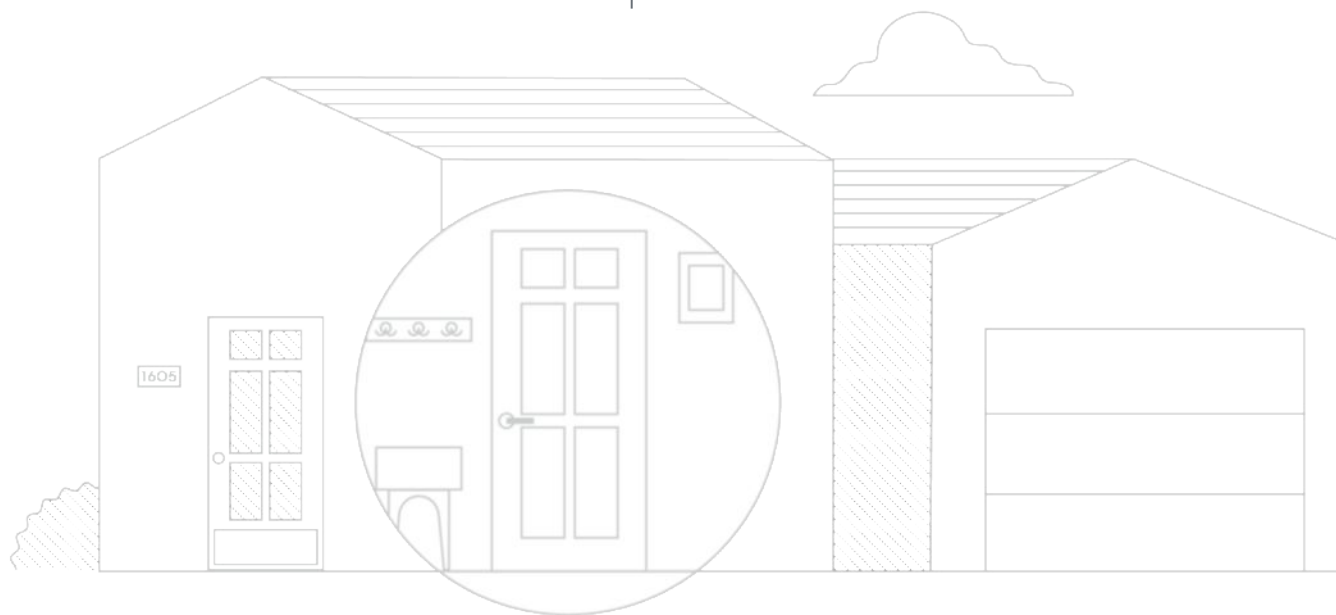


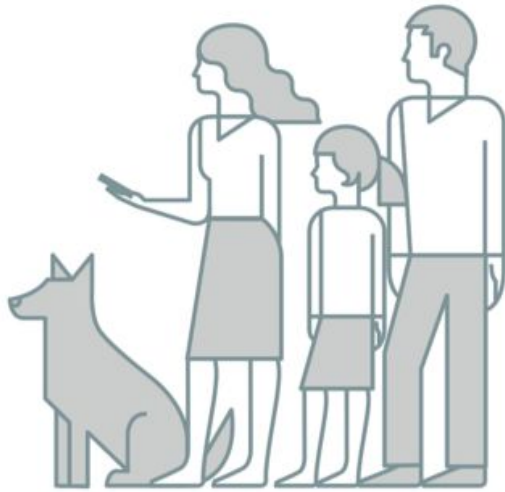
The Safe and Smart Home:

Security in the Smart Home Era

April 2016



XFINITY Home



Methodology

Commissioned by August Home and Xfinity Home, NextMarket Insights conducted an online survey of 1,293 consumers across the United States.

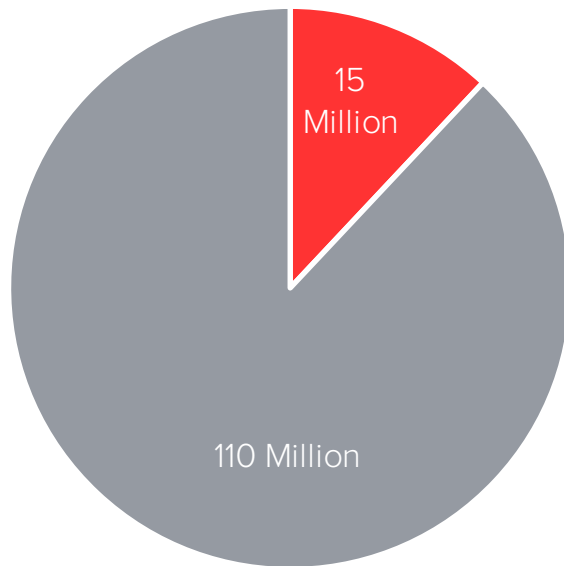
The data set is demographically balanced to represent age, gender and income.

Data was collected in March 2016.

U.S. Smart Home Technology Market Could Double in Next 12 months to 30 Million Households

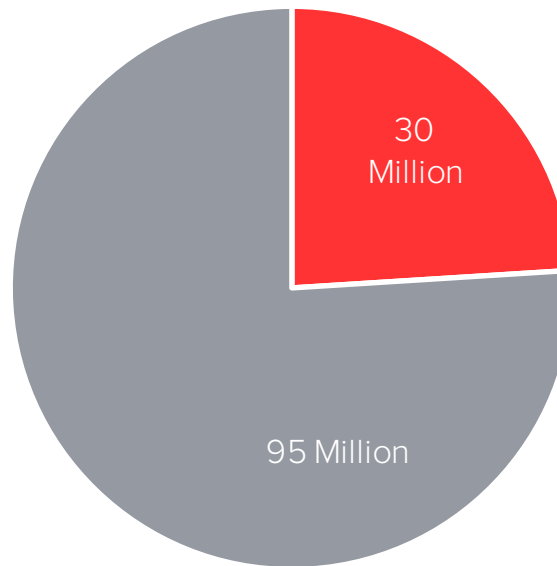
Today

- US Households with Smart Technology
- US Households without Smart Technology



Next 12 Months

- US Households with Smart Technology
- US Households without Smart Technology



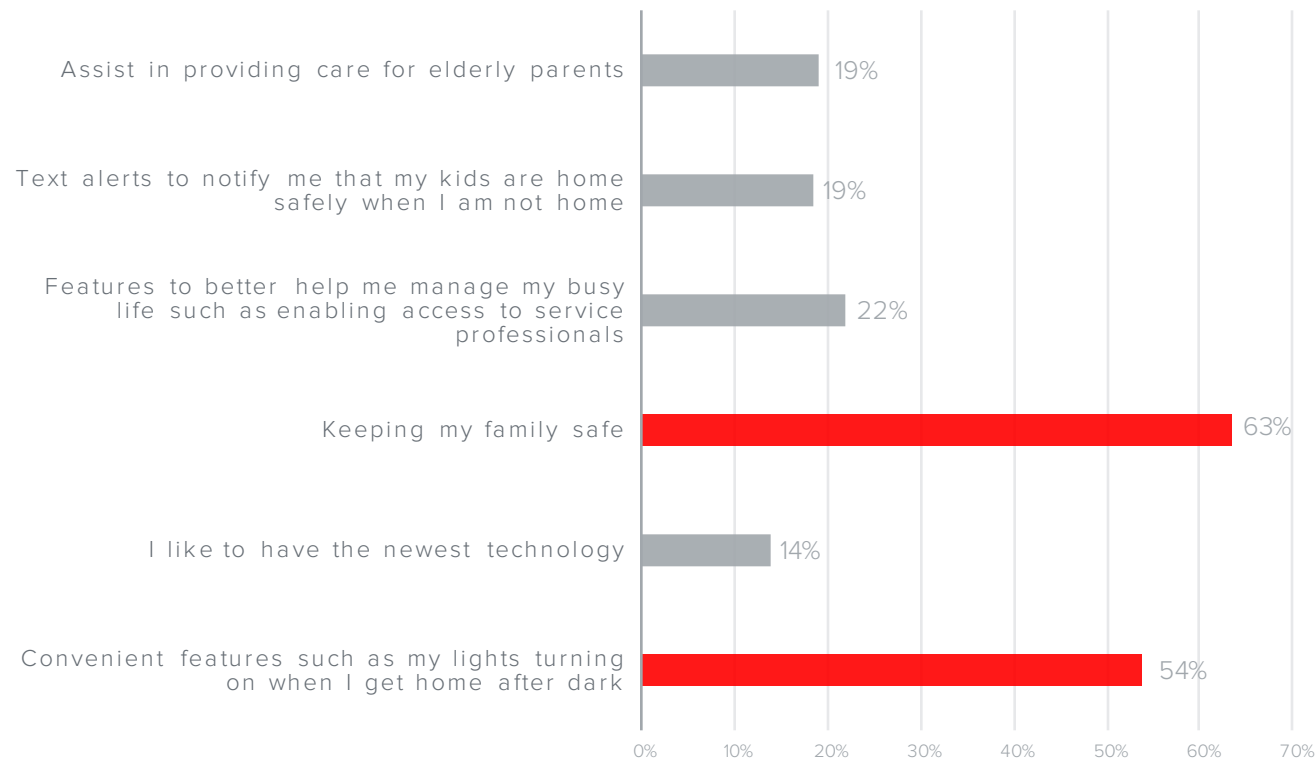
QUESTION: How likely are you to buy a smart home product for your home in the next 12 months?

While smart home consumers are still early adopters, nearly 2 in 10 (18%) of consumers plan on adding a smart device to their home in the coming year.

Those who currently own smart home technology are the most likely to add smart home gear (56%), compared with 12% of those without smart home technology today.

*U.S. Bureau of the Census for 2015 indicates there were 124,600,000 households.

Family safety (63%) and convenience (54%) top motivators for adopting smart home technology



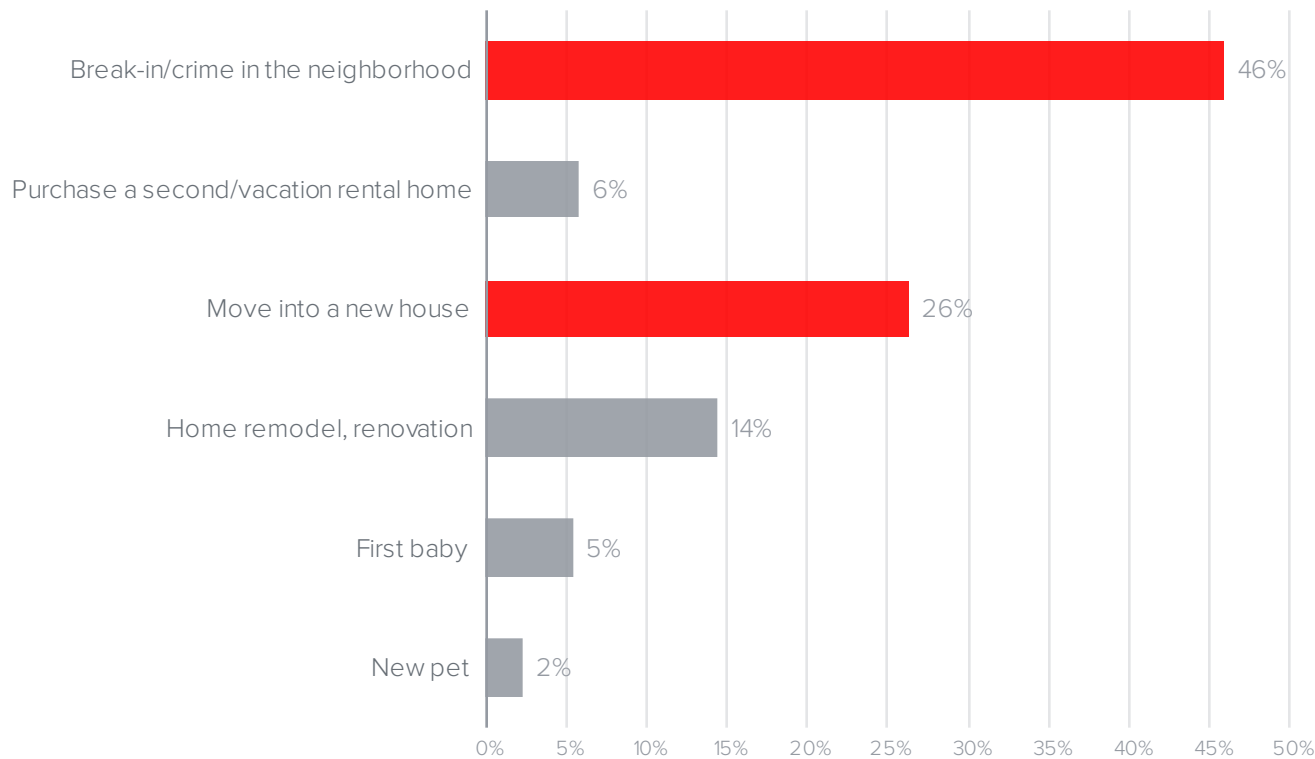
QUESTION: What would be your motivation for adopting smart home technology? (check all that apply)

6 in 10 consumers say family safety would be a motivation for considering smart home technology.

Convenience ranks a close second (54%) for adopting smart home technology.

Those aged 18-29 rank more likely (29%) to consider smart home technology as a way to help them juggle busy lives than older consumers.

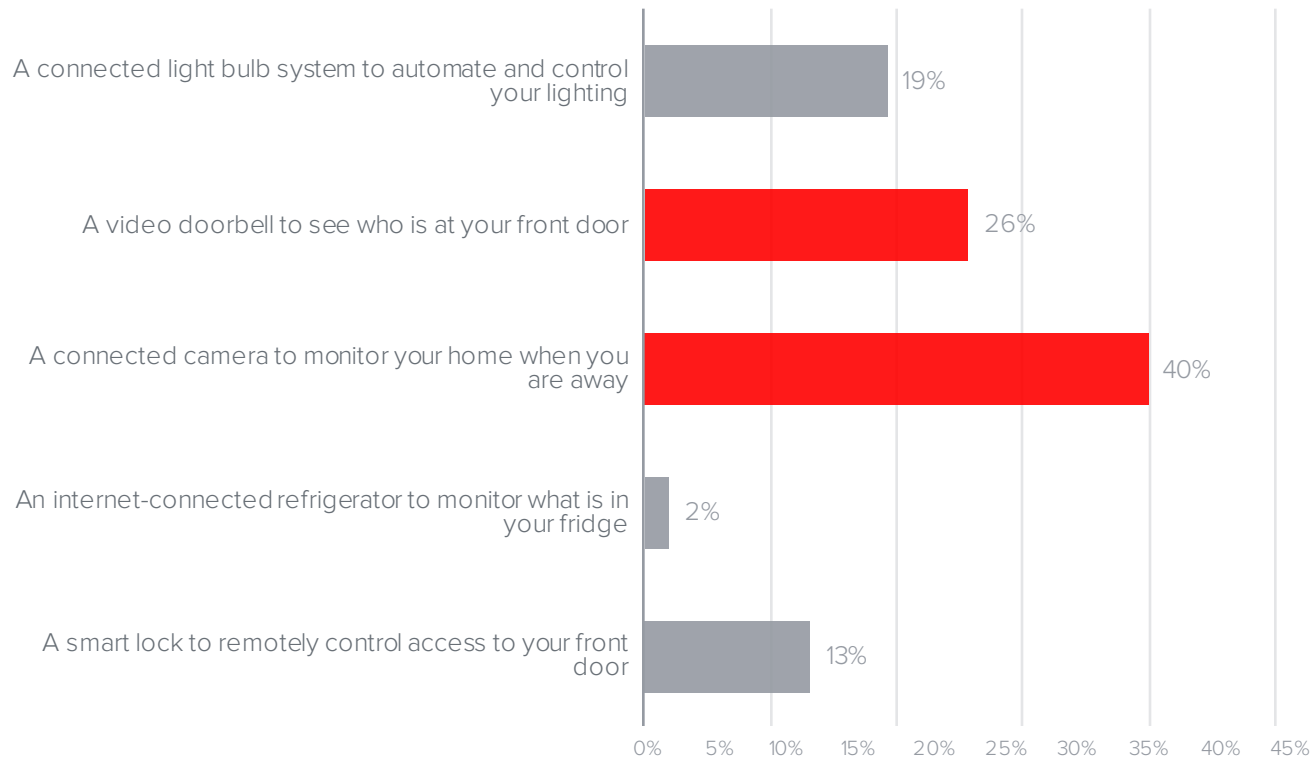
Neighborhood crime (46%), moving into a new house (26%) most likely to drive interest in smart home products



QUESTION: What life event would most likely inspire you to install a smart home product?

While younger consumers are most likely to buy a smart home product when moving into a new home, most consumers say a home break-in or crime in the neighborhood would be biggest reason for them to consider adding smart home technology

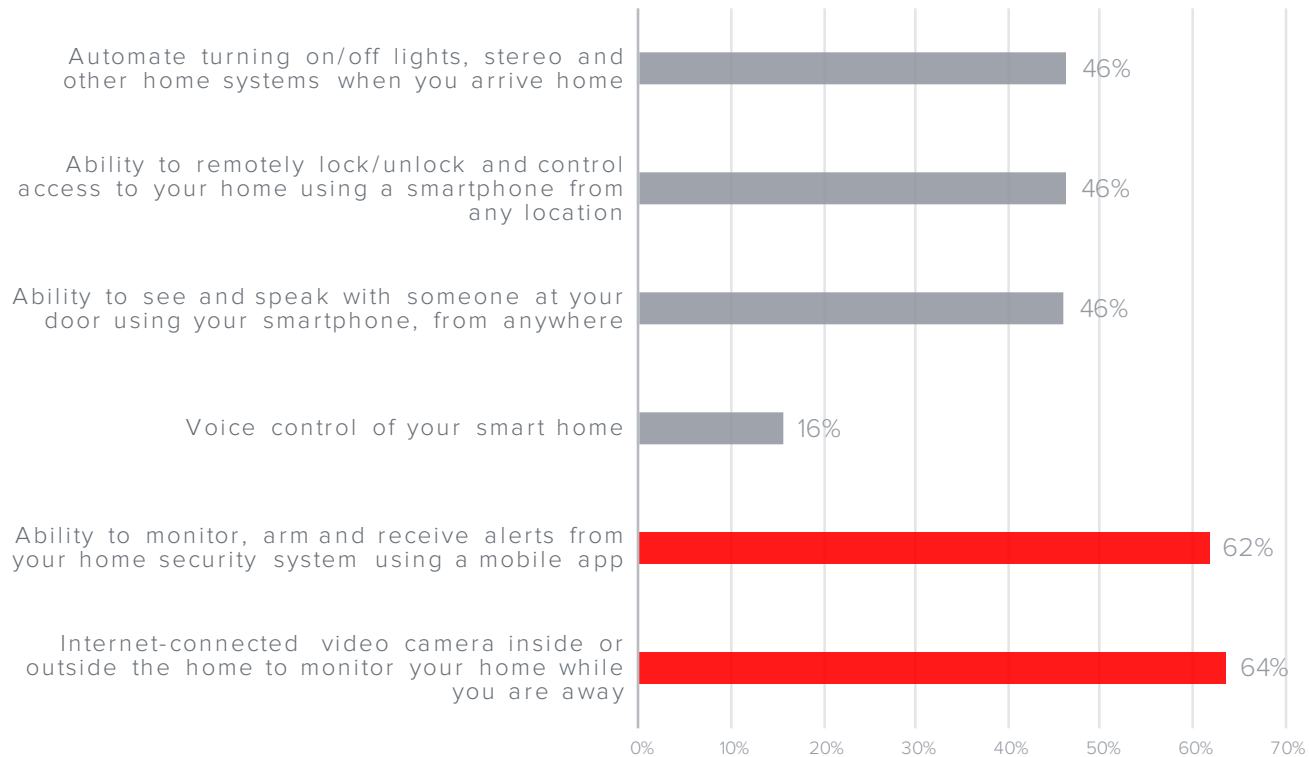
Connected camera (40%) and video doorbell (26%) most popular smart home products



QUESTION: Which of the following smart home products would you most likely choose for your home?

Video monitoring is an extremely popular choice for new smart home products. 4 in 10 chose a connected camera as their most likely smart home product and over a quarter (26%) of consumers chose video doorbells as their top choice for a smart home product

Video cameras (64%) and security system control (62%) via smartphone most compelling smart security features

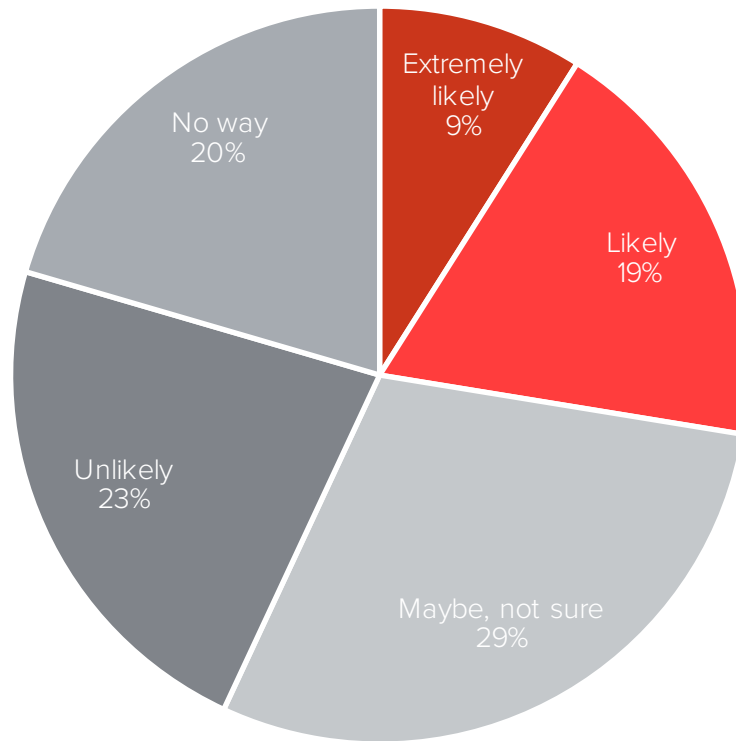


QUESTION: Which three (3) of the following smart security service features would you be most interested in for your own home?

Video cameras and the ability to arm and disarm your home security system with a smartphone are the top 'smart security' features according to our research.

And while the Amazon Echo is getting lots of press for its voice control features, consumers aren't as impressed. Just 16% said voice control of their security system is interesting.

Nearly 30% would grant temporary access to home service providers with a smartphone and a smart lock

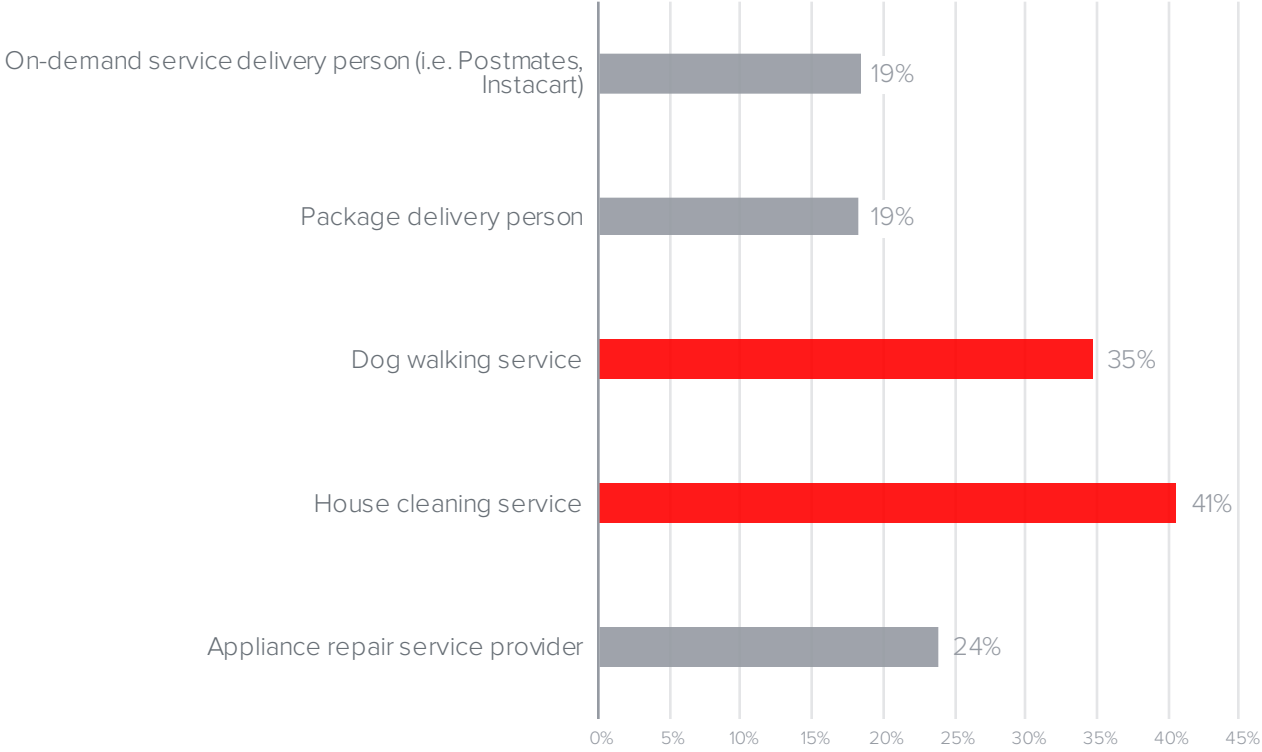


QUESTION: If you had a smart security system with a smart lock, how likely is it that you would allow access for approved service professionals?

28% of customers surveyed were open to the idea of letting service professionals into their own home with a remotely controlled smart lock.

Roughly the same number of people (29%) were open to the idea, but were not sure. This points to the need for education about IoT and smart home powered service models.

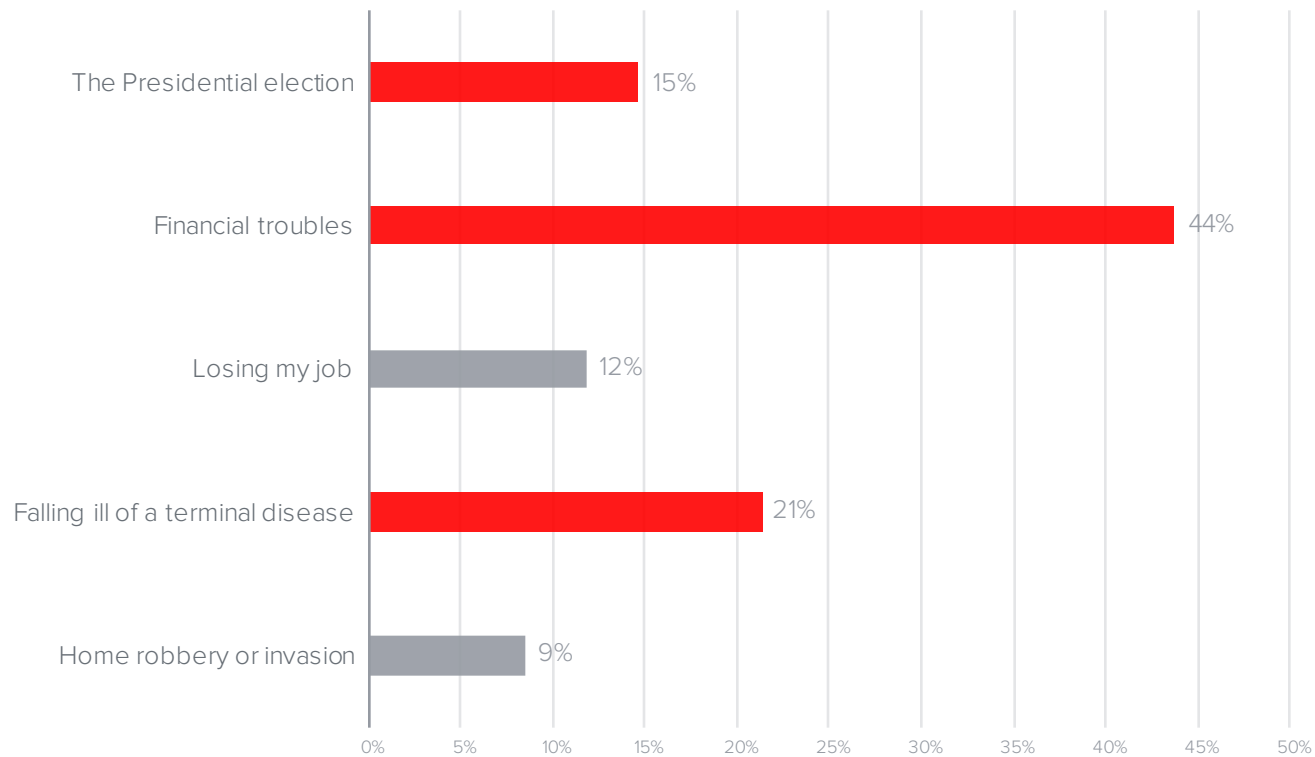
Consumers most open to providing remote access to house cleaners and dog walkers



QUESTION: How comfortable would you be granting temporary access to your home via your smartphone to the following service professionals?

Consumers are more comfortable with enabling remote access to providers of home services in which they are more likely to have long-term engagements with such as house cleaners and dog-walkers.

Financial worries, health, presidential election more likely to keep us up at night than home security



QUESTION: Which of the following "worries" is most likely to keep you up at night?

The biggest source of late night anxiety is financial troubles (44%), while others are worried about getting sick or losing their job. And call it the Donald Trump effect, but 15% of consumers point to the Presidential election as the biggest reason they'd lose sleep at night.

 August

XFINITY Home