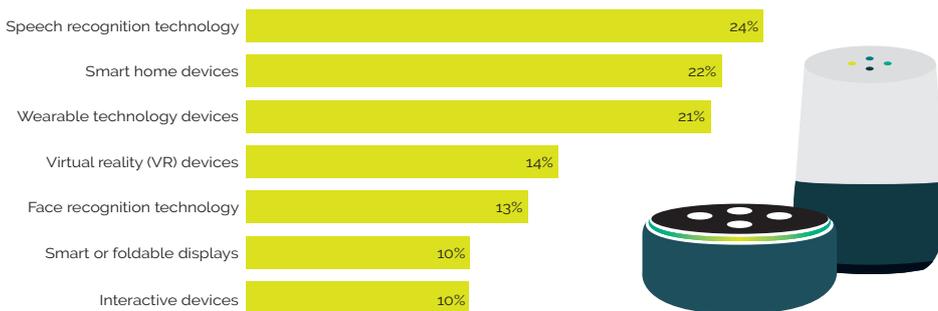


# CONSUMERS INCREASE ADOPTION OF SMART HOME DEVICES, INTEREST IN NEW TECH FOR ENTERTAINMENT PURPOSES

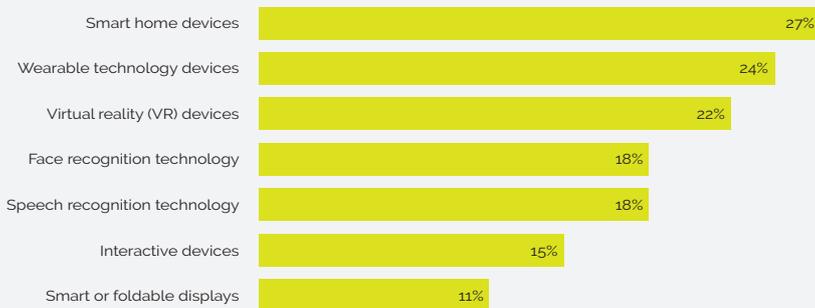
Toluna surveyed 1,000 US consumers on December 17 (\*the study completed field within 8 hours) to gauge their attitudes, purchase intent and adoption of consumer electronics ahead of CES 2019. The Consumer Electronics Show (CES) 2019 in Las Vegas, NV taking place between Jan 8 - 11. Findings highlight the importance of consumer insights for brands and businesses when thinking about new product launches and novel marketing applications for emerging technologies.

## TECHNOLOGY ADOPTION

When asked about which of the technologies or devices consumers own, more than **50%** report owning at least one of the following.

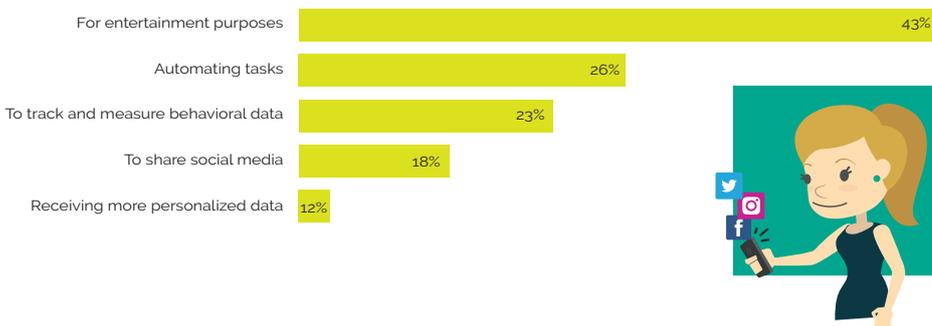


Smart home devices, and wearable technology are the technologies consumers want most when asked what they plan to purchase within the next 6 months.



**55%** of respondents report an interest in purchasing one of these products within the next 6 months.

## HOW DO PEOPLE WANT TO USE NEW TECHNOLOGY?



**Are we ready for Minority Report? Maybe, but not yet.**

When respondents were asked if they'd be comfortable with retail stores using facial recognition technology to personalize point of sale advertisements

Response	Percentage
Unsure	21%
Were ok with this	25%
No way!	54%

**Paid advertising in smart speakers is not a deal-breaker for most consumers:**

**19%** said they would be more willing to use smart speakers if that were the case, while **23%** said it wouldn't affect their behavior, and **16%** said they didn't know or were unsure.

**Sleep technology is a viable and emerging tech category:**

**22%** of respondents said they would be interested in purchasing products in this category.