

Is the Smart Home Our New Domestic Bliss?

When watching the blockbuster film Iron Man, one of the many enviable things superhero Tony Stark possesses is his smart home. In one early morning scene, his alarm clock—named Jarvis, opens his bedroom blinds and provides a weather and surf report. This probably is still made-for-movies technology, but new advances are making futuristic homes a reality for us non-superheroes.

Virtual assistants, like Alexa or Siri, can help run our household. We can easily set the perfect mood by voice command, which then dims the lights and plays our favorite song in an instant. These advances are not just convenient and cool, but they are also practical. Smart homes allow us to lower our energy use and increase our home security.

With these advantages, it is no surprise that four in ten Americans (43%) say it is important to them that their residence has smart home technology features. It is likely no surprise to learn this number jumps when Millennials are surveyed. 64% of this tech-savvy group say a smart home is important to them. As more Americans are jumping into the smart home waters, Ipsos wanted to dive a little deeper to explore why this trend is significant.

WHY SMART HOME TECHNOLOGY IS IMPORTANT*	
Convenience	62%
Home security	57%
Energy efficient	52%
Save money	35%
Resale value	33%
Digital entertainment	31%

*Asked among those who say smart tech is important to them



Although the smart home industry is relatively new and far from reaching total market potential, the demand appears to be growing. Our Ipsos survey found many Americans already own or plan to purchase these home technologies in the next 3 months.

SMART TECHNOLOGY*	TOTAL %	CONSIDER SMART HOME TECHNOLOGY IMPORTANT %
Television	41	55
Speaker	23	38
Thermostat	23	40
Security camera/alarm	21	39
Lighting system	21	39
Kitchen appliances	17	27
Laundry appliances	16	26
Fire/Carbon monoxide alert system	14	25

*Own or will own within 3 months

Assuming we all had voice activated smart speakers at home, streaming music would still be one of the most requested functions. However, those who find smart technology in their homes important are also likely to use it for controlling the temperature (63%) and turning on household items (57%), such as lights, the oven or TV.

USE SPEAKER TO:	TOTAL %	CONSIDER SMART HOME TECHNOLOGY IMPORTANT %
Stream music	49	59
Weather/news	46	51
Turn on items (lights, oven, TV)	46	57
Control temperature	45	63
Locate cell phone	35	45
Locate TV remote	29	37
Get Recipes/instructions	26	34
Order food	26	37
Text message	23	29
Start car/operate garage	22	29
Phone #'s/addresses	22	30
Know location of family/Loved one	19	27
Order items online	15	25
Travel/flight information	13	22
Order Uber/ride	10	17

Smart technologies used outside the home are also gaining popularity. Autonomous cars, also known as driverless or self-driving cars are making headlines almost daily. We discovered if self-driving cars prove to be as safe as human driven automobiles, 35% of Americans say they will purchase one within the next five years.

Also adapting to the smart age is the luggage industry. Smart backpacks and suitcases are now being sold which offer features like: Wi-Fi hotspots, GPS, and bag trackers. 34% say they will purchase a smart technology piece the next time they buy a bag for travel, work or school.

QUESTION	TOTAL %	CONSIDER SMART HOME TECHNOLOGY IMPORTANT %
Will buy self-driving car within 5 years	35	55
Likely to get smart luggage/backpack	34	63

Are Americans ready to adopt and adapt to the smart future?

The nation’s largest home builder is betting we are, they will be including voice-activated assistants and smart devices as standard in their new homes (“Amazon’s Alexa will be built into all new homes from Lennar,” usatoday.com, May 9, 2018).

By 2023 the majority (66%) of us think we will be able to control most things in our life remotely, such as home, work and school. That number climbs to 80% among those who find smart home technology important. It looks as if the smart future may just be our new normal.

What we do:

Each week Ipsos U.S. eNation Omnibus completes five national surveys. Ipsos Omnibus offers a variety of services, including overnight or custom studies. To access a complimentary version of our Ipsos Smart Home study, or to learn more about eNation Omnibus, please contact:

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