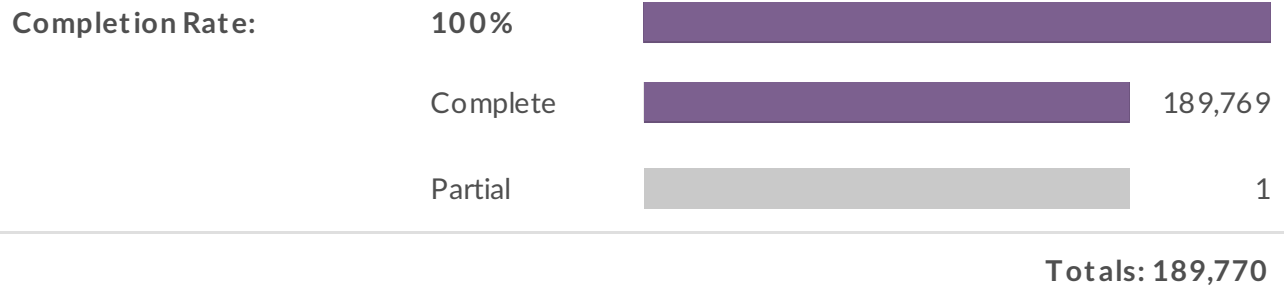
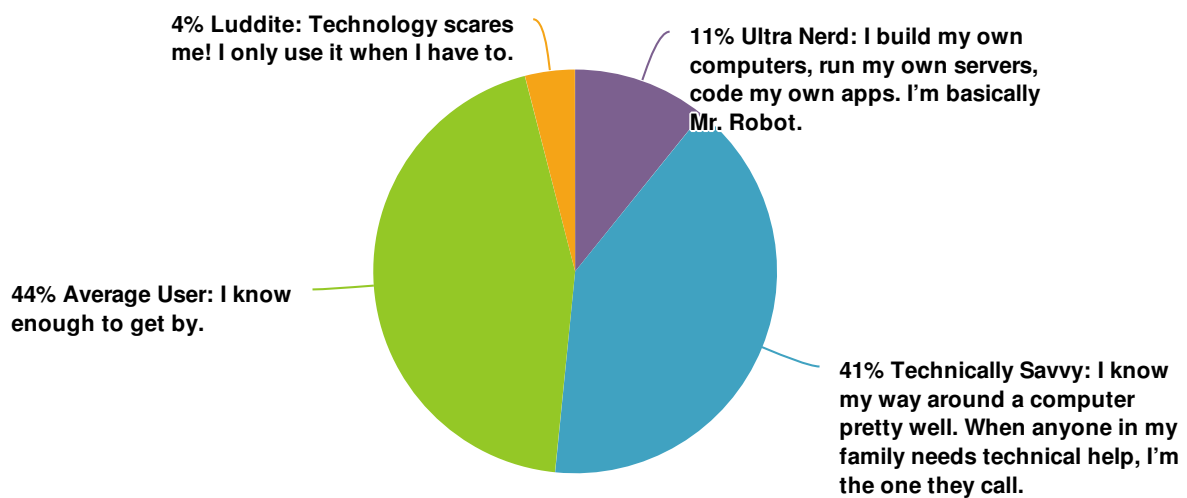






Report for Mozilla IOT Survey - 07/2017

Response Counts

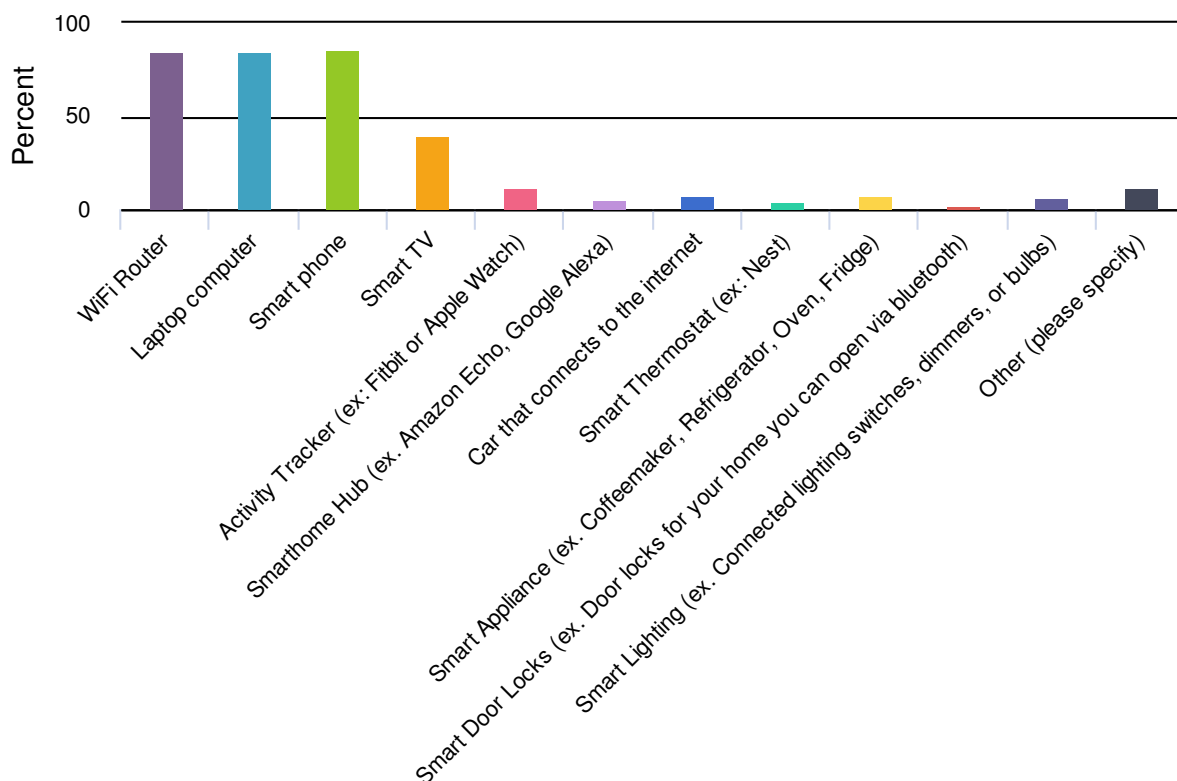


1. I consider myself:



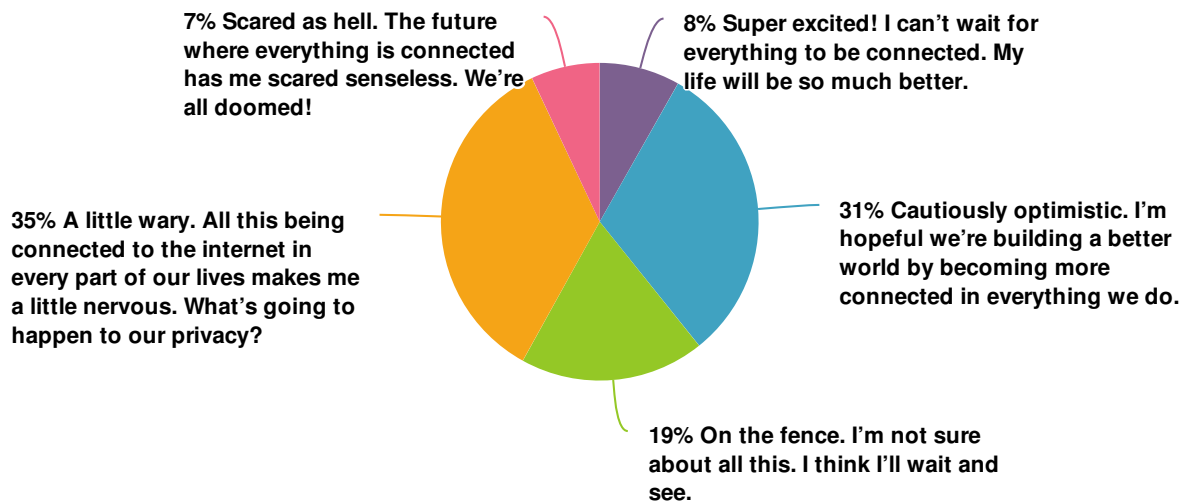
Value		Percent	Responses
Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot.		10.8%	19,358
Technically Savvy: I know my way around a computer pretty well. When anyone in my family needs technical help, I'm the one they call.		40.8%	72,924
Average User: I know enough to get by.		44.4%	79,390
Luddite: Technology scares me! I only use it when I have to.		4.0%	7,233
Totals: 178,905			

2. Check all the internet connected devices you currently own:



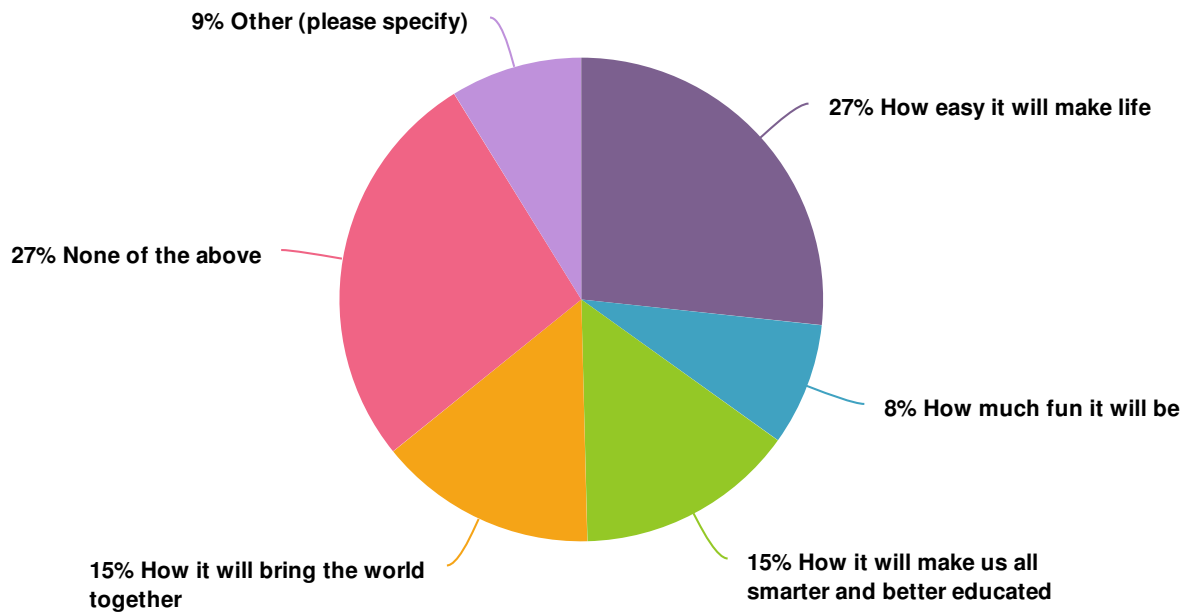
Value		Percent	Responses
WiFi Router		84.1%	152,254
Laptop computer		84.8%	153,567
Smart phone		85.7%	155,174
Smart TV		39.6%	71,621
Activity Tracker (ex: Fitbit or Apple Watch)		12.1%	21,922
Smarthome Hub (ex. Amazon Echo, Google Alexa)		5.7%	10,360
Car that connects to the internet		8.2%	14,859
Smart Thermostat (ex: Nest)		3.9%	6,983
Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge)		7.7%	13,853
Smart Door Locks (ex. Door locks for your home you can open via bluetooth)		2.5%	4,451
Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs)		6.6%	11,995
Other (please specify)		12.0%	21,690







3. Thinking about a future in which so much of your world is connected to the internet leaves you feeling:



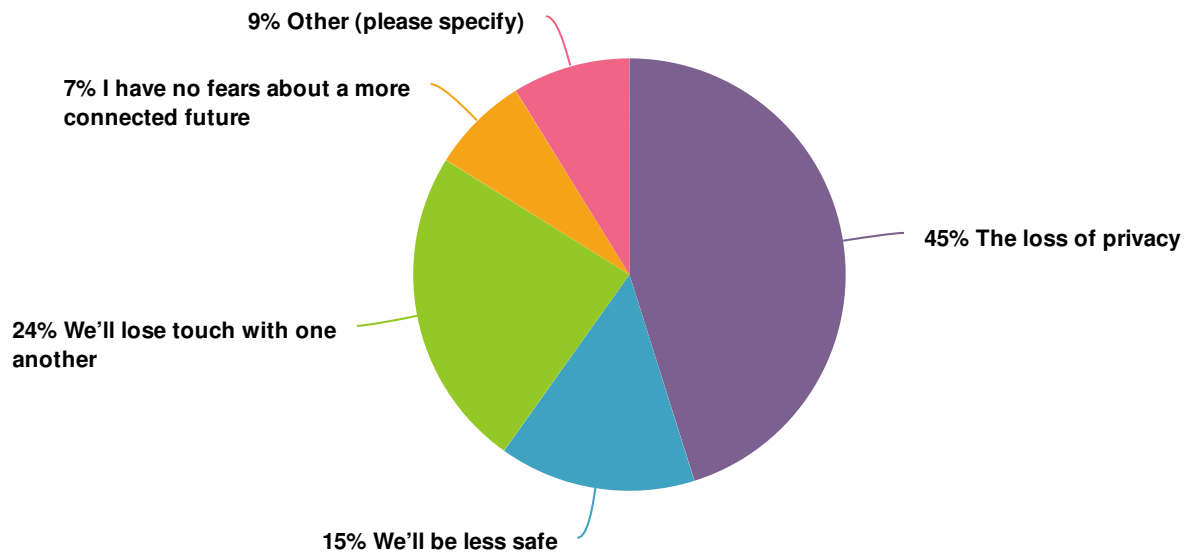
Value		Percent	Responses
Super excited! I can't wait for everything to be connected. My life will be so much better.	<div><div></div></div>	8.2%	14,557
Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do.	<div><div></div></div>	31.0%	54,884
On the fence. I'm not sure about all this. I think I'll wait and see.	<div><div></div></div>	18.8%	33,294
A little wary. All this being connected to the internet in every part of our lives makes me a little nervous. What's going to happen to our privacy?	<div><div></div></div>	34.9%	61,756
Scared as hell. The future where everything is connected has me scared senseless. We're all doomed!	<div><div></div></div>	7.0%	12,328
Totals: 176,819			






4. What are you most excited about as we move toward a more digitally connected future?



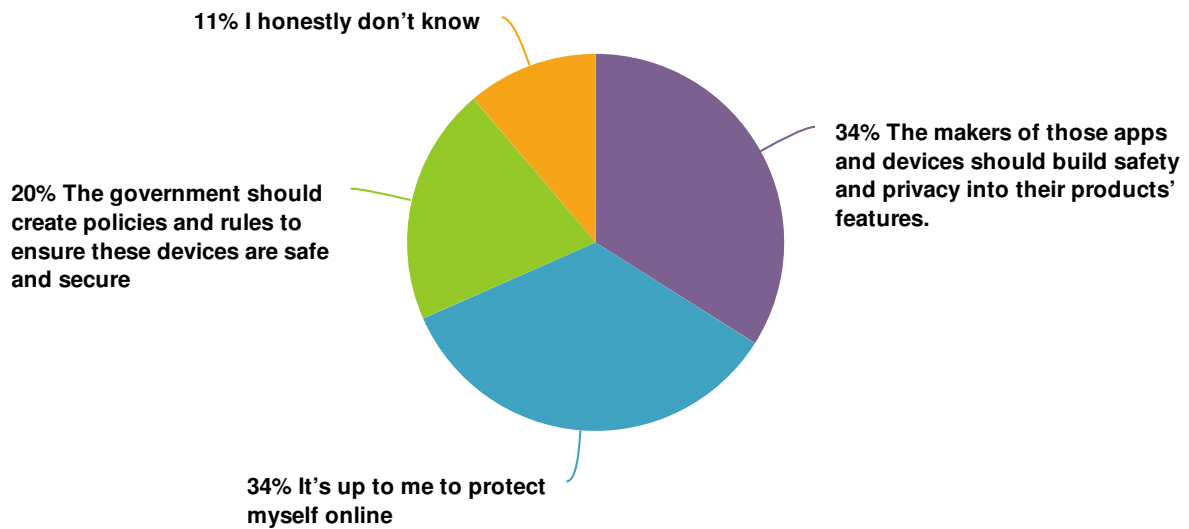
Value		Percent	Responses
How easy it will make life		26.7%	47,264
How much fun it will be		8.2%	14,565
How it will make us all smarter and better educated		14.7%	25,906
How it will bring the world together		14.6%	25,796
None of the above		27.0%	47,658
Other (please specify)		8.8%	15,629
Totals: 176,818			





5. What is your biggest fear as we move towards a more connected future?



Value		Percent	Responses
The loss of privacy		45.1%	79,570
We'll be less safe		14.7%	25,952
We'll lose touch with one another		24.0%	42,385
I have no fears about a more connected future		7.3%	12,877
Other (please specify)		8.8%	15,530
Totals: 176,314			

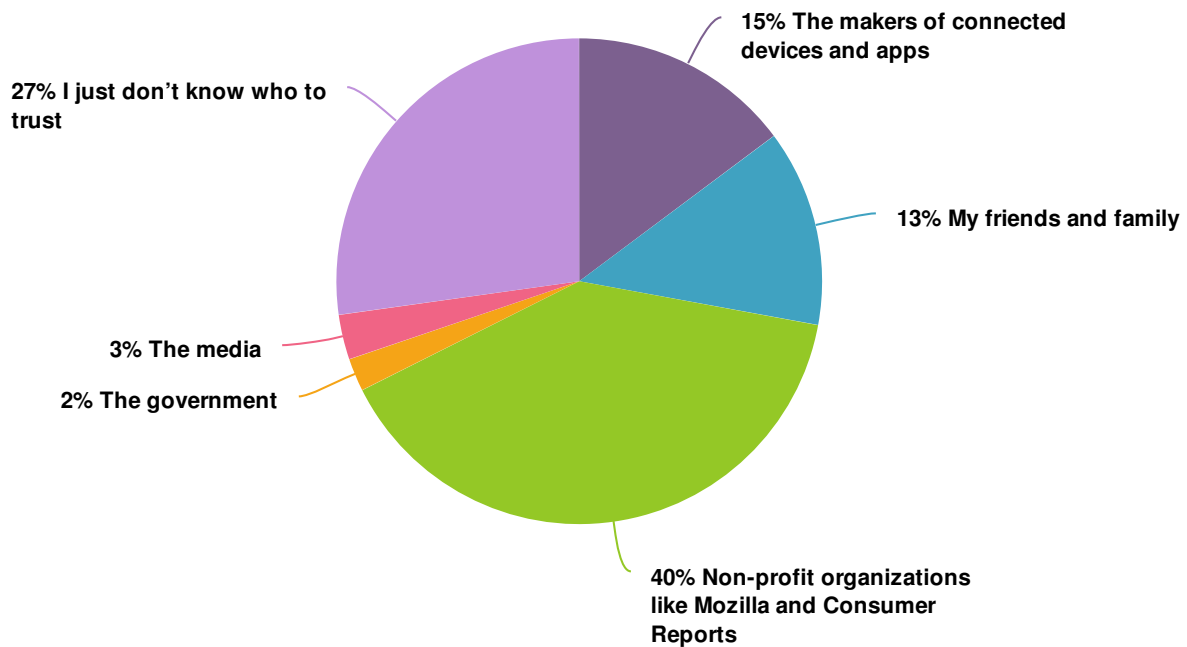
6. Who is most responsible for protecting the online safety, privacy, and security of the connected apps and devices you own?









Value		Percent	Responses
The makers of those apps and devices should build safety and privacy into their products' features.		34.0%	59,348
It's up to me to protect myself online		34.4%	60,118
The government should create policies and rules to ensure these devices are safe and secure		20.4%	35,717
I honestly don't know		11.2%	19,507

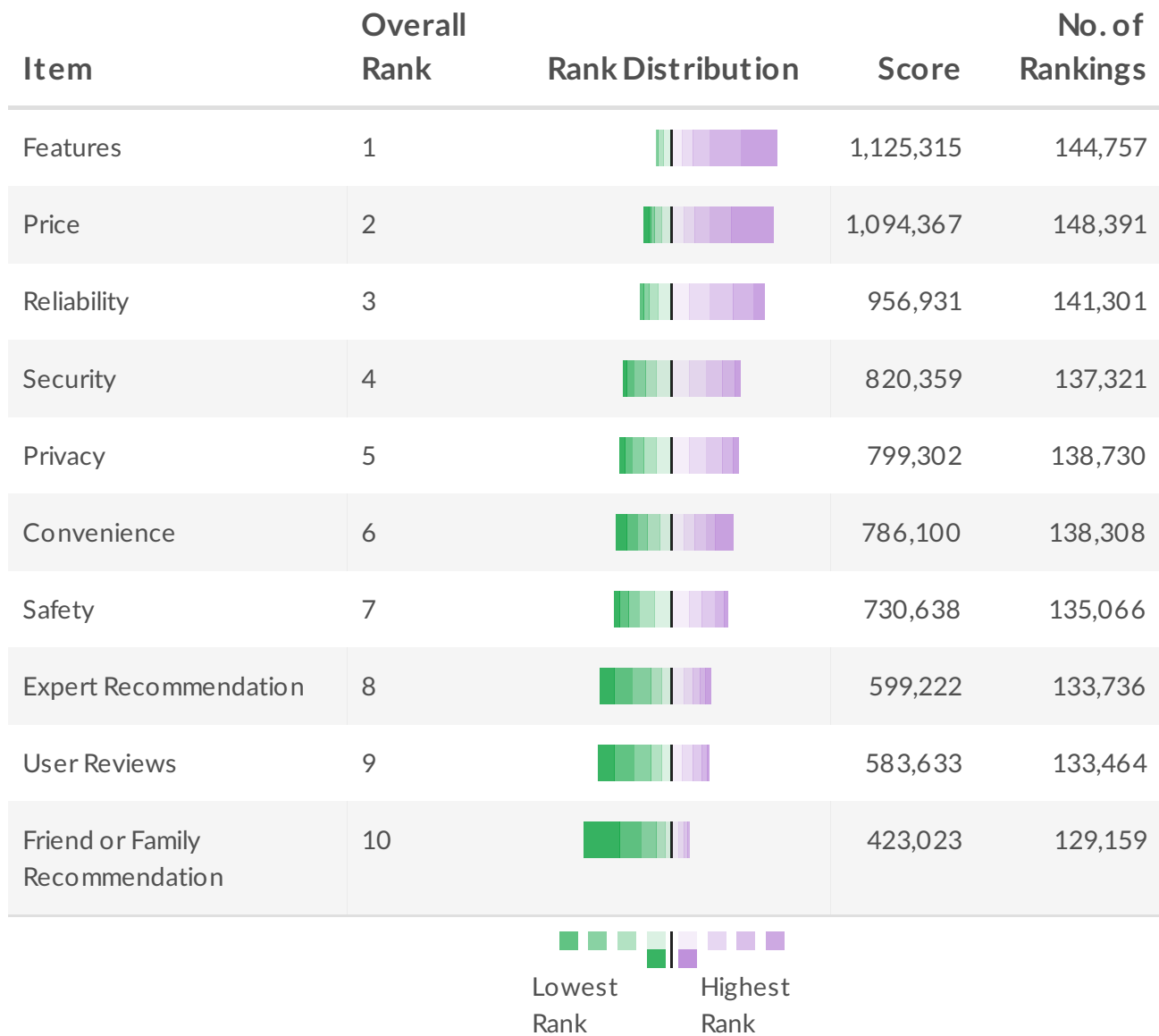
Totals: 174,690

7. Who do you most trust to help you learn how to protect your safety, security and privacy online?

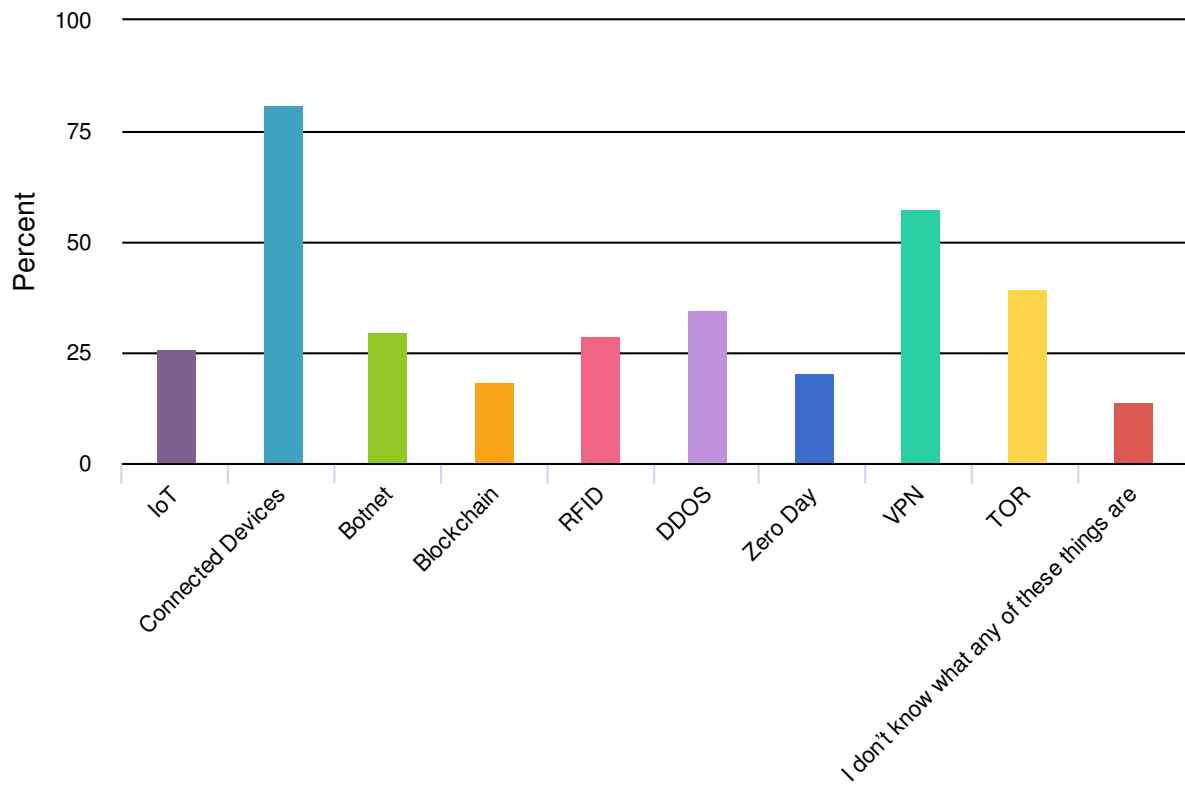












Value		Percent	Responses
The makers of connected devices and apps		14.8%	25,817
My friends and family		13.1%	22,895
Non-profit organizations like Mozilla and Consumer Reports		39.7%	69,204
The government		2.2%	3,814
The media		3.0%	5,284
I just don't know who to trust		27.2%	47,359
Totals: 174,373			

8. You're planning on buying your next cool new tech toy. Maybe it's a smart TV or a new smartphone. Take a look at the items below and arrange them in order of importance as you make that purchase.

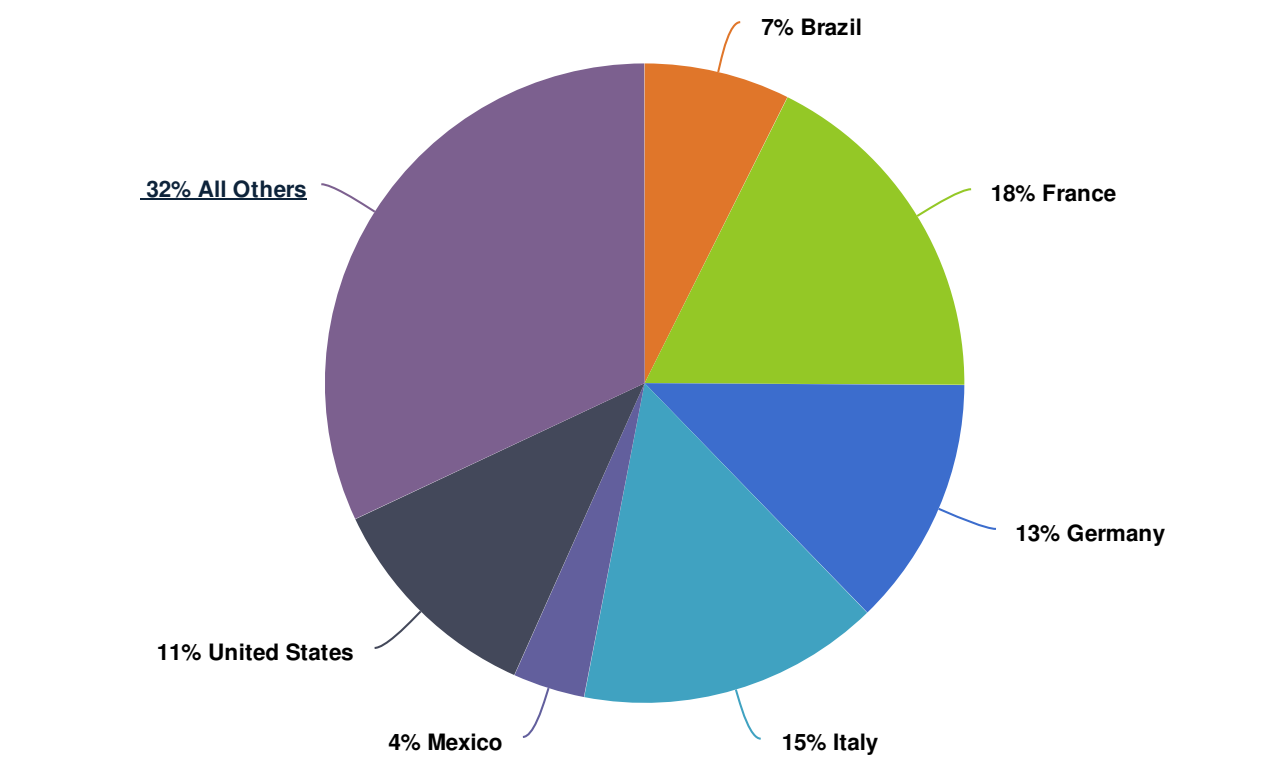


9. Check all the terms below that you could explain to a friend:



Value		Percent	Responses
IoT		26.0%	45,508
Connected Devices		81.1%	141,900
Botnet		29.4%	51,404
Blockchain		18.4%	32,129
RFID		28.7%	50,285
DDOS		34.6%	60,523
Zero Day		20.2%	35,385
VPN		57.3%	100,221
TOR		39.3%	68,763
I don't know what any of these things are		14.0%	24,463

10. Country or Region (optional)























Value		Percent	Responses
Brazil	<div><div></div></div>	7.3%	11,612
France	<div><div></div></div>	17.5%	27,726
Germany	<div><div></div></div>	12.5%	19,858
Italy	<div><div></div></div>	15.1%	23,968
Mexico	<div><div></div></div>	3.6%	5,674
United States	<div><div></div></div>	11.2%	17,810
Afghanistan	<div><div></div></div>	0.1%	148
Albania	<div><div></div></div>	0.1%	125
Algeria	<div><div></div></div>	0.4%	643
Andorra	<div><div></div></div>	0.0%	74

Totals: 158,693

Value		Percent	Responses
Angola		0.0%	52
Antigua and Barbuda		0.0%	23
Argentina		1.8%	2,832
Armenia		0.0%	43
Australia		1.5%	2,321
Austria		1.1%	1,752
Azerbaijan		0.0%	63
Bahamas, The		0.0%	66
Bahrain		0.0%	48
Bangladesh		0.3%	483
Barbados		0.0%	76
Belarus		0.0%	68
Belgium		1.4%	2,274
Belize		0.1%	82
Benin		0.1%	131
Bermuda,		0.0%	8
Bhutan		0.0%	9
Bolivia		0.2%	339
Bosnia and Herzegovina		0.0%	57
Botswana		0.0%	20



Totals: 158,693

Value		Percent	Responses
Brunei		0.0%	15
Bulgaria		0.1%	139
Burkina Faso		0.0%	56
Burundi		0.0%	20
Cambodia		0.0%	40
Cameroon		0.1%	179
Canada		2.5%	3,939
Cape Verde		0.0%	11
Central African Republic		0.0%	8
Chad		0.0%	19
Chile		0.8%	1,212
China		0.1%	97
Colombia		1.2%	1,920
Comoros		0.0%	8
Congo, Democratic Republic of the		0.0%	49
Congo, Republic of the		0.0%	16
Costa Rica		0.2%	379
Cote d'Ivoire		0.1%	191
Croatia		0.1%	134
Cuba		0.1%	119

Totals: 158,693

Value		Percent	Responses
Curacao		0.0%	8
Cyprus		0.0%	26
Czech Republic		0.1%	125
Denmark		0.1%	213
Djibouti		0.0%	14
Dominica		0.0%	3
Dominican Republic		0.1%	190
East Timor (see Timor-Leste)		0.0%	12
Ecuador		0.7%	1,039
Egypt		0.1%	119
El Salvador		0.2%	317
Equatorial Guinea		0.0%	4
Eritrea		0.0%	4
Estonia		0.0%	53
Ethiopia		0.0%	39
Fiji		0.0%	34
Finland		0.1%	201
Gabon		0.0%	49
Gambia, The		0.0%	6
Georgia		0.0%	20

Totals: 158,693

Value		Percent	Responses
Ghana		0.0%	71
Greece		0.2%	332
Grenada		0.0%	3
Guatemala		0.2%	369
Guinea		0.0%	36
Guinea-Bissau		0.0%	3
Guyana		0.0%	12
Haiti		0.0%	24
Holy See		0.0%	11
Honduras		0.1%	167
Hong Kong		0.0%	53
Hungary		0.1%	99
Iceland		0.0%	29
India		2.5%	3,920
Indonesia		0.5%	725
Iran		0.2%	316
Iraq		0.0%	23
Ireland		0.2%	315
Israel		0.1%	153
Jamaica		0.0%	31

Totals: 158,693

Value		Percent	Responses
Japan		0.1%	118
Jordan		0.0%	23
Kazakhstan		0.0%	10
Kenya		0.1%	238
Kiribati		0.0%	2
Kosovo		0.0%	10
Kuwait		0.0%	9
Kyrgyzstan		0.0%	3
Laos		0.0%	8
Latvia		0.0%	36
Lebanon		0.0%	36
Lesotho		0.0%	4
Liberia		0.0%	7
Libya		0.0%	6
Liechtenstein		0.0%	9
Lithuania		0.0%	55
Luxembourg		0.1%	143
Macau		0.0%	9
Macedonia		0.0%	31
Madagascar		0.1%	136





















Totals: 158,693

Value		Percent	Responses
Malawi		0.0%	11
Malaysia		0.2%	260
Maldives		0.0%	9
Mali		0.0%	53
Malta		0.0%	33
Marshall Islands		0.0%	4
Mauritania		0.0%	7
Mauritius		0.0%	53
Micronesia		0.0%	3
Moldova		0.0%	21
Monaco		0.0%	15
Mongolia		0.0%	15
Montenegro		0.0%	12
Morocco		0.3%	423
Mozambique		0.0%	21
Myanmar		0.0%	52
Namibia		0.0%	25
Nepal		0.1%	128
Netherlands		0.3%	453
Netherlands Antilles		0.0%	5



Totals: 158,693

Value		Percent	Responses
New Zealand		0.3%	540
Nicaragua		0.1%	141
Niger		0.0%	25
Nigeria		0.1%	224
North Korea		0.0%	15
Norway		0.1%	211
Oman		0.0%	14
Pakistan		0.2%	285
Palestinian Territories		0.0%	6
Panama		0.1%	145
Papua New Guinea		0.0%	13
Paraguay		0.1%	237
Peru		0.5%	724
Philippines		0.2%	370
Poland		0.1%	149
Portugal		0.2%	254
Qatar		0.0%	26
Romania		0.2%	346
Russia		0.1%	165
Rwanda		0.0%	14












Totals: 158,693

Value		Percent	Responses
Saint Kitts and Nevis		0.0%	9
Saint Lucia		0.0%	6
Saint Vincent and the Grenadines		0.0%	4
Samoa		0.0%	4
San Marino		0.0%	34
Sao Tome and Principe		0.0%	4
Saudi Arabia		0.0%	51
Senegal		0.1%	113
Serbia		0.1%	159
Seychelles		0.0%	3
Sierra Leone		0.0%	8
Singapore		0.1%	118
Slovakia		0.0%	60
Slovenia		0.0%	59
Solomon Islands		0.0%	6
Somalia		0.0%	4
South Africa		0.3%	414
South Korea		0.0%	35
South Sudan		0.0%	4
Spain		2.9%	4,603

Totals: 158,693

Value		Percent	Responses
Sri Lanka		0.1%	90
Sudan		0.0%	19
Suriname		0.0%	5
Swaziland		0.0%	17
Sweden		0.2%	251
Switzerland		1.8%	2,835
Syria		0.0%	22
Taiwan		0.0%	44
Tajikistan		0.0%	3
Tanzania		0.0%	54
Thailand		0.1%	130
Timor-Leste		0.0%	2
Togo		0.0%	44
Tonga		0.0%	5
Trinidad and Tobago		0.0%	33
Tunisia		0.1%	184
Turkey		0.1%	130
Turkmenistan		0.0%	5
Tuvalu		0.0%	7
Uganda		0.0%	56

Totals: 158,693

Value		Percent	Responses
Ukraine		0.0%	72
United Arab Emirates		0.1%	87
United Kingdom		2.7%	4,353
Uruguay		0.3%	428
Uzbekistan		0.0%	7
Vanuatu		0.0%	9
Venezuela		0.9%	1,390
Vietnam		0.1%	90
Yemen		0.0%	10
Zambia		0.0%	23
Zimbabwe		0.1%	86
			Totals: 158,693