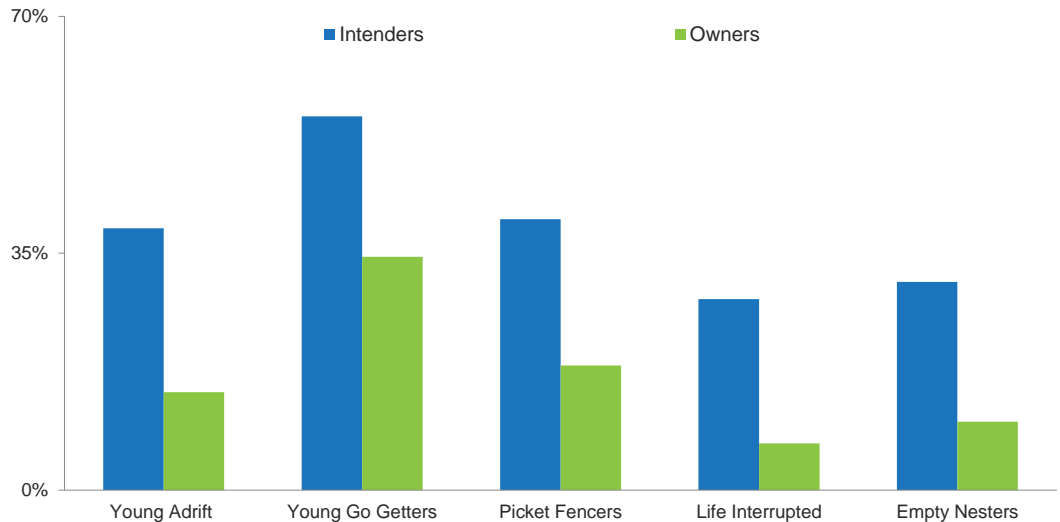


By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Tom Kerber**, *Director, Research, Home Controls & Energy*, **Maia Hinkle**, *Research Analyst*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

**SYNOPSIS**

*Consumer Segmentation: Smart Home Packages* presents a segmentation analysis of the market for smart home devices services. It identifies which consumer segments are most likely to adopt products and services and how motivations differ between each segment. The research gauges consumer willingness to adopt smart home systems by presenting three hypothetical smart home packages.

**Smart Home Device Intenders vs. Owners by Segment**  
U.S. Broadband Households in Specified Segments



© Parks Associates

**ANALYST INSIGHT**

“Each consumer segment calls for a distinct marketing message and distribution channel in order to effectively sell smart home products and services.”

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

**CONTENTS**

**About the Research**

**Previous Research**

- Growth in Self-Installed Energy and Smart Home Systems (Q4/14)
- 360 View: Residential Security and Smart Home (Q3/14)
- The Internet of Things: Business Models & Opportunities (Q3/14)
- Evolution of Smart Home and the Internet of Things (Q2/14)
- Winning Business Models from a Consumer Perspective (Q1/14)
- Smart Home Packages (Q4/13)

## CONTENTS

**Key Findings****Industry Insight****Recommendations****Segmentation Overview**

- Segmentation Overview
- Segmentation Methodology
- Segment Demographic Profile
- Estimated Income (\$1,000s) by Segment (Q2/14)
- Home Security System Ownership and Professional Monitoring Service Subscription by Segment (Q2/14)
- Smart Home Device Intenders and Owners by Segment (Q3/14)
- Smart Home Device Purchase Intention by Segment (Q3/14)
- Four Groups of Attitudes
- Attitudinal Motivations by Segment (Q2/14)

**Demand for Smart Home Packages by Segment**

- Three Hypothetical Smart Home Packages
- Likelihood of Buying a Smart Home System & Subscribing to a Professional Monitoring Service (Q4/13)
- Likelihood of Purchasing Smart Home Package (Q4/13)
- Reason for Not Purchasing Smart Home Packages (Q4/13)

**Marketing Personas**

- Segment Personas- Smart Device Intenders
- Segment Personas: Young Adrift
- Segment Personas: Young Go Getters
- Segment Persona: Picket Fencers
- Segment Persona: Life Interrupted & Empty Nesters

**Additional Research from Parks Associates**

ATTRIBUTES

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

Authored by John Barrett, Yilan Jiang, Tom Kerber, Maia Hinkle, and David Mitchel  
Executive Editor: Tricia Parks

Number of Slides: 50  
Published by Parks Associates

© 2015 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

**Disclaimer**

*Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.*