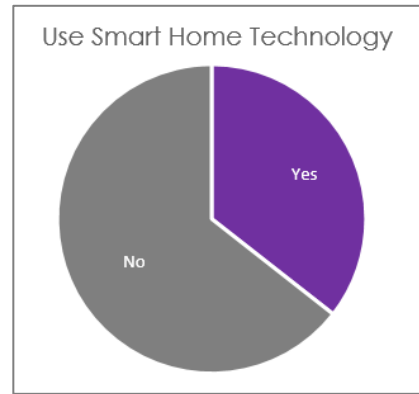


Smart Homes Survey Results

509 individuals responded to the survey. Of those, 36% currently use Smart Home Technology in their home.

Individuals were asked what they thought was the most helpful Smart Home Technology the two most popular choices were Home Security and/or Surveillance (45%) and Heating (30%).

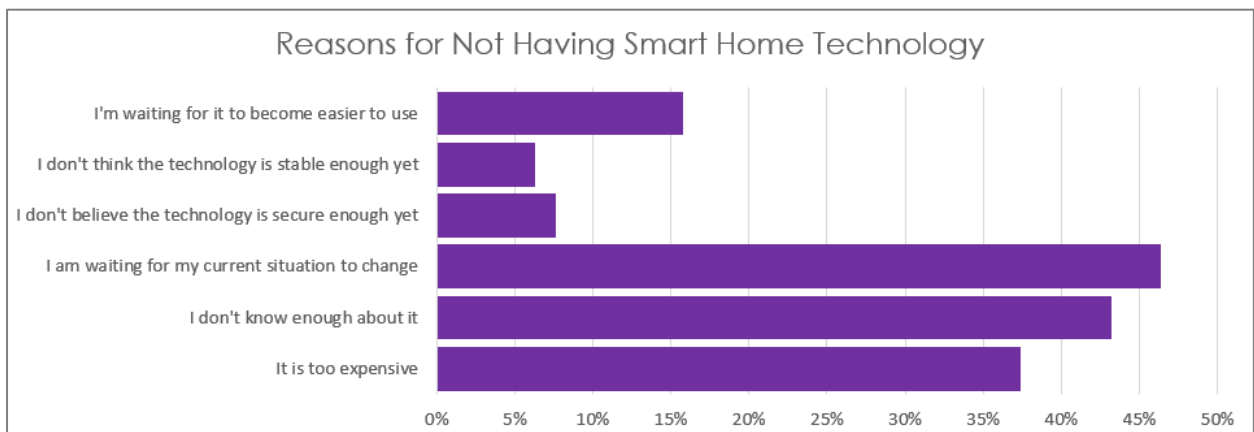
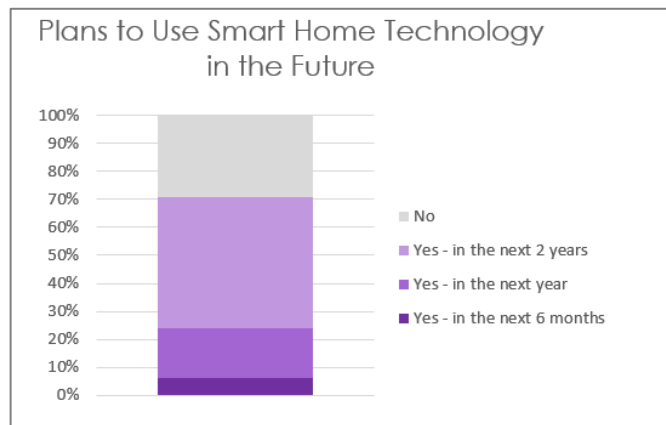


Don't Use Smart Home Technology

Of the 64% who don't use smart home technology, 70% intend to use some form of Smart Home Technology within the next 2 years, although almost half (46%) expect this will be between 1 and 2 years away.

The top 3 reasons cited for not having Smart Home Technology yet were:

1. I am waiting for my current situation to change (e.g. to buy a house, move, build)
2. I don't know enough about it
3. It's too expensive

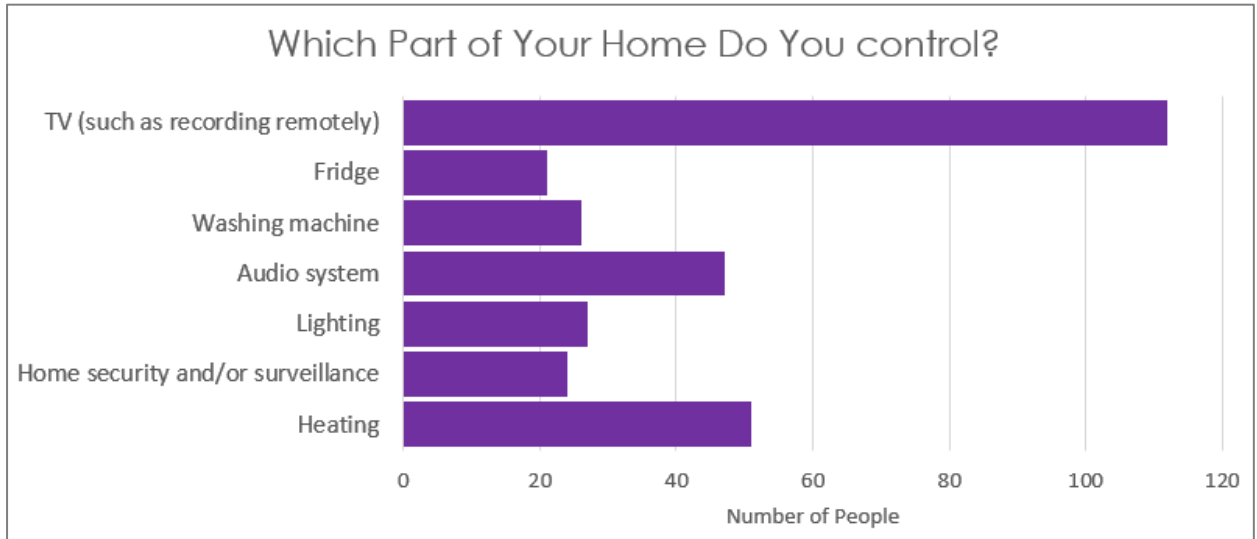


Of those who have *no intention* of using Smart Home Technology in the future, the top 3 anecdotal reason given were:

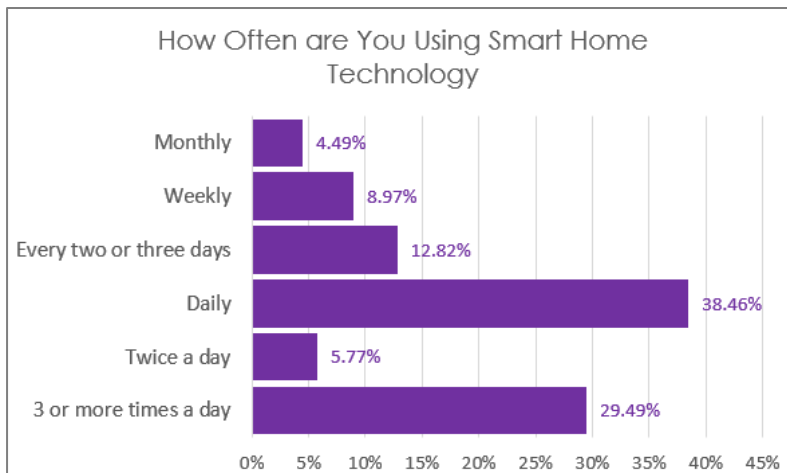
1. Their current situation (e.g. they are in a rental, not in their dream home, believe it's difficult to retrofit an older home)
2. Lack of knowledge
3. Not interested in Smart Home Technology

Using Smart Home Technology

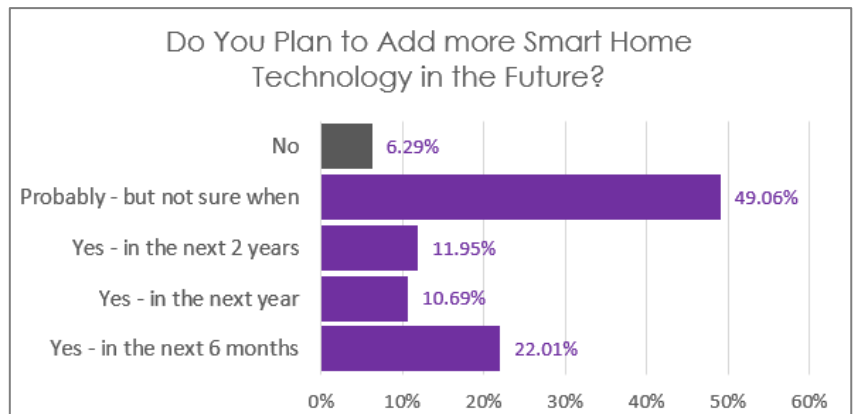
Of those who use smart home technology the most popular devices to control were the TV, heating and audio systems.



For those with Smart Home Technology 73% used it *at least* daily, with almost 30% using it 3 or more times a day.

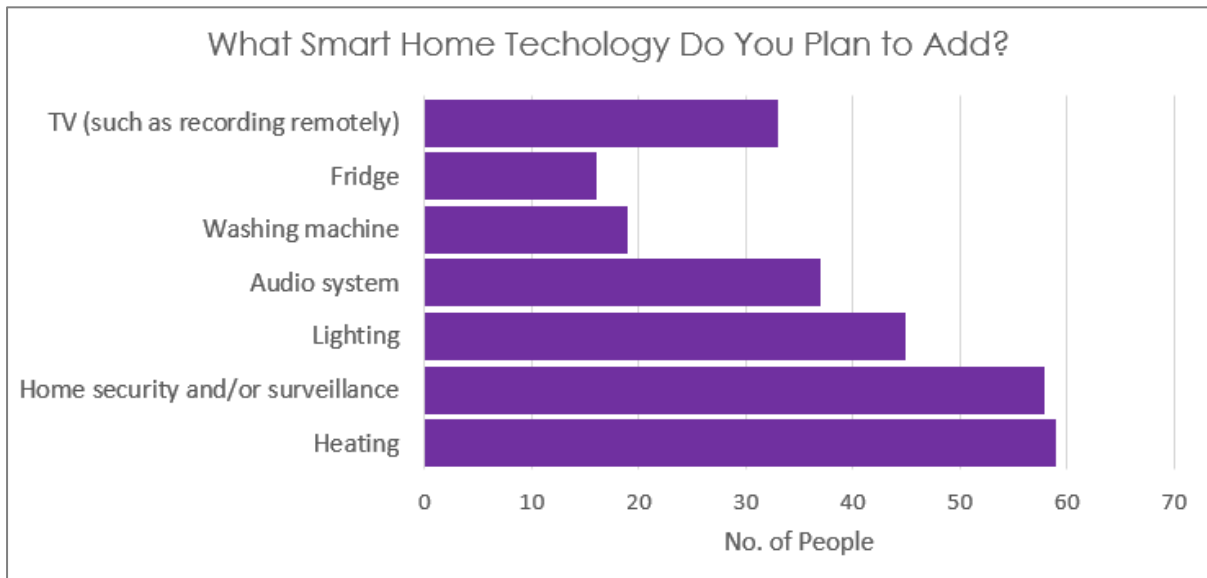


Only 6% did not intend to add more Smart Home Technology in the future. 22% planned to add it within the next 6 months, 11% within the next year, 12% within the next 2 years, but almost half (49%) were not sure when they were going to add Smart Home Technology.



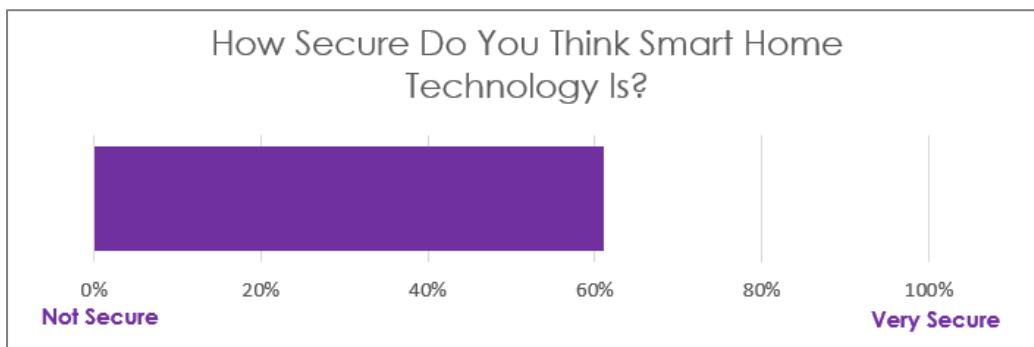
The most popular choices for adding more Smart Home Technology were:

1. Heating
2. Most security and/or surveillance
3. Lighting



Perceptions of Smart Home Technology

Individuals were asked to rate on a scale of 1 to 100 how secure they think Smart Home Technology is. Of the 423 respondents who answered this question the average rating was 61.



Summary

In summary, Smart Home Technology is utilised by approximately a third of those who took part in the survey. Those who use it appear to be embracing the technology with 73% using it *at least* daily and almost all of them (94%) planning to introduce additional Smart Home Technology into their homes in the future, but slightly concerning was that almost half (49%) were not sure when they were going to add Smart Home Technology.

Of those not currently using Smart Home Technology, 70% plan to use some form of it within this next 2 years. The major road blocks cited for not using it were; their current housing situation, their lack of knowledge and the cost of implementing Smart Home Technology.