

OSLOMET

OsloMet – Oslo Metropolitan University  
SIFO – Consumption Research Norway

# RELINK

Preliminary survey results -  
IoT in Norwegian homes



**Dag Slette-meås**

**11.06.2019**

ENDRE BUNNTEKST VIA MENYEN SETT  
INN -> TOPPTEKST/BUNNTEKST

OSLO METROPOLITAN UNIVERSITY  
STORBYUNIVERSITETET



**SIFO report 2017:  
«Children and internet-connected  
toys and technologies – IoT»**

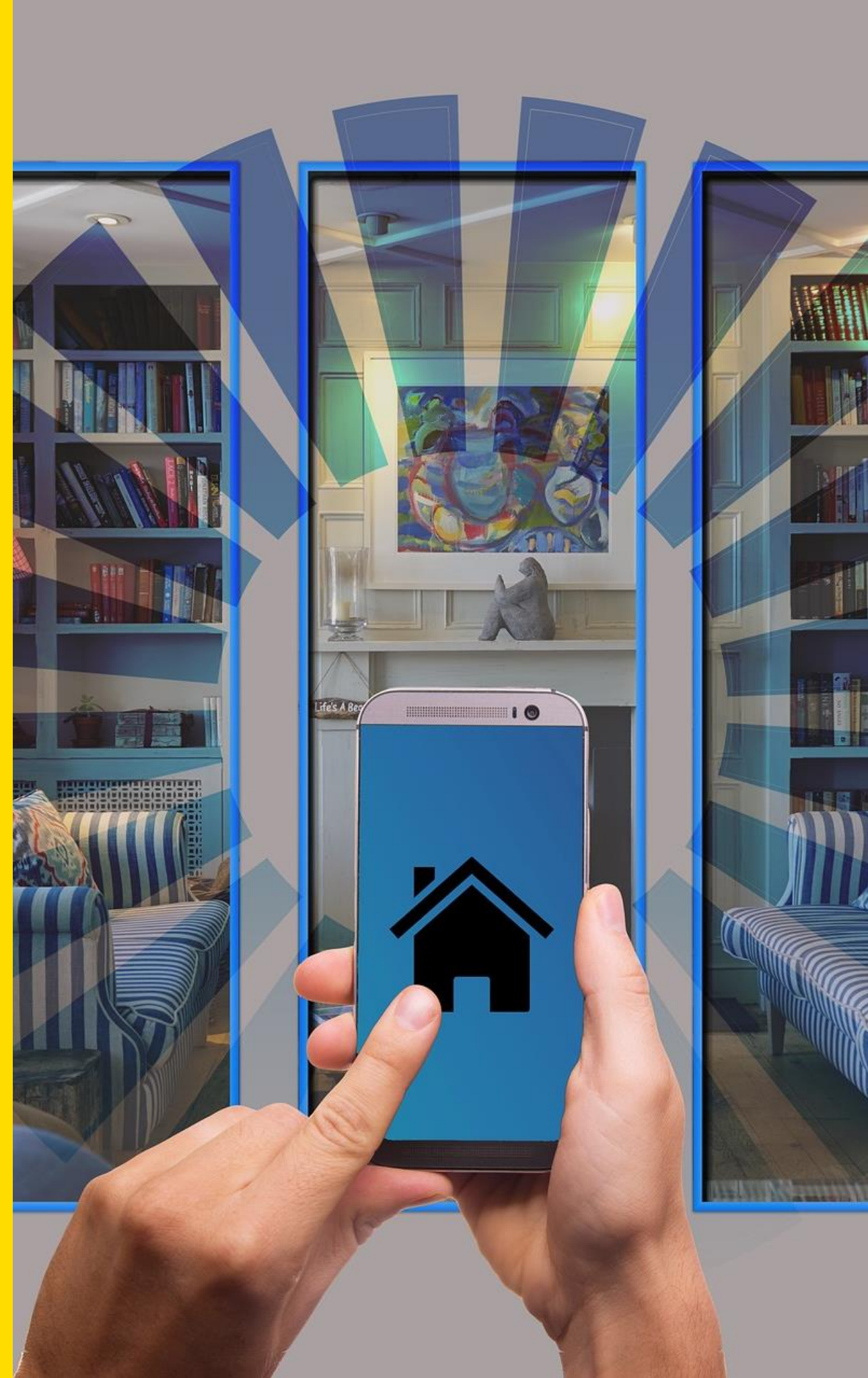


**SIFO report 2018:  
«Digital everyday life among elderly  
in Norway. A national survey of  
access, skills and challenges in the  
information society»**

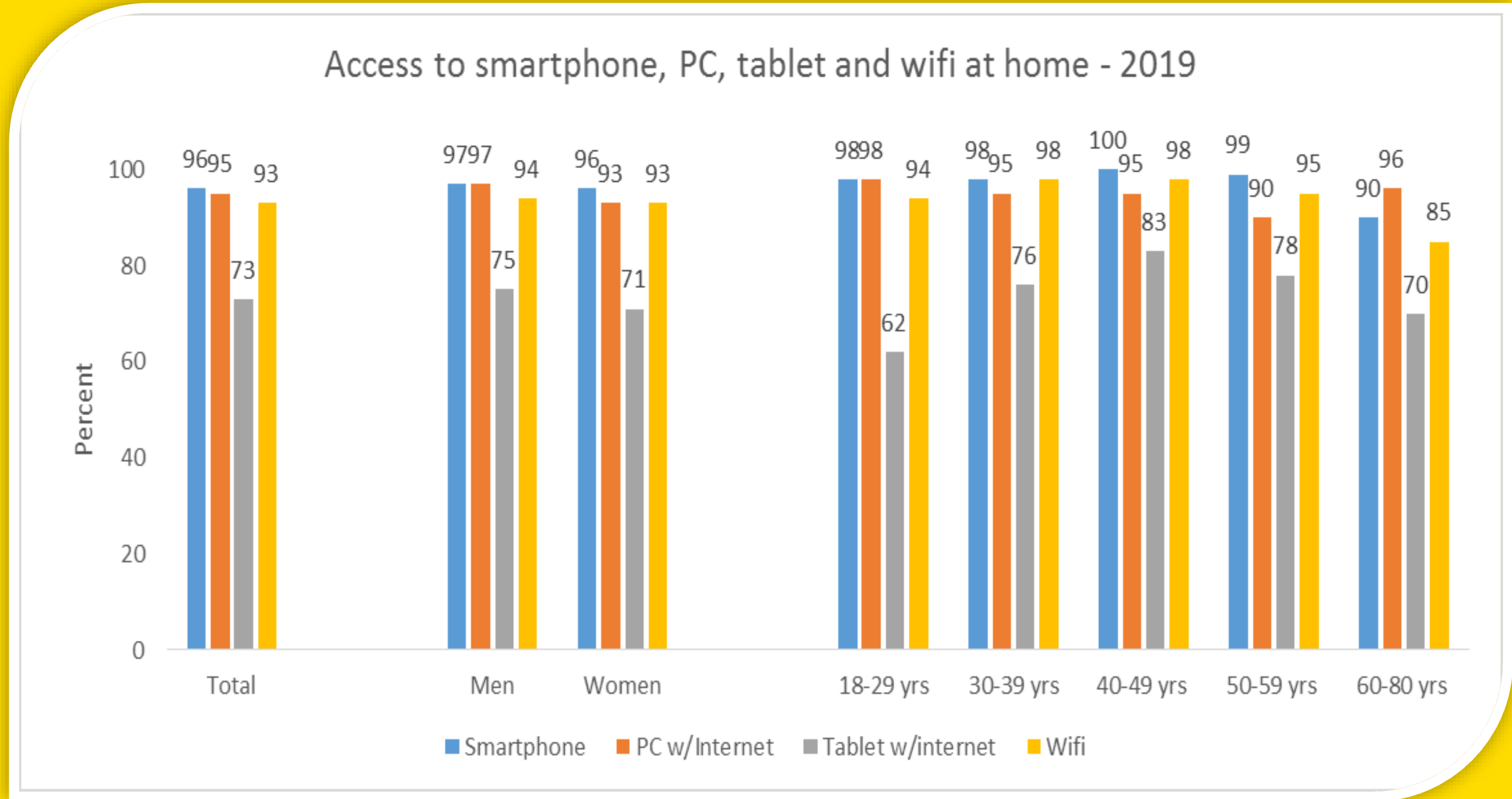


## Survey facts:

- Representative national survey
- Respondents: 1001
- Age group: 18 to 80 yrs
- Survey type: Web-survey from panel
- Survey period: May 13 - 22, 2019



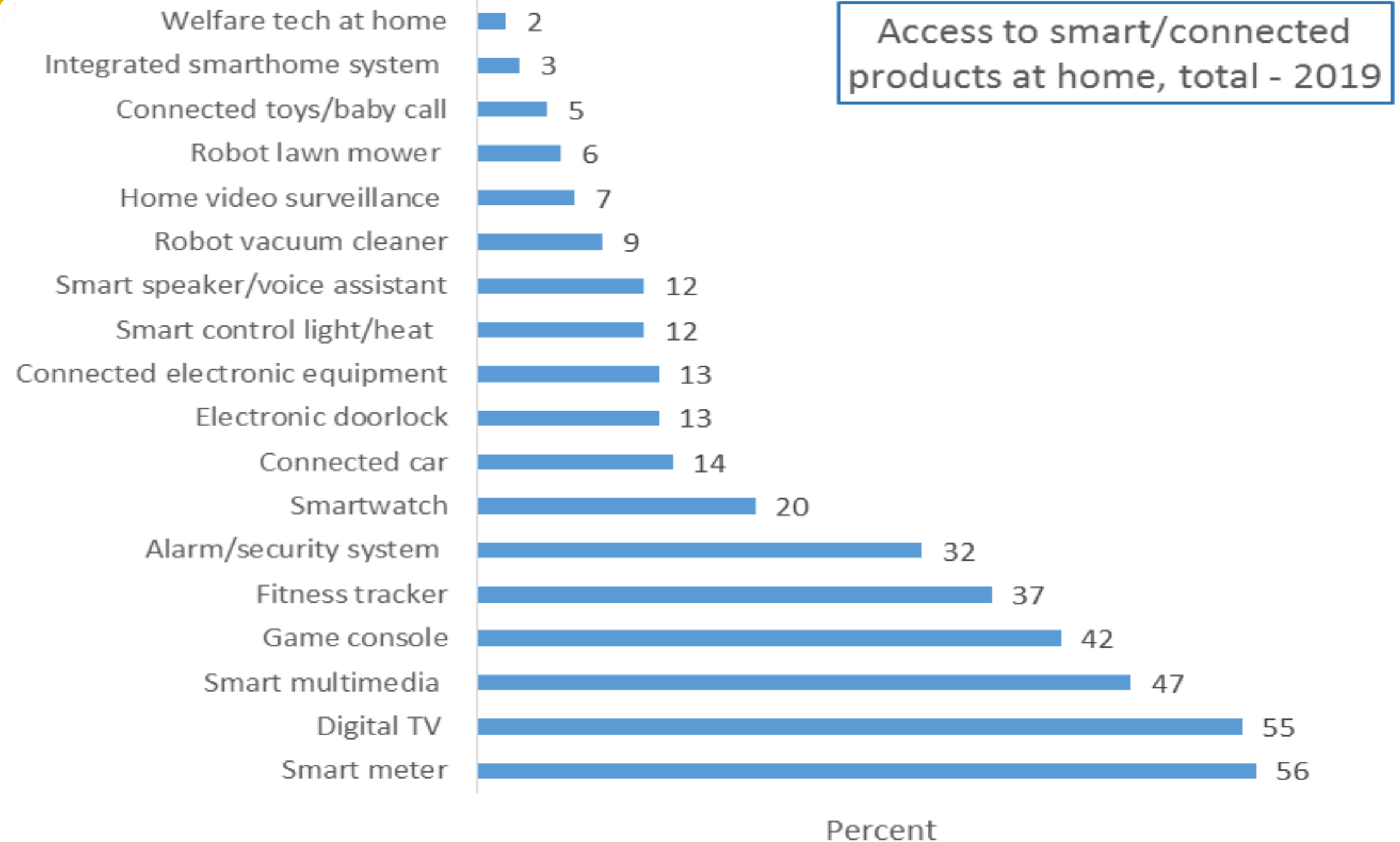
# ACCESS TO SMARTPHONE, PC, TABLET AND WIFI



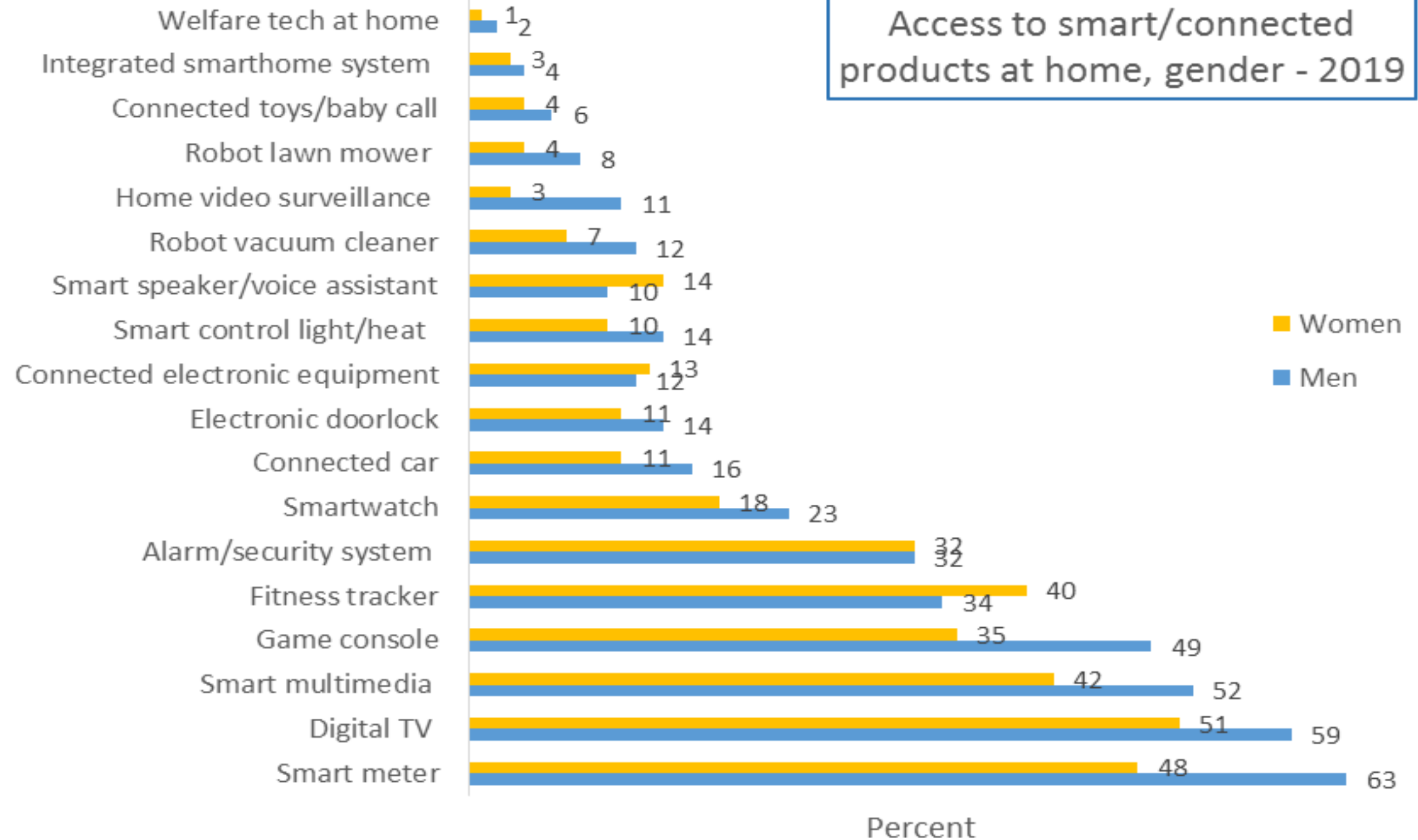
## ACCESS TO SMART PRODUCTS - TOTAL

### Question:

«Do you have access to the following products/ systems in your household that can be controlled by mobile phone, tablet or computer, and/or that can be connected to the internet?»



## ACCESS TO SMART PRODUCTS - GENDER



# ACCESS TO SMART PRODUCTS - AGE

Green: most  
Yellow: least

Access to smart/connected products at home, age - 2019

|                                | 18-29 yrs | 30-39 yrs | 40-49 yrs | 50-59 yrs | 60-80 yrs |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|
| Smart meter                    | 39        | 53        | 62        | 69        | 58        |
| Digital TV                     | 60        | 57        | 62        | 64        | 40        |
| Smart multimedia               | 61        | 63        | 54        | 48        | 19        |
| Game console                   | 68        | 53        | 55        | 38        | 6         |
| Fitness tracker                | 45        | 44        | 45        | 37        | 19        |
| Alarm/security system          | 26        | 29        | 35        | 25        | 41        |
| Smartwatch                     | 29        | 21        | 27        | 22        | 8         |
| Connected car                  | 16        | 10        | 17        | 16        | 9         |
| Electronic doorlock            | 17        | 14        | 20        | 10        | 6         |
| Connected electronic equipment | 20        | 11        | 17        | 9         | 6         |
| Smart control light/heat       | 18        | 13        | 15        | 11        | 4         |
| Smart speaker/voice assistant  | 14        | 15        | 18        | 9         | 5         |
| Robot vacuum cleaner           | 11        | 14        | 13        | 8         | 4         |
| Home video surveillance        | 8         | 10        | 10        | 5         | 4         |
| Robot lawn mower               | 4         | 8         | 8         | 6         | 5         |
| Connected toys/baby call       | 9         | 12        | 4         | 0         | 0         |
| Integrated smarthome system    | 4         | 1         | 5         | 2         | 3         |
| Welfare tech at home           | 3         | 1         | 2         | 2         | 2         |

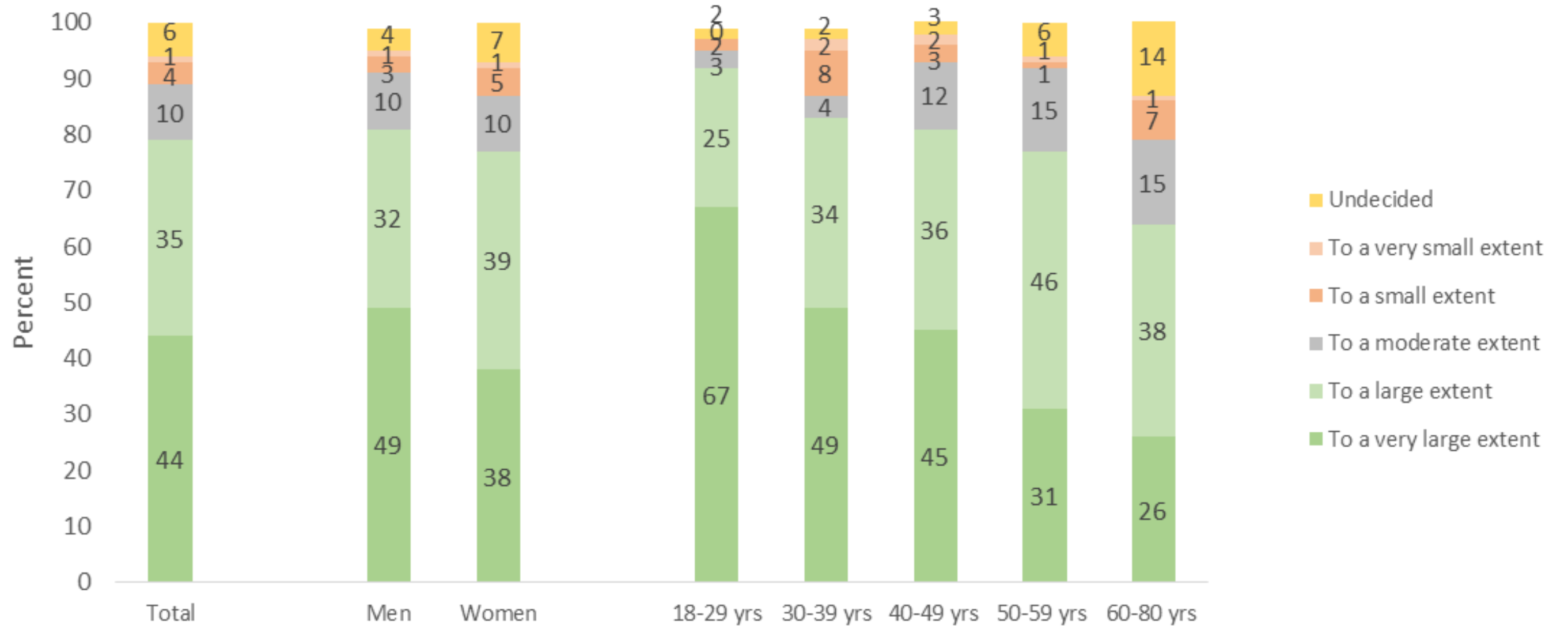
# EXPERIENCES AND OPINIONS OF OWN SMART PRODUCTS, USE AND PERSONAL COMPETENCE





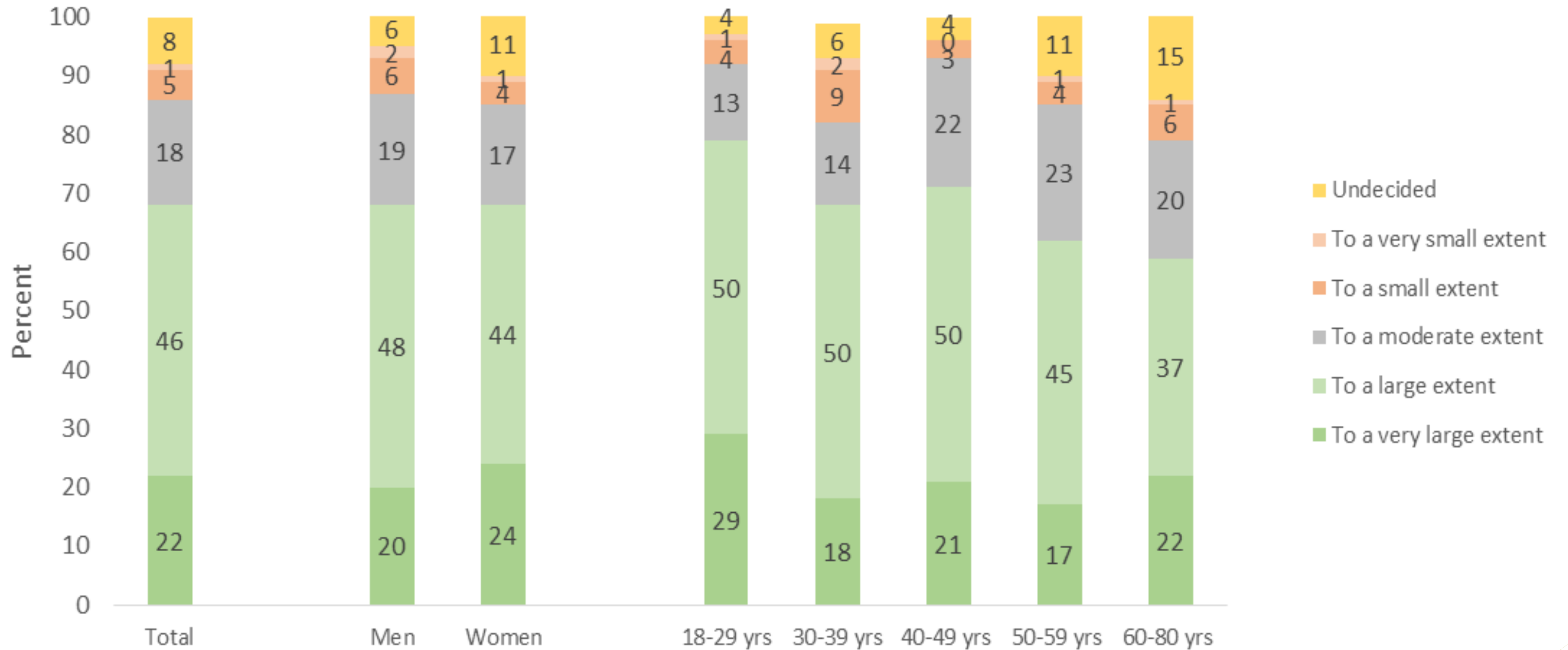
# DO PEOPLE MASTER SMART PRODUCTS?

Feel they master the use of smart/connected products - 2019



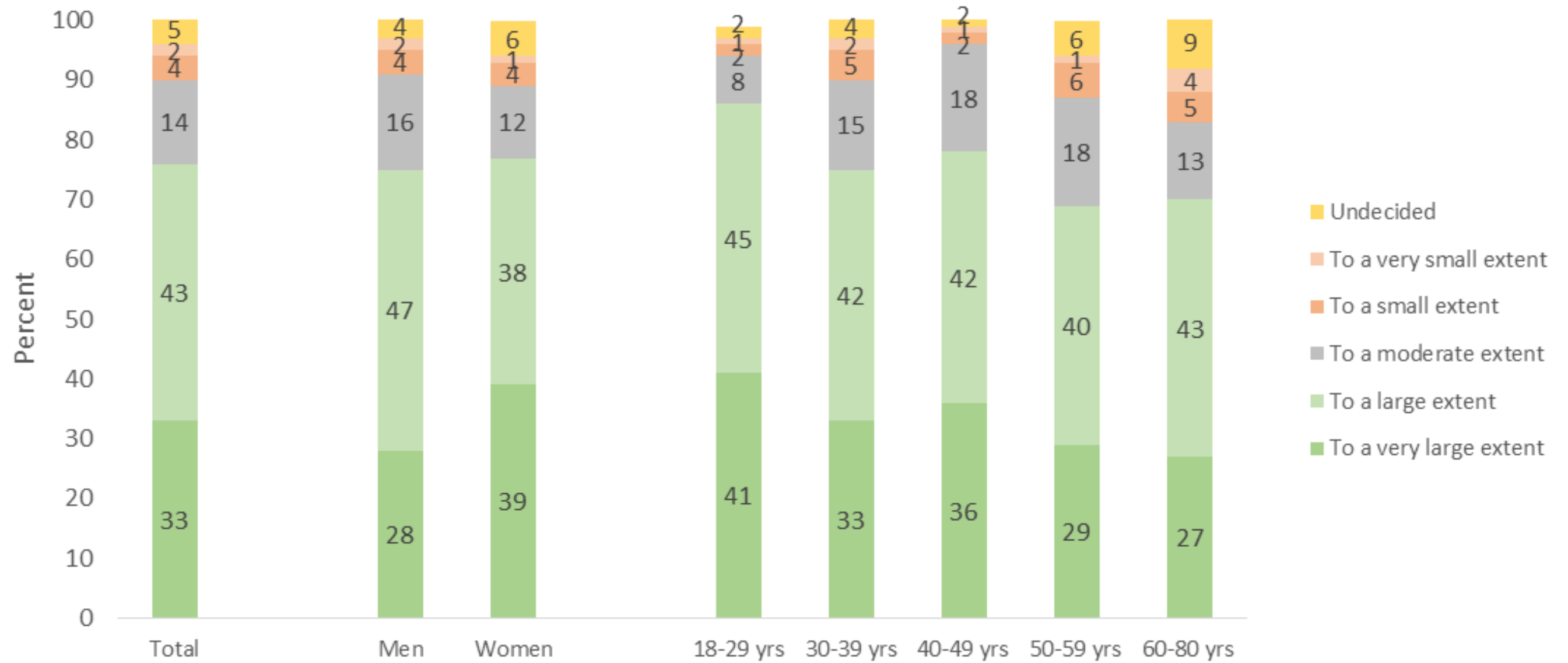
# ARE SMART PRODUCTS SAFE?

Feel that smart/connected products are safe to use - 2019



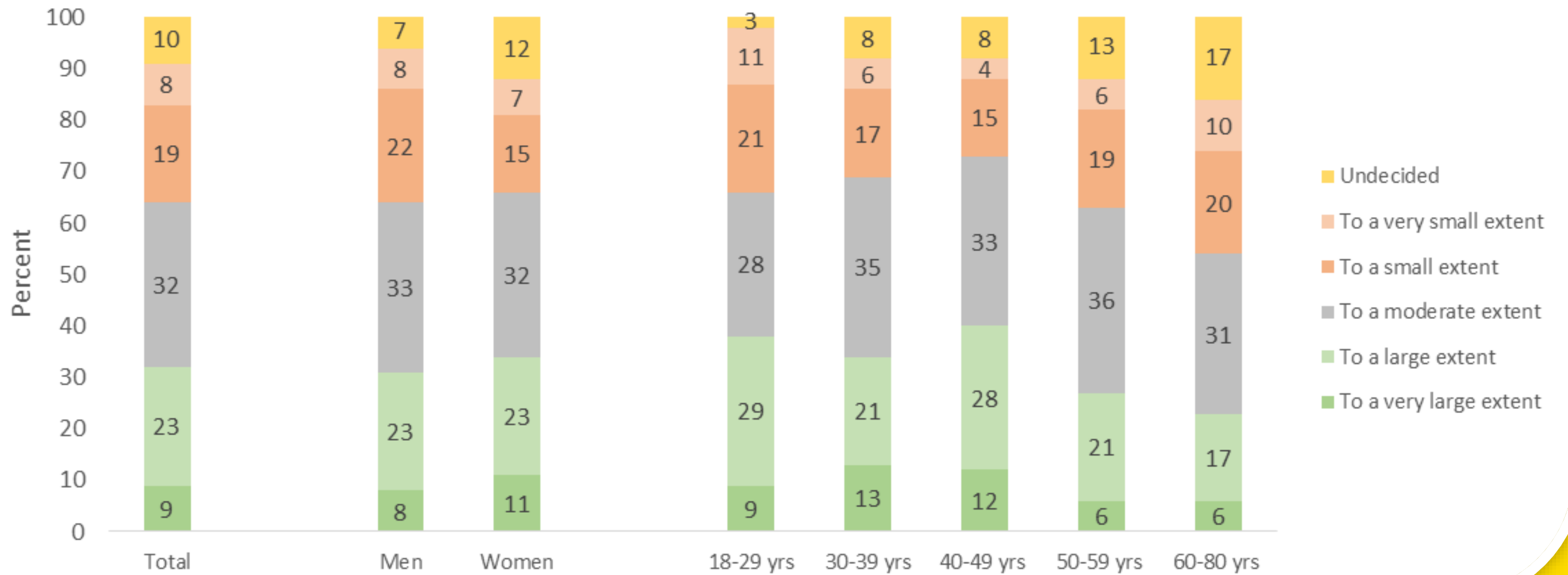
# ARE SMART PRODUCTS USEFUL?

Feel that smart/connected products are useful - 2019



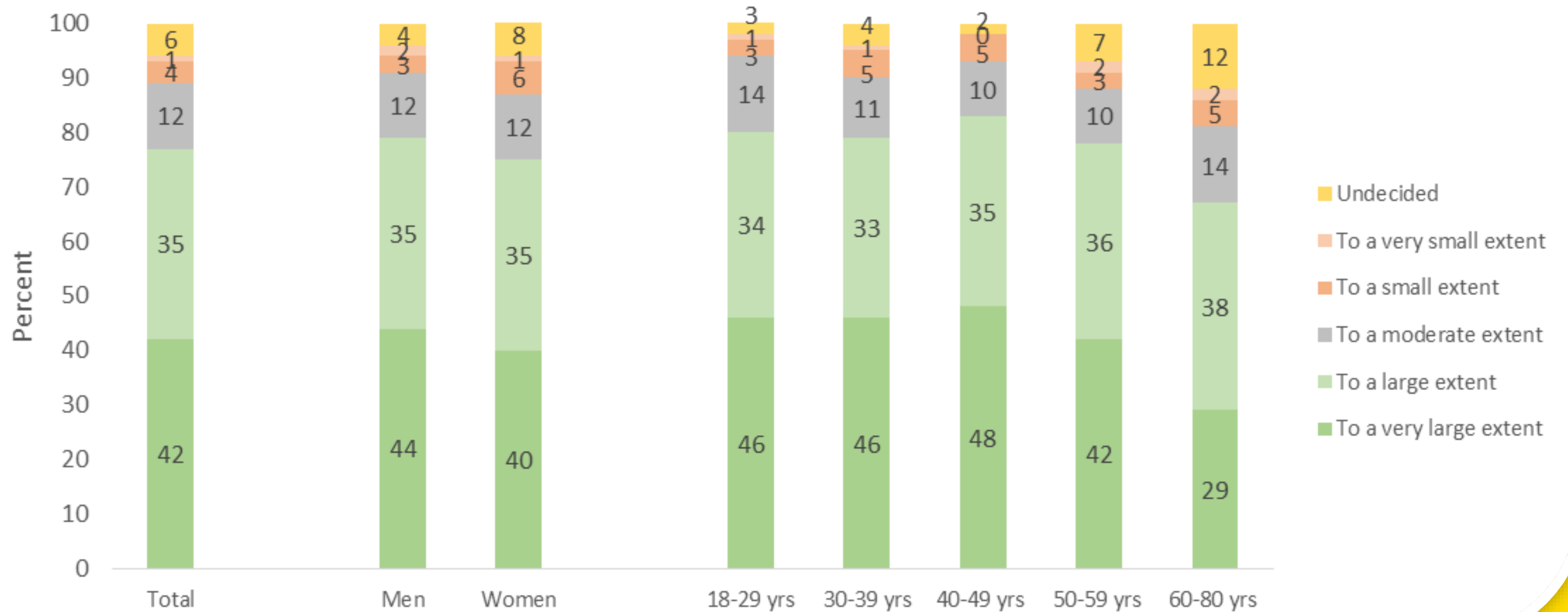
# DO SMART PRODUCTS INCREASE VULNERABILITY AND DEPENDENCY?

Feel that smart/connected products increase vulnerability and digital dependency - 2019



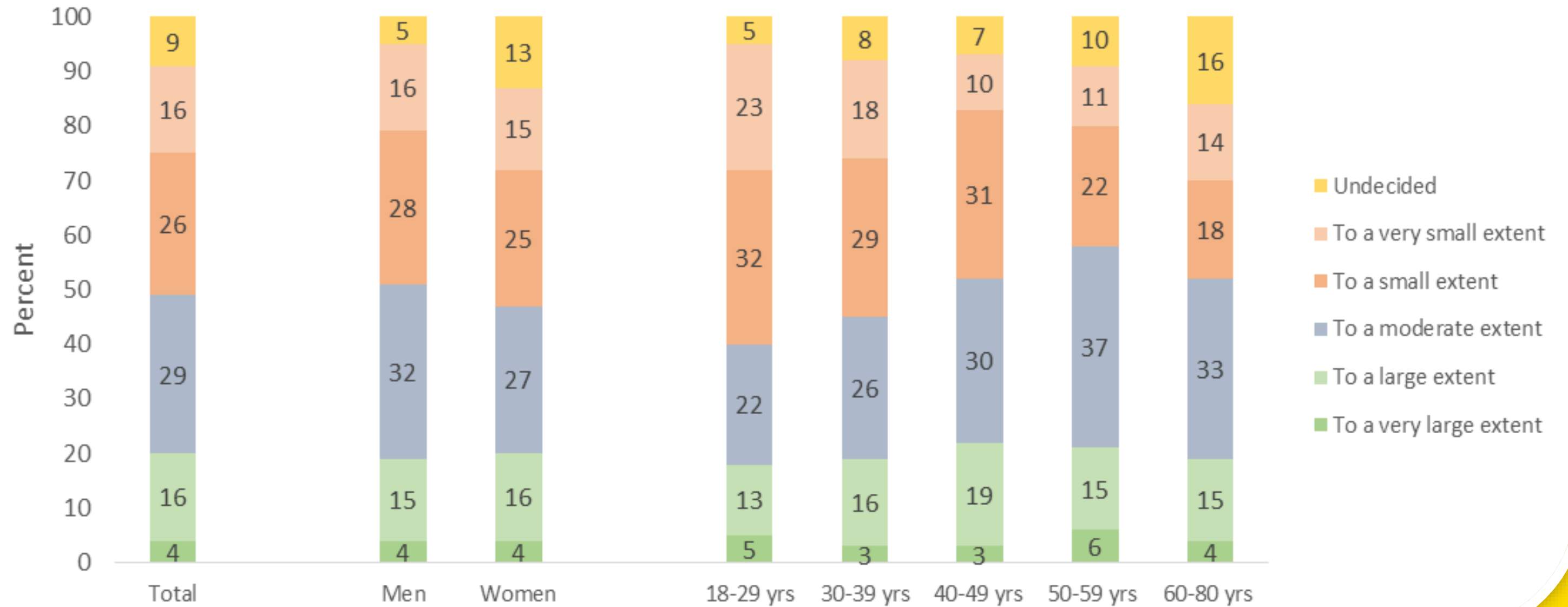
## CONTROL/OVERVIEW OVER AMOUNT OF SMART PRODUCTS?

Feel in control of/have an overview of the amount of smart/connected products at home - 2019



# NEED MORE **COMPETENCE/TOOLS** TO MANAGE MY SMART PRODUCTS?

Need more knowledge, support or tools to manage smart/connected products at home in a proper and secure manner - 2019

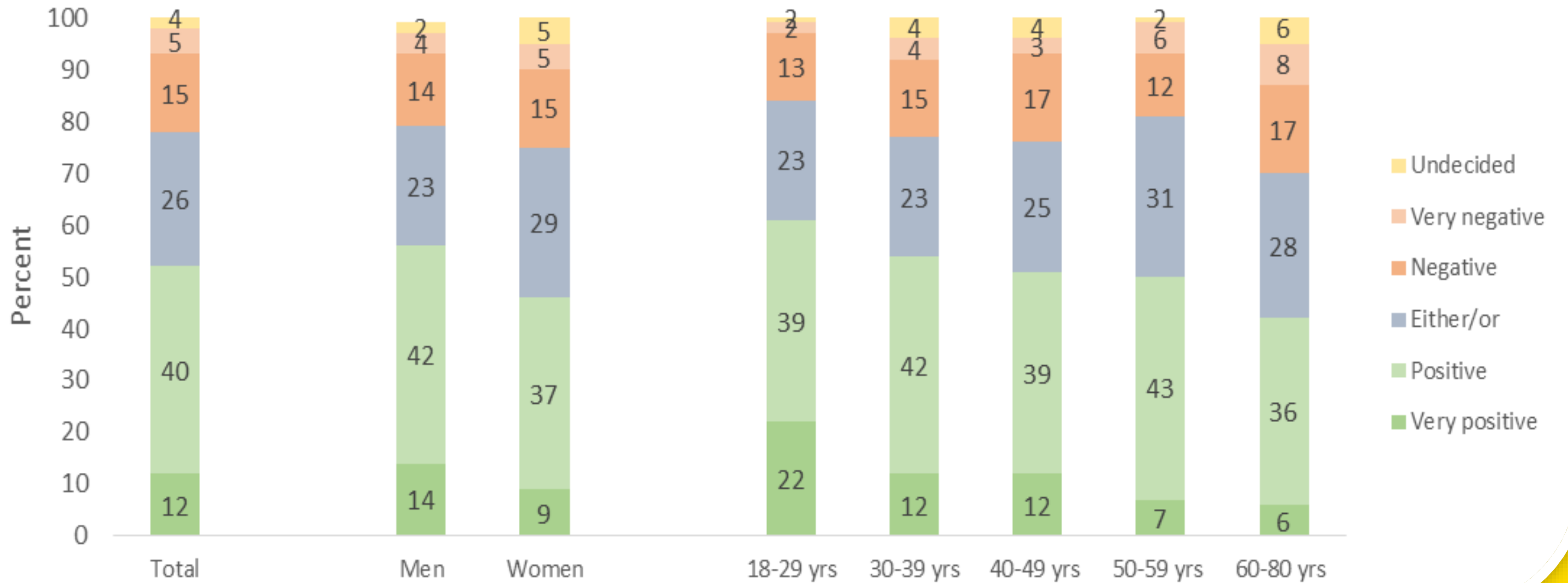


# PERCEPTIONS OF THE «SMART REVOLUTION» AT HOME AND THE DEVELOPMENT OF THE INTERNET OF THINGS



# PERCEPTION OF «SMART/IOT REVOLUTION» AT HOME?

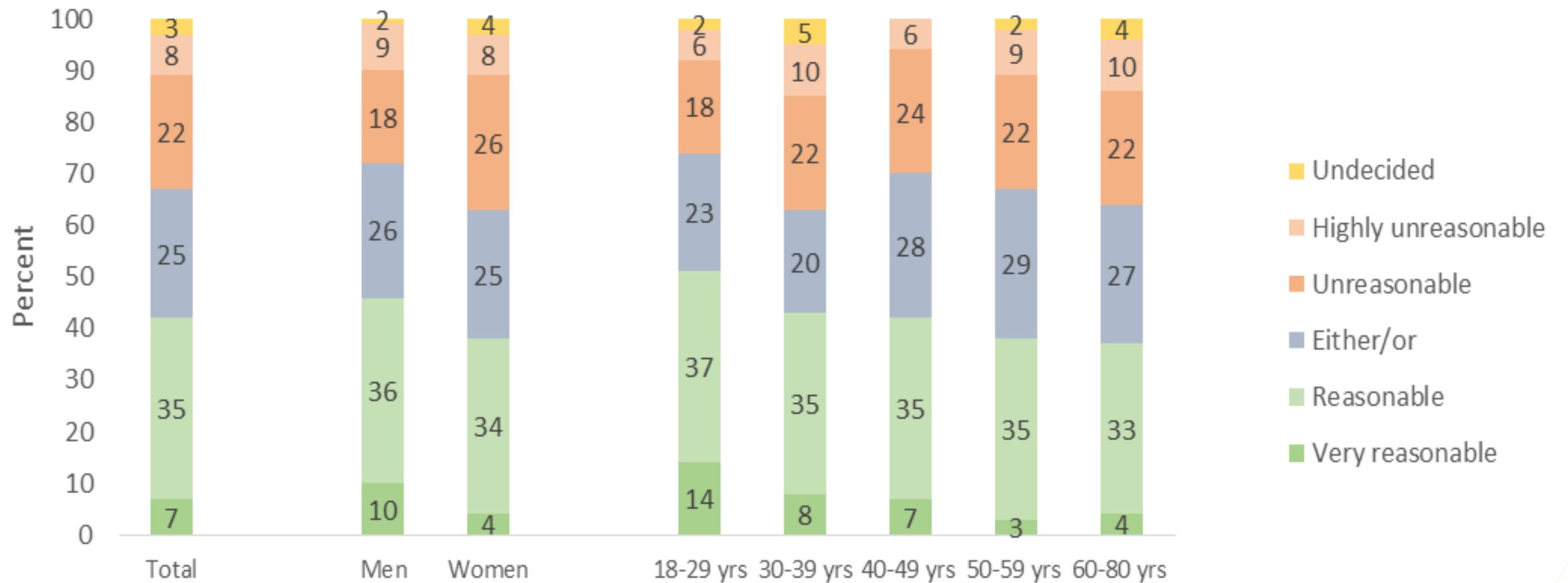
What do you think of a development where more and more products and homes become smart and connected? - 2019





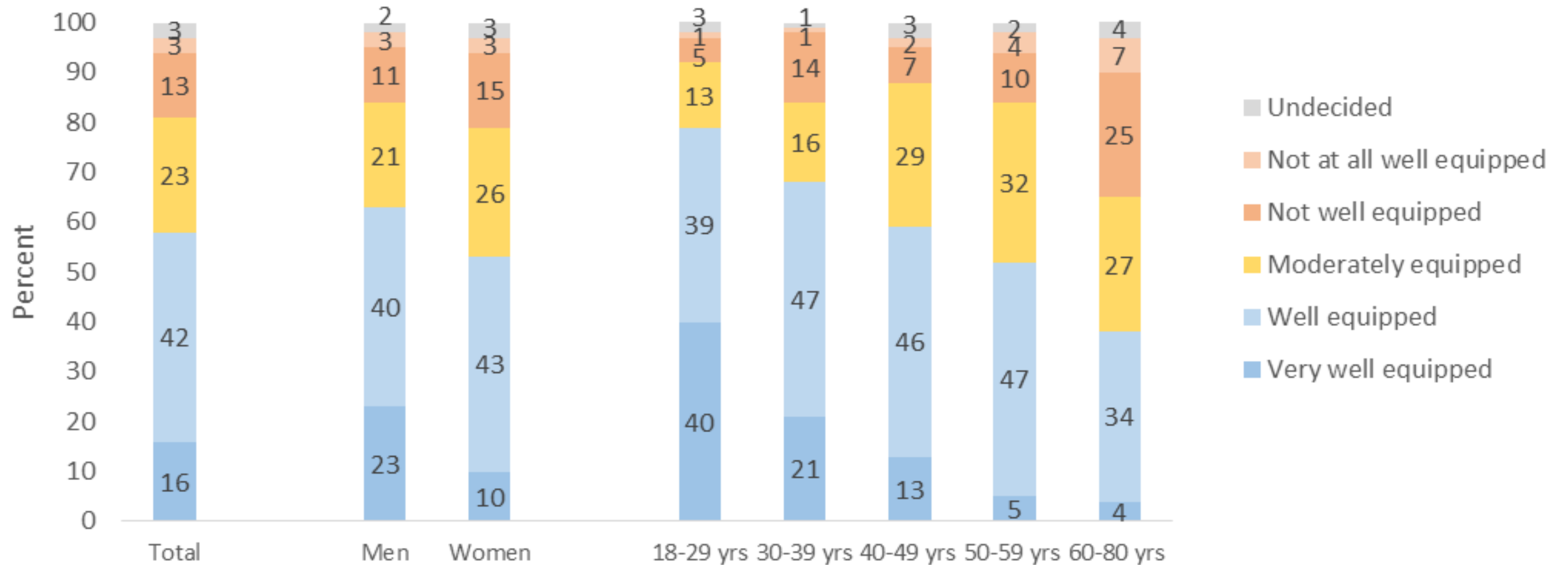
# SENSIBLE THAT ORDINARY THINGS BECOME SMART AND CONNECTED?

To what extent do you think it is reasonable/sensible that more and more ordinary products become smart and connected to the internet? - 2019



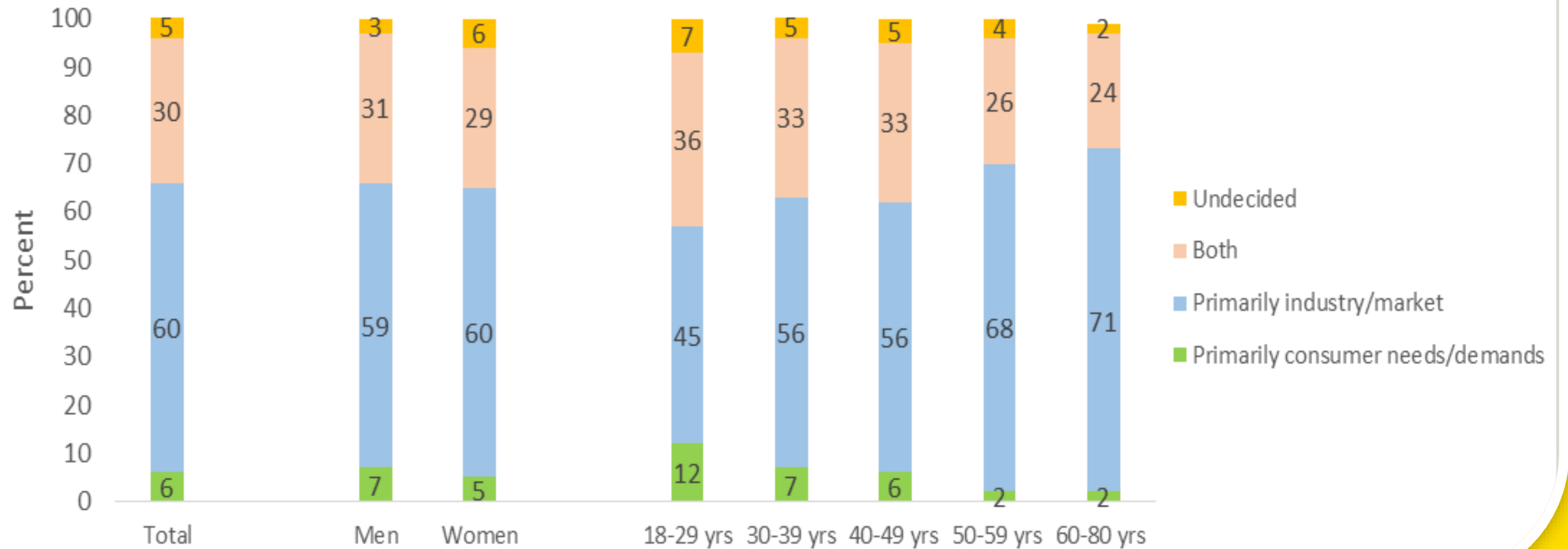
## PREPARED FOR THE «SMART/IOT REVOLUTION»?

How well equipped do you feel in terms of participating in a development where things, homes and environments become increasingly "smart" and connected to the internet? - 2019



## PRIMARY DRIVERS OF THE «SMART/IOT REVOLUTION»?

Consumers' view on primary drivers of development of smart/connected products - 2019



## OTHER SURVEYS ON PERCEPTIONS OF SMART HOMES

### ▪ Accenture 2017:

- 26 000 consumers in 26 countries
- 73% worried about privacy of smart homes
- 63% worried about reliability of smart technology

### ▪ Moneysupermarket 2017:

- 76% of Brits are fearful of the concept of the smart home
- 51% concerned about hacking
- 43% concerned that viruses will render gadgets unusable

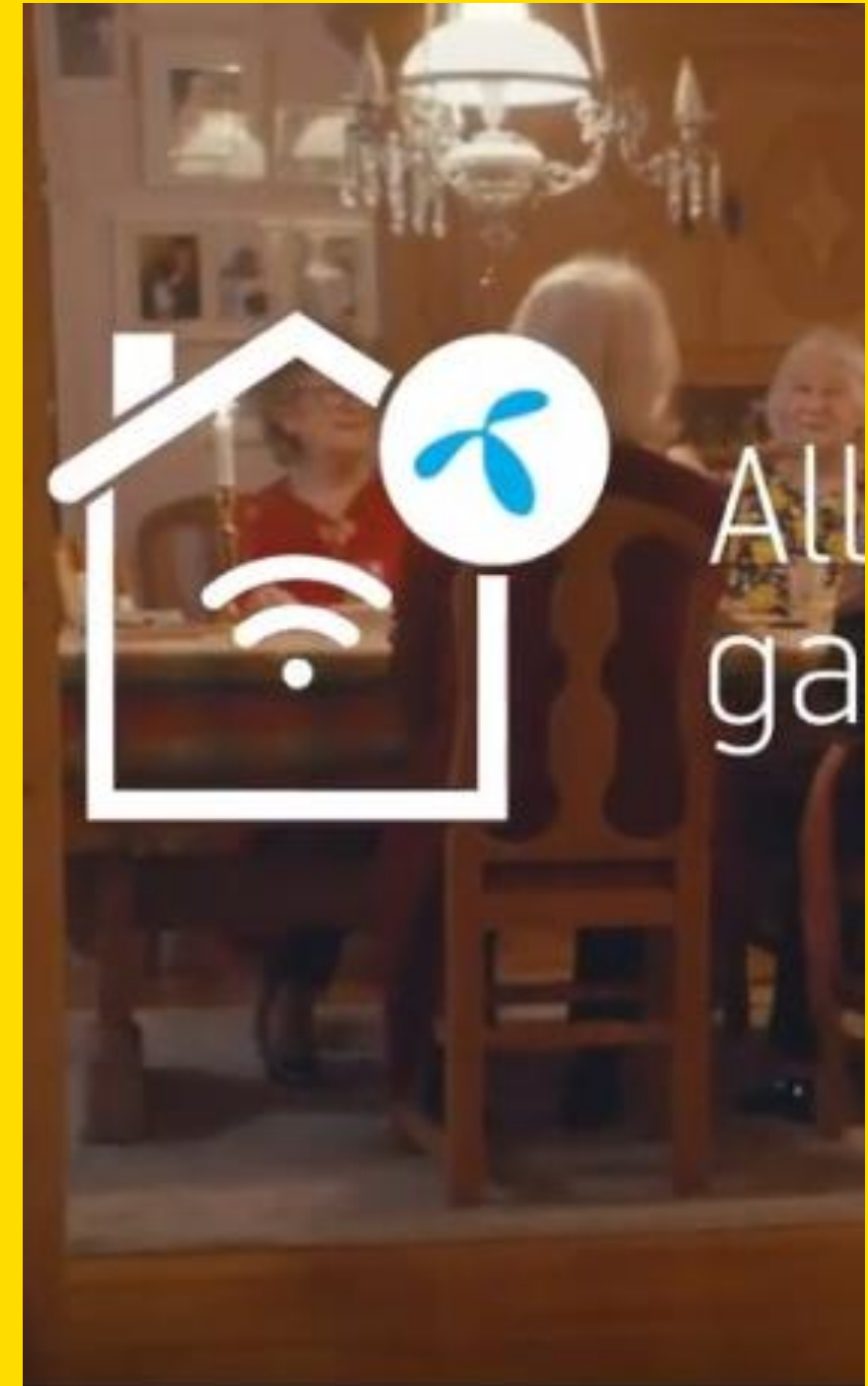
### ▪ The Norwegian Consumer Council 2019:

- 40% positive to the idea of living in a home with connected products (more men + young)
- 51% still hav some concerns about living in a smart/connected home



# PERCEPTIONS OF THE TELENOR SMART HOME COMMERCIAL

(61% SEEN THE COMMERCIAL)



Source: Youtube/Telenor

## TELENOR SMART HOME COMMERCIAL - OPINIONS

In your opinion, how does the smart home in the Telenor commercial appear for the resident? - 2019



# PERCEPTIONS OF THE REMA1000 SMART HOME COMMERCIAL

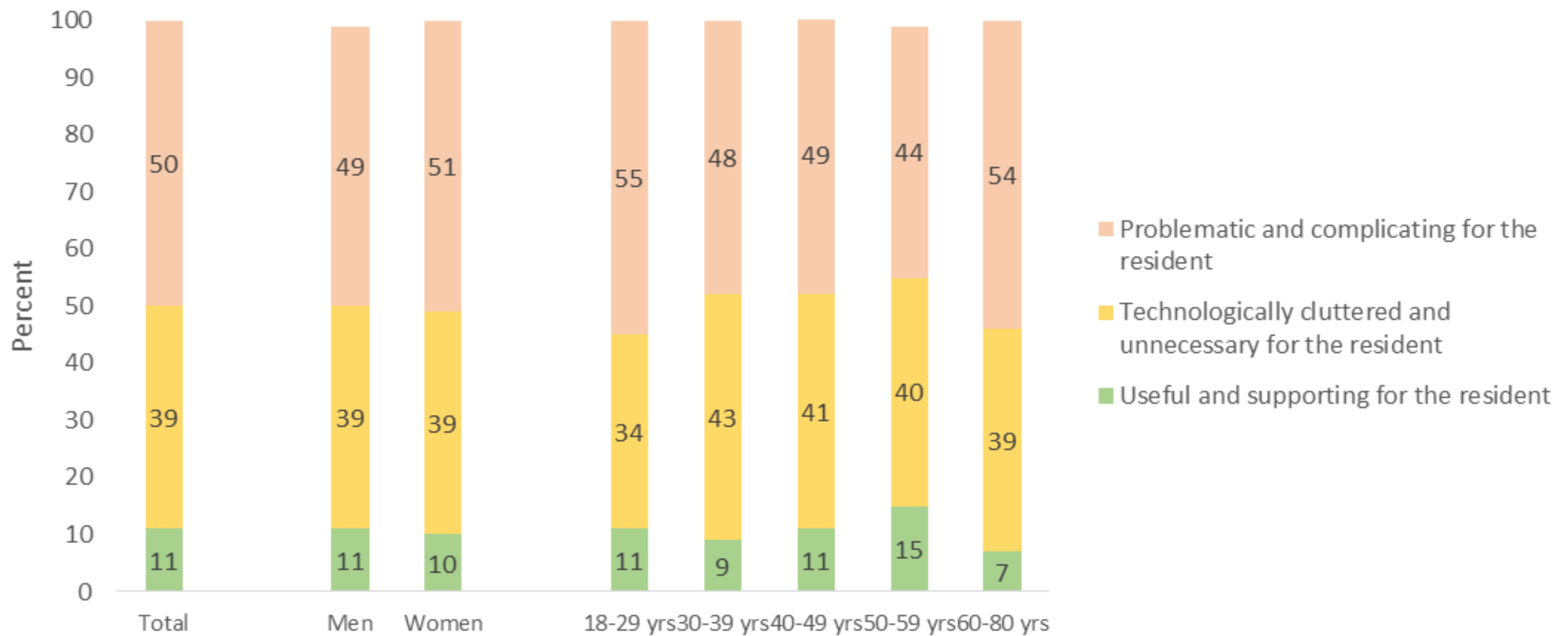
(64% SEEN THE COMMERCIAL(S))



Source: Youtube/REMA1000

# REMA1000 SMART HOME COMMERCIAL(S) - OPINIONS

In your opinion, how does the smart home in the REMA1000 commercial appear for the resident? - 2019





# Thank you!

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