



A Smart Home Divided

Smart-Home Owners Say:

Most popular smart home use case:

74% say home entertainment

23%
Have a Smart Home System

Price

42% say price is the most frustrating: the cost to buy, set-up and maintenance of Smart Home systems and devices.

Complexity

31% say installation, setup and use of Smart Home devices is too complex.

37% installed all their Smart Home devices on their own.

20% used a self-service app to assist their setup.

19% had guidance from a support professional.

37% purchased their Smart Home device or system from the individual device manufacturer and set it up on their own.

28% purchased their Smart Home device or system from a single provider (e.g. broadband provider) that packaged up and set up all the connected devices.

35% purchased their Smart Home device or system from a retailer (e.g. consumer electronics chain) that sold and installed all the connected devices for them.

61%

want to fix issues on their own

40%

prefer to deal with a single company for customer service and support

77%

Do Not Have a Smart Home System

Potential Smart-Home Owners Say:

Most popular smart home use case:

58% say home safety and security

Self-Help vs. Assisted Help

52% want a professional to install their devices and services.

43% would pay a one-time setup fee.

Buying & Using

49% would prefer to deal with a single service provider (e.g. broadband provider) that can package and set up all the connected devices.

28% would prefer to purchase from a retailer (e.g. consumer electronics chain) that sells and installs all the connected devices for them.

29% would prefer to purchase from the individual device manufacturer and set it up on their own.

67%
Barrier to Entry



67% Say The Price To Buy, Set-up And Maintain Prevents Them From Buying A Smart Home System.

43%

wouldn't know which company is responsible for supporting and helping them out

53%

want to deal with a single company for customer service and support