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July 2022

2022 Cyber Safety Insights Report

Global Results: Home & Family

Prepared By: **The Harris Poll**
Harris Insights & Analytics LLC, A Stagwell Company

Survey Method

The research was conducted online by The Harris Poll on behalf of NortonLifeLock among 12,034 adults (aged 18+) in 12 countries. The survey was conducted May 16-June 2, 2022 in Australia (n=1,003), Brazil (n=1,004), Canada (n=1,003), France (n=1,000), Germany (n=1,004), India (n=1,004), Japan (n=1,002), Mexico (n=1,003), New Zealand (n=1,003), Spain (n=1,002), the United Kingdom (n=1,003), and the United States (n=1,003).

Data are weighted where necessary to bring them in line with their actual proportions in the population; India, Mexico, and Brazil were weighted to the population of those who are online. Weighted variables varied by country and included one or more of the following: age, gender, race/ethnicity, region, education, marital status, internet usage, household size, household income, size of place, and propensity to be online. A global postweight was applied to ensure equal weight of each country in the global total.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 1.1 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Canada n=1,003
UK n=1,003
Germany n=1,004
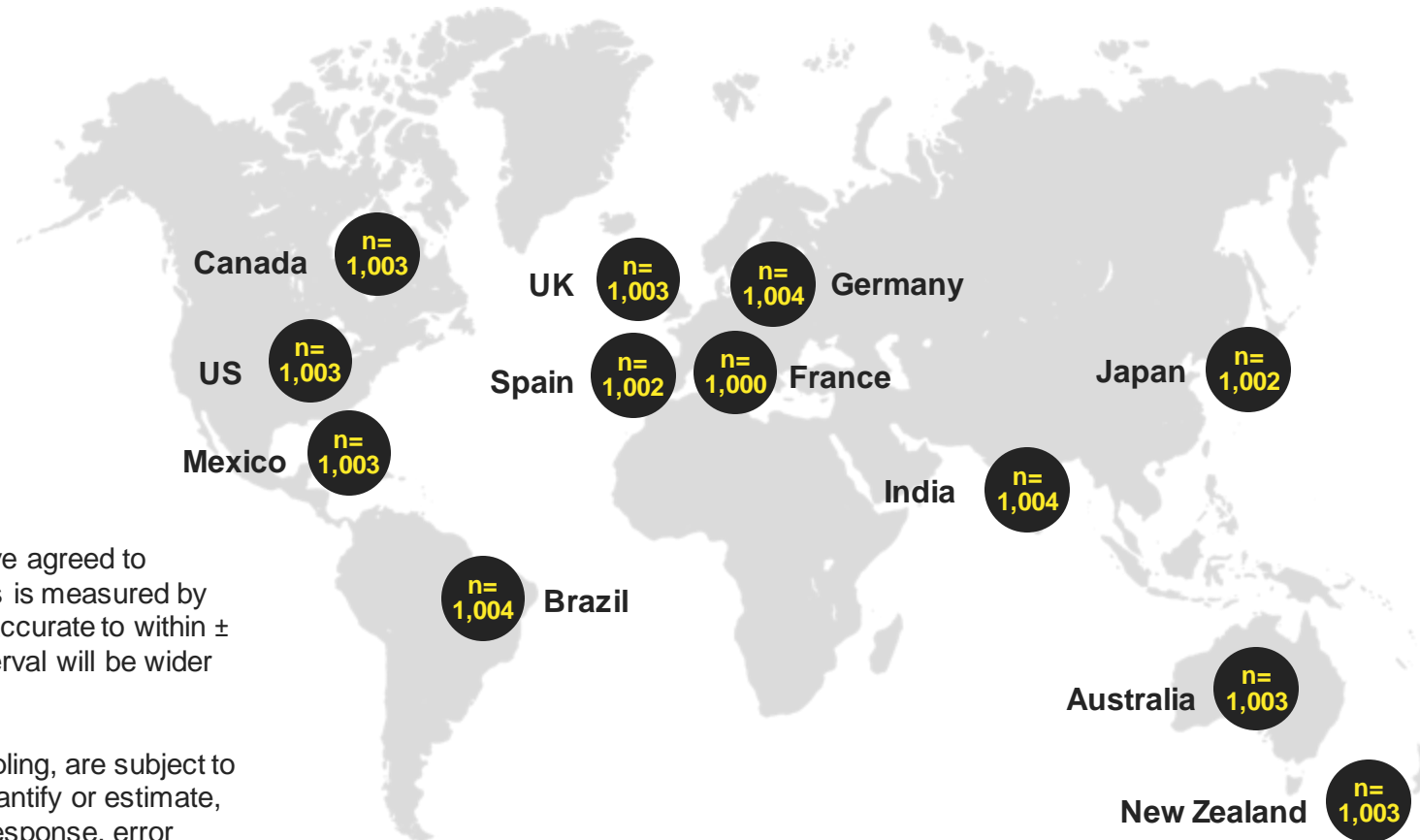US n=1,003
Spain n=1,002
France n=1,000
Japan n=1,002
Mexico n=1,003
India n=1,004
Brazil n=1,004
Australia n=1,003
New Zealand n=1,003

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Screen Time: Use, Impact & Attitudes

In an increasingly virtual world, adults admit to spending an average of 5 hours a day looking at screens *aside from school or work purposes,* and for many, it's too much. Consumers most often point to their smartphones as the device they think they spend too much time on, and social media as the application they spend too much time on. The effects of too much screen time can be severe: many report that the amount of time they spend in front of screens negatively impacts their physical and/or mental health.

Outside of School or Work, Adults Spend an Average of 5 Hours a Day Looking at Screens, With a Majority Admitting to Spending *Way Too Much Time* in Front of Screens

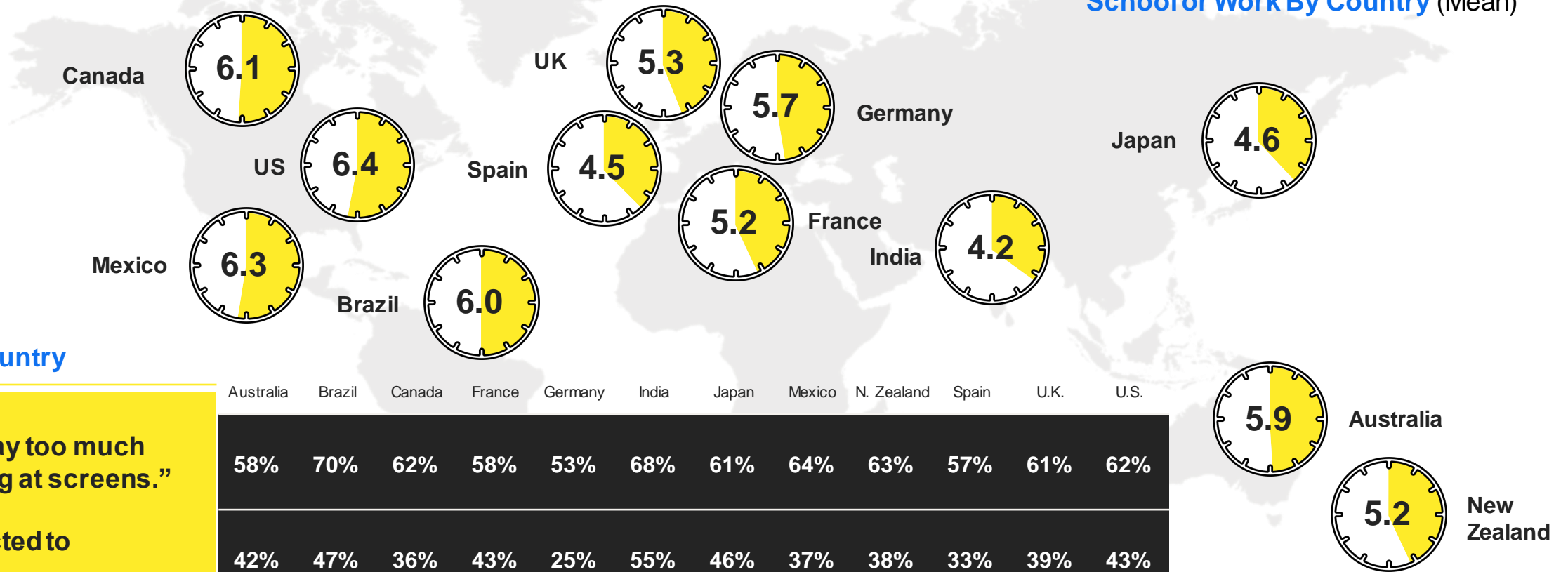**Average Screen Time Per Day Aside from School or Work**
(Global Total)

5.4
HOURS

61%
AGREE

"I spend way too much time looking at screens."

40%
AGREE

"I am addicted to screens."
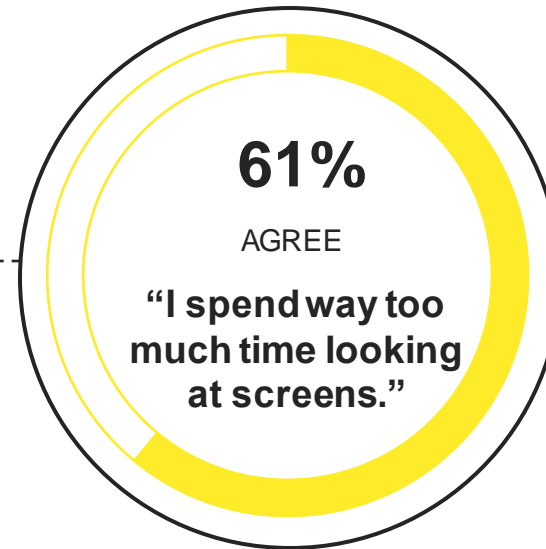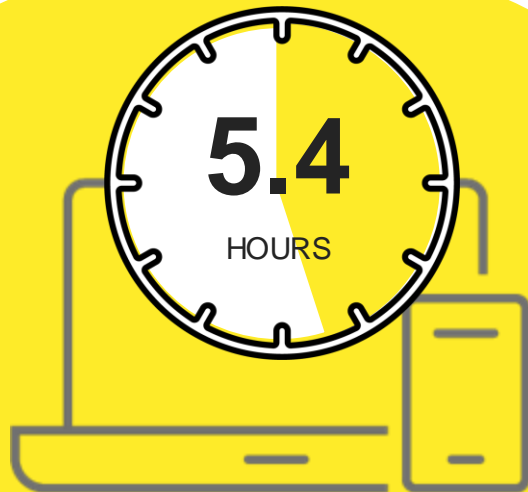
Attitudes About Screens
(Global Total)

Adults in Brazil, Canada, Mexico, and the United States Report an Average Screen Time of 6 Hours a Day or More A*side from School or Work Purposes*

Average Screen Time Per Day Aside from School or Work By Country (Mean)

Canada **6.1**

US **6.4**

Mexico **6.3**

Brazil **6.0**

UK **5.3**

Germany **5.7**

Spain **4.5**

France **5.2**

India **4.2**

Japan **4.6**

Australia **5.9**

New Zealand **5.2**

Agree by Country

"I spend way too much time looking at screens."

"I am addicted to screens."

	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
"I spend way too much time looking at screens."	58%	70%	62%	58%	53%	68%	61%	64%	63%	57%	61%	62%
"I am addicted to screens."	42%	47%	36%	43%	25%	55%	46%	37%	38%	33%	39%	43%

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Smartphones Are, By Far, The Device That Adults Most Commonly Believe They Are Spending Too Much Time On

Devices Consumers Think They Spend Way Too Much Time On
(Global Total)

% Feel They Spend Too Much Time On *Any* Devices

ANY NET	89%

Device	%
Smartphone	60%
Computer	40%
TV	36%
Tablet	16%
Gaming console	12%
None	11%

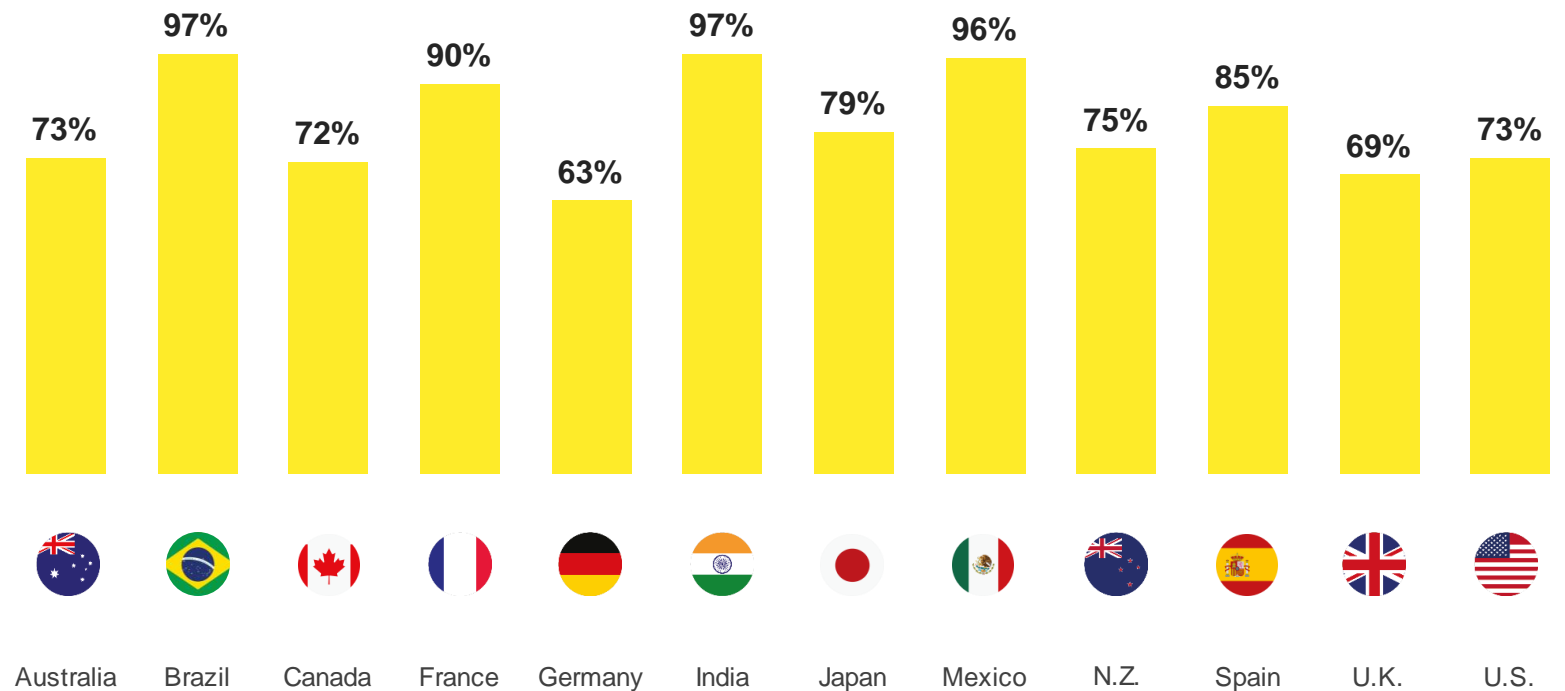| Country	%
Australia	83%
Brazil	98%
Canada	87%
France	99%
Germany	79%
India	97%
Japan	90%
Mexico	98%
N. Zealand	85%
Spain	90%
U.K.	81%
U.S.	86%

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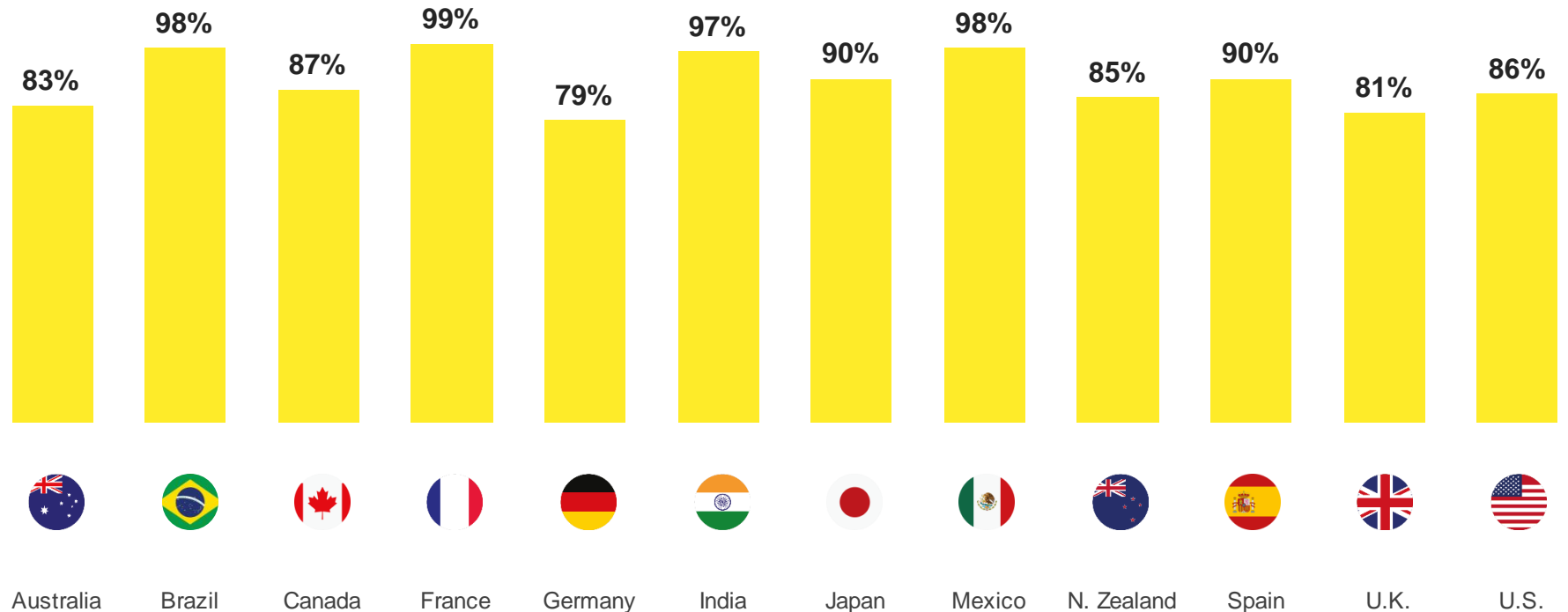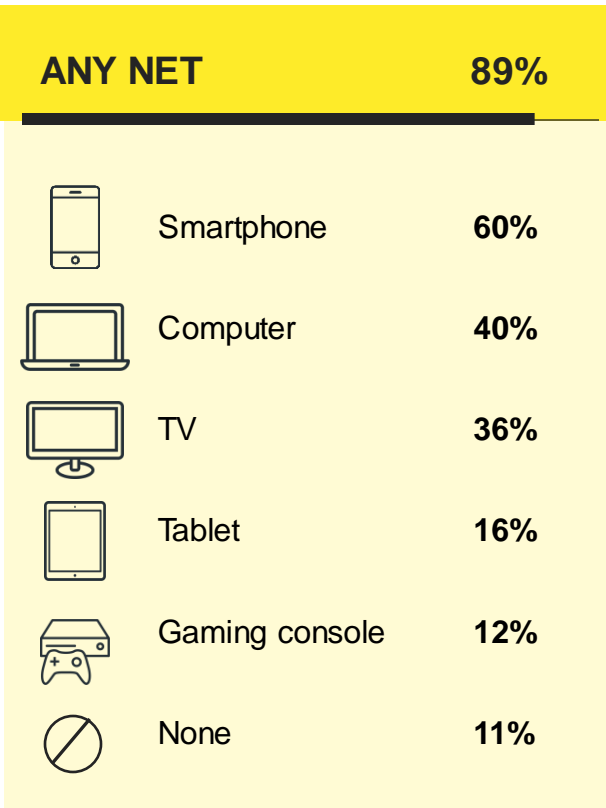
When it Comes to Specific Apps Consumers Feel They Spend Too Much Time On, Social Media Tops The List, Followed by Entertainment and News

Types of Apps Consumers Think They Spend Way Too Much Time On (Global Total)

% Feel They Spend Too Much Time On _Any_ Apps

ANY NET		81%
Social Media	**42%**	Shopping	**24%**
Entertainment	**34%**	Finance	**13%**
News	**29%**	Organization	**8%**
Gaming	**27%**	Other	**3%**
Message/Calling	**27%**	None	**19%**

Country	%
Australia	73%
Brazil	97%
Canada	72%
France	90%
Germany	63%
India	97%
Japan	79%
Mexico	96%
N.Z.	75%
Spain	85%
U.K.	69%
U.S.	73%

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Similarly, Half of Adults Globally Who Have Social Media Accounts Feel They Spend *Way Too Much Time* on Social Media

% Agree
(Among those who have a social media account)

50%
AGREE
"I spend way too much time on social media."

GLOBAL TOTAL

- Canada: 37%
- United States: 46%
- Mexico: 66%
- Brazil: 65%
- United Kingdom: 47%
- Germany: 40%
- Spain: 43%
- France: 37%
- India: 71%
- Japan: 46%
- Australia: 45%
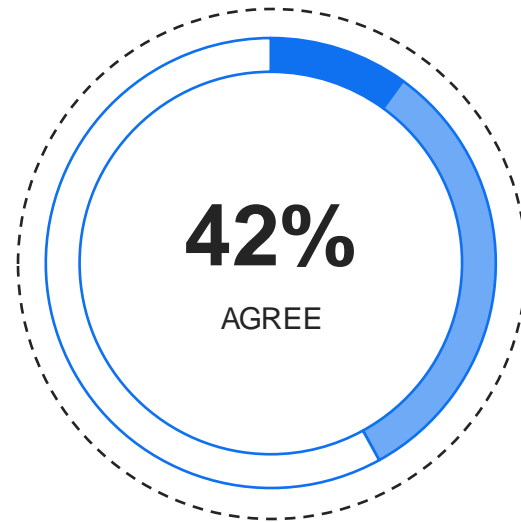- New Zealand: 48%
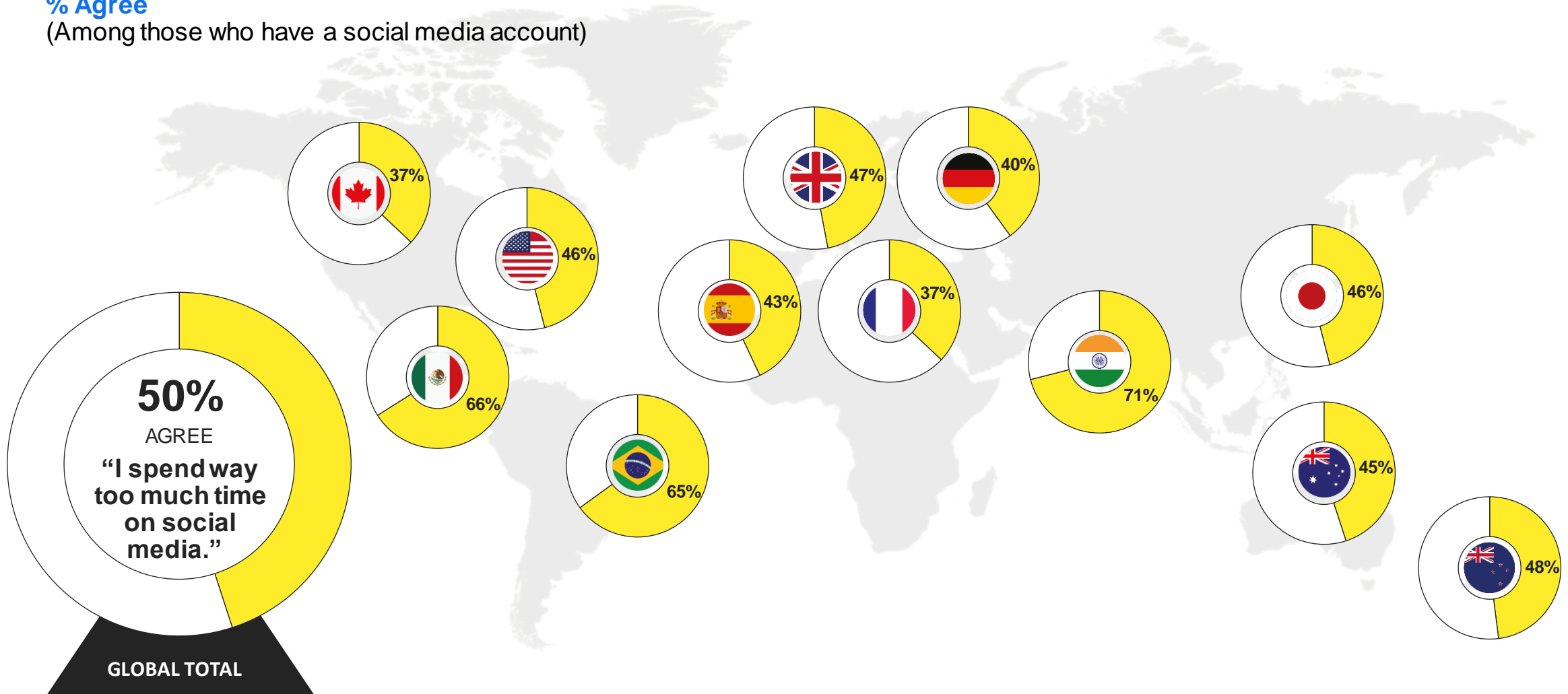
Many Adults Agree the Amount of Time They Spend in Front of a Screen Negatively Impacts Their Health, But a Larger Proportion Do Try to Limit Their Screen Time by Engaging in Other Activities

% Agree
(Global Total)
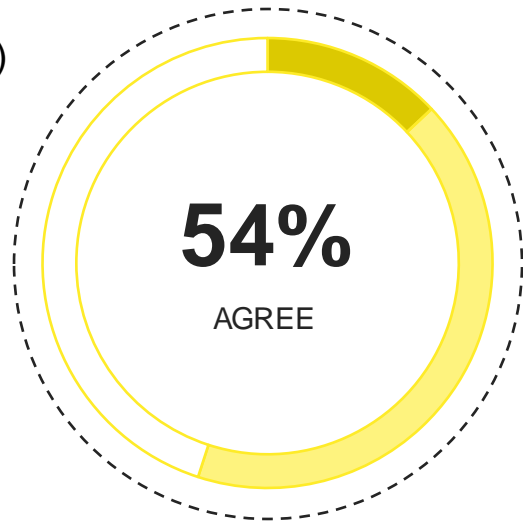
54% AGREE

42% AGREE

67% AGREE

"The amount of time I spend in front of screens negatively impacts my physical health."

"The amount of time I spend in front of screens negatively impacts my mental health."

"I try to limit my screen time by doing other activities (e.g., hiking, spending time with friends, etc.)."

| **13%** Strongly Agree | **42%** Somewhat Agree | **10%** Strongly Agree | **32%** Somewhat Agree | **19%** Strongly Agree | **48%** Somewhat Agree |
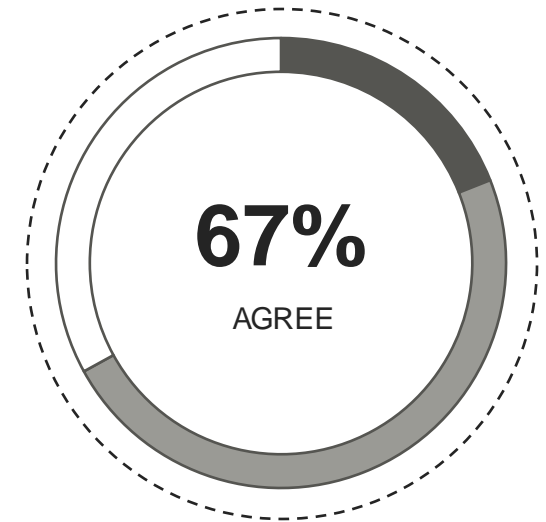
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Two in Five or More of Consumers in All Countries Agree that Their Screen Time Negatively Impacts Their Physical Health

% Agree by Country

| Country	"The amount of time I spend in front of screens negatively impacts my physical health."	"The amount of time I spend in front of screens negatively impacts my mental health."	"I try to limit my screen time by doing other activities (e.g., hiking, spending time with friends, etc.)."
Australia	53%	44%	69%
Brazil	52%	46%	74%
Canada	58%	44%	73%
France	46%	32%	68%
Germany	40%	32%	61%
India	72%	54%	73%
Japan	56%	41%	39%
Mexico	62%	52%	80%
New Zealand	54%	42%	69%
Spain	56%	40%	67%
UK	49%	39%	67%
US	50%	42%	67%

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Screen Time: Parents & Children

The majority of consumers agree it is important for parents to manage their children's screen time use, and many feel that children are addicted to screens. Still, while consumers overwhelmingly feel that parents should track their children's screen time use, less than half report that they track their own usage.

Most parents do report taking measures to reduce screen time use among their children, most commonly encouraging other activities to keep them busy.

Children are Not Exempt From The Issues of Screen Time Use. The Majority of Adults Recognize the Importance for Parents to Manage Their Children's Screen Time

% Agree by Country
(Global Total)
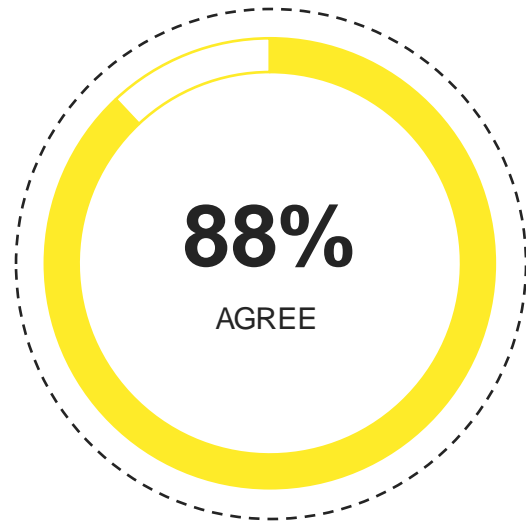
88%
AGREE

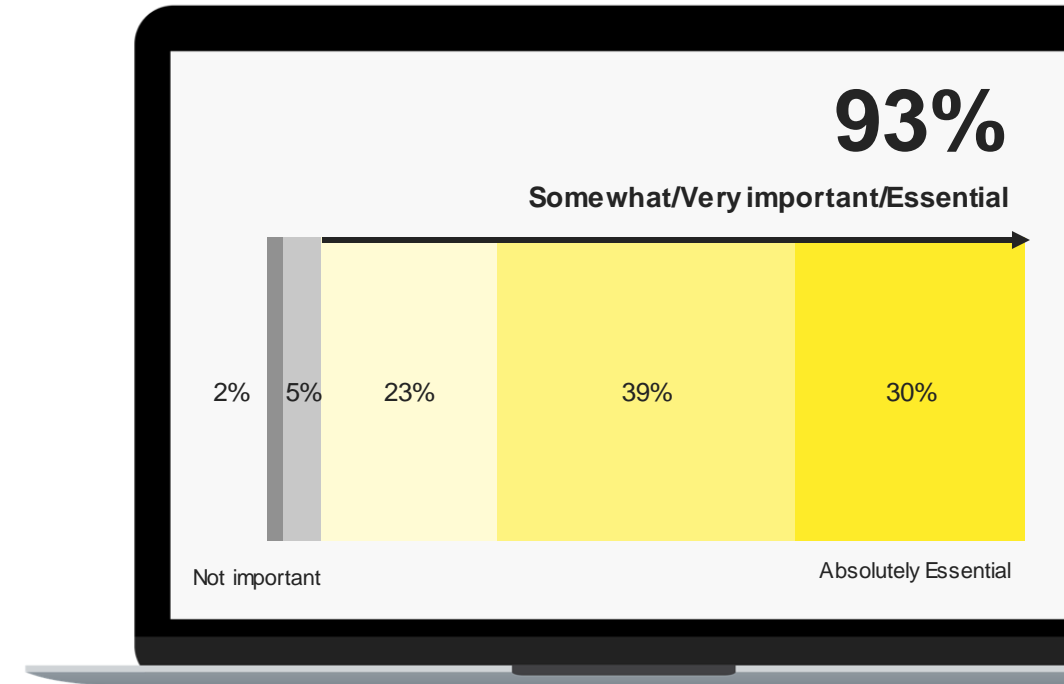**Most children are addicted to screens (e.g., TV, computer, tablet, smartphone, etc.)**

85%
AGREE
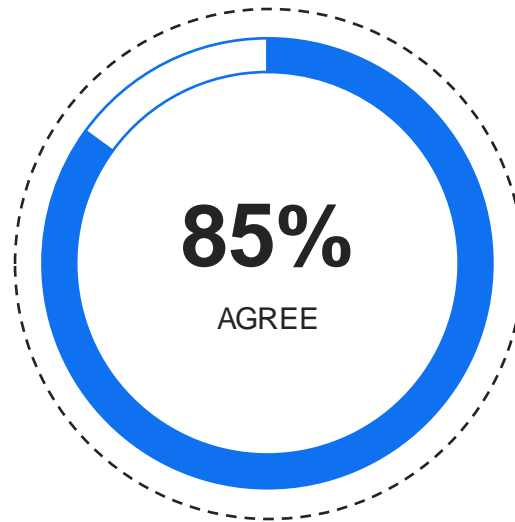
Parents are relying too much on screens to keep their children busy

Importance for Parents to Manage Their Children's Screen Time
(Global Total)

93%
Somewhat/Very important/Essential

| 2% | 5% | 23% | 39% | 30% |

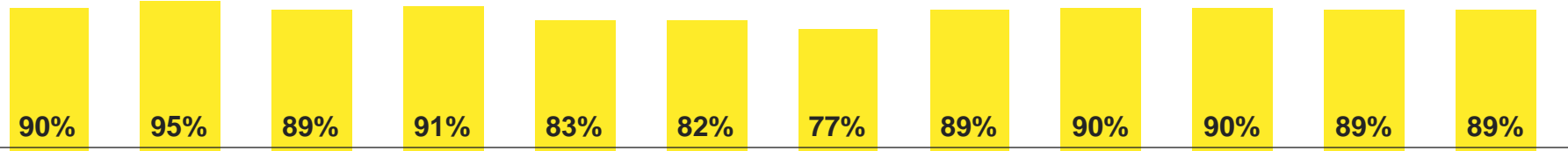Not important   Absolutely Essential

In All Countries Surveyed, Majorities Believe Most Children are Addicted to Screens and that Parents are Relying on Screens Too Much to Keep Their Children Occupied

% Agree by Country

	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
Most children are addicted to screens (e.g., TV, computer, tablet, smartphone, etc.)	90%	95%	89%	91%	83%	82%	77%	89%	90%	90%	89%	89%
Parents are relying too much on screens to keep their children busy	89%	94%	88%	87%	85%	72%	69%	76%	90%	89%	88%	88%
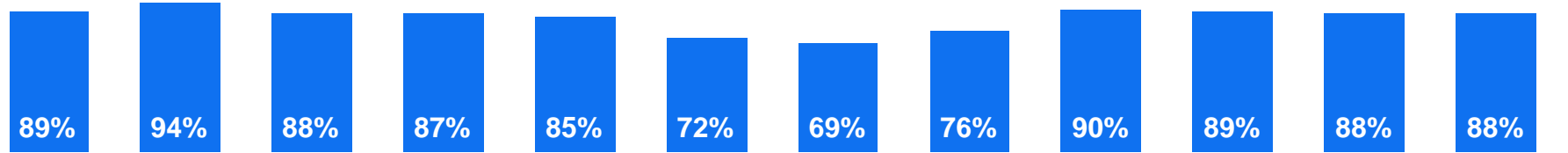
% Absolutely Essential/Very Important by Country

	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
Manage their screen time usage (e.g., set screen time limits, take away their devices, turn off the internet, etc.)	72%	83%	68%	65%	61%	68%	36%	84%	72%	81%	71%	70%

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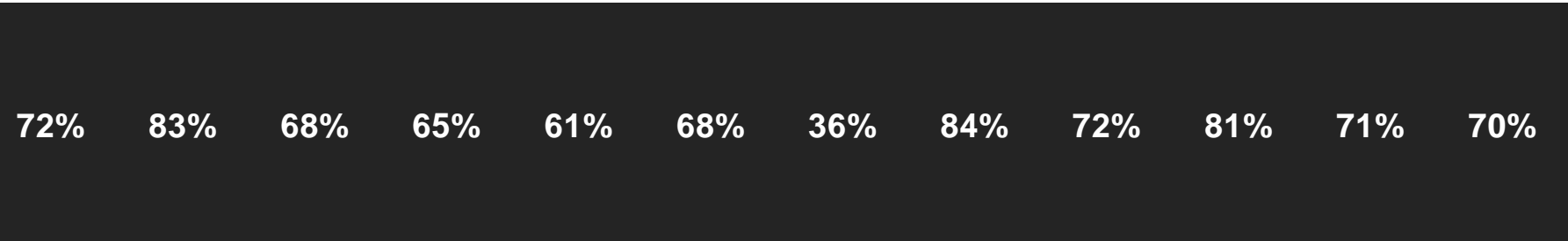
While Just Two in Five Admit to Actively Tracking the Amount of Time They Look at Screens Per Week, The Vast Majority Agree Parents Should Actively Track This for Their Children

% Agree
(Global Total)
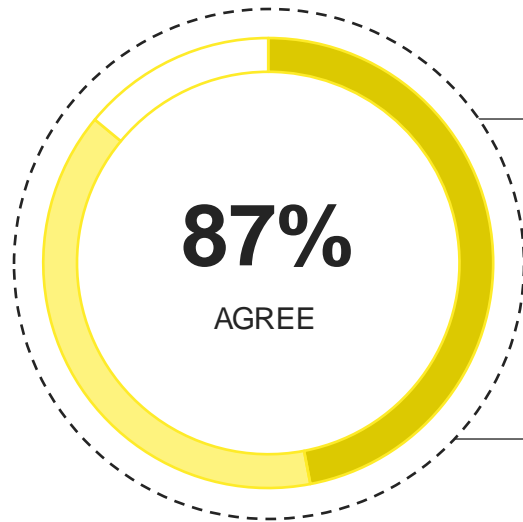
87%
AGREE

42%
AGREE

Parents should actively track the amount of time their children spend looking at screens each week

I actively track the amount of time I spend looking at screens each week

47% Strongly Agree | **39%** Somewhat Agree
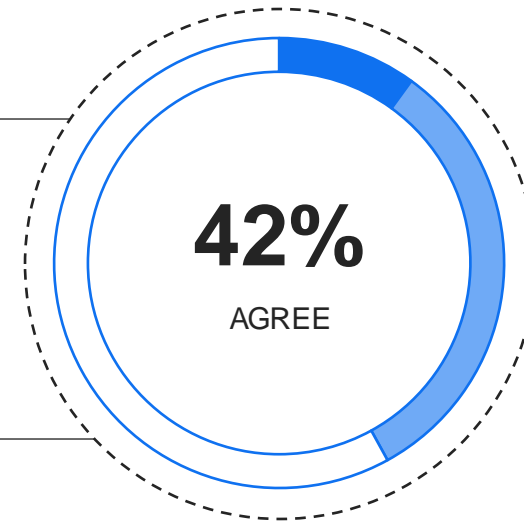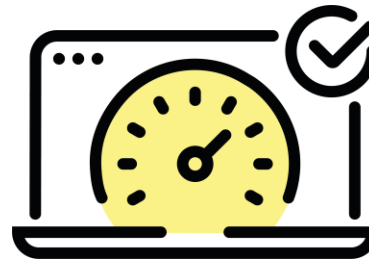
12% Strongly Agree | **30%** Somewhat Agree

Adults in Japan are Least Likely to Agree That They Track Their Own Screen Time and to Feel That Parents Should Track Their Children's Screen Time

Canada: 90% / 37%
USA: 89% / 40%
Mexico: 93% / 67%
Brazil: 96% / 62%
UK: 89% / 33%
Germany: 89% / 37%
Spain: 92% / 39%
France: 90% / 42%
India: 80% / 64%
Japan: 52% / 18%
Australia: 89% / 36%
New Zealand: 91% / 32%

% Agree by Country

● (yellow) Parents should actively track the amount of time their children spend looking at screens each week

● (blue) I actively track the amount of time I spend looking at screens each week

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16
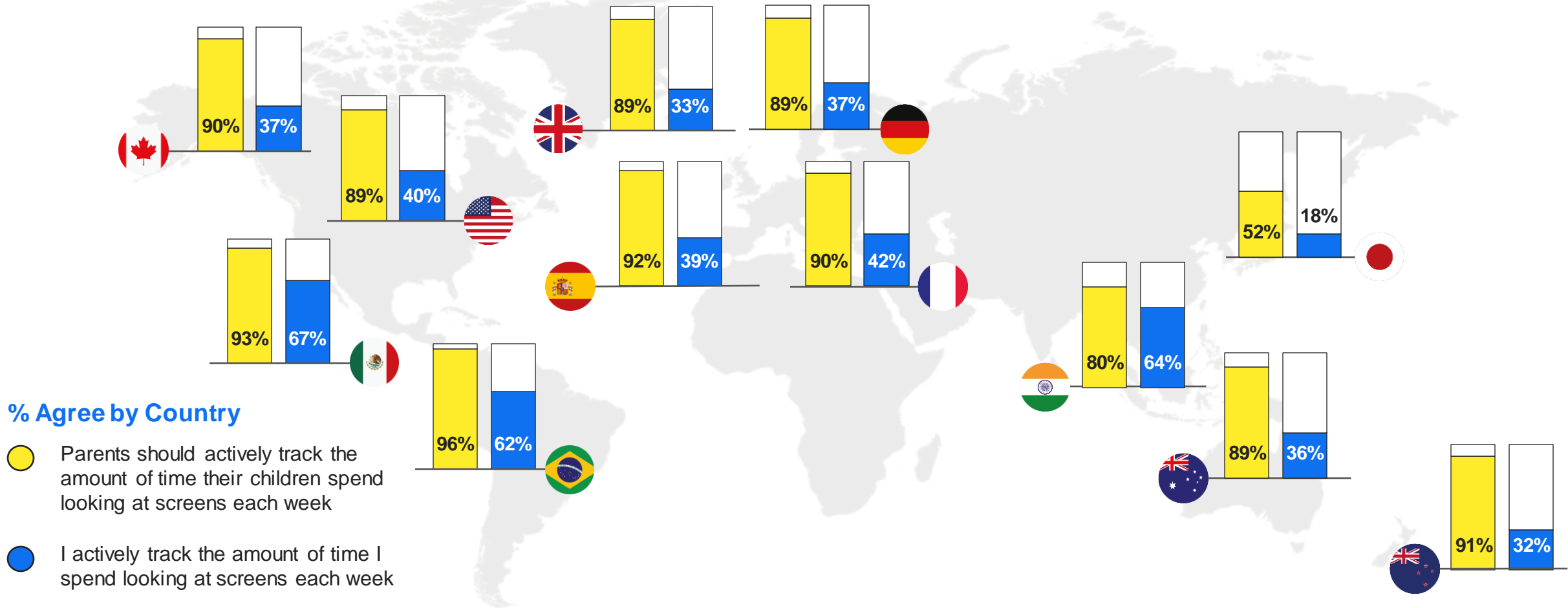
Parents May be Feeling a Call to Action – Majorities Have Taken Some Measure to Limit Their Children's Screen Time, Including Encouraging Other Activities to Keep Their Children Busy

Actions Taken to Limit Child(ren)'s Screen Time
(Global Total Among Parents of Children Under 18)

ANY NET		93%

Encourage other activities to keep my child(ren) busy	50%	Set time limits on specific applications	32%
Talk to my child(ren) about the dangers of too much screen time	47%	Reduce my own screen time as an example	32%
Set time limits on overall screen time	45%	Establish technology free zones	21%
Set aside times of the day that are technology free	42%	Other	2%
Use parental controls on devices	35%	None	7%

Have Taken Any Action to Limit Child(ren)'s Screen Time by Country
(Among Parents of Children Under 18)

Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N.Z.	Spain	U.K.	U.S.
94%	98%	93%	91%	86%	98%	63%	98%	89%	97%	94%	91%

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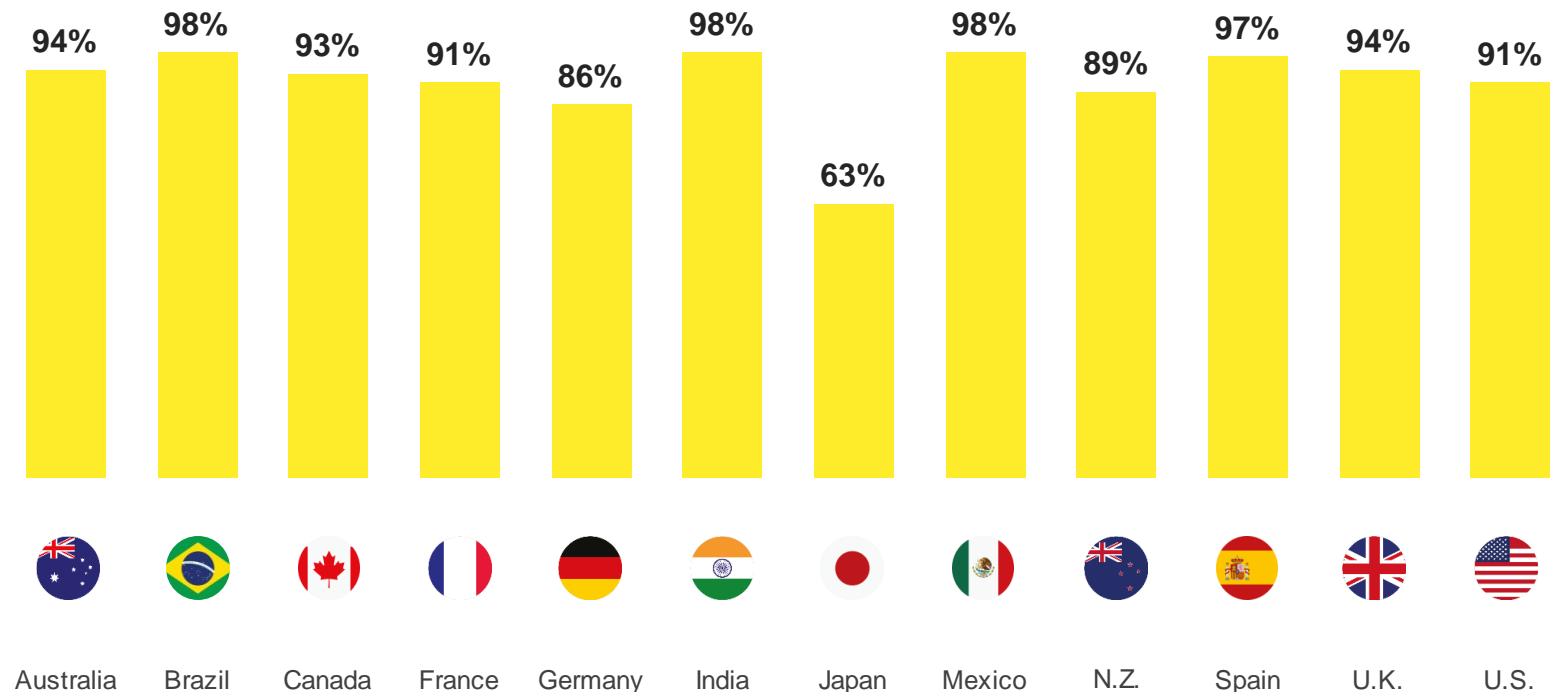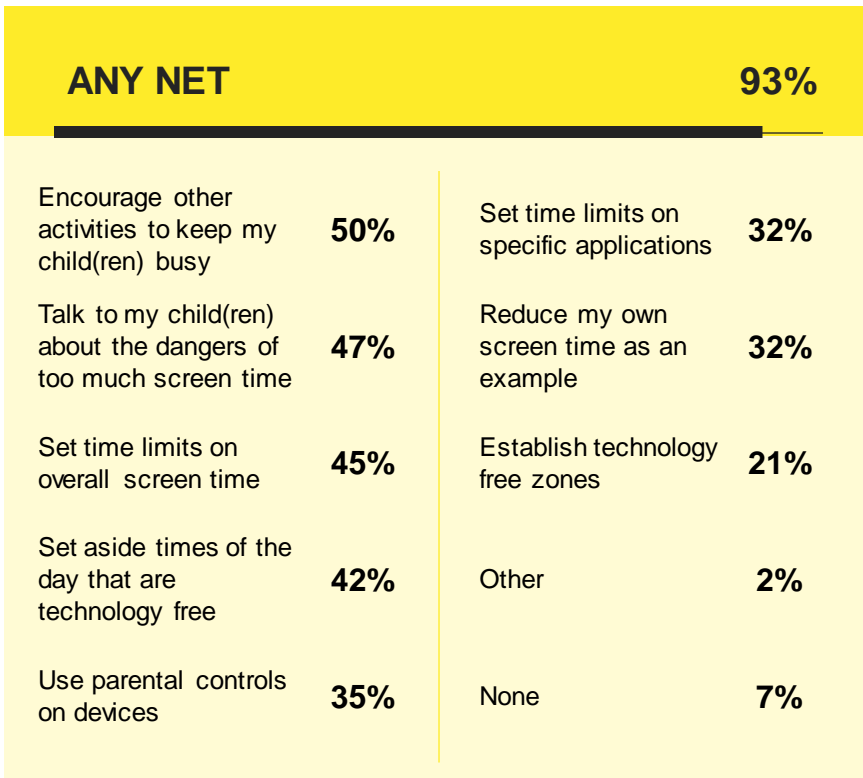
Device Security & Safety

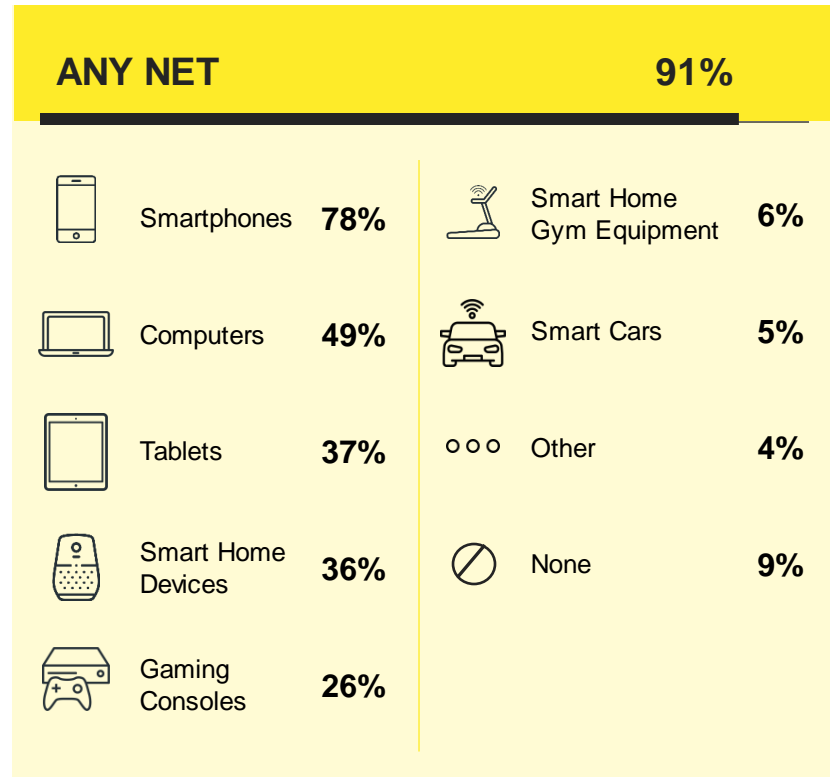The majority believe it is at least somewhat likely for a variety of connected devices to be hacked, but despite awareness of the risk involved, consumers still own an average of five connected devices and one-fifth of device owners have not taken action to protect themselves and their devices. Perhaps unsurprisingly then, the vast majority agree they would like more information on how to keep their connected devices secure.

3

Consumers Own an Average of Five Connected Devices, and More Than Three in Four Report They Purchased a New Smartphone in The Last Three Years

Average Number of Connected Devices Owned Per Household
(By Country)

Global Total

5.1

5.6
5.3
6.0
3.7
4.3
4.8
4.2
5.7
5.6
5.0
5.5
5.9
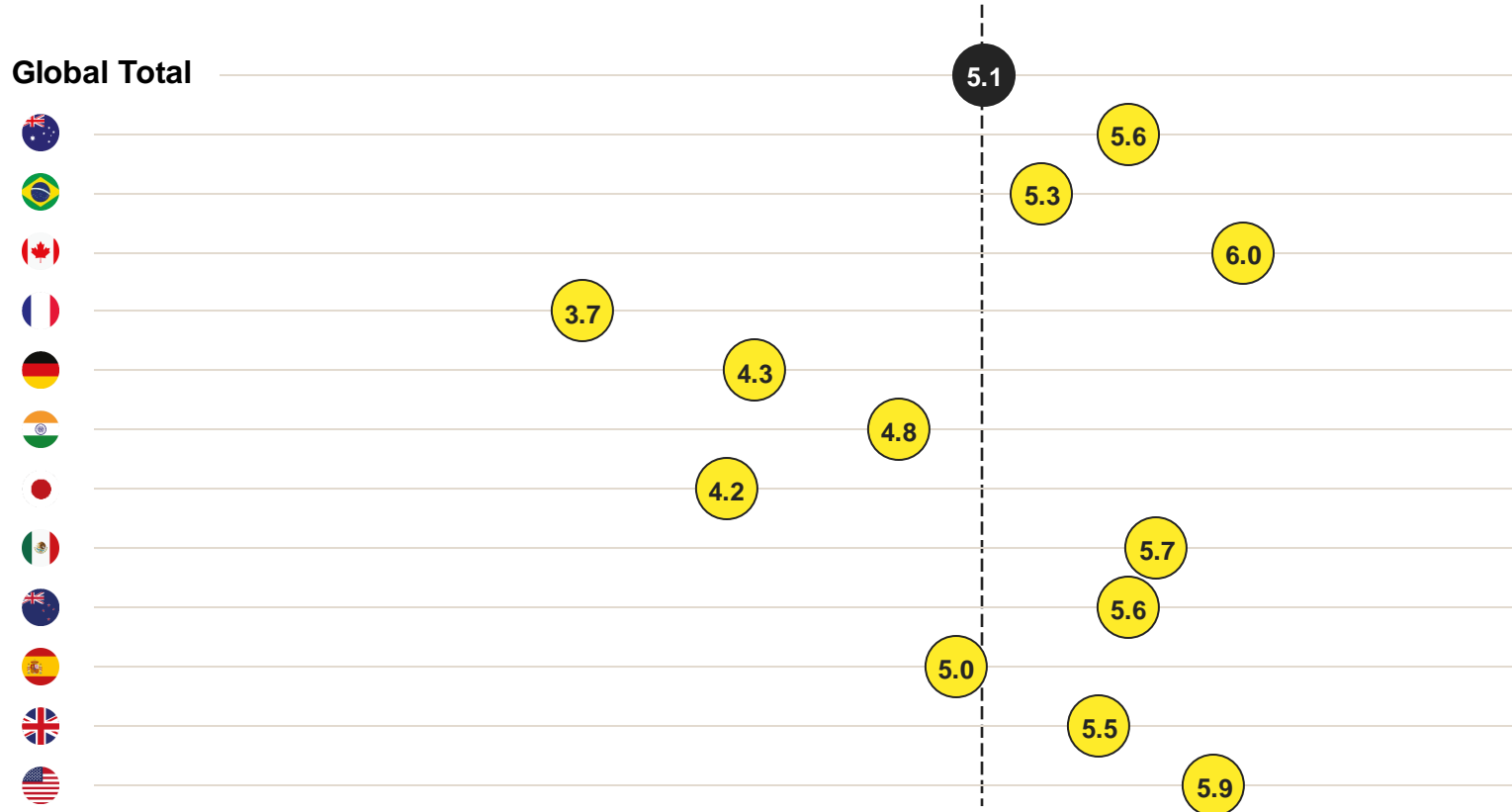
Connected Devices Purchased in the Past 3 Years
(Global Total of Those Who Own Connected Devices)

ANY NET	91%

Smartphones	**78%**	Smart Home Gym Equipment	**6%**
Computers	**49%**	Smart Cars	**5%**
Tablets	**37%**	Other	**4%**
Smart Home Devices	**36%**	None	**9%**
Gaming Consoles	**26%**		

Most Consumers Believe it is at Least Somewhat Likely That Computers, Smartphones, and Tablets Will be Hacked

Perceived Likeliness for Devices to be Hacked
(Global Total)

Computers — 81%
- 20%
- 30%
- 31%

Smartphones — 78%
- 19%
- 27%
- 33%

Tablets — 73%
- 14%
- 25%
- 34%

Smart Home Devices — 63%
- 10%
- 19%
- 34%

Smart Cars — 58%
- 9%
- 17%
- 33%

Gaming Consoles — 57%
- 9%
- 17%
- 31%

Smart Home Gym Equipment — 52%
- 7%
- 14%
- 30%

Legend:
- Extremely likely
- Very likely
- Somewhat likely
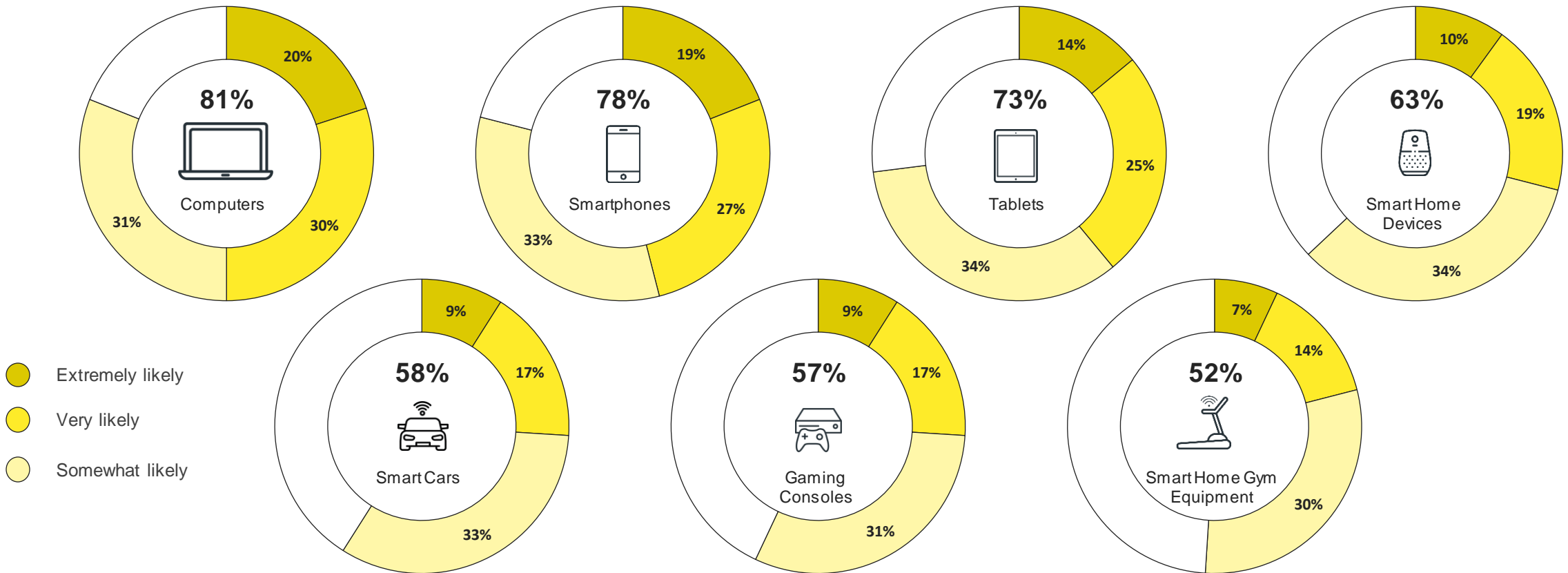
Across the Board, Consumers Perceive Computers to be at High Risk for Cyber Attacks

Perceived Likeliness for Devices to be Hacked by Country (Top 3)
(% At least somewhat likely)

	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
Computers	87%	84%	84%	80%	66%	81%	76%	84%	89%	76%	84%	85%
Smartphones	81%	84%	77%	75%	66%	83%	79%	81%	82%	74%	78%	81%
Tablets	79%	79%	74%	74%	60%	76%	64%	77%	80%	66%	75%	77%
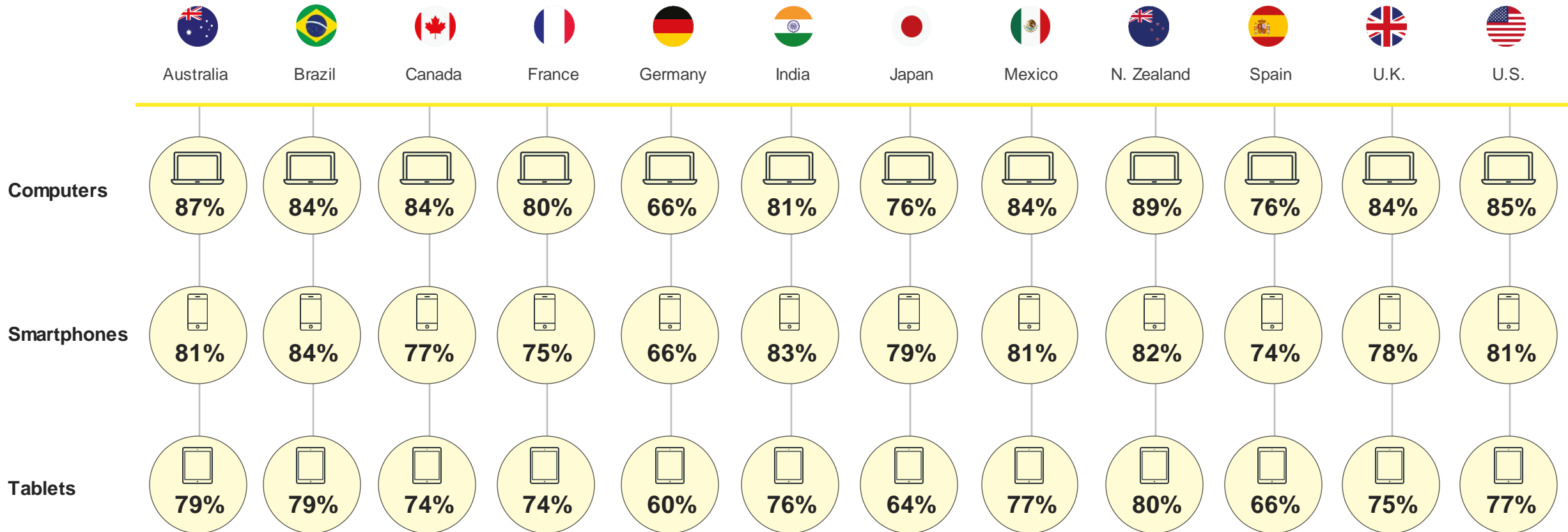
More Than Two in Five Device Owners Have No Idea How to Keep Their Devices Secure, and Eight in Ten Would Like More Information on How to Keep Them Secure

% Agree
(Global Total of Those Who Own a Connected Device)

81%
AGREE

I would like more information on how to keep my connected devices secure.

45%
AGREE

I have no idea how keep my connected devices secure.

38%
AGREE

I'm not worried about someone hacking my connected devices.

A Minority Across Countries, with the Exception of Germany, Are *Not* Worried About Someone Hacking Their Connected Devices
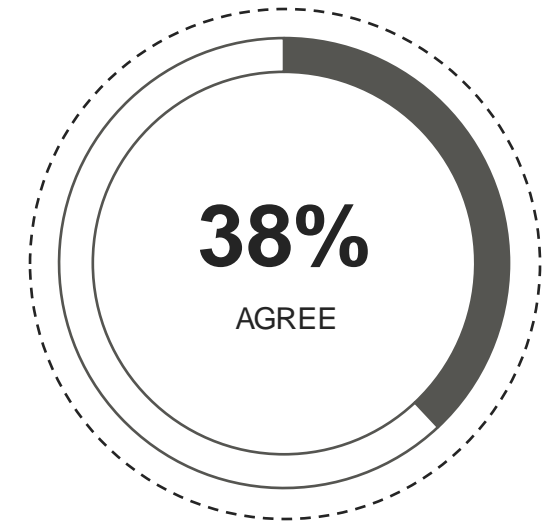
% Agree by Country
(Among Those Who Own a Connected Device)
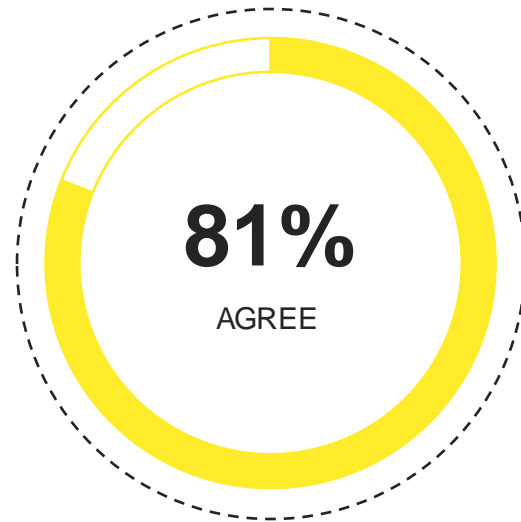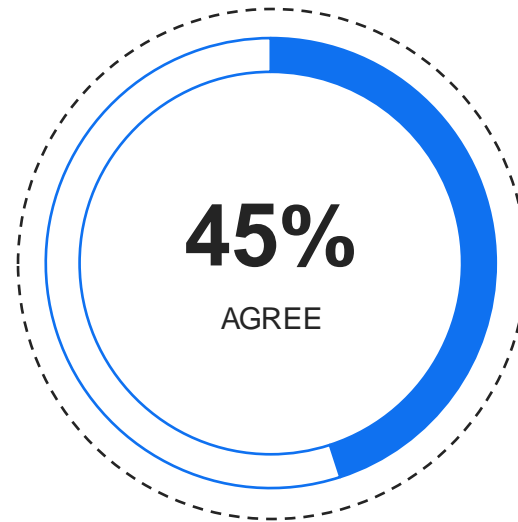
	I would like more information on how to keep my connected devices secure.	I have no idea how keep my connected devices secure.	I'm not worried about someone hacking my connected devices.
Australia	78%	41%	45%
Brazil	90%	38%	22%
Canada	81%	38%	41%
France	76%	50%	37%
Germany	73%	51%	50%
India	80%	47%	46%
Japan	78%	64%	36%
Mexico	90%	41%	29%
New Zealand	78%	43%	41%
Spain	86%	49%	26%
UK	78%	40%	41%
US	78%	44%	42%
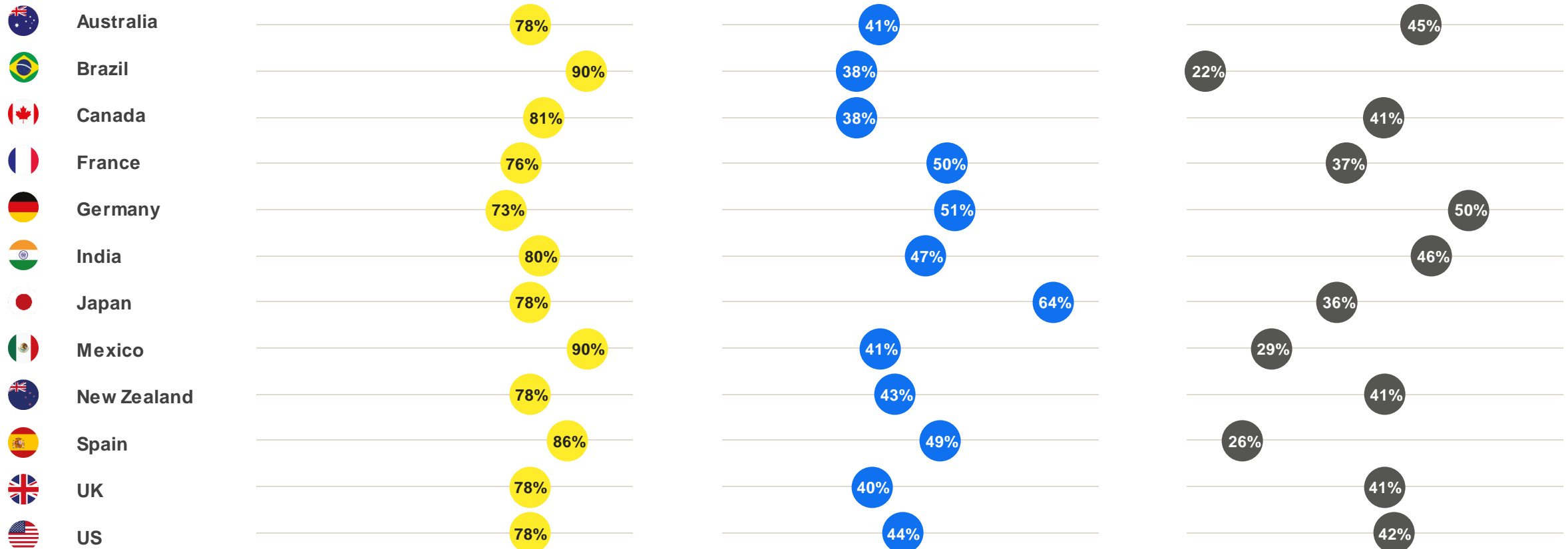
Concern Doesn't Drive All to Action. Nearly One in Five Consumers Have Not Taken Any Action to Protect Their Connected Devices

Steps Taken to Secure Connected Devices
(Global Total of Those Who Own Connected Devices)

- Denied permissions: 36%
- Changed the default password(s): 35%
- Regularly updated the device password(s): 30%
- Disabled location features: 30%
- Installed cybersecurity software on my device(s): 29%
- Covered up the camera on the device: 23%
- Made my router more secure: 19%
- Turned off/ muted microphone or voice control features: 19%
- Turned off data back up: 13%
- Disabled video-storing capabilities: 10%
- Other: 1%
- Nothing: 19%

81% Have taken at least one of these steps

Have Not Taken Any Action to Secure Devices by Country
(Among Those Who Own a Connected Device)

Country	%
Australia	21%
Brazil	9%
Canada	18%
France	18%
Germany	16%
India	7%
Japan	45%
Mexico	14%
New Zealand	21%
Spain	15%
UK	22%
US	18%

Looking From Preventative to Reactive, If One of Their Connected Devices Were Hacked, The Majority of Device Owners Say They Would Take Action

Steps They Would Take if One of Their Devices Were Hacked
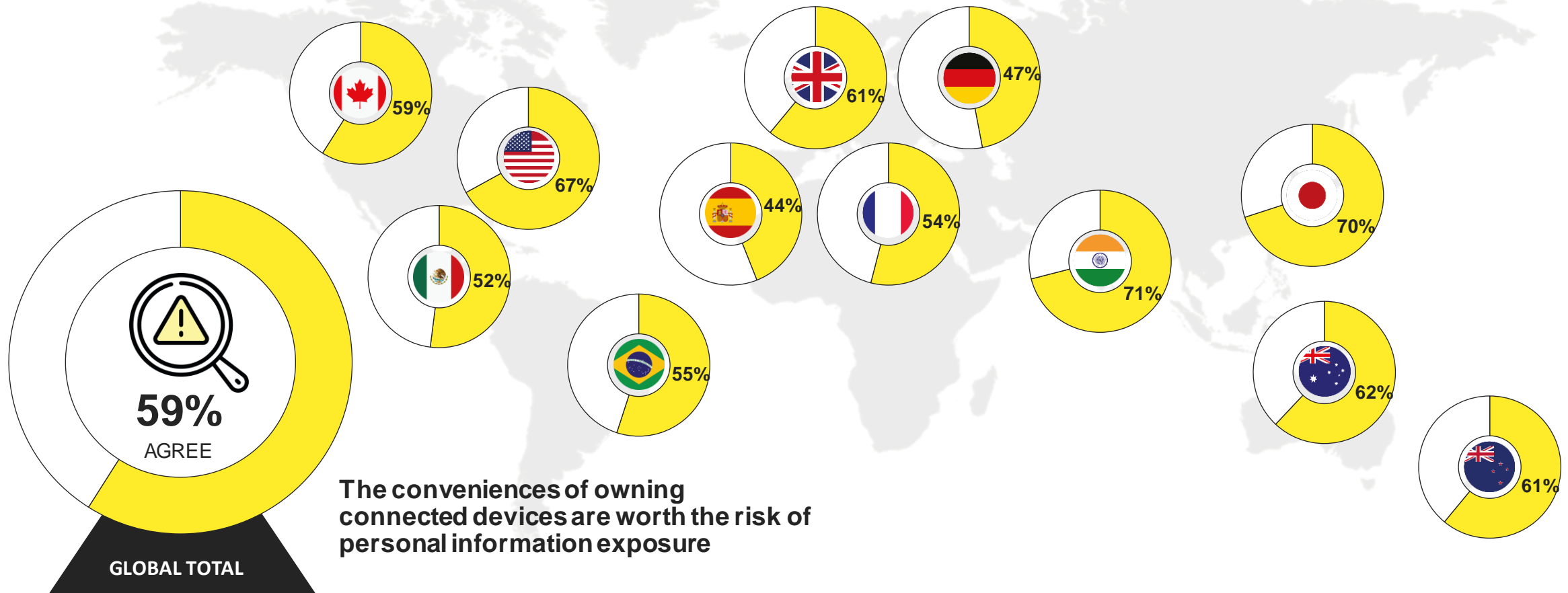(Global Total of Those Who Own Connected Devices)

89%
Would take any action if their device were hacked

Category	Percentage
Change my security settings or passwords	52%
Reset the device	37%
Install security software or increase pre-existing security software	32%
Search online for help	28%
Restart the device	23%
Ask family/ friends for help	23%
Contact my cybersecurity company for help	20%
Call the police or local law enforcement	20%
Contact seller/ manufacturer for help	14%
Go to the retailer where the device was purchased for help	11%
Get rid of the device	7%
Other	1%

Would Take Any Action If Devices Were Hacked By Country
(Among Those Who Own a Connected Device)

Country	
Australia	90%
Brazil	97%
Canada	86%
France	91%
Germany	90%
India	94%
Japan	77%
Mexico	95%
New Zealand	87%
Spain	91%
UK	88%
US	87%

Despite High Awareness that Connected Devices Can be Hacked, Device Owners Still Agree The Conveniences of Owning Connected Devices are Worth the Risks

% Agree
(Among Those Who Own a Connected Device)

59% AGREE

GLOBAL TOTAL

The conveniences of owning connected devices are worth the risk of personal information exposure

Canada 59%

United States 67%

Mexico 52%

Brazil 55%

United Kingdom 61%

Germany 47%

Spain 44%

France 54%

India 71%

Japan 70%

Australia 62%

New Zealand 61%

Lessons In Cyber Safety

Most consumers feel that conversations around online security should start young, with 4 in 5 believing it's absolutely essential or very important for parents to teach their children about Cyber Safety, and more than 9 in 10 saying these conversations are more important now than ever before. However, adults may need to take a closer look at their own cyber safety behaviors as nearly 3 in 5 admit to using personal information in their password(s), and only around a third who own a Wi-Fi router change their router password more than once a year.
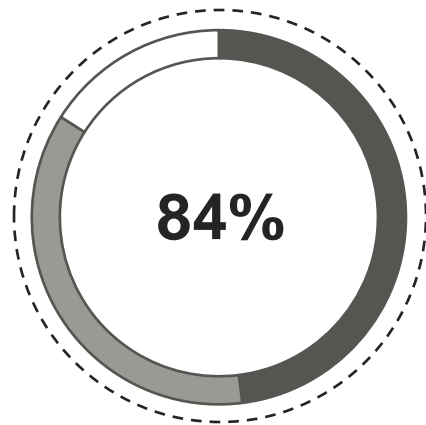
Adults See Children's Cyber Safety Education to be as Important as Lessons Concerning Healthy Habits, Life Skills and Emergency Preparedness

Importance for Parents to Do Each of The Following with Their Children
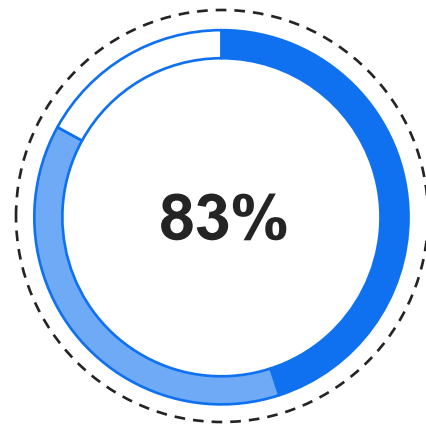(Global Total % Absolutely Essential/Very Important)
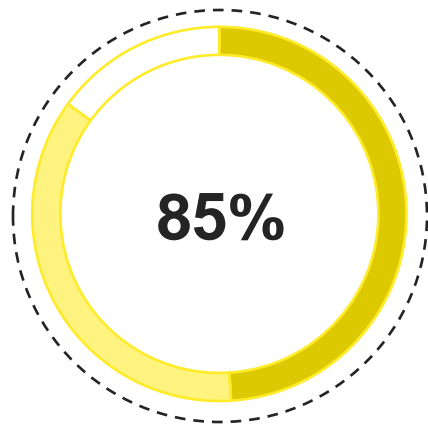
85%	**84%**	**83%**	**81%**	**72%**
Teach them to develop healthy habits	**Teach them basic life skills**	**Help them to be prepared for an emergency**	**Teach them about cyber safety**	**Monitor their online activity**
49% Absolutely Essential	**48%** Absolutely Essential	**45%** Absolutely Essential	**44%** Absolutely Essential	**34%** Absolutely Essential
36% Very Important	**36%** Very Important	**38%** Very Important	**37%** Very Important	**38%** Very Important
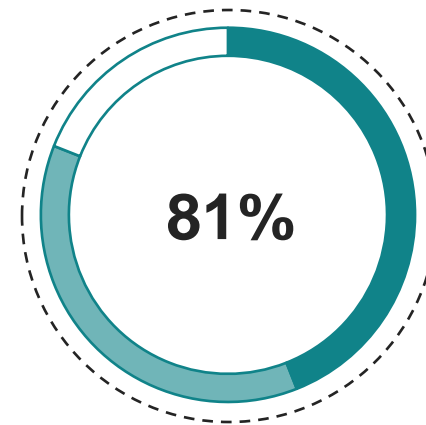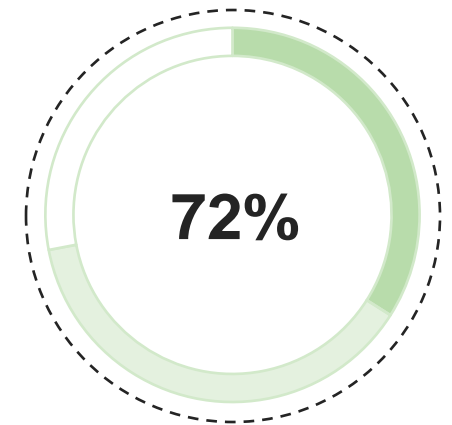
Similarly, The Majority of Adults in All Countries Surveyed, Except for Japan, Believe it is Important for Parents to Monitor Their Children's Online Activity

Importance of Parents Doing Each of The Following with Their Children by Country
(% Absolutely Essential/Very Important)

	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
Teach them about cyber safety (i.e., ways to protect themselves and their information online)	85%	87%	86%	73%	76%	78%	63%	89%	88%	86%	83%	84%
Monitor their online activity (e.g., restrict access to certain applications or websites, track their browser history, etc.)	72%	87%	72%	68%	68%	71%	39%	87%	71%	78%	74%	75%
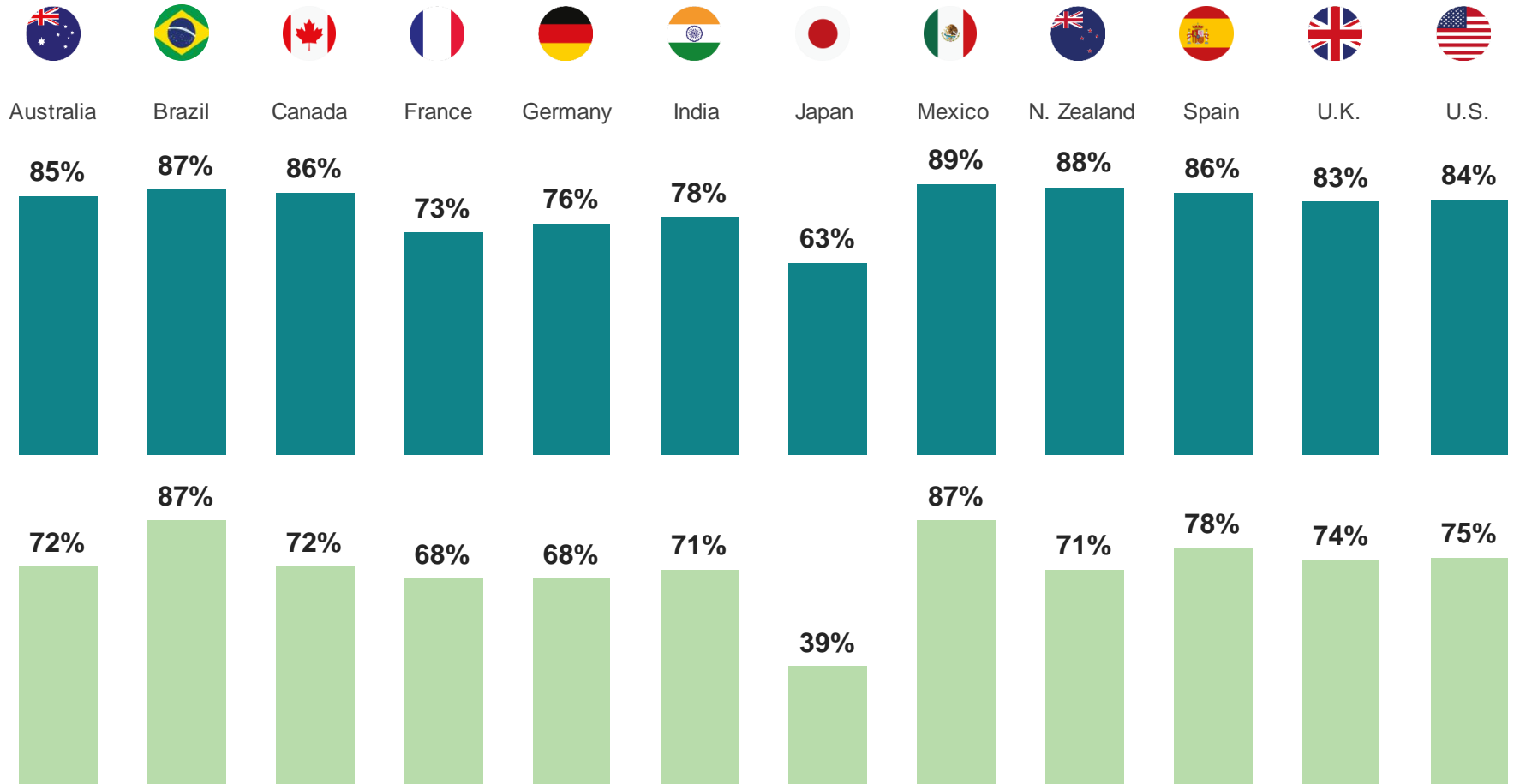
Parents Themselves Report Regularly Educating Their Children on How to Safely Access Online Content, Which May be Why Many Trust Their Children to Browse the Internet Unmonitored

% Agree
(Among Parents of Children Under 18)

Canada: 88% / 69%
United States: 82% / 66%
Mexico: 90% / 61%
Brazil: 93% / 42%
United Kingdom: 88% / 72%
Germany: 74% / 64%
Spain: 88% / 44%
France: 88% / 68%
Japan: 61% / 55%
India: 81% / 75%
Australia: 88% / 73%
New Zealand: 84% / 62%

GLOBAL TOTAL: 85% / 62%

◯ I regularly educate my child(ren) on how to safely access content online

● I trust my child(ren) to browse the internet unmonitored

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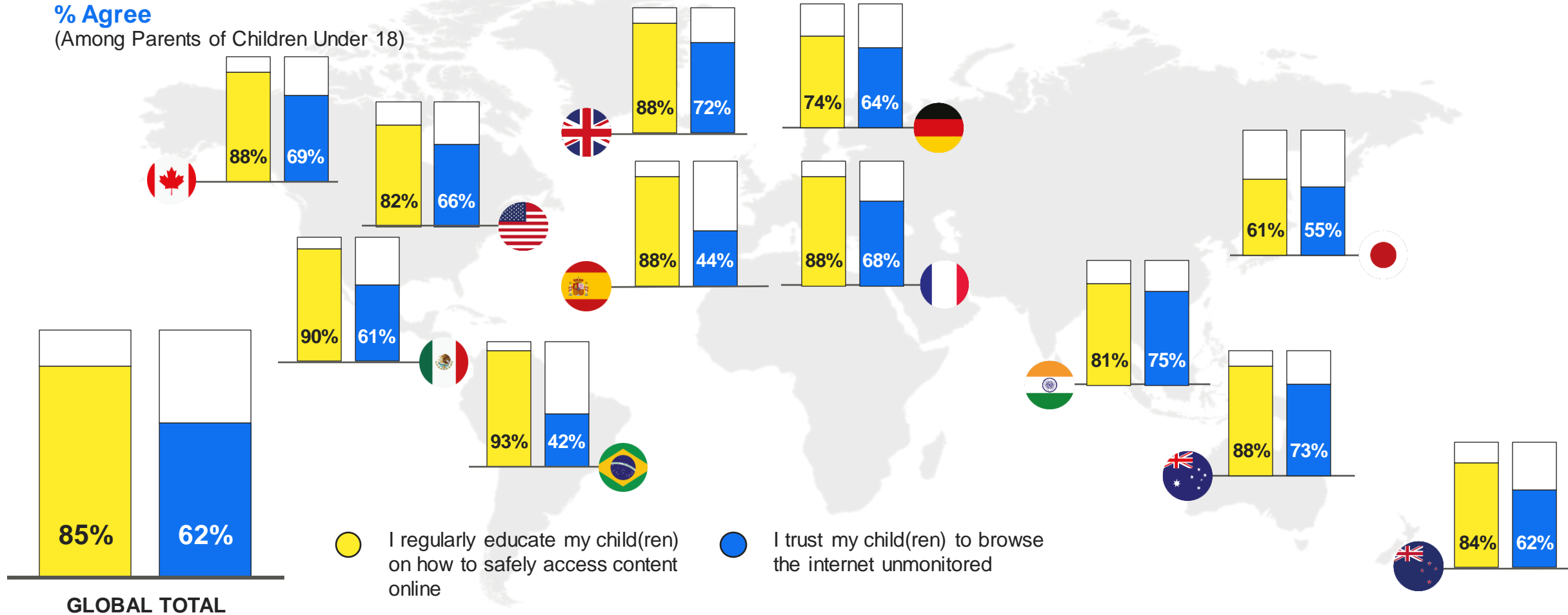
# Though Most Feel it is More Important Now Than Ever for Parents to Talk to Their Children About Cyber Safety, Around Three in Four Concede it is Difficult For Parents to Keep Children Safe Online

% Agree

Canada: 95% / 75%
United States: 92% / 78%
Mexico: 95% / 82%
Brazil: 96% / 82%
UK: 93% / 78%
Germany: 92% / 76%
Spain: 93% / 78%
France: 91% / 75%
India: 86% / 74%
Japan: 87% / 76%
Australia: 96% / 82%
New Zealand: 97% / 80%

GLOBAL TOTAL: 93% / 78%

🟡 It's more important now than ever before for parents to talk to their children about cyber safety

🔵 It is difficult for parents to keep children safe when they are online

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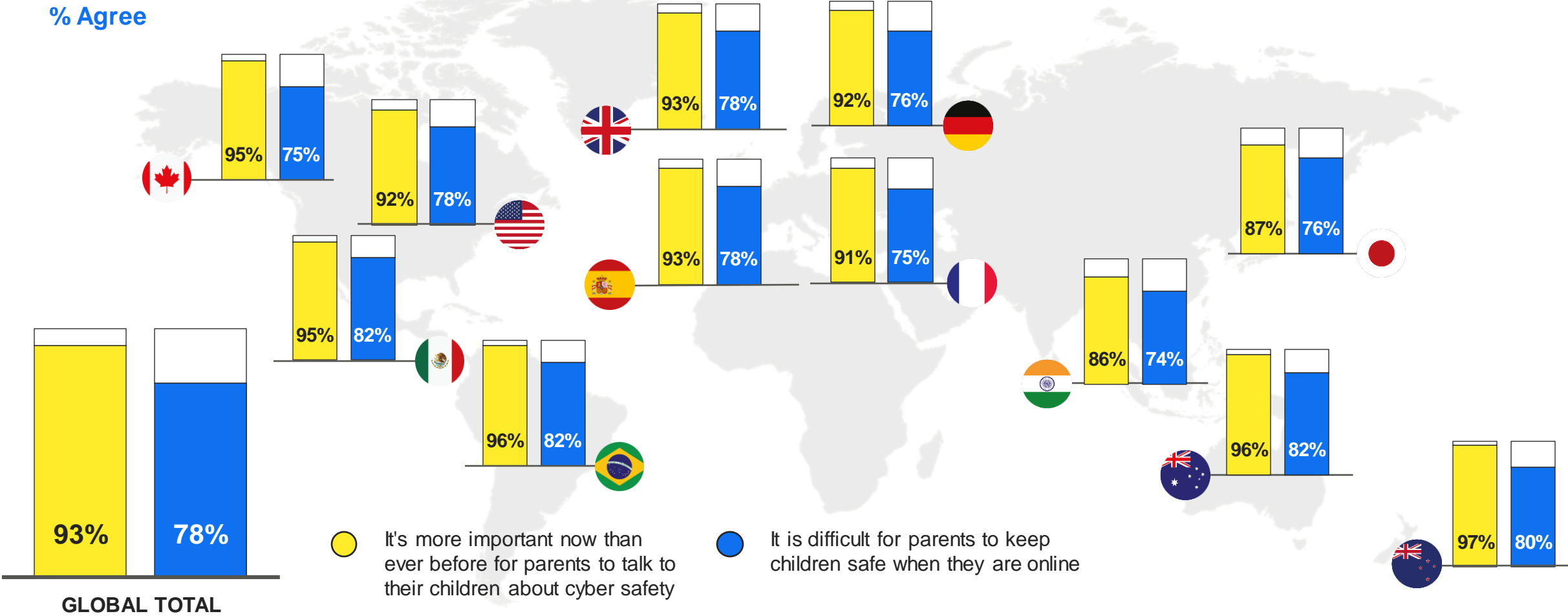
Despite These Efforts, More Than One in Four Parents Globally Report That Their Child(ren) Have Clicked on a Suspicious Link on Their Smart Devices

Actions Children Have Taken on Smart Devices Without Permission
(Global Total among Parents of Children Under 18)

- **31%** Contacted someone unintentionally
- **27%** Clicked on a suspicious link
- **25%** Posted to my social media account(s)
- **20%** Gave away personal information
- **20%** Accessed mature or age-inappropriate content
- **19%** Made an unauthorized purchase
- **3%** Other
- **33%** None

67% Report their children have taken any actions on smart devices without permission
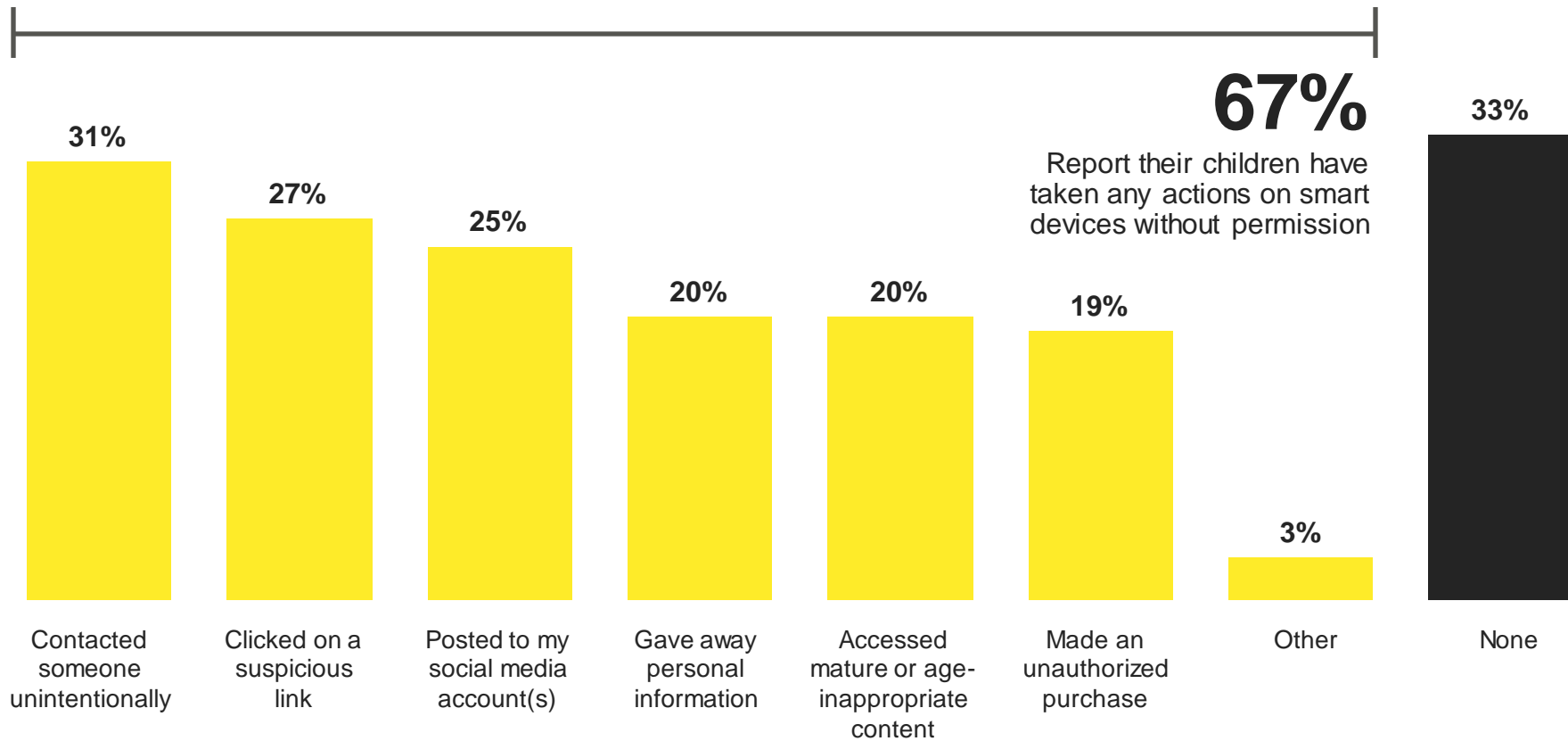
Children Have Taken Any Actions on Smart Devices Without Permission by Country
(Among Parents of Children Under 18)

Country	%
Australia	67%
Brazil	74%
Canada	60%
France	64%
Germany	62%
India	78%
Japan	30%
Mexico	69%
New Zealand	52%
Spain	77%
UK	61%
US	72%

Whether They Are Parents or Not, The Majority of Adults Across the Board Believe it is at Least Somewhat Likely That Children Under 18 Will Give Away Personal Information Online

Likelihood of Children Under 18 to Give Away Personal Information
(Global Total)

Not At All **9%**

Extremely **14%**

Not Very **13%**

79% LIKELY

Very **29%**

Somewhat **35%**

GLOBAL TOTAL

Likelihood of Children Under 18 to Give Away Personal Information by Country
(% At Least Somewhat Likely)

Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N.Z.	Spain	U.K.	U.S.
86%	78%	83%	74%	79%	73%	66%	67%	87%	82%	87%	84%
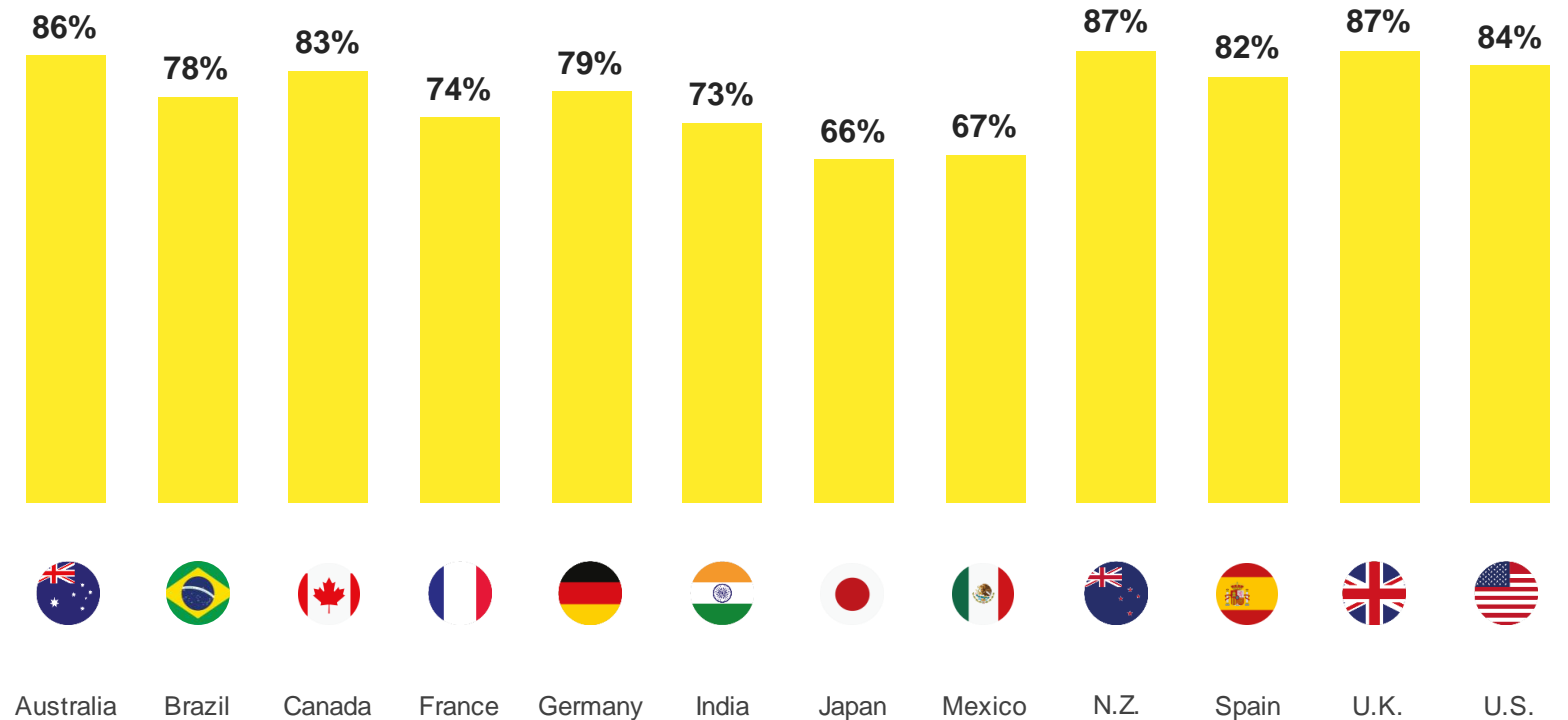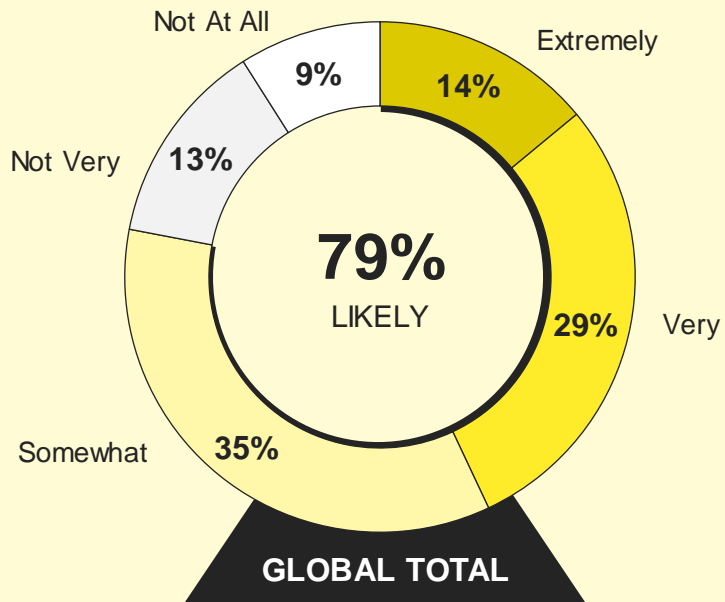
Still, Children Aren't the Only Ones Who Could Benefit From Cyber Safety Lessons. Nearly Three in Five Adults Admit To Using Personal Information in Their Password(s)

	GLOBAL	🇦🇺	🇧🇷	🇨🇦	🇫🇷	🇩🇪	🇮🇳	🇯🇵	🇲🇽	🇳🇿	🇪🇸	🇬🇧	🇺🇸
Ever Use Personal Information in Passwords (Net)	**58%**	52%	70%	49%	59%	45%	79%	56%	66%	56%	53%	48%	59%

46% NAME

21%	18%	12%	9%	8%	5%		22%	12%
PET'S NAME	MY NAME	CHID(REN)"S NAME	OTHER FAMILY MEMBER'S NAME	CURRENT PARTNER'S NAME	FORMER PARTNER'S NAME		SEQUENCE OF NUMBERS	MY FAVORITE HOBBY
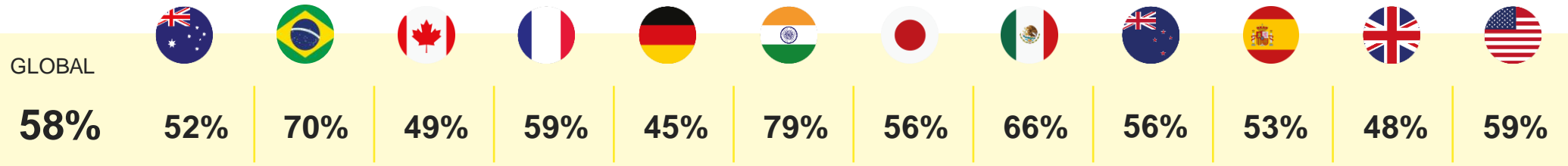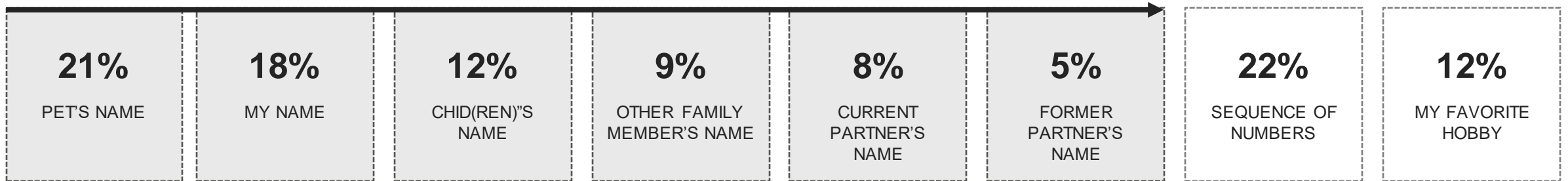
32% BIRTHDAY
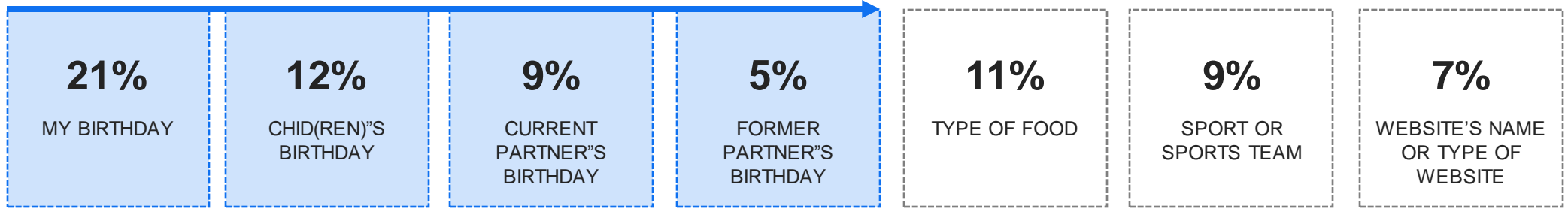
21%	12%	9%	5%	11%	9%	7%	Common Information used in Passwords (Global Total)
MY BIRTHDAY	CHID(REN)"S BIRTHDAY	CURRENT PARTNER"S BIRTHDAY	FORMER PARTNER"S BIRTHDAY	TYPE OF FOOD	SPORT OR SPORTS TEAM	WEBSITE'S NAME OR TYPE OF WEBSITE	

Globally, Only Around a Third of Adults Who Own a Wi-Fi Router Change Their Router Password More than Once a Year, and Even Fewer in Japan and New Zealand

Frequency of Updating Wi-Fi Password
(Global Total Of Those Who Own a Wi-Fi Router)

EVER NET — 69%

More than once a year — 36%

Once a year or less often — 15%

Have not changed the password since router setup — 19%

Never - I have kept the default password — 18%

Not at all sure — 13%
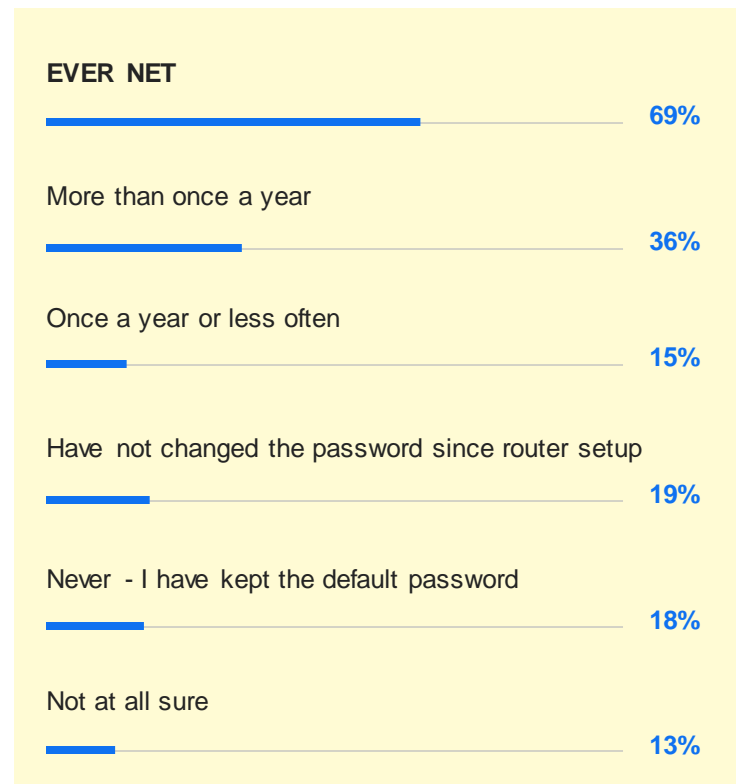
Update Wi-Fi Password More Than Once a Year By Country
(Among Those Who Own a Wi-Fi Router)

Country	%
Australia	33%
Brazil	45%
Canada	32%
France	37%
Germany	40%
India	65%
Japan	13%
Mexico	45%
N.Z.	17%
Spain	29%
U.K.	29%
U.S.	41%
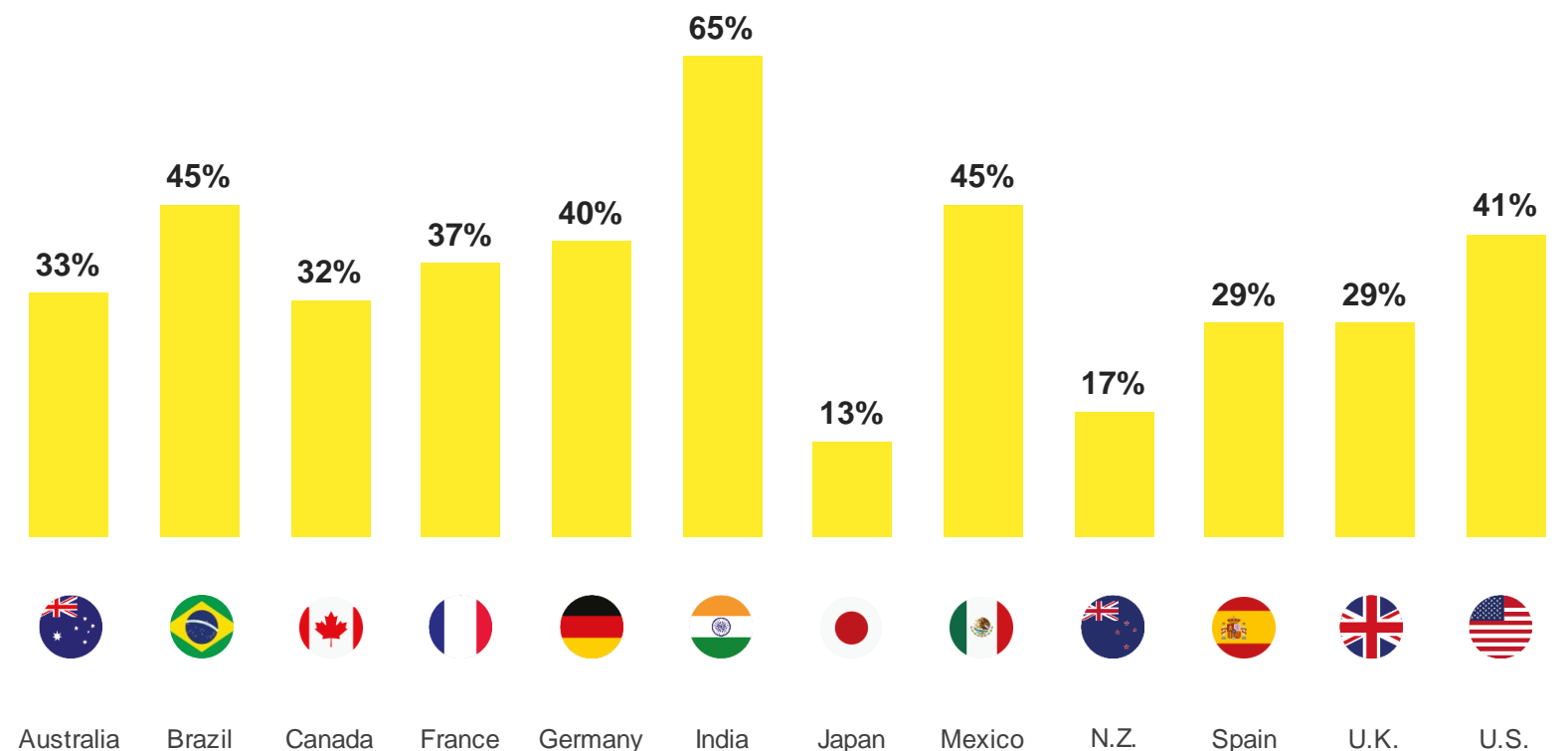
Smart Home Devices

Many consumers own smart home devices and report that they purchase these devices to make their life more convenient or to make their home more secure. Still, for some, concerns surrounding privacy, security, lack of information and lack of transparency are strong enough to prevent them from purchasing smart home devices. When it comes to device security, just a slight majority take additional precautions to protect their smart home devices, and 3 in 5 are worried that having their smart home devices connected to the internet is opening themselves up for risk.

Nearly Seven in Ten Globally Own a Smart Home Device, Most Commonly a Smart TV or Smart Speaker/Home Assistant

Smart Home Devices Owned
(Global Total)

69% OWN SOME TYPE OF SMART HOME DEVICE

52% Smart TV

27% Smart Speaker/Home Assistant

14% Smart Camera

13% Smart Lighting

12% Smart Kitchen Appliance

10% Smart Doorbells

8% Smart Thermostat

7% Smart Cars

7% Smart Door Locks

6% Smart Home Gym Equipment

31% Do not own any
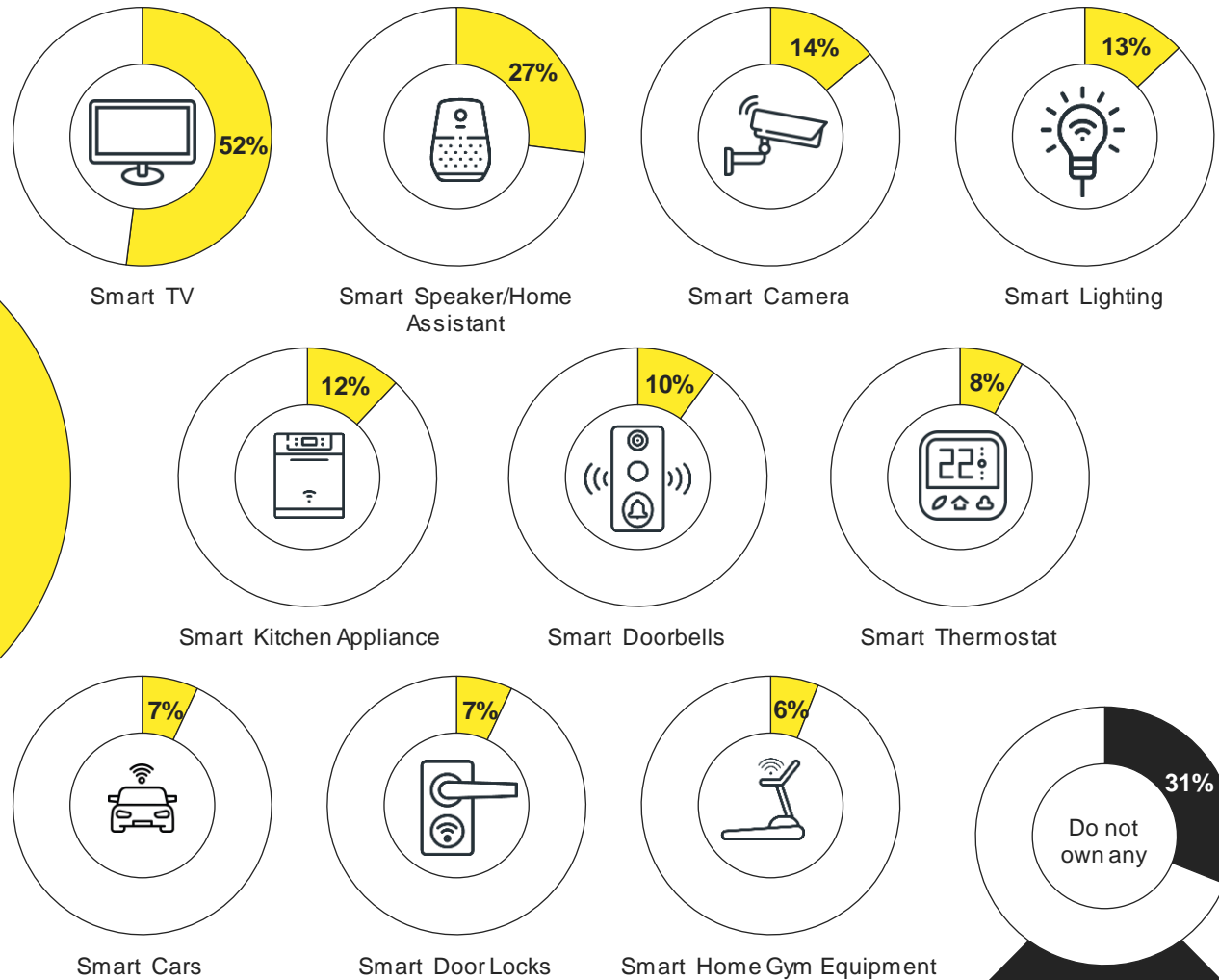
% Who Own a Smart Device by Country

Country	%
Australia	73%
Brazil	86%
Canada	69%
France	61%
Germany	67%
India	84%
Japan	24%
Mexico	81%
New Zealand	62%
Spain	74%
UK	74%
US	78%

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When Asked Why They Purchase Smart Home Devices, Convenience, Security, and Keeping up with the Latest Technology Top the List

Reasons for Purchasing Smart Home Devices
(Global Total of Those Who Own a Smart Home Device)

Reason	Percentage
To make my life more convenient	56%
To make my home more secure	32%
To keep up with the latest technology	29%
To keep up with the technology my friends, family members, and/or neighbors are using	20%
To make my home more accessible to those with mobility issues	16%
To keep an eye on my pets or children while I'm away	16%
My kids wanted me to buy smart home devices [PARENTS OF CHILDREN UNDER 18 ONLY]	9%
Other	10%

Adults in India Are Most Likely to Report They Purchase Smart Home Devices to Make Their Home Secure

Top 3 Perceived Reasons for Purchasing Smart Home Devices by Country
(Among Those Who Own a Smart Home Device)

	To make my home more **secure**	To make my life more **convenient**	To keep up with the **latest technology**
Australia	26%	57%	26%
Brazil	39%	52%	40%
Canada	31%	55%	26%
France	28%	47%	21%
Germany	27%	50%	21%
India	48%	54%	44%
Japan	25%	70%	22%
Mexico	32%	67%	26%
New Zealand	23%	59%	26%
Spain	25%	60%	27%
UK	25%	56%	24%
US	40%	51%	34%
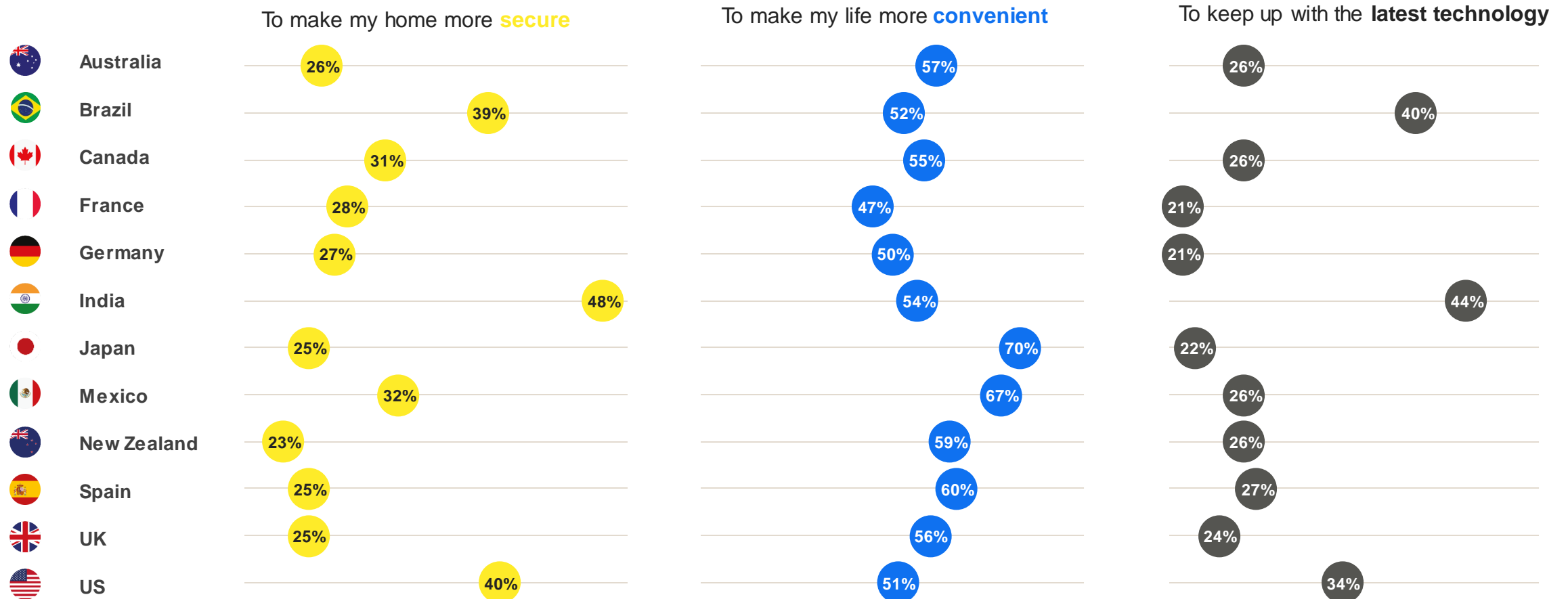
Yet, More Than Half of Consumers Have Decided *Not* to Purchase a Smart Home Device Because of Concerns Around Privacy, Security, and Lack of Information or Transparency

Have ever decided <u>not</u> to purchase a smart home device due to concerns (Global Total)

YES NET	**56%**
YES - Lack of information	**28%**
YES - Security concerns	**27%**
YES – Privacy concerns	**24%**
YES – Lack of Transparency	**19%**
None of These	**44%**

% Yes by Country

Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N.Z.	Spain	U.K.	U.S.
49%	59%	52%	55%	56%	78%	52%	64%	44%	59%	48%	52%
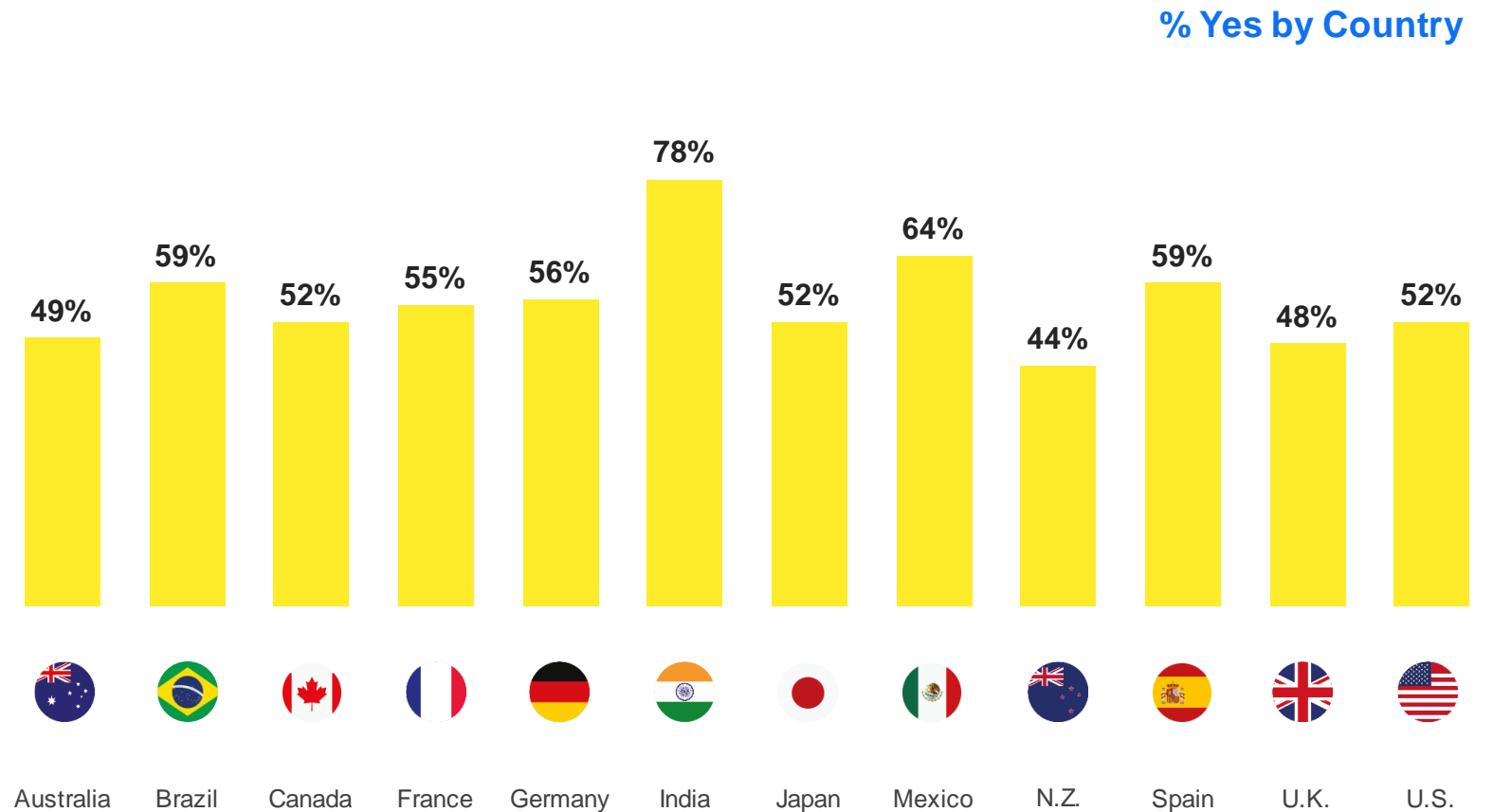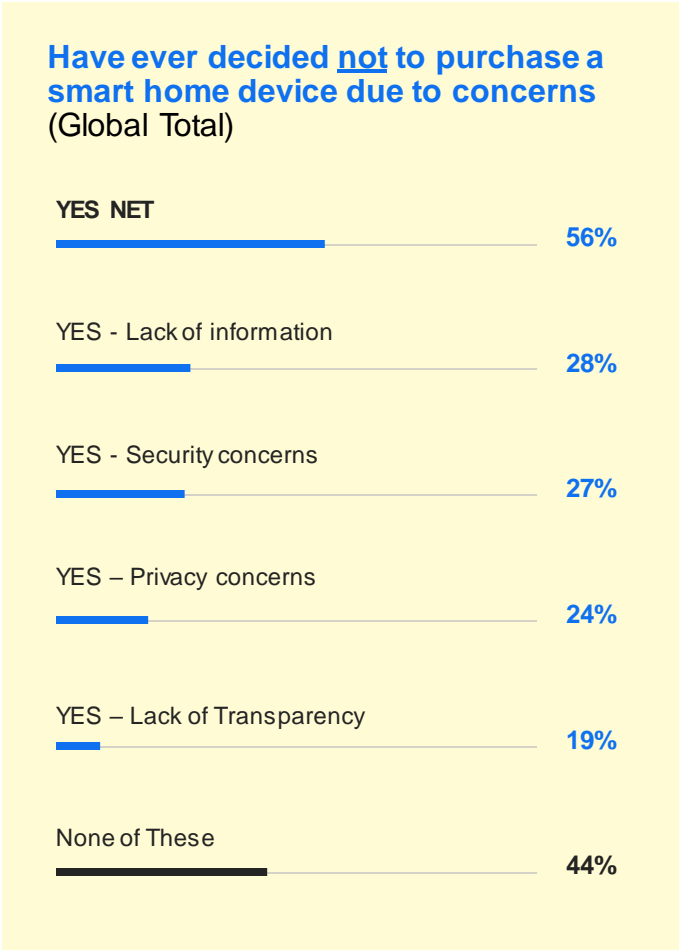
Around a Quarter of Consumers Globally Rely Solely on Security Features Built into Smart Home Devices to Keep Them Secure. Adults in Mexico are More Likely to Take Extra Precautions

How Consumers Secure Their Smart Home Devices
(Among Those Who Own Smart Home Devices)

Canada: 17%, 30%, 52%

United States: 11%, 27%, 61%

Mexico: 10%, 14%, 75%

Brazil: 15%, 16%, 68%

United Kingdom: 14%, 36%, 50%

Germany: 15%, 24%, 61%

Spain: 12%, 28%, 60%

France: 11%, 30%, 58%

India: 10%, 20%, 70%

Japan: 16%, 49%, 35%

Australia: 15%, 36%, 48%

New Zealand: 17%, 36%, 47%

GLOBAL TOTAL
59%
Use the security features built into the device and take additional precautions

13%, 27%, 59%

Legend:
- I use the security features built into the device as well as take additional precautions
- Nothing - I rely solely on the security features built into the device
- Not Sure

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While Three in Four Smart Home Device Owners Agree They are Comfortable with Their Devices, Many Worry that Connecting These Devices to the Internet is Opening Themselves up to Risk

% Agree
(Among Those Who Own a Smart Home Device)

I feel **comfortable** having smart home devices in my home — **76%**

Having smart home devices makes my home feel **more secure** — **65%**

I am worried that having my smart home devices connected to the internet is **opening myself up for risk** — **61%**

Having smart home devices makes me feel like I'm **being watched** — **51%**

Around Half of Smart Home Device Owners in All Countries – and Even Higher in India – Report that Having These Devices Makes Them Feel Like They Are Being Watched

% Agree by Country
(Among Those Who Own a Smart Home Device)

	I feel **comfortable** having smart home devices in my home	Having smart home devices makes my home feel **more secure**	I am worried that having my smart home devices connected to the internet is **opening myself up for risk**	Having smart home devices makes me feel like I'm **being watched**
Australia	77%	62%	63%	50%
Brazil	81%	76%	62%	47%
Canada	71%	59%	62%	54%
France	70%	56%	57%	47%
Germany	65%	50%	58%	50%
India	78%	75%	58%	61%
Japan	76%	63%	53%	45%
Mexico	87%	75%	61%	46%
New Zealand	77%	56%	60%	47%
Spain	76%	63%	69%	55%
UK	75%	62%	57%	51%
US	78%	71%	61%	50%
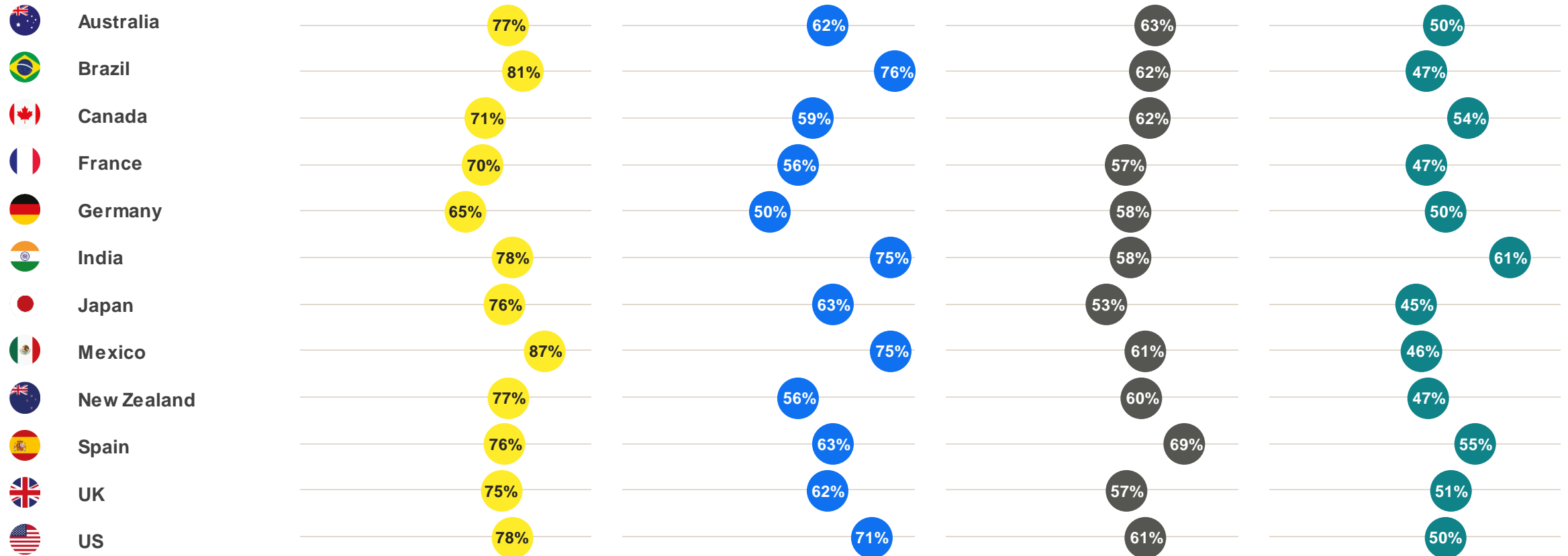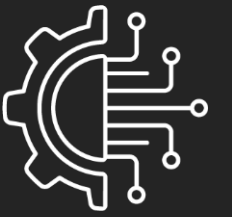
Work & Technology

With remote work becoming increasingly more common, reported benefits range from saving money to improved familial relationships – though some report working from home made it harder to dedicate time to their relationships. One pitfall of remote work is tech challenges, which the majority of remote workers have experienced and many report to be the worst part about working from home. Still, more than 3 in 5 consumers consider themselves the technology expert of their household and say their knowledge of technology has prevented others from being scammed.

Just Under Half of Consumers Globally Have Worked From Home at Some Point, With Many Reporting They Spent More Time With Their Romantic Partners as a Result

Amount of Time Spent with Romantic Partner While Working From Home
(Among Those Who Have Ever Worked From Home and Have a Romantic Partner)

● More Time (yellow) ● Same Amount of Time (blue) ● Less Time (black)

Chart values by country:

Country	More Time	Same Amount of Time	Less Time
GLOBAL TOTAL	42%	47%	11%
Australia	38%	53%	9%
Brazil	67%	22%	10%
Canada	32%	63%	5%
France	28%	63%	9%
Germany	27%	65%	7%
India	38%	39%	23%
Japan	26%	61%	13%
Mexico	55%	33%	12%
N. Zealand	35%	57%	8%
Spain	45%	48%	7%
U.K.	38%	50%	12%
U.S.	42%	50%	8%
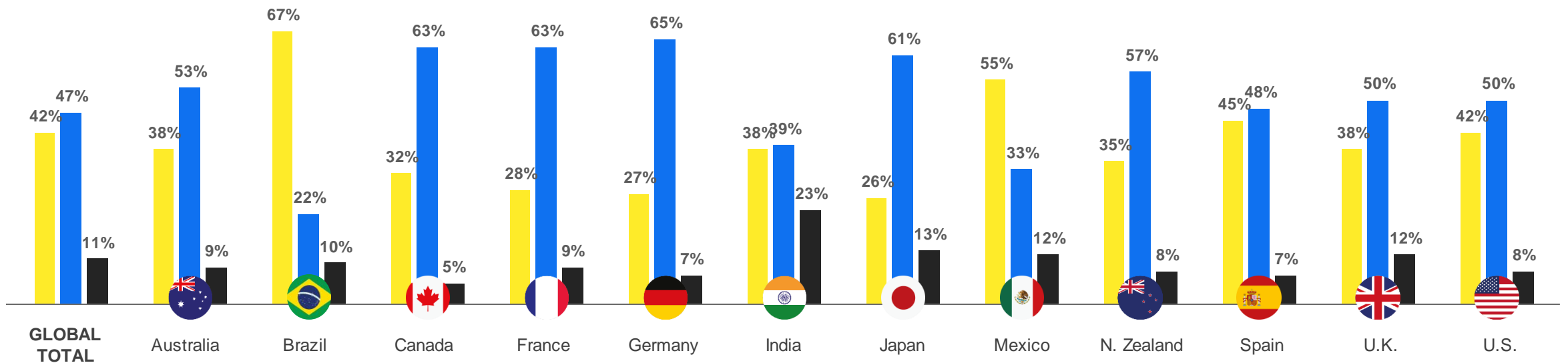
% Have Ever Worked From Home	Global Total	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
	49%	47%	71%	46%	34%	39%	78%	20%	69%	52%	39%	42%	46%

Quantity May Not Always Equal Quality - Many Remote Workers Say Working From Home Made it Harder to Dedicate Time to Their Relationships

% Agree
(Among Those Who Have Ever Worked From Home)

Working from home made it harder for me to dedicate time to my relationships.

GLOBAL	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
44%	42%	41%	38%	52%	42%	53%	48%	47%	33%	42%	43%	44%
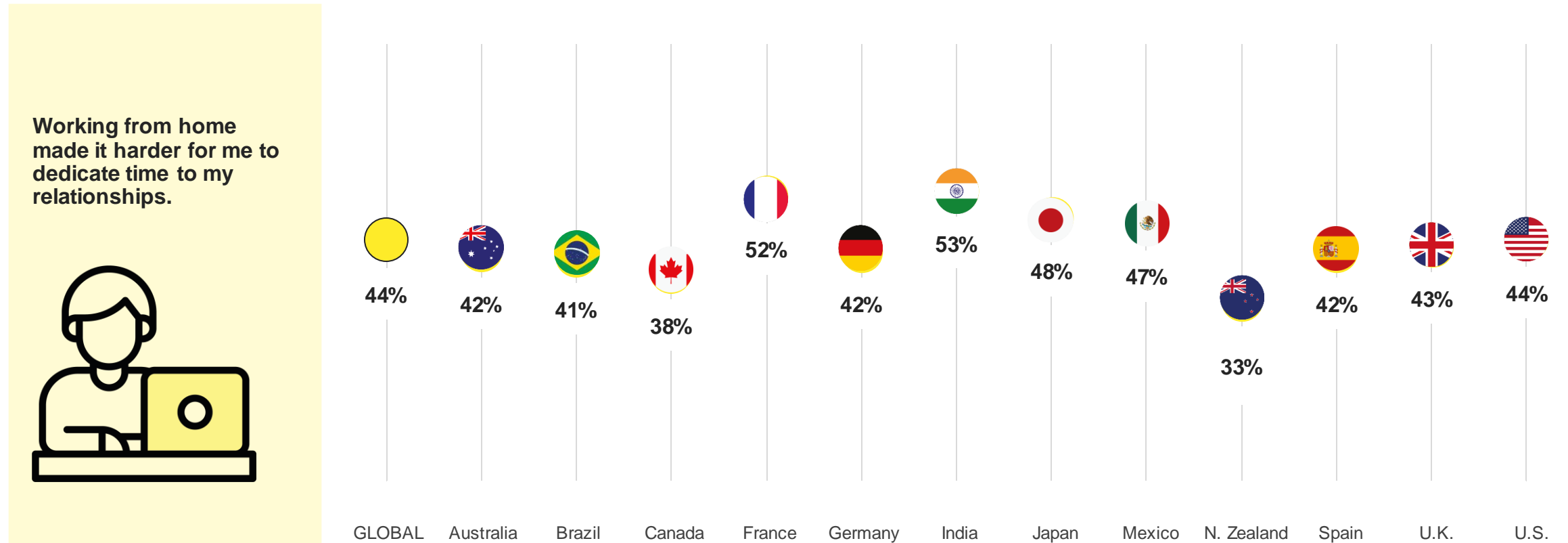
Still, Relationships with Children and Romantic Partners Were More Likely to Improve Among Remote Workers Than Relationships with Friends and Coworkers
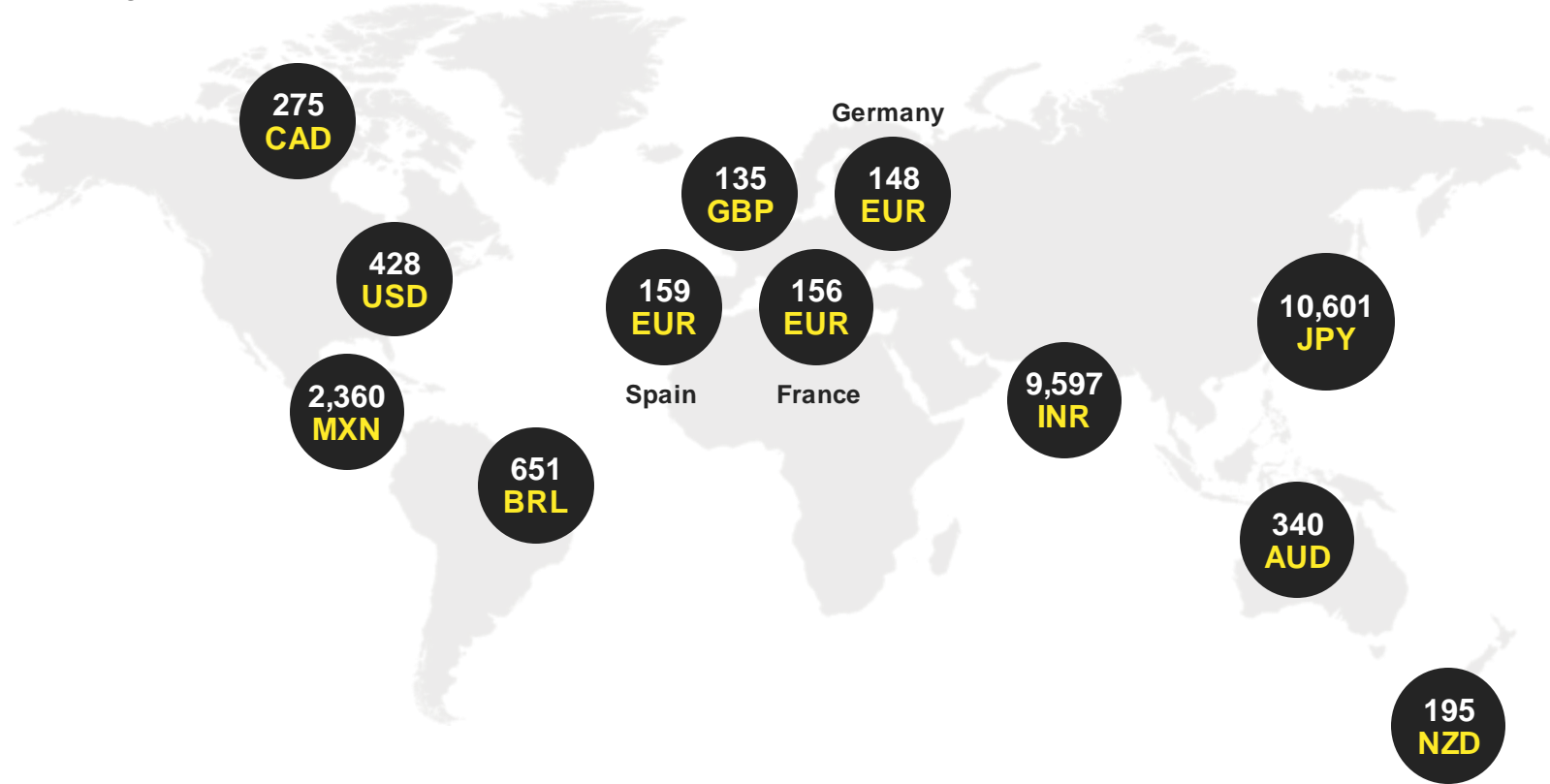
Relationships Got Better While Working From Home
(% Much/Somewhat Better of Those Who Have Ever Worked From Home)

	My relationship with **my child(ren)***	My relationship with **my spouse/partner^**	My relationships with **my friends**	My relationship with **my coworkers**
GLOBAL TOTAL	64%	52%	34%	31%
Australia	63%	53%	35%	27%
Brazil	80%	66%	42%	41%
Canada	52%	41%	23%	22%
France	44%	29%	19%	18%
Germany	45%	34%	27%	18%
India	71%	70%	55%	51%
Japan	42%	28%	15%	15%
Mexico	76%	66%	38%	40%
New Zealand	49%	43%	23%	19%
Spain	49%	42%	27%	21%
UK	62%	44%	29%	27%
US	71%	54%	44%	36%

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* Among parents of children under 18 only
^ Among those married/living with their partner

On a Positive Note, The Vast Majority of Remote Workers Say They Saved Money While Working from Home, Though Average Amounts Saved Per Month Vary by Country

Average Amount Saved per Month by Working from Home
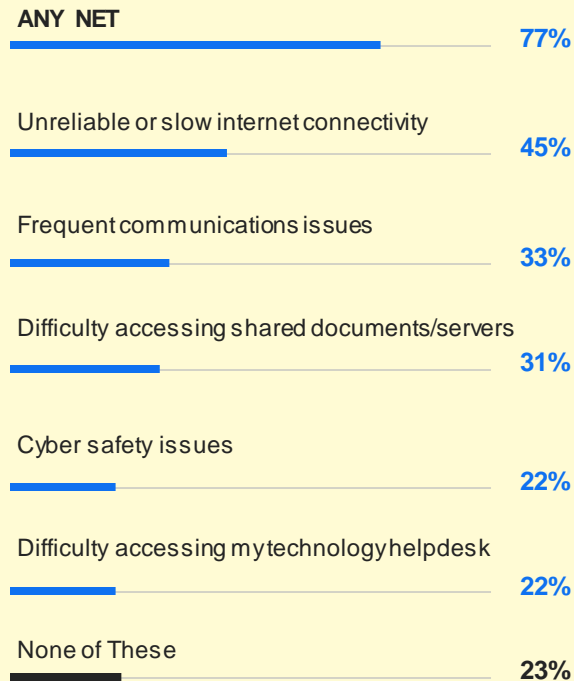(Among Those Who Ever Worked from Home)

275 CAD

428 USD

2,360 MXN

651 BRL

135 GBP

148 EUR — Germany

159 EUR — Spain

156 EUR — France

9,597 INR

10,601 JPY

340 AUD

195 NZD

Saved Any Money While Working From Home
(Among Those Who Ever Worked From Home)

	GLOBAL	90%
	Australia	90%
	Brazil	94%
	Canada	92%
	France	85%
	Germany	80%
	India	98%
	Japan	75%
	Mexico	94%
	New Zealand	87%
	Spain	90%
	UK	85%
	US	92%

On the Other Hand, the Majority of Remote Workers Have Experienced Technology Issues While Working from Home, and More Than One in Five Report Experiencing Cyber Safety Issues
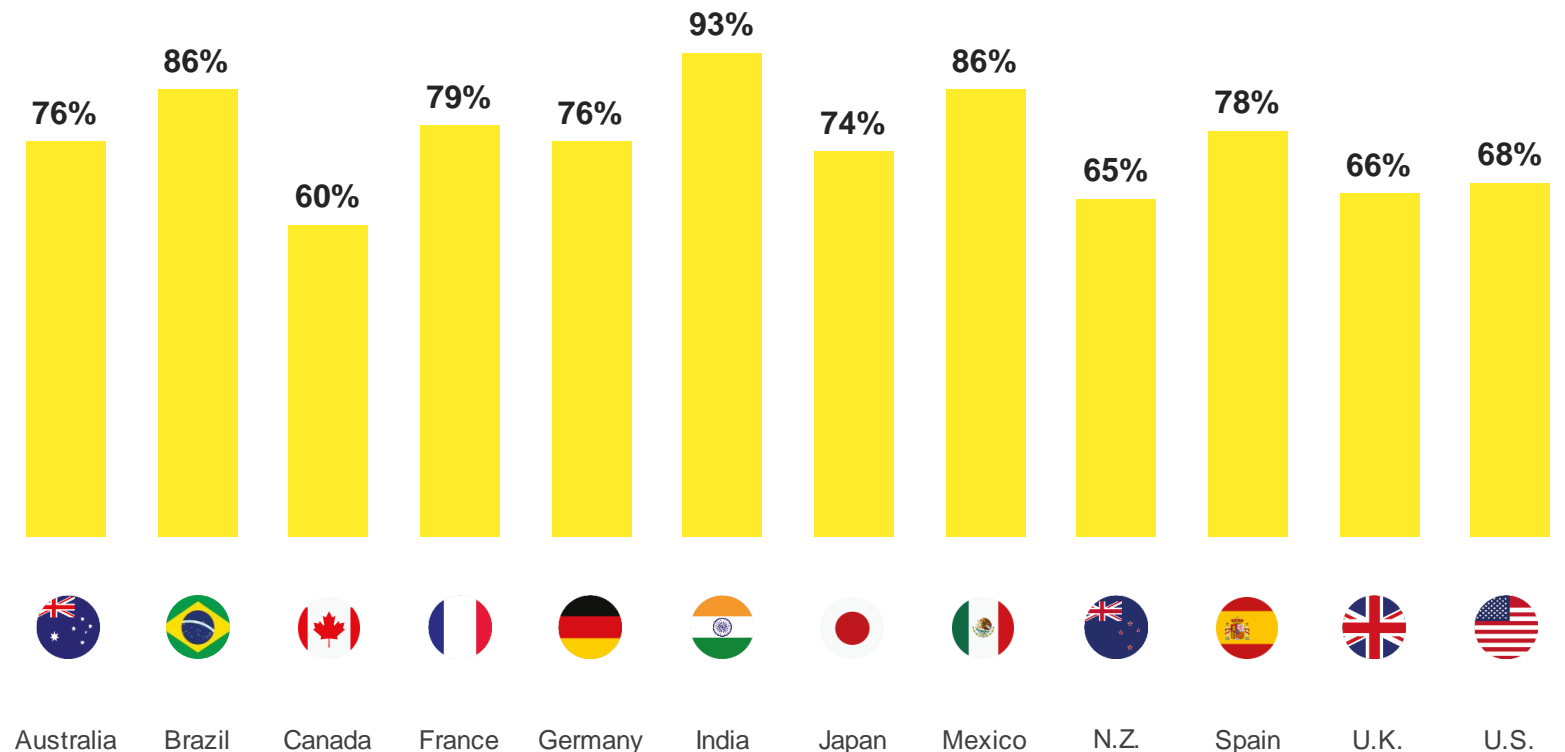
Technology Issues Experienced While Working From Home
(Global Total of Those Who Have Ever Worked From Home)

ANY NET	**77%**
Unreliable or slow internet connectivity	**45%**
Frequent communications issues	**33%**
Difficulty accessing shared documents/servers	**31%**
Cyber safety issues	**22%**
Difficulty accessing my technology helpdesk	**22%**
None of These	**23%**

Have Experienced any Technology Issues by Country
(Among Those Who Have Ever Worked From Home)

Country	Percentage
Australia	76%
Brazil	86%
Canada	60%
France	79%
Germany	76%
India	93%
Japan	74%
Mexico	86%
N.Z.	65%
Spain	78%
U.K.	66%
U.S.	68%

Perhaps Unsurprisingly Then, Most Remote Workers Say Companies Should Provide More Information on How to Protect Themselves from Cybersecurity Risks

% Agree
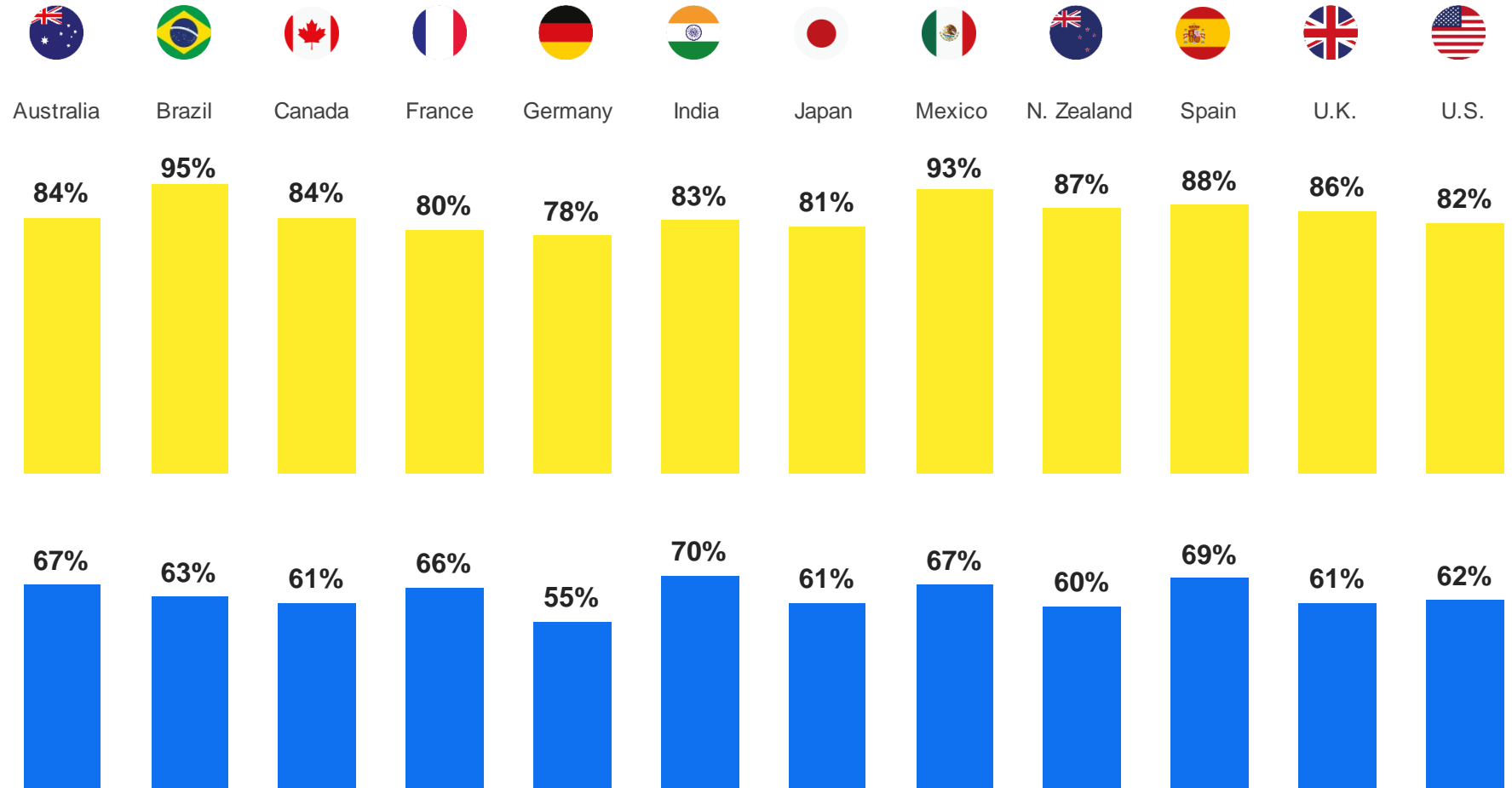(Global Total of Those Who Have Ever Worked From Home)
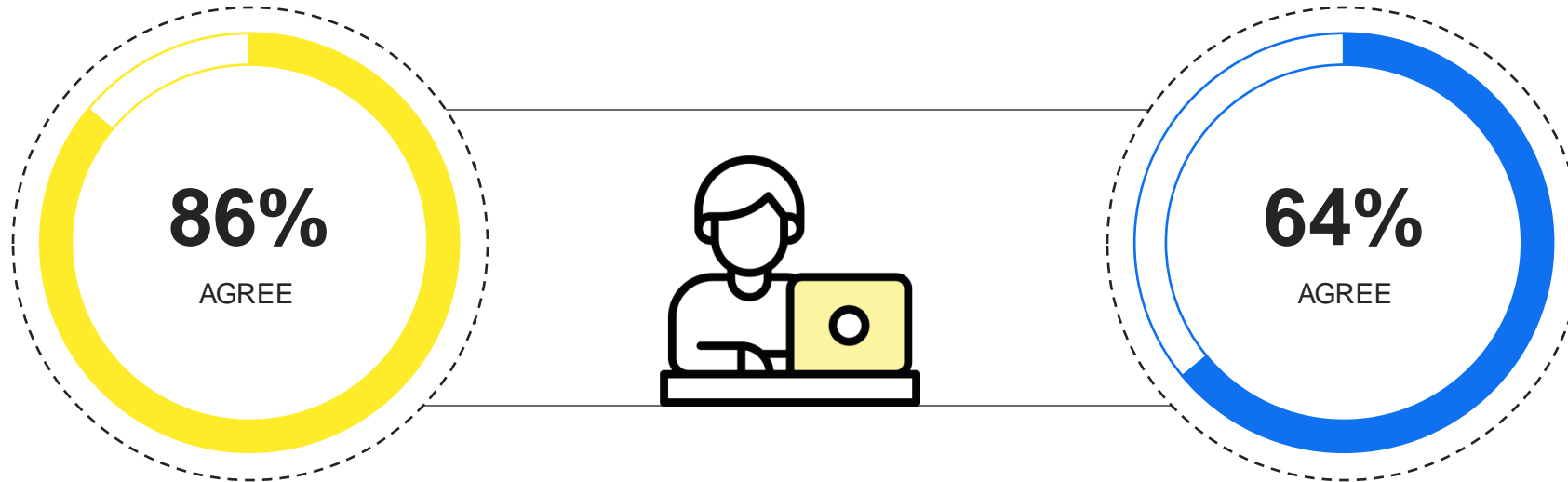
86%
AGREE

64%
AGREE

Companies should provide more information on how their employees can protect themselves from cybersecurity risks while working from home

Dealing with technology issues is the worst part of working from home.

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Majorities of Remote Workers Across the Board Agree that Dealing With Technology Issues is the Worst Part of Working From Home

**% Agree by Country**
(Among Those Who Have Ever Worked From Home)

|	Australia	Brazil	Canada	France	Germany	India	Japan	Mexico	N. Zealand	Spain	U.K.	U.S.
Companies should **provide more information** on how their employees can protect themselves from cybersecurity risks while working from home	84%	95%	84%	80%	78%	83%	81%	93%	87%	88%	86%	82%
Dealing with technology issues is the worst part of working from home	67%	63%	61%	66%	55%	70%	61%	67%	60%	69%	61%	62%

Many Consumers Consider Themselves to be the Technology Expert of Their Household and Report that Other Members of Their House Turn to Them for Technology-Related Questions

When Someone In Your Household Has A Technology-related Question, Who Do They Usually Go To For Help?
(Among Those Who Have 2+ Residents in Their Households)

58% MYSELF

- ○ **33%** Others
- ○ **8%** Not Sure

55% 73% 56% 53% 55% 66% 35% 75% 55% 58% 55% 59%
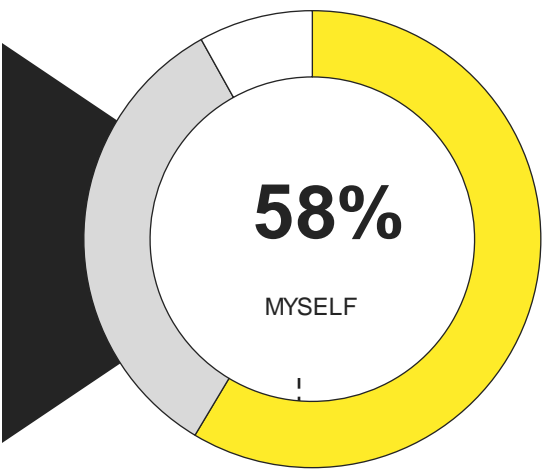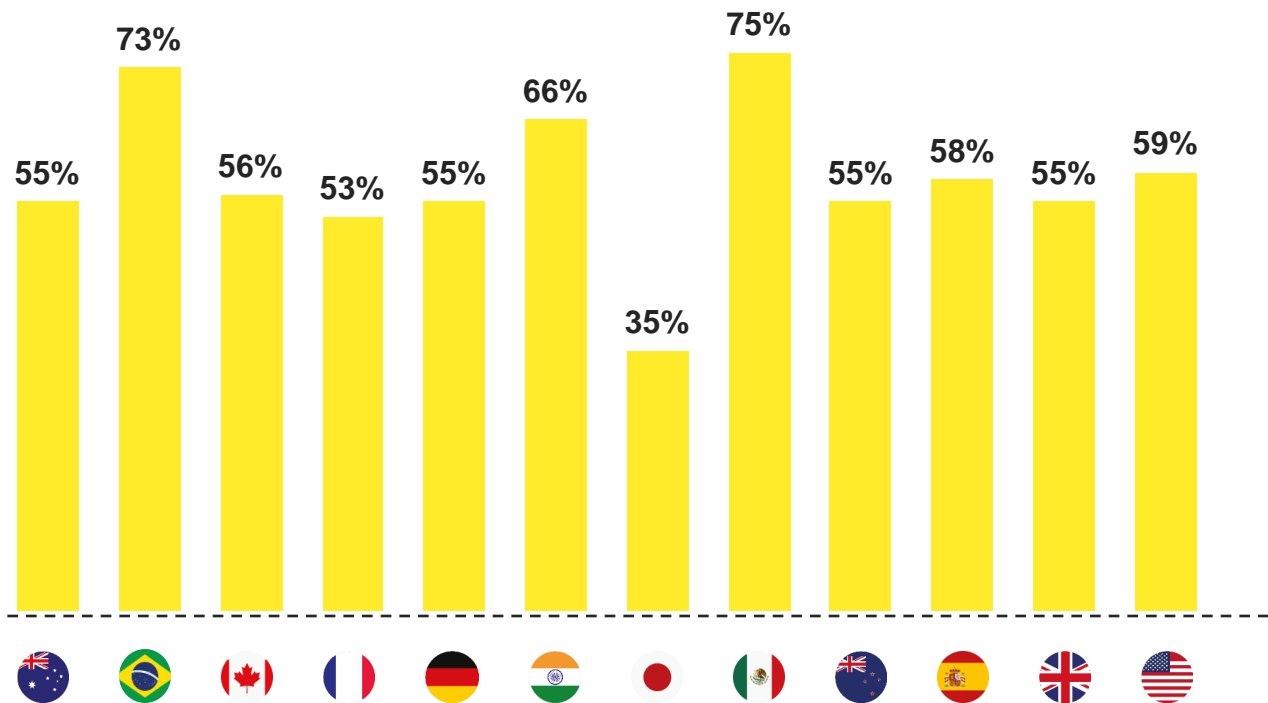
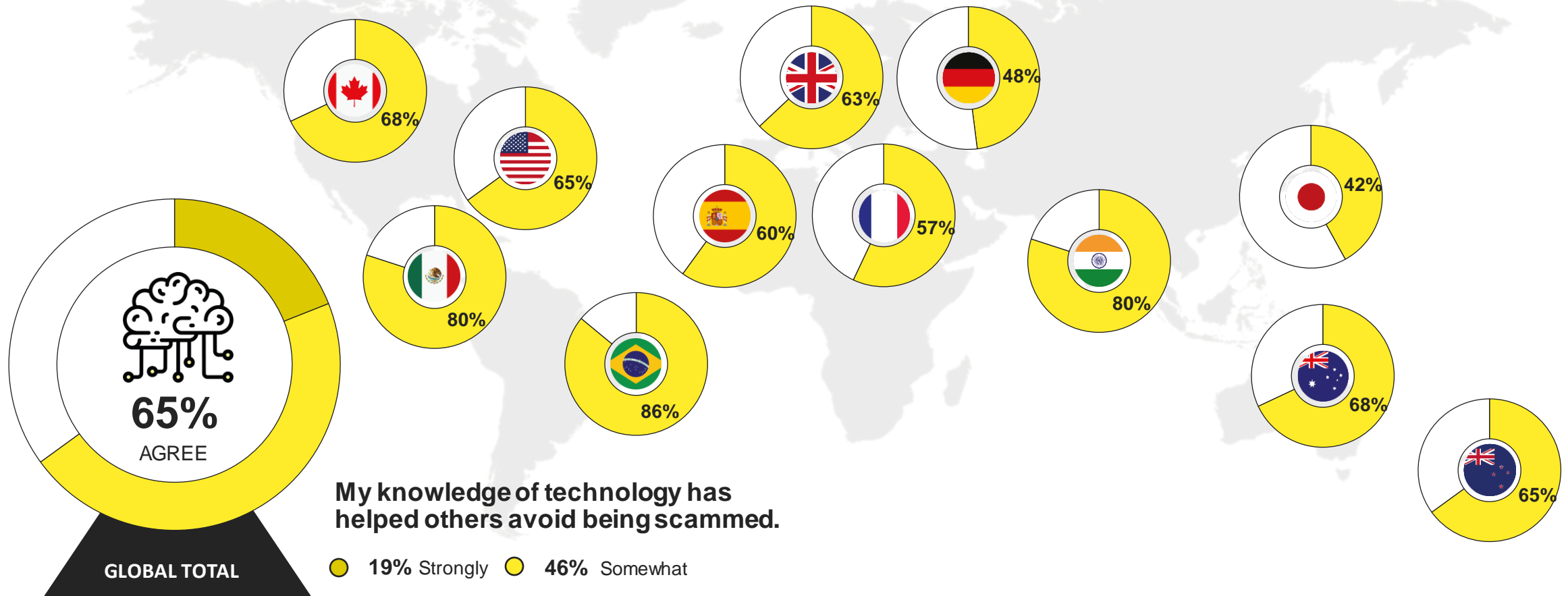**% Agree Consider Myself to be the Technology Expert of My Household**
(Among Those Who Have 2+ Residents in Their Households)

GLOBAL	61%
Australia	60%
Brazil	69%
Canada	57%
France	50%
Germany	62%
India	78%
Japan	31%
Mexico	72%
New Zealand	56%
Spain	65%
UK	58%
US	62%

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Similarly, Majorities Agree that Their Own Knowledge of Technology Has Prevented Others from Being Scammed

% Agree

68% (Canada)
65% (USA)
80% (Mexico)
86% (Brazil)
63% (UK)
48% (Germany)
60% (Spain)
57% (France)
80% (India)
42% (Japan)
68% (Australia)
65% (New Zealand)

65% AGREE

GLOBAL TOTAL

My knowledge of technology has helped others avoid being scammed.

○ **19%** Strongly ○ **46%** Somewhat
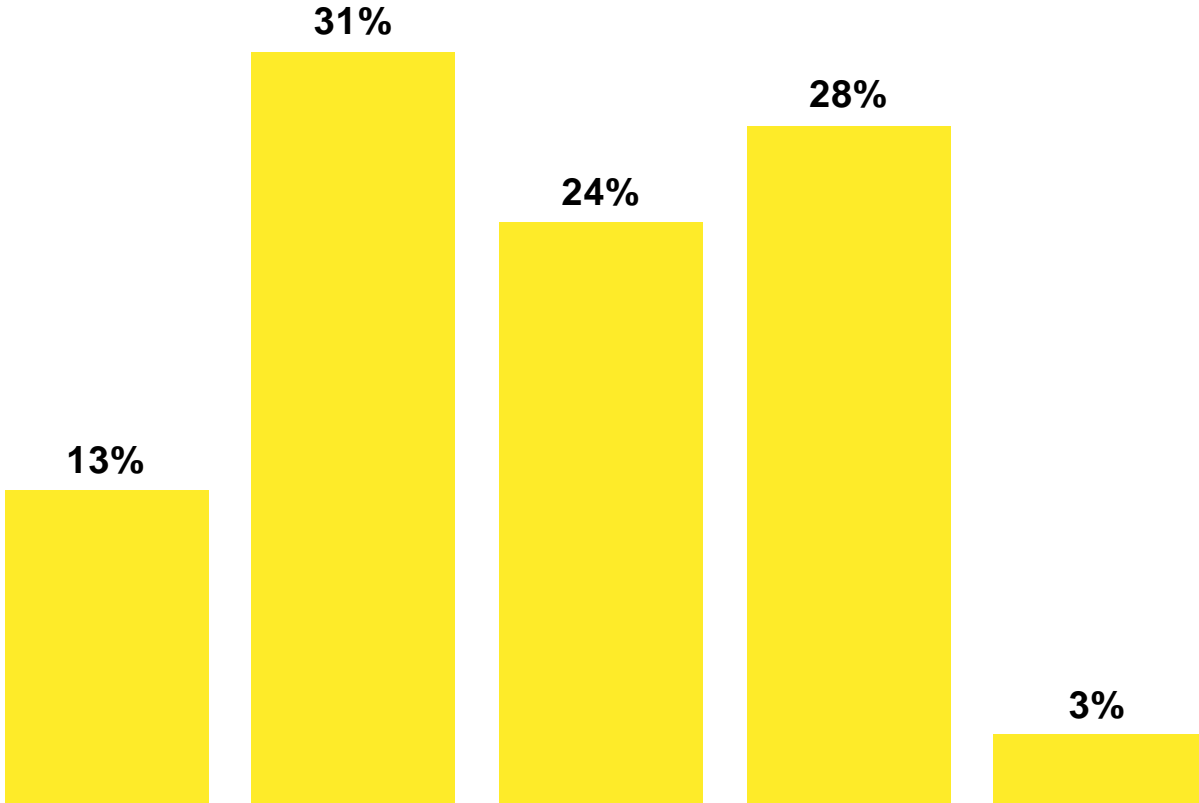
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Demographics

2022 Global Demographics

Age

Gen Z (18-24)   Millennials (25-41)   Gen X (42-56)   Boomers (57-75)   Seniors (76+)

31%

28%

24%

13%

3%

Gender

49%
male

51%
female

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