

# PRESS RELEASE



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FOR IMMEDIATE USE

## IS YOUR HOME SMARTER THAN YOU?

- **89% of British adults have at least one smart device<sup>1</sup>**
- **59% of respondents are worried that connected home devices may not be safe from hackers**
- **27% of British adults are interested in using a smart speaker device to access their bank account from home**
- **Just 5% of respondents have 'smart' central heating yet 26% believe it would be/is transformative for their home**

The Internet of Things (IoT) has transformed the way we live and work. In an interconnected world in which smart, connected products will communicate and interact with other devices, research by Halifax explores the extent to which smart devices have become common place for British adults.

Many adults are already using smart, connected products like lighting, garage door openers, thermostats and security systems and controlling them remotely, through smartphone applications and computers with 89% of GB adults surveyed online stating they have at least one smart device in their home. 5% already have over 5 smart devices; however this rises to 11% for adults in the North East. Perhaps unsurprisingly, adults with children in the household have more connected devices with 8% with 5 or more compared to just 4% of adults without children.

### Men vs Women

Men lead the connected tech revolution with 8% with 5 or more connected products compared to just 3% of women. Men are also more likely to purchase a connected home device in the next 12 months with 20% likely to purchase a new device. In comparison to this, just 14% of women expect to purchase a new device in the next year.

### Popular devices

The range of devices available is constantly expanding and providing new ways for people to interact with their homes. Smart TVs are by far the most popular connected devices with 36% of British adults who have at least one. Currently only 5% have smart heating devices like Hive or Nest which are designed to make it easier and more economical to heat your home; however 26% of respondents agreed it would be/is transformational for them in their home.

27% of consumers surveyed said they would be interested in managing their finances through a smart speaker device. There are pockets of people however who are more likely to use a smart speaker for

### MEDIA CONTACTS:

Matt Good: 07950 961 467

[matthew.good@loydsbanking.com](mailto:matthew.good@loydsbanking.com)

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banking. 36% of students said they'd be interested in managing their finances this way and 33% of adults with children would consider using a device in this way.

## How safe are smart home devices?

Whilst connected devices provide a plethora of options for people to interact with their home, they do present a number of concerns. Whilst 29% of respondents are intrigued about the introduction of smart technology in the home, 14% said they are worried and cited the potential for hackers to gain access as one of their concerns. The potential for hackers to gain access to these smart devices is by far the biggest worry people have. 59% of respondents expressed the potential for hacking of these devices as a key concern and the concerns increase with age. 66% of people aged 55+ cited the potential for devices to be hacked as their main concern.

Home networks now support more devices than ever before, and with security a key concern for people in all aspects of their lives, it is understandable why there are concerns about potential security risks with smart devices. Whilst the convenience of a connected home which simplifies your life is revolutionary for some, the threat of security and the reliability of devices has yet to convince the majority.

Ian Lloyd, End to End Transformation Director said: "It's amazing how many ways there are to enhance the interaction you have with your home through connected devices. Our research has revealed that whilst connected homes may well still be in their infancy, it's likely that we'll see more exciting propositions that revolutionise our households.

Perhaps unsurprisingly, the introduction of smart devices which connect new areas of people's homes to the web has been met with some apprehension. With over half of respondents citing the potential for hacking as a key concern, many homes will be weighing up the balance between convenience and peace of mind."

**ENDS**

## Notes to editors:

<sup>1</sup>Smart devices are devices which connect to the Internet via Wi-Fi e.g. Smart TV's, voice-activated speakers, kettles, fridges, connected cars etc.

<sup>2</sup>Millennials are defined in this release as respondents aged 18-24

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,046 adults.

Fieldwork was undertaken between 8th - 9th December 2016. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

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