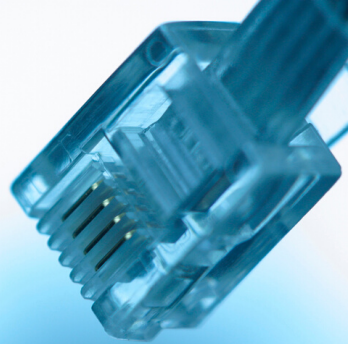


How smart is your home?



April 2019

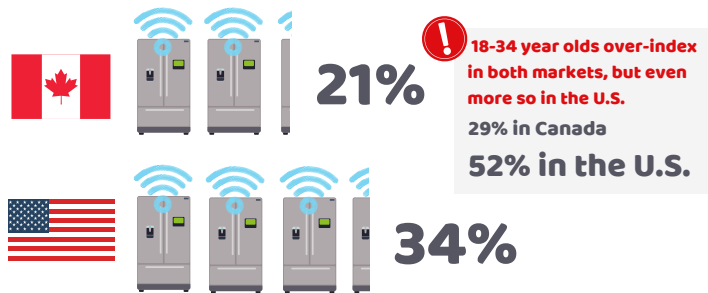
element54

Insight Alert!

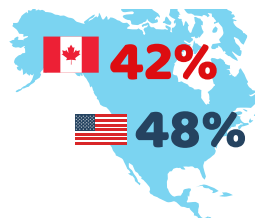
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maru/BUE

The U.S. leads Canada for smart major appliance ownership, largely driven by the younger age group of 18-34 year olds

% Consumers who own at least one smart major appliance



% Very/somewhat likely to consider a smart major appliance at their next purchase



Future consideration of buying a smart major appliance closes the gap between the markets.

And those who already own at least one smart major appliance are 2-3X more likely to consider another one vs. those who don't.

Canada and the U.S. consumers are also consistent in their main reason for lack of interest (40% in both countries)

"It's too complicated for my needs"

For additional insights from this study or to find out about our overnight solutions, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com

MARU/BUE Canadian Omnibus of 1516 nationally representative Canadian respondents and n=1523 nationally representative U.S. respondents, March 28, 2019