

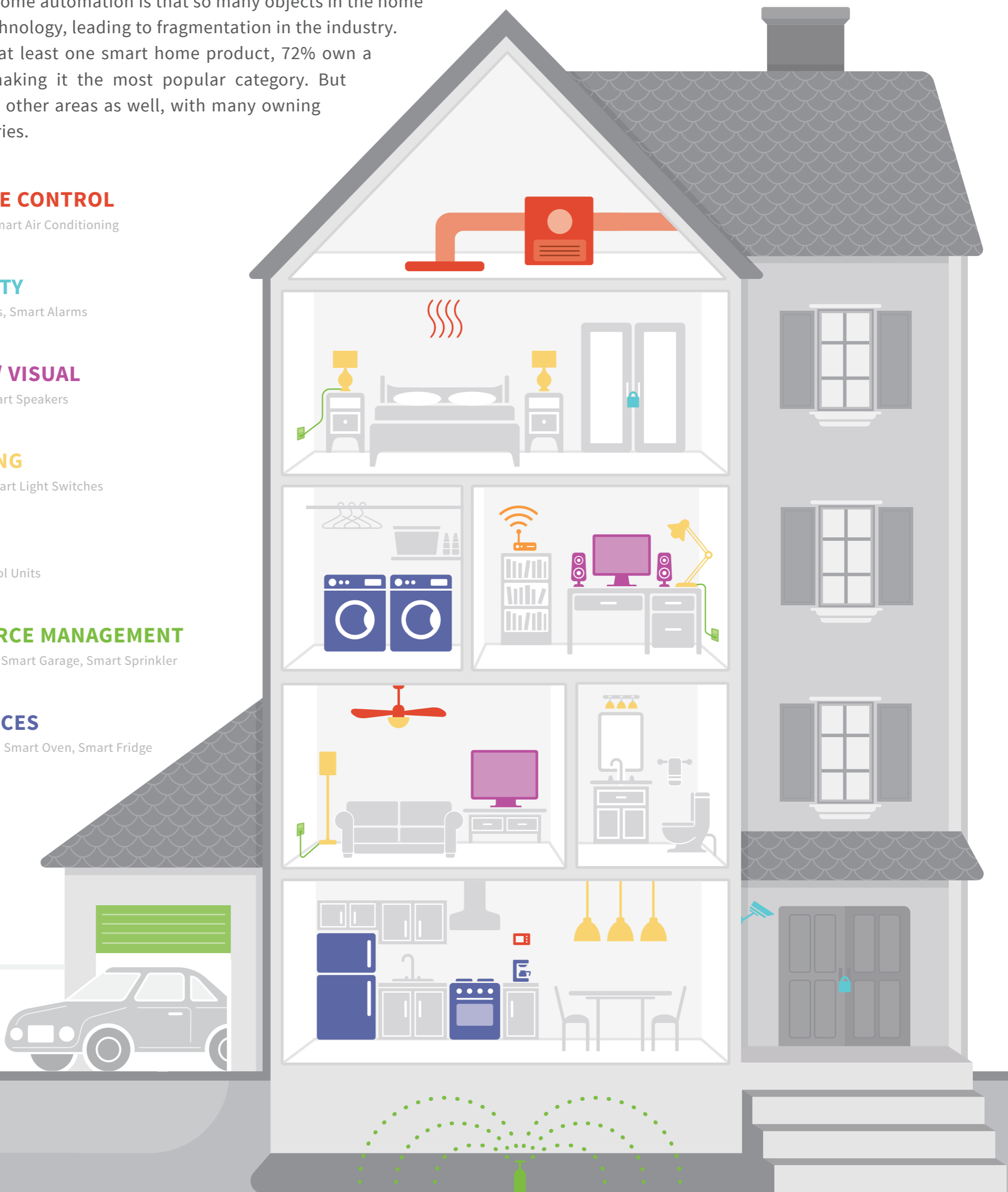
# WHO'S EMBRACING HOME AUTOMATION AND WHY

## WHAT'S DRIVING THE ADOPTION OF SMART HOME PRODUCTS?

Smart home technology promises a brave new world of being able to control everything from your fridge to your front door through your smartphone. Previously a realm for only tech enthusiasts, home automation is about to reach a tipping point and go mainstream. Analysts predict that there will be 45 billion smart home devices in use by 2018. To look at the devices and consumers driving this trend, we surveyed 2,600 early adopters from our community to see who's raising the IQ of their homes, and why.

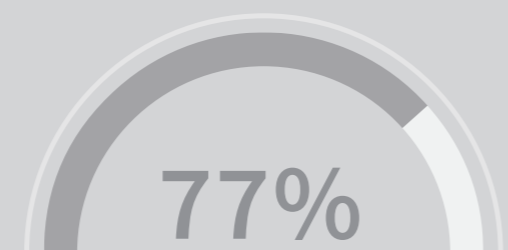
## Which Devices Are Leading the Way?

One of the challenges for home automation is that so many objects in the home can benefit from smart technology, leading to fragmentation in the industry. Of respondents who own at least one smart home product, 72% own a climate control device, making it the most popular category. But customers are investing in other areas as well, with many owning devices in multiple categories.



## Who's Investing in Smart Home Technology?

Understanding who is buying these early smart home products is just as important as understanding what they're buying. The average age of a smart home device customer is 38, with a vast majority of buyers between 31 and 50 years old. Also, these products aren't only for the rich. Tech enthusiasts with a wide variety of salaries are investing in the devices, with a majority of respondents reporting salaries of less than \$80,000 per year.

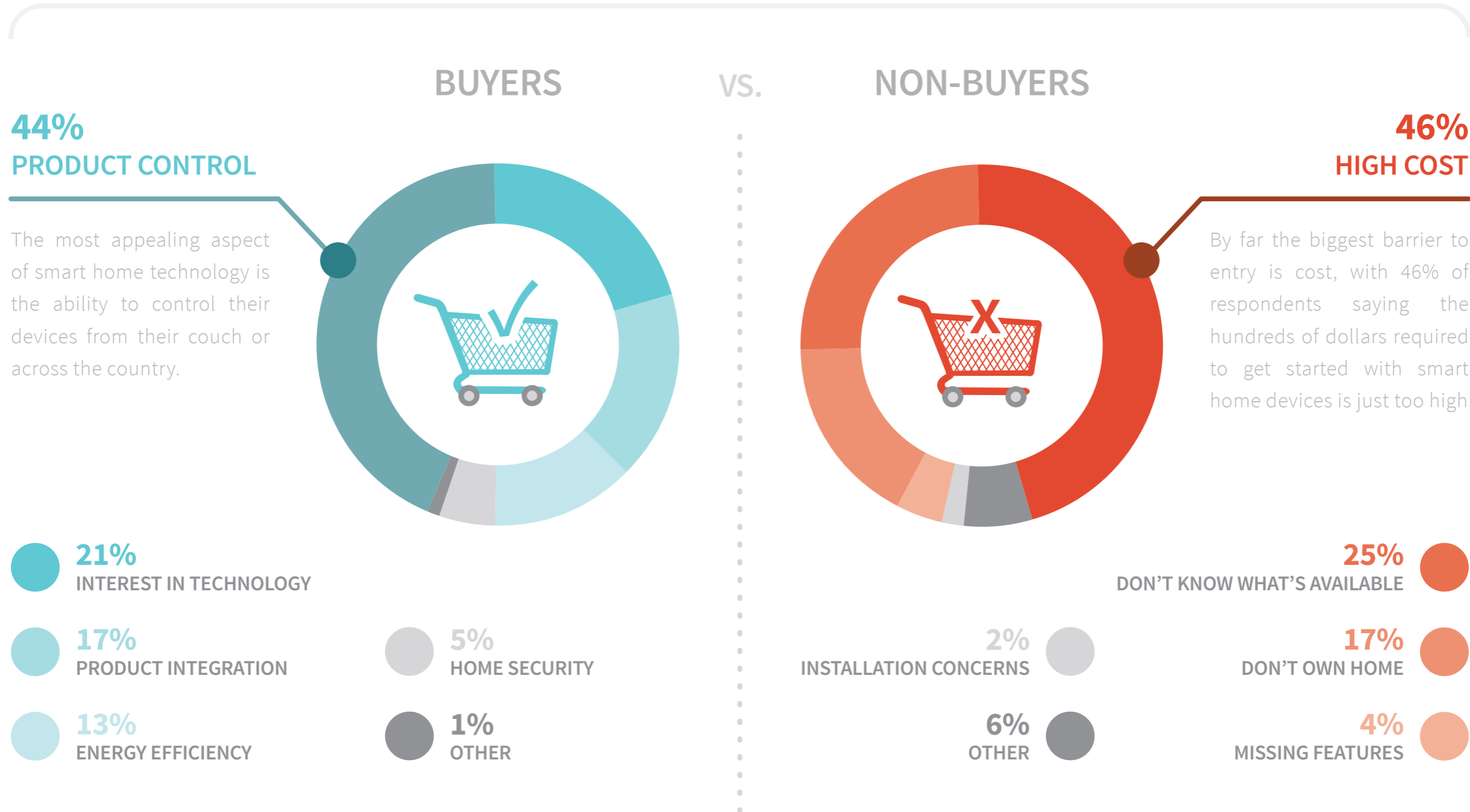


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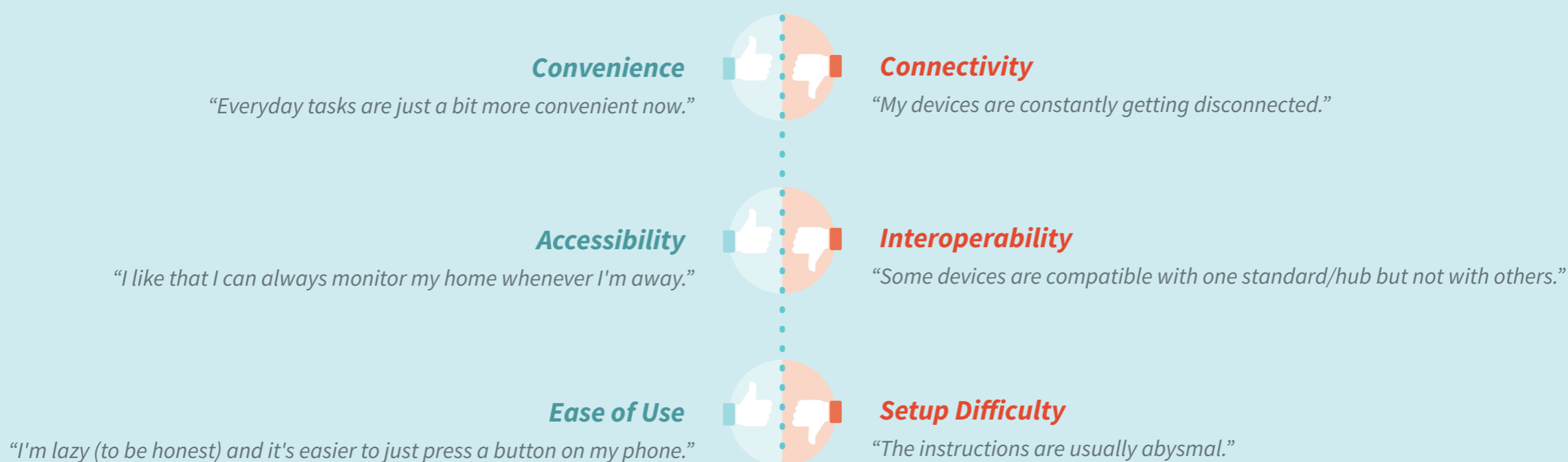
**\$60,000** AND **\$80,000**

# Why Are Some People Buying, and Others Not?



## What Do Customers Love and Hate About Their Devices?

The exact qualities that make customers love the idea of smart home products are also what makes them often frustrating to use. Tackling these challenges will help increase adoption and end the love/hate relationship many users currently have with home automation.



## Where Are Customers Going to Invest Next?

With a promising future ahead, customers are already planning their next purchase. Lighting and security products are poised for the most growth, but all product categories have users itching to take the plunge.

