

# Swann Smart Index

Autumn 2018 – Key Statistics



**72%**

of UK consumers believe smart home technology does or could improve their life

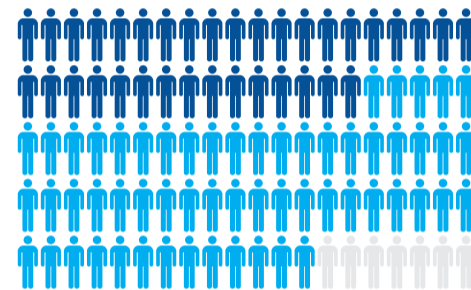
## Main benefit of smart home

**37%** for security & peace of mind that home and family are safe



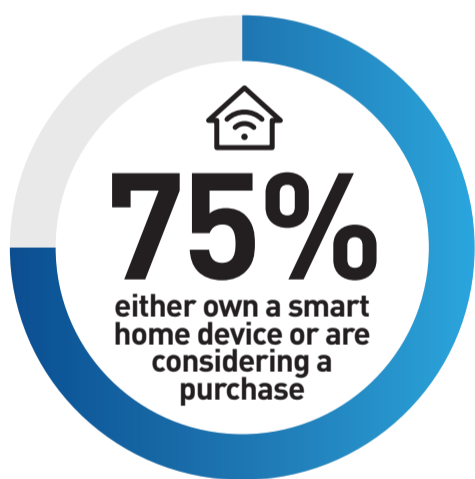
**93%**

of the UK know what smart home is

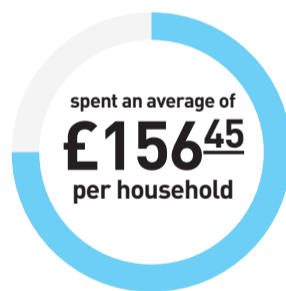


**...but 58%**

admit to not fully understanding it



## Those who have smart home technology



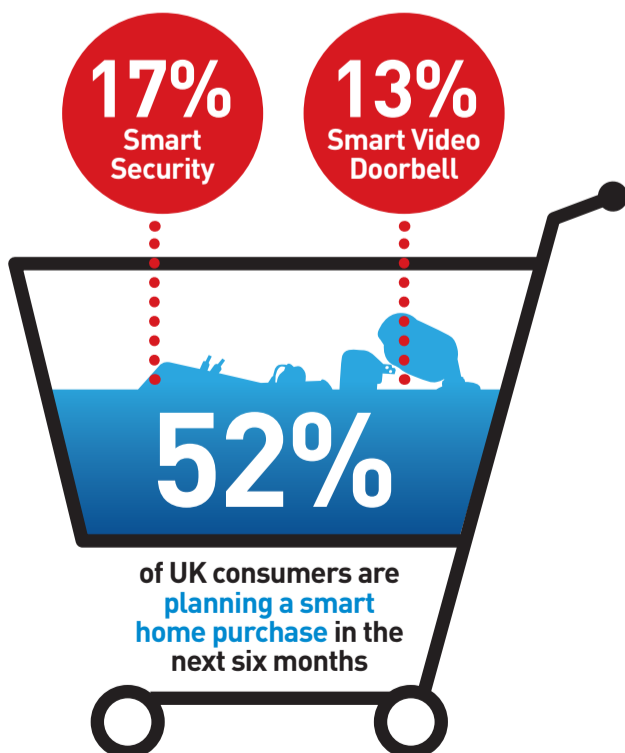
**49%**

of UK consumers have used voice control such as Google Home



**29%**

said smart personal assistant compatibility would make them more likely to buy a smart home product



## Smart security products most use for



## Most upset if stolen from home

