



The Internet of Things — IoT for You and Me

“Alexa, we’re not in Kansas anymore!”

As technology gets faster and smarter, our device-driven world becomes more connected. Over 20 billion interrelated devices are predicted to exist by 2020, and Accenture forecasts the Industrial IoT market to top \$123 billion by 2021.

To make sense of these devices, connections and technology, all of the connected devices are categorized as IoT—the Internet of Things. The term, first used in 1999, specifically refers to the growing network of devices that can communicate through wireless connectivity, including: phones, satellites and computers. Given the exploding IoT industry, it’s somewhat surprising that 65% of Americans say they are not familiar with the term — IoT. It is an irony that can’t be missed, the lack of knowledge about an industry that prides itself on providing consumers information, quickly. However, among those who use smart (IoT) devices at home, we see that number drop to 44% who are not familiar with the term IoT. Conversely, 29% say they are very familiar, while 27% have heard of IoT but are not completely sure what it is.

IoT devices are rapidly impacting more and more of our lives. 34% acknowledge using an IoT home device such as Nest or Alexa. And, its reach goes beyond our homes. It can be seen in healthcare, transportation, farming and much, much more. Ipsos’ North American Omnibus thought it would be smart to find out how Americans feel about being connected through smart devices in their homes and within their daily routines.

Things with Benefits

Devices are loaded with cool features and options, but do we really know what the benefits are? 72% say they do believe they understand the benefits of having a connected smart home. This number jumps to 91% among those who currently use smart home devices.

Feel understand the benefits of having connected smart home:	Total %	Use smart home device %
Understand (net)	72	91
Completely understand	23	41
Somewhat understand	48	50
Confused (net)	28	9
Somewhat confused	15	7
Completely confused	13	2





When it comes to whether smart home devices can make your life easier, 63% say this is true. That number rises to 76% for Millennials and 90% for current smart home device users. This insight reveals fertile ground for marketers in the smart home industry, since who among us wouldn't want to make our lives a little easier.

Feel smart home devices can make life:	Total %	Use smart home device %
Easier (net)	63	90
Definitely easier	20	40
Somewhat easier	43	50
More complicated (net)	37	10
Somewhat more complicated	24	8
Definitely more complicated	13	2

It's easy to see that we may very well be headed down a path where smart devices will play an integral part of our lives, starting with our morning routines. Alarms will go off according to our individual daily calendars while simultaneously considering the current traffic conditions for your commute. Of course, your car will be ready and waiting, set to the perfect temperature for the weather conditions that day.

What's the Connection?

There are many smart home devices Americans have expressed interest in. Ipsos discovered products that allowed for easy energy savings, security and convenience were top contenders.

Top smart home devices interested in having connected:	Total %	Use smart home device %
Thermostat	36	51
Lights	34	52
TV	33	56
Security system	33	47
Doorbell	28	47
Music system	25	42
Personal assistant speaker	20	39
Smoke/fire detectors	19	30
Garage door(s)	19	33

Convenience (36%) was the clear winner when we asked which advantage would be most beneficial to having smart home devices.

Best benefit of having smart home devices:	Total %	Use smart home device %
Convenience	36	40
Efficiency	16	20
Peace of mind	13	17
Comfort	7	11
Customization	7	8
None of the above	21*	4

(*93% who said none of the above do not currently use any smart home devices)

The mass adoption of smart speakers has also fueled voice technology applications; however, not everyone is ready to drop their touch pad. Even though some industry experts are predicting nearly every IoT application will integrate voice technology, it appears touch engagement should stay around for some time.

Prefer to engage with smart devices through:	Total %	Use smart home device %
Both voice and touch	28	41
Touch	23	15
Voice	18	40
Don't know/none	31*	4

(*95% who said don't know/none do not currently use any home smart devices)

Convenience Versus Privacy

While having IoT connected devices can certainly provide convenience, efficiency and ease in your life, they can also bring security concerns. 70% of Americans say they worry about privacy issues with smart home devices. At 60%, privacy concerns are lowest among 18-34-year old's and amongst those who currently use smart home devices (63%).

How much worry about privacy issues with smart home devices:	Total %	Use smart home device %
Top 2 box (net)	70	63
Very worried	32	19
Somewhat worried	38	45
Bottom 2 box (net)	30	37
Not very worried	20	27
Not at all worried	10	9



Although a lot of Americans express concerns regarding security issues, only 24% are consistently doing their best to avoid problems. Those using smart home devices take security steps more frequently (44%).

How often take steps to prevent smart devices from listening or viewing you at home:	Total %	Use smart home device %
Top 2 (net)	24	44
Frequently (about every week)	12	23
Regularly (about every month)	12	21
Infrequently (about every 3 months)	11	17
Bottom 2 (net)	65	39
Rarely (once or twice a year)	11	16
Never/don't use	54	23

Why Ipsos eNation Omnibus?

One of the most important aspects of marketing is knowing your audience. The Ipsos eNation Omnibus is the ideal marketing tool because it can quickly measure public opinion and consumer attitudes about any topic, anytime. Our rapid response research is affordable, efficient, accurate, flexible and includes overnight and custom study options. These actionable Ipsos insights can be incorporated into your marketing strategy immediately. This **IoT** Study provides details on how Americans think about today's Internet of Things world. This valuable information allows you to optimize messaging on an infinite number of products and categories or identify growth with potential product extensions.

What's Next for Ipsos eNation?

With 2019 coming to an end, we ask Americans for their thoughts on the past year. We also inquire about their thoughts and expectations for 2020, as we head into a pivotal election for our country. Will they be optimistic or anxious about the upcoming year? Whatever it is Americans are feeling about the past and new year, we will share these insights with you. Look for our next thought-provoking Thought Starter in December.

If you would like complimentary access to this **IoT, Internet of Things, Study**, a copy of a past Thought Starter omnibus study, or to learn more about eNation Omnibus, please contact us today.

Ipsos eNation Omnibus Thought Starters still available:

- Summer Habits
- Time-Out
- An Aging America
- 2018 Optimism
- Smart Home Technology
- Automotive Advancements

Ipsos U.S. eNation Omnibus completes five national surveys, weekly. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos eNation online omnibus study of 1006 American adults, 18 and older, conducted September 6–9, 2019.

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