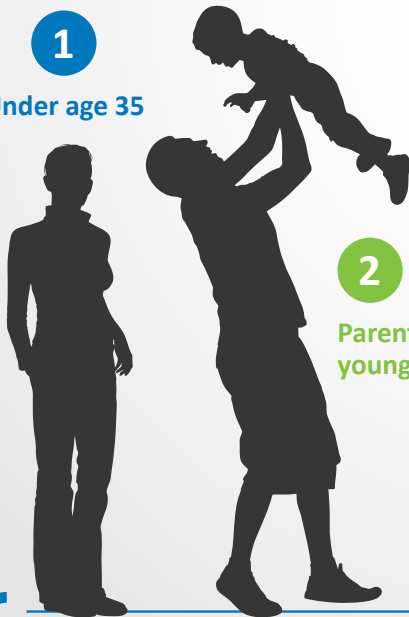


Smart Home Security Soars

41% of U.S. consumers who purchased security cameras, security systems, or smart doorbells at retail chose to pay for a subscription service to access premium features. And 29% reported 24/7 continuous video recording (CVR) is the most compelling reason to pay additional subscription fees. **Who's purchasing subscription plans?**

Consumers who purchase subscription service plans after buying their devices at retail are often ...

1
Under age 35



2
Parents of young children

3 Living in multi-unit buildings or townhomes



4 Invested in smart home technology
41% own 5 or more different smart home devices



5 In households with income over \$100K



“

Smart home subscription services have long been seen as a path to profitability for smart home manufacturers. Creating offerings that appeal to consumers — from both the features and the financials standpoint — is key to creating a loyal base.

”

Jill Aldort
Director, Industry Analyst, The NPD Group

Source: The NPD Group/Future of Tech, Connected Intelligence®, Home Automation Ownership & Usage Report

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

