

'Connect' with these findings ...

Home Connectivity in Canada

A Snapshot of Online Canadian Interest, Attitudes and Barriers to Adoption of Connected Home Features from the 2016 Ipsos Canadian Inter@ctive Trends Report

12%

Just over one-in-ten online Canadian households have a connected/automated product.

SMART HOUSE

Ownership expected to increase dramatically in near future as many interested.

38%

Expressed **interest** in having a connected or automated home – **10%** very interested.

Millennials are twice as likely to be interested in connect home components than Baby Boomers:



53% vs. 23%



Men are slightly more interested than women:



41% vs. 34%



58%

Cite **high prices** as the main reason they have yet to invest in automated home features.



Top products generating the most interest:

55%

Smart Thermostats



Security Alarms



47%

Security Systems



\$638



Average amount would spend on connected home features among those interested ...



well below the amount it would cost to connect multiple components in a home.

Features expected from a connected home:

Reduction in energy consumption



General cost savings to utility bills



About the Ipsos Canadian Inter@ctive Trends Report – Connected Home Special Feature

Based on findings of an Ipsos' syndicated study fielded March 4 to 14, 2016 and released in Issue 1 2016. This online survey of 802 Canadian adults was conducted via Ipsos' online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. The precision of Ipsos online surveys is measured using a Bayesian credibility interval. In this case, the survey is considered accurate to within ± 3.5 percentage points had all Canadian adults been polled.

For more information on the report, please visit www.ipsos.ca/reid/interactive.

