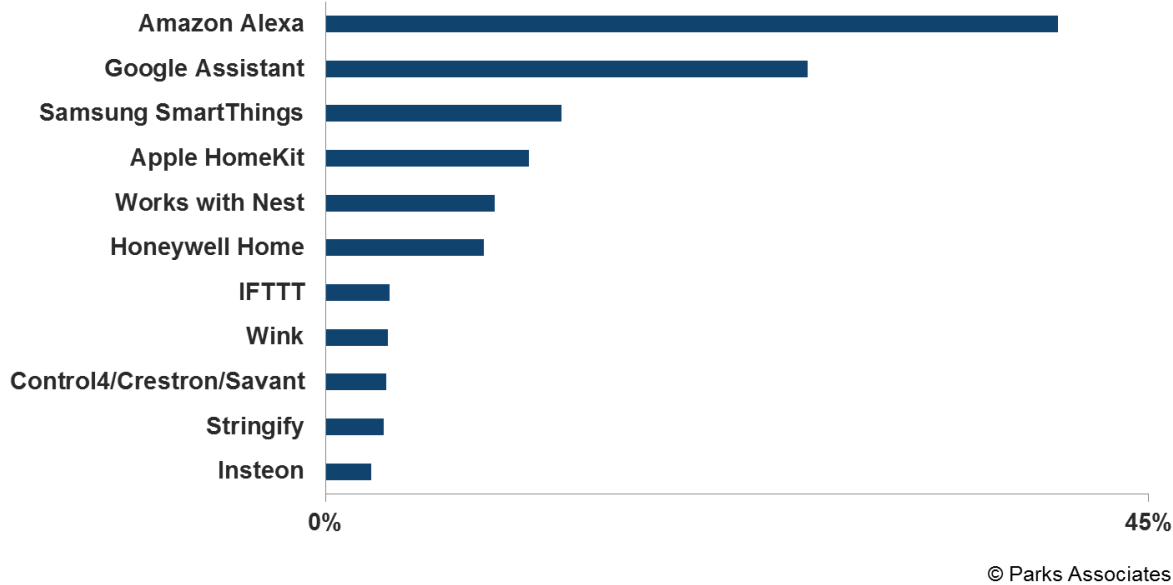


Smart Home Control Platform Adoption US Broadband Households Owning a Smart Home Device



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SYNOPSIS

The smart home market is accelerating as more consumers discover the value of connected products over their predecessors. This annual **360 View** provides the latest data on consumer purchase behavior and preferences that provide critical intelligence for smart home business strategies. Topics include smart product adoption and purchase intention across multiple product categories, purchase channels and installation preferences, voice and control platforms, app engagement, product feature ratings by device category and attitudes about data privacy and security.

Key Questions Answered

- 1) What percent of broadband households have adopted specific smart home products and categories of products?
- 2) What smart home products do consumers intend to purchase in 2019?
- 3) What product capabilities do consumers value most?
- 4) Which smart home devices are most commonly connected to a home control system?
- 5) What are consumer preferences for control of smart home devices via voice control, smart home platforms, and hubs?

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