



PR Research

Research Results





Summary: Top statements that resonated very strongly (>80%) in ES:

- **91% (agree)** It's important to have reliable Wi-Fi in every corner of my home
- **89%** With the variety of online threats nowadays, I'd like a solution allowing me to browse the Internet safely, for example shopping online or sending sensitive information with confidence
- **87%** I'd like to be able to monitor and optimise the energy consumption of technology and electrical appliances in my household
- **84%** I'd like more guidance on how to stay safe online easily
- **84%** At home, I believe technology should work for me and not the other way round
- **83%** (of people responsible for looking after elderly relatives) I'd be interested in having a non-intrusive way of keeping an eye on the wellbeing of my aging parents or relatives
- **82%** I'd like to be able to monitor and optimise the energy consumption of my home Wi-Fi router
- **82%** I'd like my home Wi-Fi to adapt according to how each member of my household uses it
- **80%** Although I may have several different brands of smart devices I'd like them all to work together seamlessly

Methodology:

- Survey part of a regular Omnibus study conducted by Kantar in Feb '23
- UK, DE, IT & ES
- Sample size n=1000 per market, weighted to represent 16-64yr population
- 3 key themes addressed:
 - 1/How you use Wi-Fi at home
 - 2/ Staying safe online at home
 - 3/ Other ways your home Wi-Fi could improve your life

PR survey | Using Wi-Fi at home



Please indicate whether you agree or disagree with each of the following statements about **how you use Wi-Fi at home**

1. I'm continuing to do online activities at home that I started during the pandemic

**All
(ES)**

76%

2. These days my household uses Wi-Fi at home more than before the pandemic

58%

Segments*

70% (HH with 2 children)

3. It's important to have reliable Wi-Fi in every corner of my home

91%

4. I've heard about new Wi-Fi technology (e.g. 'Wi-Fi 6') that will improve internet performance at home

76%

83% (WFH)

5. Although I may have several different brands of smart devices I'd like them all to work together seamlessly

80%

85% (WFH)

PR survey | Other ways Wi-Fi could improve lives

(1/2)



Please indicate whether you agree or disagree with each of these statements about **other ways your home Wi-Fi could be used to improve your life**

- 1. I'd be interested in a way for my lighting and heating to automatically react when I arrive home, without buying or installing additional devices
- 2. I'd like to be able to monitor and optimise the energy consumption of my home Wi-Fi router
- 3. I'd like to be able to monitor and optimise the energy consumption of technology and electrical appliances in my household
- 4. One of the benefits of a Smart home is to enable me to be more productive
- 5. I'd like to have a home Wi-Fi router that I can download or enable new connectivity services on, so it evolves with my needs in the future

**All
(ES)**

74%

82%

87%

70%

75%

Segments

79% (WFH)

77% (WFH)

80% (WFH)

PR survey | Other ways Wi-Fi could improve lives

(2/2)



Please indicate whether you agree or disagree with each of these statements about **other ways your home Wi-Fi could be used to improve your life**

- 6. I'd be interested in having a non-intrusive way of keeping an eye on the wellbeing of my aging parents or relatives
- 7. I'd like my home Wi-Fi to adapt according to how each member of my household uses it
- 8. I'd prefer to have one single, easy-to-use app to control my smart home devices, instead of different apps from different brands
- 9. I'd like my home Wi-Fi router to learn from my day to day habits and help me to make the most out of my Smart home
- 10. Recently, I like to treat myself and my loved ones with technology to create new experiences at home

All
(ES)

73%

82%

78%

70%

58%

Segments

83% (Have elderly relative +65yrs)

(No segments reach >70%)

11. At home, I believe technology should work for me and not the other way round



Together we can