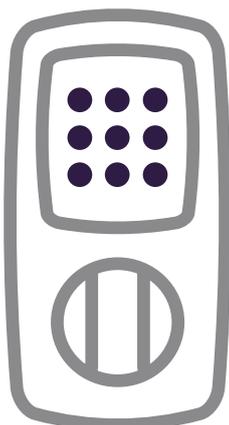
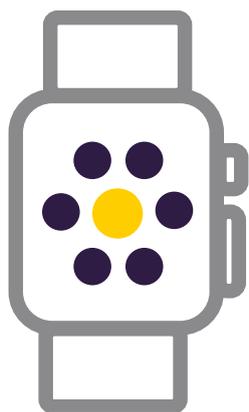
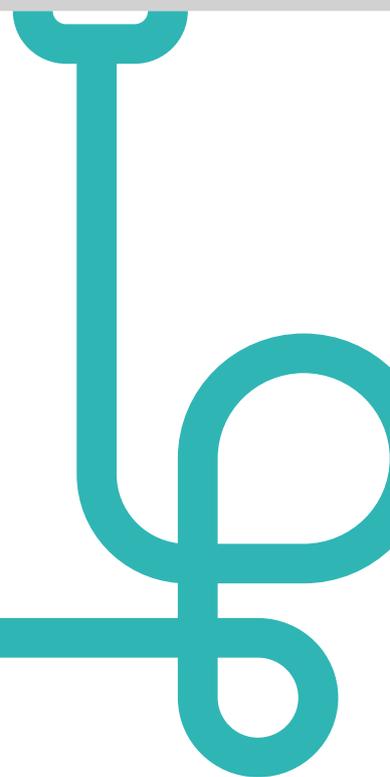


# smart home week

29th May - 4th June 2017



## A research study



The market in 2017

May 2017

# Introduction



This study is an independent market research poll of 2000 UK adults covering their knowledge, attitudes and views of the smart home.

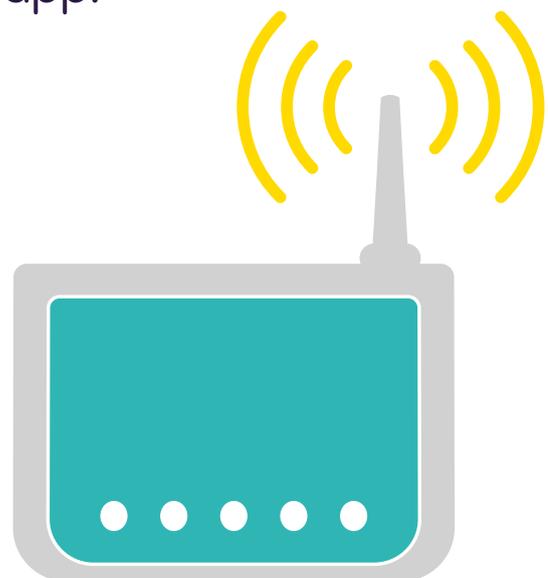
The survey covers all age groups, geographical regions and the different opinions of men and women to produce a detailed report, as well as some strong headline statistics.

# The Headlines



- **85%** of people have heard of a smart home – compared to **57%** in 2015
- **97%** of people think a smart home is where you can control things like energy, lights and alarms easily or can be controlled by a mobile phone over the internet
- Almost a **quarter** of people have some smart capabilities in their home.
- **27%** of people own at least one smart product
- **75%** think the majority of homes will be smart in 20 years time – compared to **33%** in 2015
- **Women** have a higher preference for a back-up battery, with **78%** requiring a fail safe battery back-up

A third of people would like a smart hub in their home that connects all their smart devices together so you can control them all via a single app.



# Executive Summary



The market indicates the following core themes:

- The awareness of the smart home is high
- The demand for smart home products is growing
- The use of smart home products is increasing
- Demographics matter, different age groups and genders have divergent opinions



# Smart Home Awareness and Attitudes



Consumer awareness of the smart home or connected home is high, with a good level of understanding of the primary features and benefits smart home technology can bring. This is a dramatic increase from 2015 when 4 out of 10 people hadn't heard of the concept.

This highlights the fact significant developments have taken place to increase consumer awareness over the past two years. The results also show that more people have adopted smart technology into their homes, which would suggest people are becoming more familiar with smart technology across the board.



## The Results

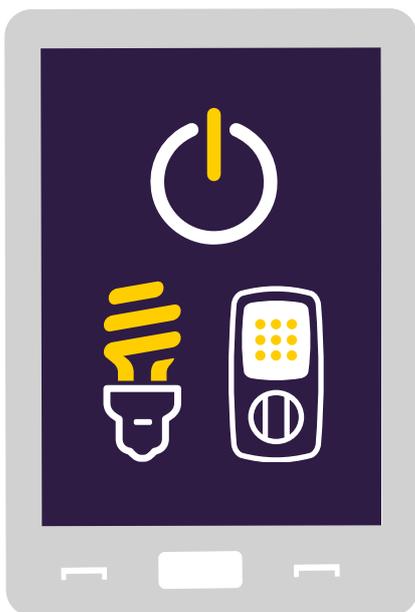


# 85%

of people have heard of a smart home – compared to 57% in 2015.

Consumers have a very good understanding of the core features of a smart home and an appreciation of the type products that could be controlled within the home.

**46%** saw it as a home controlled by a mobile phone, suggesting a wide number of people see their mobile phone as the remote control for their home.



This shows a very strong awareness of the smart home, indicating there is a high level of interest in the type of lifestyle benefits a smart home can offer.

This is no doubt due to the increased publicity and attention the smart home has received in recent years as well as the number of new products to the market. Interestingly awareness is highest in the **55+ age group (89%)** compared to **77% in the 18-24 category.**

# 97%

think a smart home is where you can control things like energy, lights and alarms easily or can be controlled by a mobile phone over the internet.



Almost a

1/4

of people have some smart capabilities in their home

Devices that are easy to install and offer obvious benefits are gaining in popularity with more homeowners looking to invest in smart home technology.

The continued desire for people to invest in their homes, suggests that they are ready for something new and have the desire and financial means to experience the connected home in a way that has never happened before.

More men than women own one or more smart home products. **The 18-24 age group were more likely to own 3 or more smart home products.**

75%

think the majority of homes will be smart in 20 years time – compared to 33% in 2015

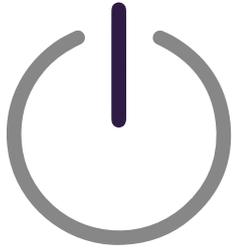
When consumers were asked to estimate when they thought the majority of homes in the UK would be Smart Homes the top answer was **“in 20 year’s time” (35%)**.

A more optimistic view said **by 2020 (9%)** while the sceptics thought **50 year’s time (14%)**.

More women than men think the majority of smart homes will be smart in **5-10 years time**.



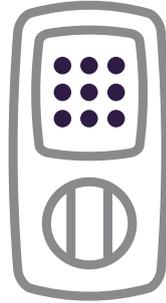
# Top Drivers for the Smart Home



41%

energy saving

First is **Smart Energy**, with **41%** of consumers expecting to be able to control their water heating and lighting in an intelligent way.



23%

security

The second trend, recognised by **23%** of consumers, was **Smart Security**, especially the ability to remotely check on their homes from anywhere at anytime.



11%

entertainment

**Smart Entertainment**, with **11%** of consumers believing that a smart home would feature control over TV and music streaming in every room.



## More men than women

think a smart home should have a TV that has built-in Internet connectivity, allowing it to access a range of online services.



## Men are also more likely

to think a Smart Home will include a smart hub that connects all your smart devices together so you can control them all via a single app.

## The 25 to 34 age group

ranked the key drivers higher than the other age groups, indicating they have a better understanding of smart home features as well as higher expectations of what it should deliver.



# People want smart products in their home



43% 

of those surveyed would like a smart cameras

in their home that allows them to keep an eye on their home or property when they're away.

43% 

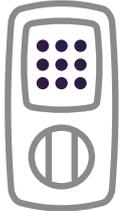
said they would want a thermostat

that is responsible for controlling their home's heating via a smart phone.

A further  
35% 

wanted a smart bulb

that allows them to customise their lighting as well as scheduling and controlling use remotely.

32% 

would be interested in having a smart door lock

on their door that allows them to remotely provide access to their home as well as keeping an audit trail of who comes and goes.

33%

of people would prefer professional installation

1 in 3

people would prefer a mix of DIY and professional installation

# DIY or professional installation?



When asked whether they would want to have smart technologies professionally installed or DIY the strongest preference was for professional installation (**33%**) or a mix of professional and DIY depending on how much technology is involved (**31%**).

Given the general trend towards 'do it for me', coupled with the perceived complexity of smart systems, it is no surprise that the majority of UK consumers say they want a tradesperson to professionally fit a smart product for them.

**Women are more keen than men** on having professional installation and less likely to want DIY.

The **45+ and 55+ age groups** are more keen on professional installation than DIY.



## Fingerprint recognition, smartphones and eye sensors all form part of a smart home

The sense that the smart security is on the cusp of mass market adoption was highlighted when consumers were asked how they thought they would be opening their door lock in the next 5 years time.

The key still dominated answers as expected (**51%**) but fingerprint recognition, smartphone, and eye sensor were all ranked as potential alternatives, again suggesting homeowners are looking for new ways to make their life easier and more convenient.



Men are more interested in using a mobile phone to unlock their door than women. Mobile phone access was the most popular option with the **18-24 and 25-34 age groups**. Much fewer people in the higher age groups thought the majority of people would be using a smartphone to open their front door in the next 5 years time.

## Leading brands



Apple, Google and Samsung are named the leading smart home brands

When asked to name the leading brands in the smart home market, the results showed the technology players clearly lead the way.

There can be little doubt that consumers know and trust these world famous brands and see them as important in the smart homes development.



Google

SAMSUNG

## Summary



In summary, the survey shows that the growth of the smart home is due to significant advancements in the market as well as the increase in publicity.

These factors in turn are increasing consumer desire for added for convenience, safety and security as well as the rising need for energy saving.

The market is about to emerge from the early adopter stage, where the technology mainly appeals to enthusiasts and pioneers, and is poised for growth over several years before reaching a long period of market maturity.



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For further information  
please visit  
[smarthomeweek.co.uk](http://smarthomeweek.co.uk)