LG ThinQ 2021 Smart Home Report

SMART HOME, A WIN FOR EVERYONE
A Closer Look into Smart Home Lifestyles
I. INTRODUCTION
Is the Smart Home just a thing of the distant future?

Smart Home is already evolving to adapt to today's diverse lifestyles.

Want to reduce the housework, save time and energy, or customize your appliances’ functions? A Smart Home offers tailor-made solutions that take care of all your daily needs.

What the users want from SMART HOME

1. Control devices automatically 17.3%

2. Saving energy & money 15.7%

3. Personalization 13.3%

“Alexander / Florida
Growing up, we watched movies where everything could be controlled by futuristic voice commands. It’s amazing to think that we can actually live that future today.

“Carol / NY
A major benefit of the smart home is conservation, which helps me do my bit for the planet.

“Mujtaba / Chicago
Home automation can be adapted according to our needs. Being able to adapt everything allows me to live life my way and live it better than I ever imagined.”
Smart Homes are often viewed from a strictly technical perspective.

Here, we focus on how the Smart Home is transforming our everyday lives.

We conducted an online survey of 837 US users, ages 25-54, who had purchased a smart home appliance within the last five years.

This research provides insight on how individual lifestyles influence smart home appliances, the impact of smart home tech on daily life, and fascinating observations on how Smart Homes are redefining the meaning of intelligent living.

We studied the lifestyles of smart home users from three perspectives:

*Research Note: Online Survey - 837 people who purchased smart home appliances within the last 5 years. 2021 June. USA.*
II. APPROACHING THE SMART HOME USER
Users selected **ENERGY SAVING** as biggest Smart Home benefit.

Smart home AI technology optimizes home appliances to achieve excellent performance and energy usage. Improves usability by operating various functions that heighten convenience and ease-of-use.

Therefore, the Smart Home not only saves energy but also saves users' time while **giving them a more comfortable life.**
Top Benefits of Smart Appliances

The top benefit of each appliance according to all users:

**TV**
Easy & Convenient to Use
- Streaming Service
- Automatic image/sound optimization through AI chips

**WASHER**
Performance Improved through AI Technology
- Identifying the fabric and recommending the best course

**AIR CONDITIONER**
Save Energy
- Energy optimization

**REFRIGERATOR**
Easy & Convenient to Use
- Self-diagnosis
- Food expiration date notifications
Smart Homes Are Not Just For The Young

Percentage of ‘Very Satisfied’ Users According to Age Group

27.7% 40.7% 51.0% 49.0% 53.5% 60.0%

25-29 30-34 35-39 40-44 45-49 50-54

50-54 YEARS-OLD user age group showed the HIGHEST SATISFACTION with their Smart Home.

Those in their 50s who spend relatively more time at home and on family activities expressed higher satisfaction with their smart home appliances compared to younger people in their 20s.
People with little knowledge of AI were just as satisfied with their smart home appliances.

It means that anyone can experience the seemingly endless benefits provided by a Smart Home. Level of AI technology understanding is not important.

Compared to other groups, the expectations for automatically and easily operating the latest home appliances' complex functions without manual manipulation were the highest.
What’s most important when purchasing Smart Appliances?

The idea of owning NEW TECHNOLOGY is what attracts people in their 20s to Smart Homes, whereas those over 45 consider it important to see how a Smart Home improves PERFORMANCE.

When purchasing smart home appliances, people in their 20s consider whether it is equipped with the latest technology, whereas those over 45 consider it important to see how Smart Home improves performance.
Now we will look at the Smart Home lifestyle from a more psychological point of view.

Which lifestyle group uses their Smart Home most effectively?
What are their favorite appliances and features?
Let's hear stories from the top 3 lifestyle groups most satisfied with their Smart Home.

**LIFE VALUES**

**Top3**

Values Self-Expression
Values New Experiences
Values Own Individuality
Values investment in myself
Values High Social Status
Values Real Life Practicality
Values luxury to enrich life
Values Family first
Values self-conviction
Values Enjoying present life
Values Stable Life
Values Social Responsibility
Values Electronics trend
Values being Early-adopter

**VALUES HIGH SOCIAL STATUS**

**VALUES REAL LIFE PRACTICALITY**

**VALUES SOCIAL RESPONSIBILITY**

**AREA OF INTERESTS**

**Top3**

**CHILD/EDUCATION**

Fashion
Food
Child/Education
Health & Fitness
Hobbies
Entertainment
Sports
Gardening
Travel
Finances
Home Décor/Interior
Household
Beauty

**GARDENING**

**HOUSEHOLD**
III. TAKING A CLOSER LOOK:

LIFE VALUES
This group is the only group to place the Washer’s **IDENTIFYING THE FABRIC AND RECOMMENDING THE BEST COURSE** function in their top 3 most-used features.

The smart washing machine function recognizes clothing fabrics so that it can clean clothing without damaging them. It can even order items like detergent and fabric softener automatically. The Smart Home is **incredibly useful for socially active people who love to show new things to their friends.**

---

**1. REFRIGERATOR**
- Condition monitoring through app

**2. TV**
- Voice control

**3. WASHER**
- Identifying the fabric and recommending the best course
- Amazon’s Dash Replenishment Service (DRS)
Top 2. Values Real Life Practicality

The ‘Practical Value Pursuit’ group chose a smart TV’s STREAMING SERVICE as their MOST-FREQUENTLY USED FUNCTION – more than any other group.

Smart TVs can use streaming services such as Netflix in their home whenever. Enjoy various TV shows and movies with the highest picture quality and most immersive audio without expending the time and effort it takes to go to the movie theatre.

1. TV
   - Streaming service (Netflix, Disney Plus, etc.)

2. REFRIGERATOR
   - Condition monitoring through app

3. WASHER
   - Remote control via app

LG ThinQ 2021 Smart Home Report
This group’s utilization of the refrigerator's ENERGY SAVING function went beyond every other group.

Since the smart refrigerator can analyze your refrigerator usage habits, it automatically switches to energy saving mode during less-used times to optimize energy consumption. This eco-friendly feature is perfect for users valuing social responsibility.
IV. TAKING A CLOSER LOOK:
AREA OF INTERESTS
Interestingly, this group showed a higher preference for **SMART LIGHTING** than other groups.

Remote control features enable users to operate their lights quickly and easily, even when they’re busy taking care of the kids and don’t have a hand to spare. Smart lighting also offers a wide variety of colors that help them set the right mood for their child to feel perfectly comfortable.

This preference for smart lighting shows how **smart features are becoming the norm**, not only with large home appliances like TVs and refrigerators, but with smaller appliances that can make a difference too.
This group can be characterized by their **HIGH PREFERENCE FOR REMOTE CONTROL AND VOICE COMMAND features.**

Smart Homes provide ultimate hands-free control through the smart home app’s remote-control functions or simple-to-use voice commands. With a Smart Home, the list of things you can do without using your hands is endless; for instance, you’re able to check on your food items’ expiration dates or check on your wash cycle from another room.

It makes sense that avid gardeners benefit tremendously from these **hands-free smart features**, as they’re often outside with their hands covered in dirt after a long day tending to the garden.
This group had a higher preference for SMART SECURITY DEVICES than other groups.

Smart locks offer remote control and message notification features that enable you to monitor the house even when you’re away – a smart choice for the family.

The group showed a high preference for remote control features for their smart home appliances too. With remote control, you can easily monitor and adjust the conditions of your home to create the perfect environment for the whole family.

From these findings, we can safely say a Smart Home not only offers families daily convenience, but enhanced safety and security also.
V. HOW ARE SMART HOMES ADAPTING TO NEW LIFESTYLE NEEDS?
How are Smart Homes being applied to users’ everyday lives?

We bring you 5 real-case studies with in-depth interviews of smart home users answering the following questions:

What smart home features do you use the most to maintain your lifestyle?
What features do you find most useful in your day-to-day lives?
How has smart living improved your productivity at home?

The answers are revealed here, along with some additional insights on how Smart Homes could be improved.

*Research Note: Online focus group discussion - 5 groups in total (4 people per group). 2021 June, USA.
**TV**

**[Play pop-up screen]**

Enables notifications and game updates according to personal preferences

“If you're an avid sports fan, it's like having a customizable sports experience in your living room.”  
*Zain / Chicago*

**WHO IS?**
**Sports Enthusiasts**

Values a successful career and good personal relationships above everything else. Likes to relax after a busy day by watching sports.

**Voice for the future**

Feature extended beyond sports

- **Anthony / New York**
  “It’s helpful for the day-to-day games I might forget about because they’re not as high profile. So if I’m free, I can always tune in and watch something.”

- **Anthony / New York**
  “The pop-up screen definitely makes life easier if you’re trying to watch multiple games or keep track of multiple teams at once.”

- **Mujtaba / Chicago**
  “Pop-ups only give you the scores and stats you’re interested in. It gives you all the info on the games that are going down to the wire.”

- **Zain / Chicago**
  “I just want to watch my sports so it’s a lot easier to customize my settings and no longer have to watch a whole 60-minute sports center show until my game comes on.”

- **Mujtaba / Chicago**
  “I think that this feature could be useful not only for sports channels, but for all kinds of programs like TV shows or maybe even news being shown from different media outlets. I believe this could be a target point.”

**Smart Tip from LG ThinQ**

Just press the Speak button on the LG Magic Remote and say “Sports Alert” and LG ThinQ instantly launches the app so you can select the sports leagues and teams you want to follow. After the initial setup, you can sit back, relax, and let LG’s customizable feature keep you abreast of the sports that matter most to you.
**Outdoor Gardeners**

### AIR CONDITIONER

**[Remote control / Voice command]**

Enables convenient temperature adjustment through effortless voice commands

"I really love the voice control feature, as I now get a whole new level of convenience that effectively streamlines my entire home."

*Michelle R. / New York*

### How did this help?

**Hands-free control for multitasker**

*Michelle R. / New York*

"Any seasoned gardener will tell you that half their time is spent with our hands dirty or otherwise occupied with some task or tool, which is why being able to use simple voice commands instead of touching something to use it makes life so much easier."

**Pre-cooling the home for the hottest of days**

*Michelle H. / New York*

"Being able to pre-cool my home while walking from the subway or gym during the summertime makes the moment I walk through the front door so enjoyable and instantly relaxing."

**Monitoring/controlling appliances from a smartphone**

*Rick / New York*

"I'm the type of person to come back to my apartment just to check I turned the stove off. So it's great to have an app that gives you the peace of mind you need to get on with your day worry-free."

### Voice for the future

**Enhanced voice control for higher convenience**

*Dia / New York*

"I'd have the voice control talk back to you like, 'Oh, Rick, you want the air conditioning set at 62 for 15 minutes?'"

---

**Smart Tip from LG ThinQ**

Connect the air conditioner to the LG ThinQ App. You can operate the air conditioner hands-free from anywhere inside or outside the house. Cool down the room temperature before you arrive.

---

**Introduction**

**Approaching the Smart Home User**

**Taking a Closer Look: Life Values**

**Taking a Closer Look: Area of Interests**

**How are Smart Homes Adapting to New Lifestyle Needs**

**Summing Up: Smart Homes and Evolution of Living**
Fashionable Folks

[WASHER]

[Identifying the fabric of the laundry and recommending the best course]

“Enables at-home laundry and fabric care of valuable/delicate clothing”

“I have a lot of professional attire made of delicate silk. That’s why I like having the fabric care options available on my app.”

<Nicole / New York>

Who is?

Fashionable Folks

Has an eye for fashion and clothing. Enjoys shopping. Leads a busy career. Values a carefree individual life.

How did this help?

Clothes that last longer

“Stephanie / LA

“When you’re trying to look your best, keeping the clothes you’ve spent a lot of money on looking new is the best way of achieving this consistently.”

Assistance for laundry novices

“Melissa / Pittsburgh

“It takes the guesswork out of laundry, which means I no longer have to worry about my inexperienced husband throwing my clothes in and using the wrong wash cycle.”

Replacing the dry cleaners with at-home laundry care

“Carol / New York

“For those fabrics, I now have no problem with cleaning them in the washing machine as opposed to taking them to a dry cleaner or hand washing them myself. It can save a lot of time and money by eliminating trips to the dry cleaner and the shopping mall for new clothes.”

Smart Tip from LG ThinQ

With the benefits of AI DD™ the new LG AI DD washers are able to deliver thorough yet gentle cleaning by determining the weight and fabric characteristics of each load to deliver faster and better laundry results. Try to get the best course recommendations from the AI laundry expert.

Voice for the future

Suggests optimal washing course based on user’s patterns

“Stephanie / LA

“Since a smart home tracks your data, it should be able to tell you when the best time to wash and dry is.”

Introduction

Approaching the Smart Home User

Taking a Closer Look: Life Values

Taking a Closer Look: Area of Interests

How are Smart Homes Adapting to New Lifestyle Needs

Summing Up: Smart Homes and Evolution of Living
Chefs at Home

REFRIGERATOR

[Food and ingredients expiration date notification]

Enables efficient care of fresh ingredients while minimizing waste

“The date notification feature definitely puts my mind at ease, because knowing how long my food items have left makes me feel like I’m on top of everything.”

<Zina / New York>

WHO IS? Chefs at Home

Values health and family above everything else. Uses smart home and smart appliances to get chores done quicker.

How did this help?

Ingredients kept fresh at all times

“At the beginning of the pandemic, I was doing larger grocery shopping and buying way too much food. It really helped me change my purchasing behavior.”

-Cristina / Chicago

“I’m able to use fresh ingredients for a meal right away.”

-Shairin / New York

Minimizing waste from expired foods

“We’re trying to cut back on our food waste, so having the ability to monitor expiration dates effortlessly is definitely a plus.”

-Cristina / Chicago

Grocery shopping made efficient

“I feel greater freedom because while I’m at the supermarket, I can just check the app and see exactly what I need.”

-Zina / New York

Voice for the future

Groceries-tracking feature which learns from user patterns

“I think it would be really interesting if there was a way for my fridge to create my shopping list for me as it learns what I like and usually buy at the store.”

-Zina / New York

Smart Tip from LG ThinQ

Set expiration date alerts through the LG ThinQ app and have convenient notifications sent right to your smartphone when an item hasn’t got long left.

You can always enjoy the best fresh food.
[Automatic image / Sound optimization through AI chips]

Enables enhanced content-watching experience with AI-optimized video/audio

“The AI processor maximizes picture quality depending on the modes you choose for certain situations. I actually think this aspect of smart technology is just as beneficial as its connectivity capabilities.”

<Luis / Florida>

How did this help?

The ultimate viewing experience with flawless quality

喊 Garrett / Florida

“The feature made whatever picture or video, whether it be a sports game, a movie or TV show, look even better than I ever thought could be possible.”

Clear images in daylight

喊 Luis / Florida

“Natural light makes my place looks bigger, and it looks much nicer without the blackout curtains. This was a big reason why I went for the TV I did; because you’re able to bring it a little bit brighter.”

At-home theater experience

喊 Camena / New York

“If I was going to watch a really good action movie and really wanted to make the most of it, then I would want to quickly and easily make the perfect adjustments for movie night.”

Voice for the future

AI optimization feature which learns from viewer patterns

喊 Cameca / New York

“If we have routines like we do with turning on the lights at certain times of the day, it should be able to learn through our habits. I expect that AI optimized part of the TV to learn.”

Smart Tip from LG ThinQ

Powered by AI intelligent processor and deep learning algorithms developed from a vast database of over one million visual data, the LG TV AI ThinQ offer enhanced picture and sound by analyzing source content as well as optimized content by recognizing ambient conditions.
VI. SUMMING UP:
SMART HOMES AND THE
EVOLUTION OF LIVING
Lifestyle-Enhancing Smart Home is a Win for Everyone

Breaking the Digital Divide: More Accessible Home Technology

Smart home benefits are meaningful not only for the newest gen, but also the elderly.

🌟 Smart home features offer easy access to elaborate new appliances, breaking the digital divide.
🌟 Smart Homes are especially beneficial to the elderly, who spend more time at home with house chores.
🌟 Technology is taking a new leap everyday- Smart Homes offer an easy way to access and use such technology, even for generations that aren’t accustomed to digital trends.

Smart Homes as an AI Bridge: AI Applied to the Daily Life

Many users were satisfied with the smart living experience, even without a high understanding of AI.

🌟 It seems that smart home appliances aren’t just for early adapters. Our study finds that users who aren’t accustomed to AI are satisfied with Smart Homes as well.
🌟 Smart Homes apply AI to the daily life to provide lifestyle benefits for everyone- not just the tech-savvy.

Eco-House and Green Living: AI Energy Optimization

Smart homes’ energy-saving features will shape the future for a green planet.

🌟 According to smart home users, the number 1 benefit of Smart Homes was ‘energy saving.’ We see that the Smart Home is not only valuable for the individual user, but for the environment as well.
🌟 Using routine features, smart home users can minimize energy consumption by optimizing functions of all appliances in the home.
🌟 If you’re interested in establishing a green lifestyle- but would like to do it the smart way- then Smart Homes may be the right choice for you.

Learning from Me Leads the Future of Smart Living: Flexible, User-Adaptive Smart Home

Users wanted a Smart Home which could better adapt to the unique lifestyle of the inhabitant.

🌟 In a focus-group interview, many users suggested that Smart Homes could be improved if they ‘could provide unique suggestions by learning from the living patterns of the user.’
🌟 As such, the future of smart living lies in flexibility. Smart Homes which seamlessly adapt to users’ unique lifestyles will take the lead.