

# AMERICANS DIALED INTO SMART HOMES

Intel survey examines consumer sentiment about smart home adoption and finds  
**7 in 10 Americans confident smart homes will be as commonplace as smartphones within 10 years.**

— Is the industry poised to deliver on the promise? —



## SMART HOME REMODEL



71%

71% expect at least one smart home device to be in every home by 2025



67%

67% agree smart home technology will be a standard feature on real estate listings

## SMART DEVICE SETUP



83% want smart devices bundled with other services like cable and Internet

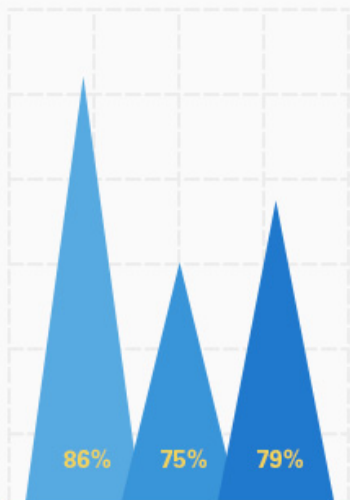


64% would rather lease smart devices from a trusted service provider than install themselves



74% require smart devices to be as simple to set up as cable TV

## SMART HOME, SIMPLE CONTROLS



86% want to manage all smart home devices from one central portal



75% suffer from password anxiety



79% want a single sign-on to a central portal where they can manage their entire home

## HOME SWEET SECURE HOME

82%

82% agree that security is a priority and all devices should be secured through a single integrated package

### How do people want to secure their smart home?

52%



fingerprints

42%



voice recognition

37%



in-home smart sensors

10%



of men would employ a robotic guard!

The results provide the industry with a roadmap. Make it simple to adopt, install, bundle, lease and manage alongside services already common to the household, eliminate password frustrations via a single sign-on portal, and keep data safe.

© 2015 Intel Corporation.  
Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.

