



# Report on consumer attitudes towards connected products

*March 2019*

# Sample and method

## **Background and purpose**

The purpose of the survey is a simple mapping of consumer attitudes toward internet-connected home products.

## **Target group**

The population in a nationally representative selection (Internet population) 18+ years.

## **Sample**

The survey is carried out in Norstat's respondent panel, which consists of cirka 81 000 Norwegians with an internet connection. The members of the panel are primarily recruited through nationally representative telephone surveys. The sample selection is made randomly and proportionally based on the population within each region and quotas of gender and region are applied.

The results are weighed on gender, age, and region according to official statistics.

## **Method/fieldwork period**

Data collection was conducted as web-interviews on March 5-12 2019.

## **Number of interviews**

1005 interviews in total.



A large group of diverse people, including men and women of various ages and ethnicities, are standing on a light blue background. They are dressed in casual to business-casual attire. A white speech bubble with a soft shadow is positioned on the left side of the image, containing the text "Main findings". The people are scattered across the frame, some looking towards the camera and others looking slightly away.

# Main findings

# Penetration of devices

Many people have connected products at home, although not everyone are aware of it.

Around half (49%) of the population say they have a connected TV that can be controlled through a smartphone, tablet, or PC. In reality, the number is likely higher, but these are the consumers who are aware of what kind of product they own and that it is connected to the internet.

TV is the most common connected product on our list (which includes TV, smart speaker, alarm, surveillance camera, heating, lighting, voice assistant, door lock, and vacuum cleaner). The second most common is a smart speaker, with 22%, and then alarm with 18%.

Some products have a clear youth profile, such as voice assistant, where 14% of the youngest group (18-29 years) have the product, compared to only 2% in the oldest group (60+ years).

In general, older consumers have a lower rate of adoption of connected products, and/or they are less aware of what they own and the possibility in the products. In this group, 52% say they have no connected products at home.

1 out of 5 consumers (21%) say they have three or more connected products at home.

# Interest connected home

A large part of the population are positive towards living in a home with many connected products

In total, 4 out of 10 are somewhat or very positive towards living in a home with connected products such as thermostats, heaters, lighting, door locks, surveillance cameras, and TVs.

There are clear differences regarding gender and age. 48% of men are positive, compared to 33% of women.

In the age group 18-29 years, 59% are positive, and there is a similar result in the group 30-39 years, where 55% are positive. The interest is lower and the scepticism is higher among people over 50 years. In the group 50-59 years, 35% are positive and 31% are negative. In the oldest group, 60 years and older, only 20% are positive while 36% are negative.

# Concerns connected devices

Although many are positive toward smart homes, many people also have concerns.

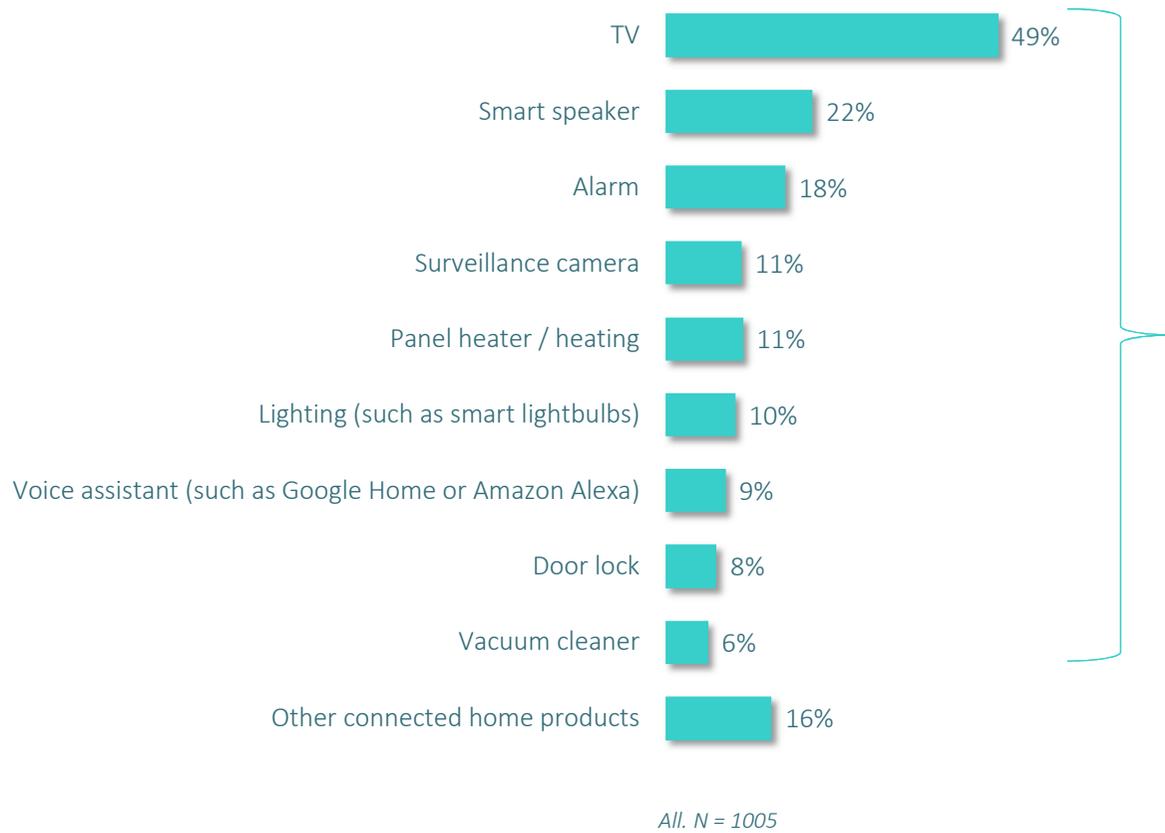
A majority of 55% have concerns to a large or to some degree towards living in a home with many connected products. Even among those who responded that they are very positive towards living in such a home, one third (32%) have concerns to some or a large degree.

The respondents were presented with several topics of possible concern when living in a home with many connected products. Based on these topics, the biggest concern is that connected products collect more information than what you have consented to. 35% are concerned to a large degree, while 39% are concerned to some degree, i.e. 74% in total (ca 3 out of 4 consumers).

Data viruses, hacking, and products that do not function as expected are also causes for concern, with shares of 64%, 68%, and 69% respectively, who to some or to a large degree are concerned.

1 out of 5 consumers (21%) say they have three or more of these connected devices at home. The most common product is a connected TV.

*Du you have any of the following products connected to Internet/home wi-fi? This means you can control the product through a smartphone, tablet or PC.*



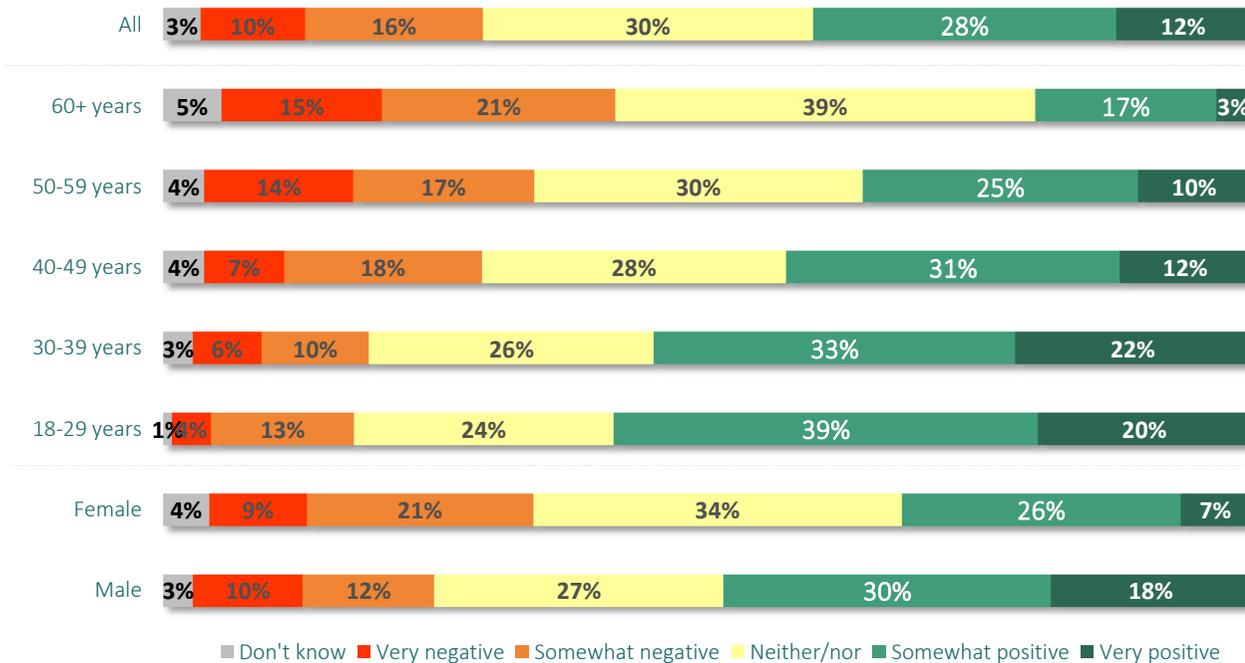
- 64% say they have at least one of these connected products (any on the list except Other)
- 21% have three products or more
- 36% have none of these connected products at home. Among those over 60 years, 52% have no such products



4 out of 10 are positive to living in a home with many connected products, but there are large differences between genders and age groups. Among those under 40 years, the majority are positive, but older people are more sceptical.

*Imagine a home where for example thermostats, heaters, lighting, door locks, surveillance cameras, speakers, and TV are connected to the Internet/home wi-fi, and can be controlled through voice, smartphone, tablet or PC.*

*How positive or negative are you towards living in such a home?*

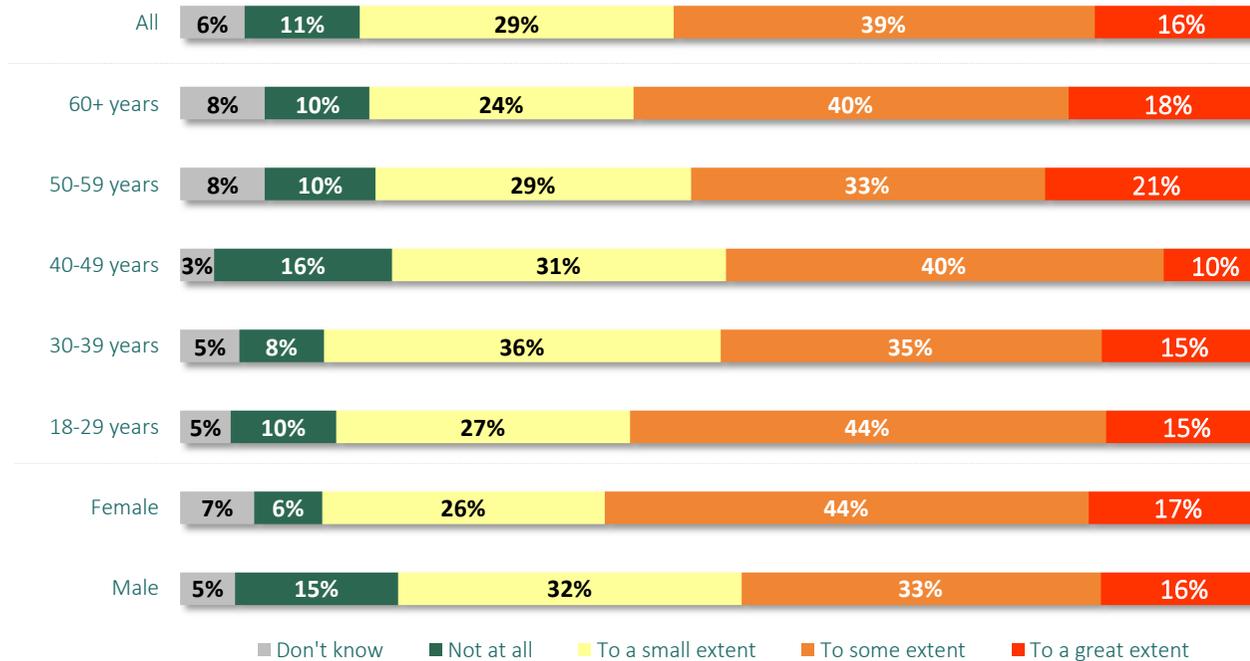


RESPONDENT BASES. All: N = 1005. Female: 501. Male: 504. 18-29 years: 204. 30-39 years: 171. 40-49 years: 177. 50-59 years: 164. 60+ years: 288



Although many are positive towards a smart home, many people also have concerns. This is also the case for young consumers.

*To what extent would you have concerns towards living in such a home?*

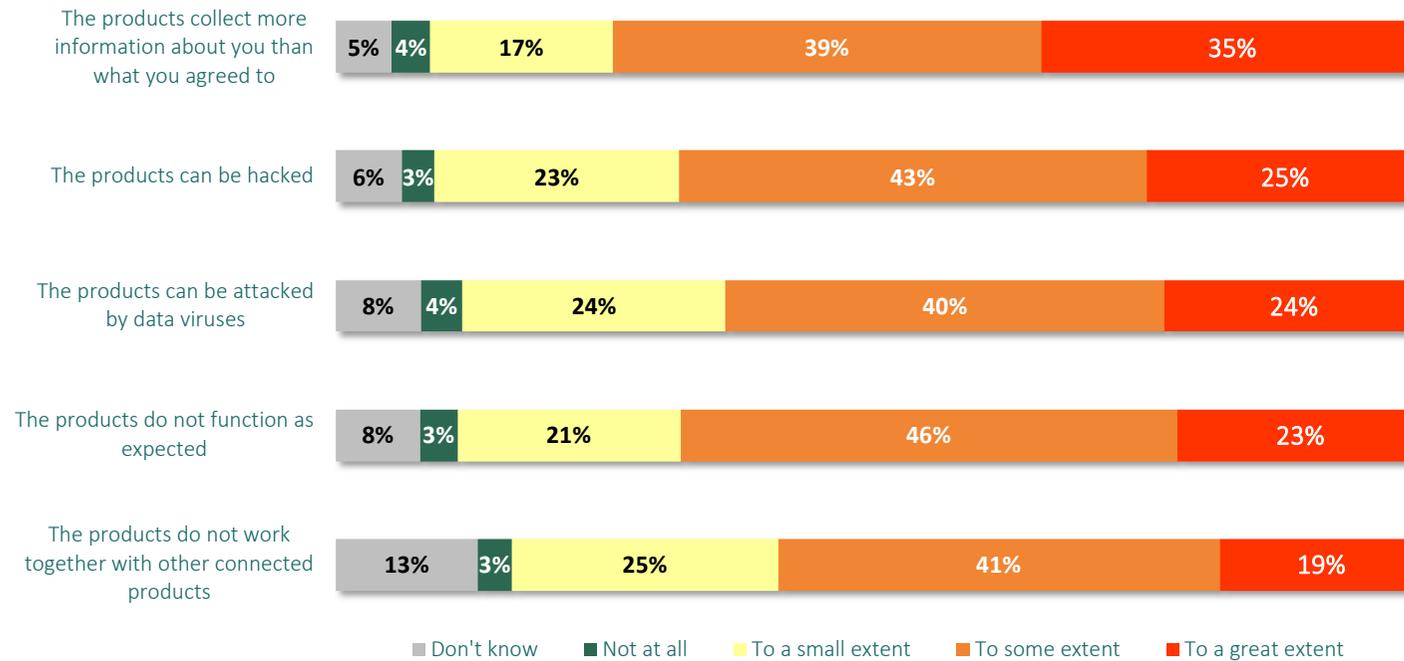


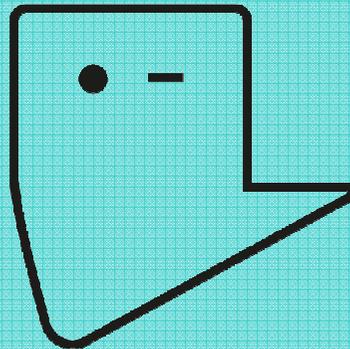
- Even among those who responded that they are very positive towards living in a home with many connected products, 1 out of 3 (32%) have concerns to some or to a great extent.



## Consumers are most concerned about connected products collecting more information about them than they have consented to. This applies to 3 out of 4 consumers.

*If you now or in the future have many products at home that are connected to the Internet/home wi-fi, and can be controlled through a smartphone, tablet or PC, to what extent are you concerned that...*





Vi hjelper deg!  
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