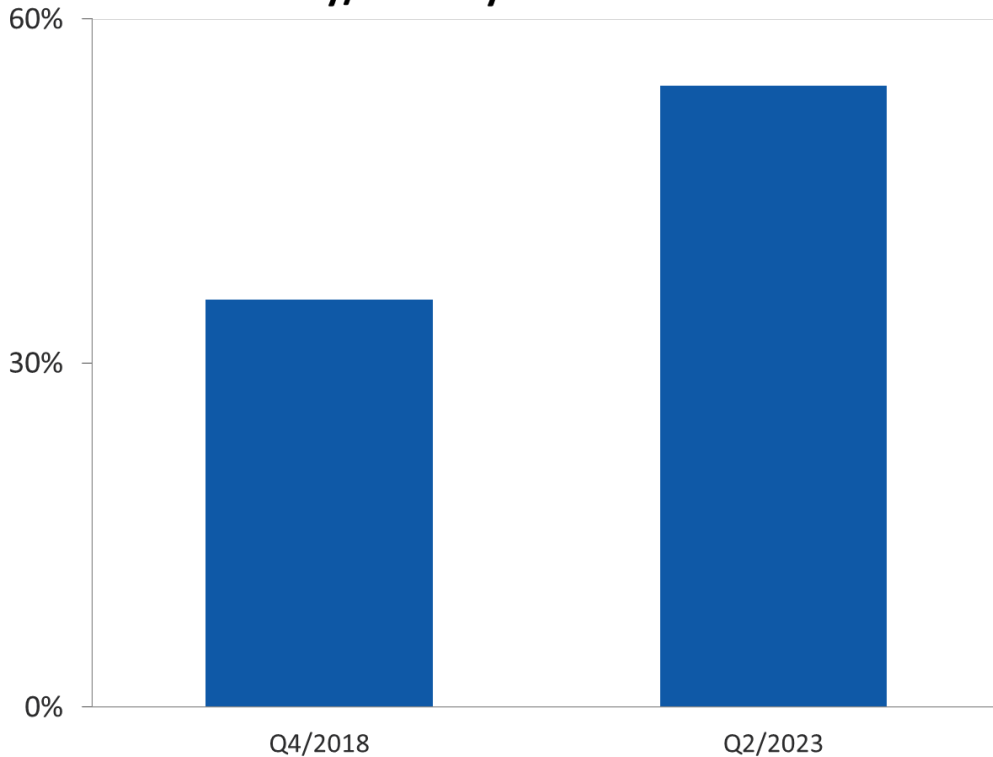


Percentage of US Internet Households Experiencing Data Privacy/Security Issue in Prior 12 Months

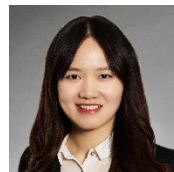


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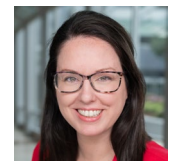


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SYNOPSIS

This trending study tracks shifts in consumer attitudes around data privacy, including desire for privacy controls and preferences for how companies collect and manage their data. It explores data that consumers are willing to share for their benefit, and tests consumer willingness to pay for a premium data security service. Securing the home network and its attached devices to assure consumers that their personal data is kept private is critical to continued industry growth.

ANALYST INSIGHT

“Smart home players must honor consumer concerns and double efforts to secure their products. Trust can be gained through transparency about partnerships and data access, and through industry certification programs.”

—Jennifer Kent, *VP, Research*, Parks Associates

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Appendix



Privacy and Data Protection for Connected Devices

SERVICE:
CONSUMER
ELECTRONICS
DEVICES
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ATTRIBUTES

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