Intel Survey: Architecting the Future of the Smart Home 2025

New Survey Finds Smart Home Adoption Can Positively Rewire Relationships, Reduce Daily Stress and Generate Income for Homeowners

Feb. 11, 2016 – A new survey commissioned by Intel Corporation explores Americans' expectations for the smart home of the future and finds that respondents are optimistic that adopting smart home technologies will create tangible benefits, such as reducing the daily grind, improving personal relationships, lessening stress and increasing leisure time. Given that nearly 1 in 7 (68 percent) are confident smart homes will be as commonplace as smartphones within 10 years, the benefits feel within reach. There is also a growing desire to adopt the smart home in some shape or form, with 71 percent of those surveyed stating there will be at least one smart home device in every home in America by 2025.

Human Face of Smart Living
The survey examined the promise of the future smart home of 2025. From relationships to money, it explored the human triggers, pending frustrations and potential new behaviors that intelligent living spaces will usher in. Key findings include:

- **Connected Humans:** With fewer household chores, Americans believe the No. 1 benefit of the smart home of 2025 will be more time to connect to the things they care about. More than half (net 58 percent) of Americans believe the adoption of the smart home will improve their personal lives. Topping the list is more quality time with family (25 percent), more "me time" (22 percent) and more time to travel (13 percent). More time to spend with friends (13 percent) and a decrease in marital stress (10 percent) rounded out the top five.

- **Unlocked Income:** Those surveyed also believe smart home adoption will usher in new sources of income and are open to receiving financial benefits in exchange for sharing behavioral data from their homes.
- More than half (54 percent) would be willing to sell data about their daily home habits to companies. Seven in 10 Americans believe companies should offer discounts for data, yet only 4 in 10 would grant access. Specially they would like to be incentivized with:
  - Money (43 percent)
  - Tax incentives to offset install costs (78 percent)
  - Tax credits for smart home adoption (73 percent)
  - Coupons or discounts (69 percent)

- **Auto-Magically:** Respondents are also open to inviting more automation into their homes, in the form of virtual assistants, virtual housekeepers or virtual babysitters. And there is an appetite for more than the obvious smart appliance and home automation. Americans share a desire for:
  - Virtual housekeeper (29 percent)
  - Personal medical tracking system (26 percent)
  - Virtual companion (11 percent of men)

- Virtual babysitter (10 percent of millennials)

- **Yin and Yang:** Naturally, with new advancements and rewards, there are tradeoffs, and survey respondents noted that the main concerns surrounding the future smart home are security (70 percent), maintenance fees (67 percent) and password issues (45 percent).
- While 83 percent would consider using some kind of smart device in their home, 7 in 10 (70 percent) report concern over hacking. Other leading potential concerns include:
  - Maintenance fees (67 percent)
  - Product glitches (64 percent)
  - Connection failure (63 percent)
  - Password issues (45 percent)

Intel Living Lab
- To help accelerate the concept of the connected home in real life, Intel built a tiny smart home. The 210-square-foot space is an organic lab, created for experimenting, connecting and hacking existing and future connected home technologies.
- Through the project, Intel demonstrated how a home tablet could control multiple connected devices in the tiny space – from door automation to home maintenance and security.
- The home will continue to serve as a venue for Intel to work through issues, including connectivity, interoperability, user interaction, security, and the means to deliver real and actionable intelligence. The living lab will evolve over the next 12-18 months as Intel continues to work with developers and the ecosystem, empowering them with the Intel® Smart Home Development Acceleration Platform software development kit to test and unveil new use cases and experiences.

About Intel Survey: Architecting the Future of the Smart Home 2025
- The two-part survey examined distinct areas of smart home adoption: the human and financial value of being connected, and consumer expectations for what the smart home of the near future is expected to deliver. The results were released in two separate chapters between November 2015 and February 2016.
- Survey methodology: The survey was conducted online within the United States by TNS on behalf of Intel from July 16-20, 2015 among a nationally representative sample of 2,500 U.S. adults, ages 18 and older, with a margin of error of plus or minus 1.9 percentage points. Respondents were asked about their views on the Smart Home of the Future 2025. For additional information on the "Intel Survey: Architecting the Future of the Smart Home 2025," visit www.intel.com/newsroom/iot.