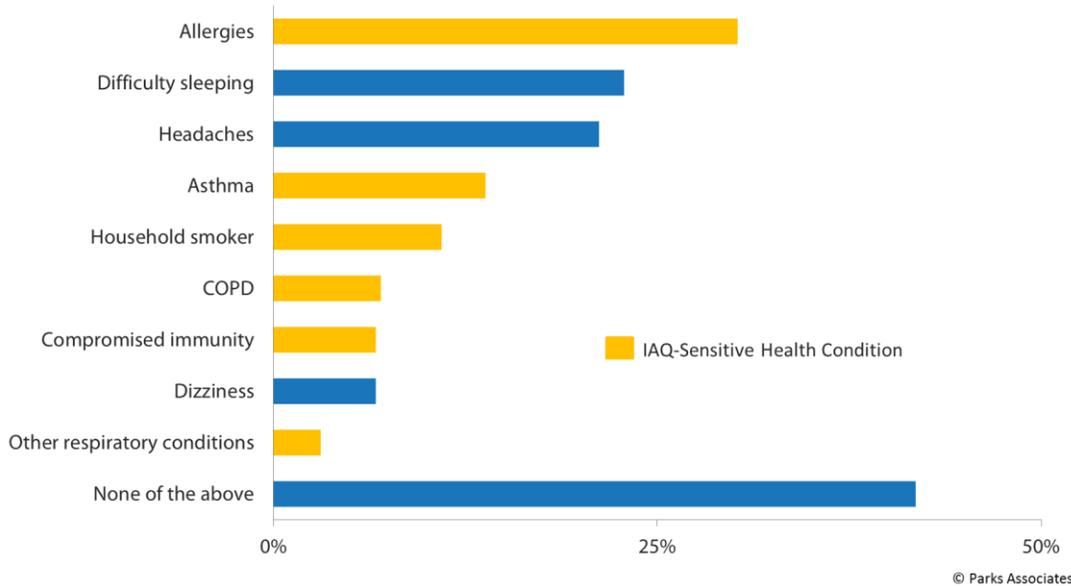


Health Conditions Experienced by Household Members



SYNOPSIS

Opportunities to leverage smart technologies to improve indoor air quality (IAQ) are garnering attention from builders, property managers, and consumers alike. COVID-19 has further increased consumer interest in smart products that maximize comfort and health. This research quantifies consumer concerns, perceptions of product value by use cases, device or system ownership, and purchase intentions. Product categories include smart thermostats, smart fans, smart blinds/shades, smart vents, humidifiers, dehumidifiers, air filtration, UV air purifiers, forced air zone systems, ventilation systems, and more. The research also examines the different services to increase air quality and comfort, such as system maintenance analytics, 24/7 monitoring and replenishment services.

ANALYST INSIGHT

“As indoor air quality grows in importance to consumers, smart climate control devices such as smart air purifiers and smart humidifiers/dehumidifiers will increase in adoption. These devices can help eliminate sources of poor air quality but still face major hurdles in adoption including low familiarity outside of key consumer segments, ignorance of IAQ issues, product confusion, and high upfront cost for products and installation.”

— Dina Abdelrazik, *Contributing Analyst*, Parks Associates

Number of Slides: 72

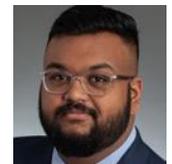
Consumer Analytics Team



Yilan Jiang, Director



Xiaofan Tan, Consumer Insights Analyst I

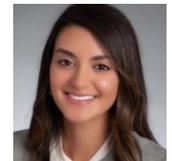


Keshav Jaiswal, Consumer Insights Analyst II



Sharon Jiang, Intern

Industry Analyst



Dina Abdelrazik, Contributing Analyst

CONTENTS

Research Summary

Survey Methodology and Definitions

Executive Summary

- Industry Insight
- Industry Insight: The Importance of Fresh Air
- Concerns about Air Quality
- Health Conditions Experienced by Household Members
- Household Members with Health Conditions Experienced
- Smart Climate Control Device Ownership
- High Concerns Regarding Air Quality by Housing Factors
- Smart Climate Control Device Ownership by Smart Thermostat Adoption
- Features Influencing Purchase of Smart Thermostat
- Smart Climate Control Device Ownership by Security System
- High Likelihood of Subscribing to Smart Climate and IAQ Services by Security System Ownership

Consumer Concerns About Indoor Air Quality

- Concerns about Air Quality
- Specific IAQ Concerns
- Health Conditions Experienced by Household Members
- Household Members with Health Conditions Experienced
- High Concerns Regarding Air Quality by IAQ Health Conditions

- High Concerns about Air Quality by Health Conditions
- High Concerns Regarding Air Quality by Demographics
- High Concerns Regarding Air Quality by Housing Factors

Value of Smart Products for Comfort, Air Quality, Safety

- Top 10 Most Valued Benefits of Smart Products
- Value of Benefits, Contd.
- Value of Smart Products for Comfort and Energy Management
- Value of Smart Products for IAQ
- Value of Smart Products for Safety
- Value of Smart Products by Specific IAQ Concerns

Ownership of Indoor Air Quality Products

- Smart Climate Control Device Ownership
- Smart Climate Control Device Purchasing
- Smart Climate Control Device Ownership by Smart Thermostat Adoption
- Smart Climate Control Device Ownership by Demographics
- Smart Climate Control Device Ownership by Housing Factors
- Smart Climate Control Device Ownership by Specific Health Conditions
- Smart Climate Control Device Ownership by Health Conditions
- Smart Climate Control Device Ownership by High Concerns Regarding Air Quality
- Smart Climate Control Device Ownership by Specific IAQ Concerns

Interest in Air Quality Products

- Likelihood of Purchasing Smart Climate and IAQ Devices
- High Likelihood of Purchasing Smart Climate and IAQ Products by Demographics
- High Likelihood of Purchasing Smart Climate and IAQ Products by Housing Factors
- High Likelihood of Purchasing Smart Indoor Climate and IAQ Products by High Concerns Regarding Air Quality
- Interest in Purchasing Whole-Home Climate and IAQ Products
- High Interest in Purchasing Whole-Home Climate and IAQ Products by Demographics
- High Interest in Purchasing Whole-Home Climate and IAQ Products by Housing Factors
- High Likelihood of Purchasing Smart Climate and IAQ Products by Specific Health Conditions
- High Likelihood of Purchasing Smart Climate and IAQ Products by Health Conditions
- High Interest in Whole-Home Climate and IAQ Products by Specific Health Conditions
- High Interest in Whole-Home Climate and IAQ Products by Health Conditions
- High Interest in Purchasing Whole-Home Climate and IAQ Products by Specific IAQ Conditions

Interest in Air Quality Services

- Interest in Smart Climate and IAQ Services
- High Likelihood of Subscribing to Smart Climate and IAQ Services by Demographics

- High Likelihood of Subscribing to Smart Climate and IAQ Services by Housing Factors
- High Likelihood of Subscribing to Smart Climate and IAQ Services by Specific Health Conditions
- High Likelihood of Subscribing to Smart Climate and IAQ Services by Health Conditions
- High Likelihood of Subscribing to Smart Climate and IAQ Services by High Concerns Regarding Air Quality
- High Likelihood of Subscribing to Smart Climate and IAQ Services by Specific IAQ Concerns

IAQ as a Driver of Smart Thermostat Purchases

- Features Influencing Purchase of Smart Thermostat
- Features of Current Smart Thermostat

Interest in IAQ by Security System Ownership

- Smart Indoor Climate Control Device Ownership by Security System
- High Likelihood of Purchasing Smart Indoor Climate and IAQ Products by Security System Ownership
- High Interest in Purchasing Whole-Home Climate and IAQ Products by Security System Ownership
- High Likelihood of Subscribing to Smart Climate and IAQ Services by Security System Ownership

Appendix



Fresh Air: Air Quality and Comfort in the Smart Home

SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

2Q 2021

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Published by Parks Associates

© 2021 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.