Privacy Concerns about the Smart Home

By John Barrett, Director, Consumer Analytics, Yilan Jiang, Manager, Consumer Research, Harry Wang, Director of Research, Home Controls & Energy, Maia Hinkle, Research Analyst, and David Mitchel, Research Analyst, Parks Associates

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.

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

CONTENTS

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)
Privacy Concerns about the Smart Home

Key Findings

Industry Insight

Recommendations

Segmentation Overview:
- Segmentation Overview
- Segmentation Methodology
- Smart Home Segments (Q2/14)
- Segment Demographic Profile

Overview of Smart Home Adoption:
- Smart Home Device Ownership (2014)
- Smart Home Device Ownership by Smart Home Segments (2014)
- Smart Home Device Adoption Rate (2014)
- % of BB HHs Intending to Purchase Smart Home Devices (2014)
- Intentions to Purchase Smart Home Devices (2014)
- Smart Home Device Purchase Intention by Segmentation (2014)
- Intentions to Purchase Smart Home Devices (2014)

Privacy Concerns about the Smart Home:
- Privacy or Security Concerns with Connecting Devices to the Internet (Q4/14)
- Privacy or Security Concerns with Connecting Devices to the Internet by Device Ownership (Q4/14)
- Privacy or Security Concerns with Connecting Device to the Internet by Device Ownership (Q4/14)
- Privacy or Security Concerns with Connecting Device to the Internet by Smart Home Purchase Intention (Q4/14)
- Specific Privacy or Security Concerns Related to Smart Home Devices (Q4/14)
- % with Burglary Concerns by Ownership of Smart Entry Point and Security Devices (Q4/14)
- Concerns About Connecting Devices to the Internet (Q4/14)
- Concerns About Use of Door Locks (Q4/14)

Impact of Privacy Rights on Concerns:
- Effectiveness of Privacy or Security Rights to Relieve Concerns (Q4/14)
- Effectiveness of Privacy or Security Rights to Relieve Concerns by Smart Home Device Ownership (Q4/14)
Privacy Concerns about the Smart Home

CONTENTS

- Effectiveness of Privacy or Security Rights to Relieve Concerns by Smart Home Device Purchase Intention (Q4/14)
- Incremental Impact of Privacy Rights on Concerns (Q4/14)

Willingness to Share Data from Smart Home Devices:

- Willingness to Share Data: Owners of Smart Entry Devices (Q4/14)
- Willingness to Share Data: Owners of Smart Security Devices (Q4/14)
- Willingness to Share Data: Owners of Smart Energy Devices (Q4/14)
- Willingness to Share Data: Owners of Smart Safety Devices (Q4/14)

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
sales@parksassociates.com

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

Number of Slides: 59
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.