

## **Research Results**



#### PR survey | Overview



#### **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
- 2. These days my household uses Wi-Fi at home more than before the pandemic
- 3. It's important to have reliable Wi-Fi in every corner of my home
- 4. I've heard about new Wi-Fi technology (e.g. 'Wi-Fi 6') that will improve internet performance at home
- 5. Although I may have several different brands of smart devices I'd like them all to work together seamlessly

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#### Segments\*

76%

58% 70% (HH with 2 children)

91%

76% 83% (WFH)

80%

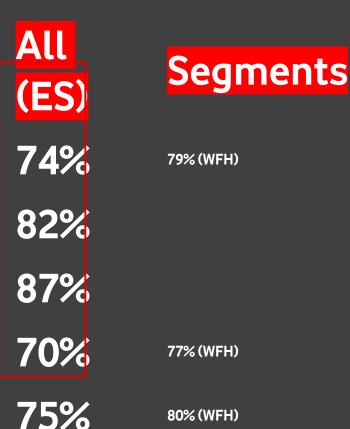
85% (WFH)

## 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



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, insteacl 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 helieve technology should work for me and not the other way round



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