# Report for Mozilla IOT Survey - 07/2017

## Response Counts

Brazil

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 11,613 |

**Totals: 11,613**

Canada

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 3,941 |

**Totals: 3,941**

France

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 27,730 |

**Totals: 27,730**

Germany

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 19,859 |

**Totals: 19,859**

India

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 3,920 |

**Totals: 3,920**

Italy

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 23,973 |

**Totals: 23,973**

Mexico

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 5,674 |

**Totals: 5,674**

Spain

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 4,604 |

**Totals: 4,604**

United Kingdom

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 4,357 |

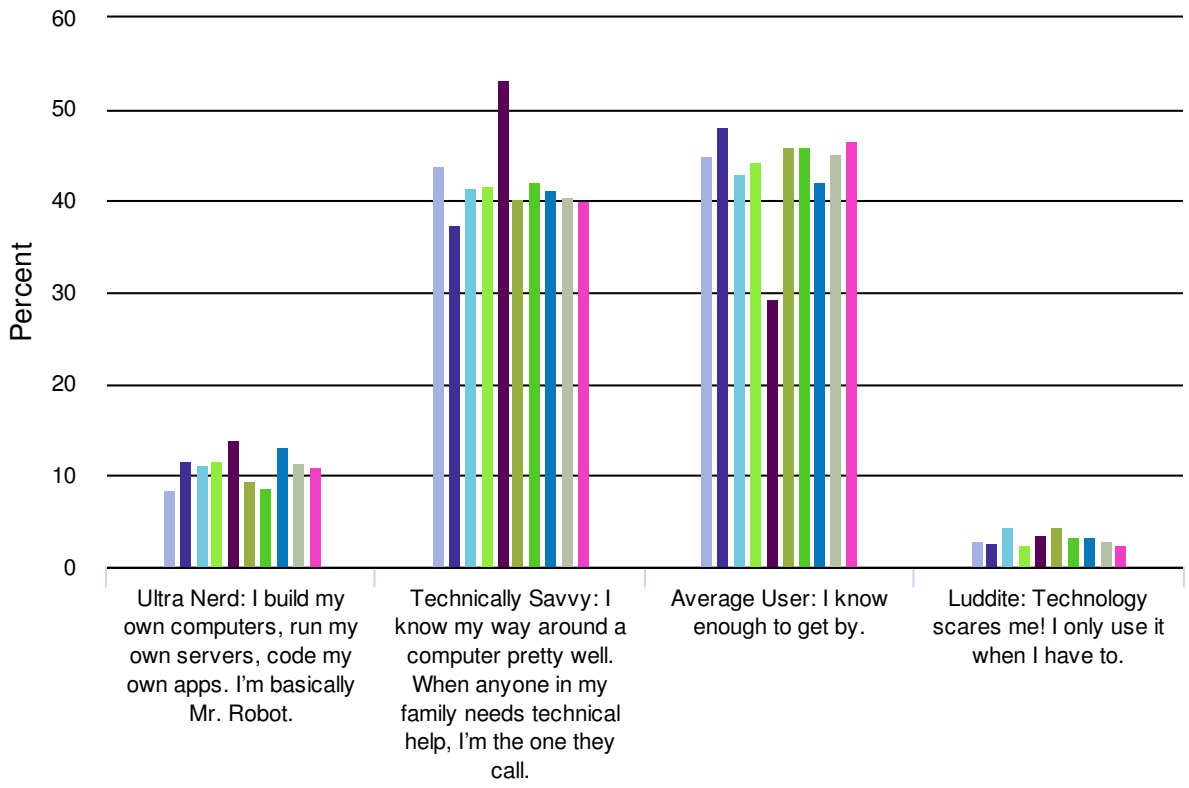
**Totals: 4,357**

United States

| | | |
|---|---|---|
| **Completion Rate:** | **100%** | |
| | Complete | 17,816 |

**Totals: 17,816**

## 1. I consider myself:




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 8.4% | 0.8% | 956 |
| | 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. | 43.9% | 4.1% | 5,018 |
| | Average User: I know enough to get by. | 44.9% | 4.2% | 5,137 |
| | Luddite: Technology scares me! I only use it when I have to. | 2.8% | 0.3% | 322 |
| | | Total Responses | 9.4% | 11,433 |

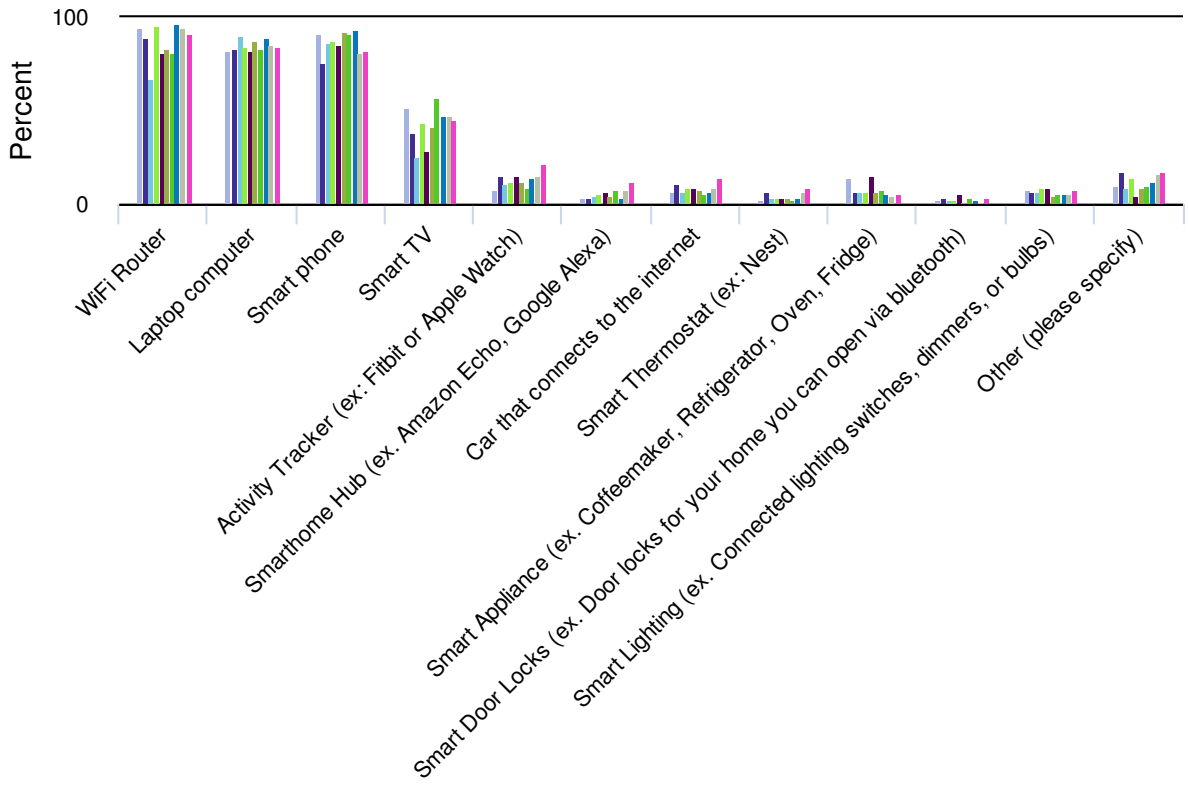
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Canada | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 11.7% | 0.4% | 454 |
| | Technically Savvy: I know my way around a computer pretty well. When anyone in my family needs technical help, I'm the one they call. | 37.5% | 1.2% | 1,455 |
| | Average User: I know enough to get by. | 48.2% | 1.5% | 1,871 |
| | Luddite: Technology scares me! I only use it when I have to. | 2.6% | 0.1% | 100 |
| | | Total Responses | 3.2% | 3,880 |
| France | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 11.2% | 2.5% | 3,068 |
| | 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. | 41.5% | 9.4% | 11,388 |
| | Average User: I know enough to get by. | 42.9% | 9.7% | 11,784 |
| | Luddite: Technology scares me! I only use it when I have to. | 4.5% | 1% | 1,225 |
| | | Total Responses | 22.6% | 27,465 |
| Germany | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 11.6% | 1.9% | 2,270 |
| | 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. | 41.7% | 6.7% | 8,169 |
| | Average User: I know enough to get by. | 44.3% | 7.1% | 8,692 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Luddite: Technology scares me! I only use it when I have to. | 2.4% | 0.4% | 475 |
| | Total Responses | | 16.1% | 19,606 |
| India | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 13.9% | 0.4% | 478 |
| | 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. | 53.2% | 1.5% | 1,822 |
| | Average User: I know enough to get by. | 29.4% | 0.8% | 1,007 |
| | Luddite: Technology scares me! I only use it when I have to. | 3.5% | 0.1% | 120 |
| | Total Responses | | 2.8% | 3,427 |
| Italy | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 9.3% | 1.8% | 2,207 |
| | 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. | 40.4% | 7.9% | 9,567 |
| | Average User: I know enough to get by. | 45.9% | 8.9% | 10,882 |
| | Luddite: Technology scares me! I only use it when I have to. | 4.4% | 0.9% | 1,039 |
| | Total Responses | | 19.5% | 23,695 |
| Mexico | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 8.8% | 0.4% | 497 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | 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. | 42% | 1.9% | 2,361 |
| | Average User: I know enough to get by. | 45.8% | 2.1% | 2,574 |
| | Luddite: Technology scares me! I only use it when I have to. | 3.4% | 0.2% | 194 |
| | | Total Responses | 4.6% | 5,626 |
| Spain | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 13.3% | 0.5% | 610 |
| | 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. | 41.1% | 1.5% | 1,881 |
| | Average User: I know enough to get by. | 42.2% | 1.6% | 1,933 |
| | Luddite: Technology scares me! I only use it when I have to. | 3.3% | 0.1% | 152 |
| | | Total Responses | 3.7% | 4,576 |
| United Kingdom | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 11.4% | 0.4% | 492 |
| | 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. | 40.5% | 1.4% | 1,751 |
| | Average User: I know enough to get by. | 45.3% | 1.6% | 1,962 |
| | Luddite: Technology scares me! I only use it when I have to. | 2.8% | 0.1% | 122 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | | Total Responses | 3.5% | 4,327 |
| United States | Ultra Nerd: I build my own computers, run my own servers, code my own apps. I'm basically Mr. Robot. | 11% | 1.6% | 1,945 |
| | 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% | 5.8% | 7,066 |
| | Average User: I know enough to get by. | 46.6% | 6.8% | 8,232 |
| | Luddite: Technology scares me! I only use it when I have to. | 2.4% | 0.4% | 426 |
| | | Total Responses | 14.6% | 17,669 |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | WiFi Router | 94.2% | 8.9% | 10,869 |
| | Laptop computer | 82% | 7.7% | 9,456 |
| | Smart phone | 91.6% | 8.7% | 10,573 |
| | Smart TV | 51.7% | 4.9% | 5,969 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 7.5% | 0.7% | 867 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 3.8% | 0.4% | 438 |
| | Car that connects to the internet | 6.9% | 0.6% | 791 |
| | Smart Thermostat (ex: Nest) | 1.7% | 0.2% | 197 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 14.1% | 1.3% | 1,629 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 2.7% | 0.3% | 315 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 8.2% | 0.8% | 948 |
| | Other (please specify) | 10% | 0.9% | 1,156 |
| | | Total Responses | 35.4% | 11,537 |
| Canada | WiFi Router | 88.9% | 2.8% | 3,474 |
| | Laptop computer | 83.9% | 2.7% | 3,279 |
| | Smart phone | 75.6% | 2.4% | 2,952 |
| | Smart TV | 38.9% | 1.2% | 1,518 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 15.4% | 0.5% | 603 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 3.5% | 0.1% | 137 |
| | Car that connects to the internet | 10.7% | 0.3% | 417 |
| | Smart Thermostat (ex: Nest) | 6.4% | 0.2% | 251 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 6.6% | 0.2% | 256 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 2.9% | 0.1% | 113 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 6.9% | 0.2% | 270 |
| | Other (please specify) | 17.8% | 0.6% | 696 |
| | | Total Responses | 11.3% | 3,907 |
| France | WiFi Router | 66.9% | 14.9% | 18,222 |
| | Laptop computer | 89.9% | 20.1% | 24,477 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Smart phone | 86.7% | 19.4% | 23,622 |
| | Smart TV | 25.5% | 5.7% | 6,951 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 10.5% | 2.4% | 2,871 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 3.9% | 0.9% | 1,053 |
| | Car that connects to the internet | 6.6% | 1.5% | 1,787 |
| | Smart Thermostat (ex: Nest) | 3.4% | 0.8% | 935 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 7% | 1.6% | 1,895 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 1.8% | 0.4% | 494 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 6.4% | 1.4% | 1,748 |
| | Other (please specify) | 9.2% | 2.1% | 2,516 |
| | Total Responses | 71.2% | | 27,235 |
| Germany | WiFi Router | 95.1% | 15.4% | 18,768 |
| | Laptop computer | 85% | 13.7% | 16,770 |
| | Smart phone | 88% | 14.2% | 17,366 |
| | Smart TV | 44.1% | 7.1% | 8,704 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 12.3% | 2% | 2,420 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 5.9% | 1% | 1,168 |
| | Car that connects to the internet | 9.2% | 1.5% | 1,819 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Smart Thermostat (ex: Nest) | 3.7% | 0.6% | 731 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 6.2% | 1% | 1,224 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 1.8% | 0.3% | 351 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 8.3% | 1.3% | 1,643 |
| | Other (please specify) | 14.5% | 2.3% | 2,855 |
| | Total Responses | | 60.4% | 19,739 |
| India | WiFi Router | 81.1% | 2.4% | 2,966 |
| | Laptop computer | 82.7% | 2.5% | 3,024 |
| | Smart phone | 86.1% | 2.6% | 3,151 |
| | Smart TV | 29.1% | 0.9% | 1,063 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 15.7% | 0.5% | 574 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 6.2% | 0.2% | 227 |
| | Car that connects to the internet | 8.4% | 0.3% | 308 |
| | Smart Thermostat (ex: Nest) | 3.1% | 0.1% | 115 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 14.9% | 0.4% | 546 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 5.2% | 0.2% | 189 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 8.3% | 0.2% | 305 |

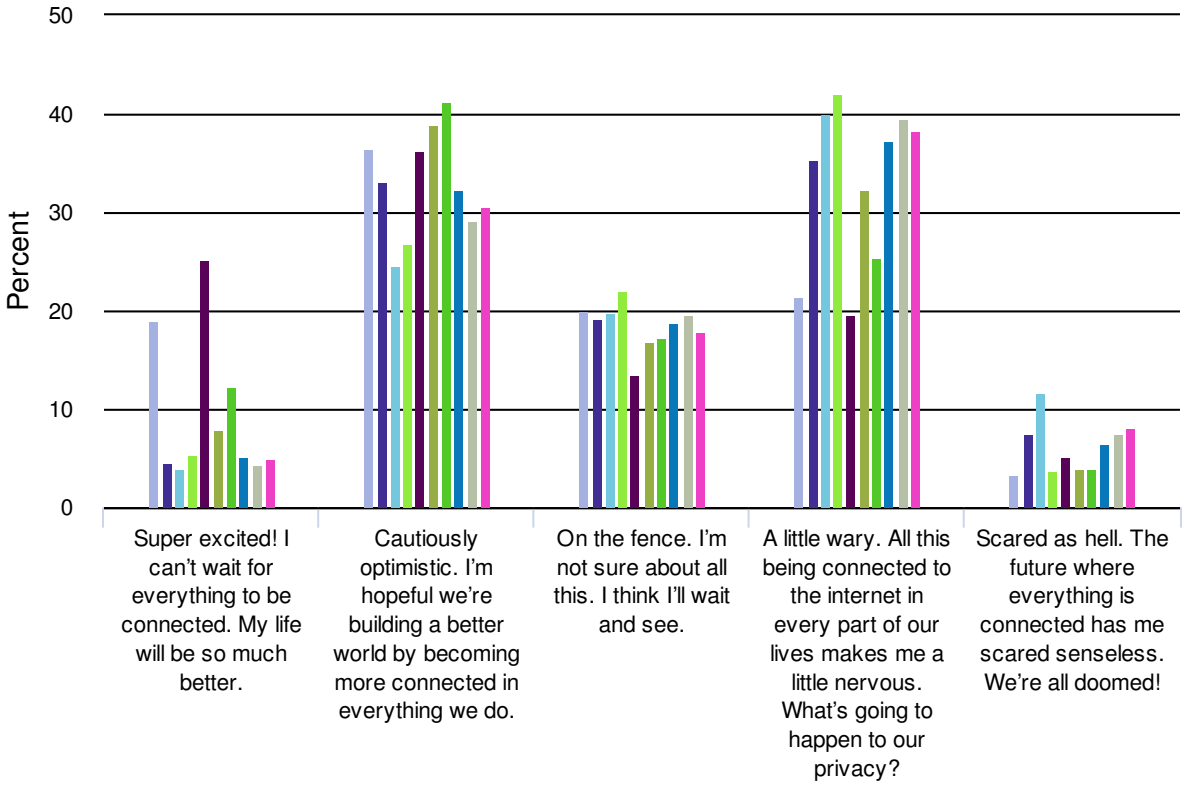
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Other (please specify) | 4.7% | 0.1% | 172 |
| | | Total Responses | 10.4% | 3,658 |
| Italy | WiFi Router | 83.4% | 16.3% | 19,842 |
| | Laptop computer | 88.2% | 17.2% | 20,968 |
| | Smart phone | 91.8% | 17.9% | 21,827 |
| | Smart TV | 42.2% | 8.2% | 10,034 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 12% | 2.3% | 2,855 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 4.4% | 0.9% | 1,039 |
| | Car that connects to the internet | 7.9% | 1.5% | 1,887 |
| | Smart Thermostat (ex: Nest) | 3.2% | 0.6% | 752 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 6.9% | 1.3% | 1,644 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 1.4% | 0.3% | 325 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 4.3% | 0.8% | 1,034 |
| | Other (please specify) | 9% | 1.8% | 2,137 |
| | | Total Responses | 69.1% | 23,780 |
| Mexico | WiFi Router | 81.6% | 3.8% | 4,604 |
| | Laptop computer | 84% | 3.9% | 4,736 |
| | Smart phone | 91.7% | 4.2% | 5,170 |
| | Smart TV | 57.1% | 2.6% | 3,220 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Activity Tracker (ex: Fitbit or Apple Watch) | 8.3% | 0.4% | 469 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 8% | 0.4% | 452 |
| | Car that connects to the internet | 6% | 0.3% | 338 |
| | Smart Thermostat (ex: Nest) | 1.8% | 0.1% | 103 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 8.1% | 0.4% | 459 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 3.5% | 0.2% | 200 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 6% | 0.3% | 341 |
| | Other (please specify) | 9.8% | 0.5% | 551 |
| | Total Responses | 17.1% | | 5,640 |
| Spain | WiFi Router | 96.6% | 3.6% | 4,436 |
| | Laptop computer | 88.7% | 3.3% | 4,073 |
| | Smart phone | 93.3% | 3.5% | 4,288 |
| | Smart TV | 47.8% | 1.8% | 2,198 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 14.5% | 0.5% | 664 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 3.7% | 0.1% | 169 |
| | Car that connects to the internet | 6.3% | 0.2% | 288 |
| | Smart Thermostat (ex: Nest) | 3.2% | 0.1% | 146 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 5.8% | 0.2% | 268 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 1.8% | 0.1% | 83 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 5.6% | 0.2% | 259 |
| | Other (please specify) | 11.9% | 0.4% | 545 |
| | | Total Responses | 14% | 4,594 |
| United Kingdom | WiFi Router | 95% | 3.4% | 4,109 |
| | Laptop computer | 85.7% | 3% | 3,707 |
| | Smart phone | 81.7% | 2.9% | 3,536 |
| | Smart TV | 47.4% | 1.7% | 2,049 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 15.8% | 0.6% | 685 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 7.6% | 0.3% | 330 |
| | Car that connects to the internet | 8.7% | 0.3% | 376 |
| | Smart Thermostat (ex: Nest) | 6.2% | 0.2% | 267 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 4.4% | 0.2% | 192 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 0.9% | 0% | 38 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 5.8% | 0.2% | 249 |
| | Other (please specify) | 16.3% | 0.6% | 705 |
| | | Total Responses | 13.4% | 4,327 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| United States | WiFi Router | 90.8% | 13.1% | 16,025 |
| | Laptop computer | 85% | 12.3% | 14,996 |
| | Smart phone | 82.5% | 11.9% | 14,557 |
| | Smart TV | 45.1% | 6.5% | 7,960 |
| | Activity Tracker (ex: Fitbit or Apple Watch) | 21.7% | 3.1% | 3,831 |
| | Smarthome Hub (ex. Amazon Echo, Google Alexa) | 12.1% | 1.7% | 2,129 |
| | Car that connects to the internet | 14.5% | 2.1% | 2,564 |
| | Smart Thermostat (ex: Nest) | 8.4% | 1.2% | 1,491 |
| | Smart Appliance (ex. Coffeemaker, Refrigerator, Oven, Fridge) | 5.2% | 0.8% | 925 |
| | Smart Door Locks (ex. Door locks for your home you can open via bluetooth) | 2.9% | 0.4% | 518 |
| | Smart Lighting (ex. Connected lighting switches, dimmers, or bulbs) | 7.4% | 1.1% | 1,307 |
| | Other (please specify) | 17.7% | 2.6% | 3,130 |
| | | Total Responses | 56.8% | 17,645 |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | Super excited! I can't wait for everything to be connected. My life will be so much better. | 19% | 1.8% | 2,173 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 36.4% | 3.4% | 4,156 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 19.9% | 1.9% | 2,278 |
| | 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? | 21.4% | 2% | 2,447 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 3.3% | 0.3% | 374 |
| | | Total Responses | 9.4% | 11,428 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Canada | Super excited! I can't wait for everything to be connected. My life will be so much better. | 4.6% | 0.1% | 179 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 33.1% | 1.1% | 1,289 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 19.2% | 0.6% | 749 |
| | 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? | 35.5% | 1.1% | 1,382 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 7.6% | 0.2% | 296 |
| | | Total Responses | 3.1% | 3,895 |
| France | Super excited! I can't wait for everything to be connected. My life will be so much better. | 4% | 0.9% | 1,099 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 24.6% | 5.6% | 6,770 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 19.8% | 4.5% | 5,436 |
| | 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? | 40.1% | 9.1% | 11,028 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 11.6% | 2.6% | 3,179 |
| | | Total Responses | 22.7% | 27,512 |

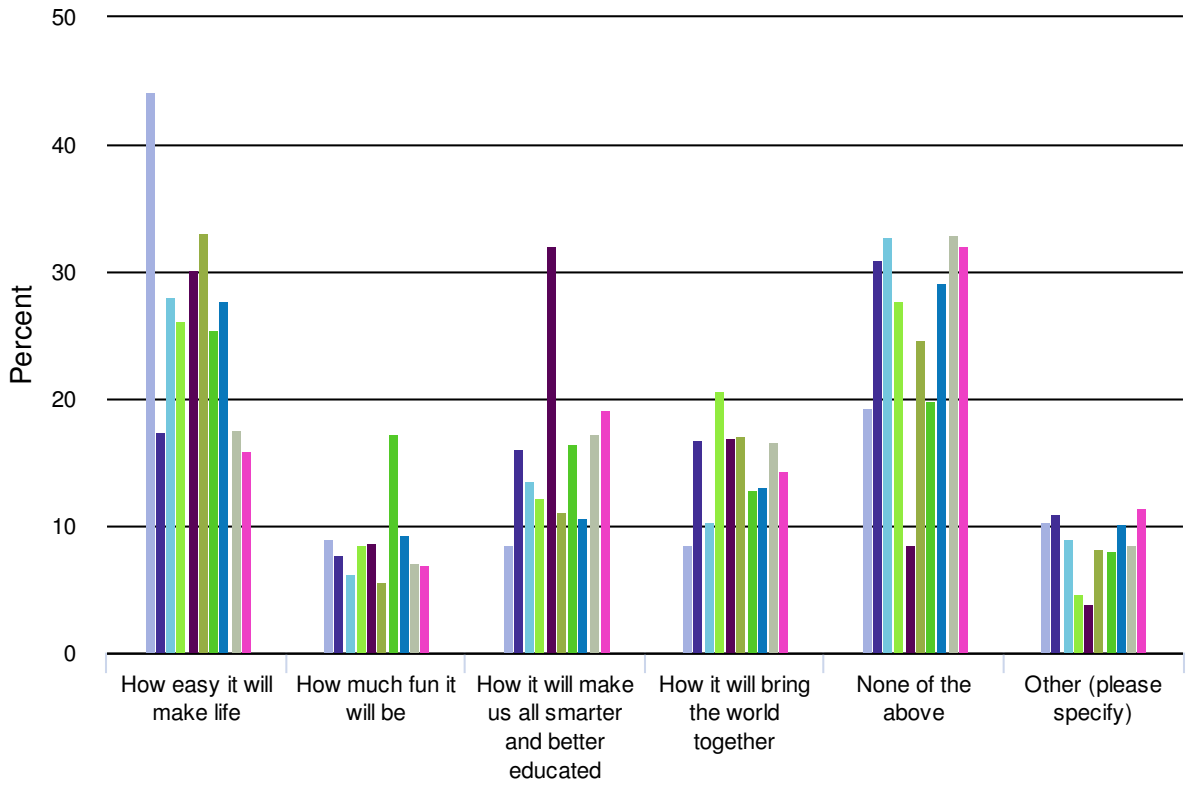
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Germany | Super excited! I can't wait for everything to be connected. My life will be so much better. | 5.4% | 0.9% | 1,055 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 26.9% | 4.3% | 5,288 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 22% | 3.6% | 4,324 |
| | 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? | 42.1% | 6.8% | 8,277 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 3.7% | 0.6% | 729 |
| | | Total Responses | 16.2% | 19,673 |
| India | Super excited! I can't wait for everything to be connected. My life will be so much better. | 25.3% | 0.7% | 854 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 36.2% | 1% | 1,225 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 13.6% | 0.4% | 461 |
| | 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? | 19.6% | 0.5% | 662 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 5.3% | 0.1% | 178 |
| | | Total Responses | 2.7% | 3,380 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Italy | Super excited! I can't wait for everything to be connected. My life will be so much better. | 8% | 1.6% | 1,892 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 39% | 7.6% | 9,261 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 16.8% | 3.3% | 3,994 |
| | 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? | 32.3% | 6.3% | 7,660 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 3.9% | 0.8% | 925 |
| | | Total Responses | 19.6% | 23,732 |
| Mexico | Super excited! I can't wait for everything to be connected. My life will be so much better. | 12.3% | 0.6% | 691 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 41.2% | 1.9% | 2,316 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 17.2% | 0.8% | 966 |
| | 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? | 25.4% | 1.2% | 1,426 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 3.9% | 0.2% | 218 |
| | | Total Responses | 4.7% | 5,617 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Spain | Super excited! I can't wait for everything to be connected. My life will be so much better. | 5.3% | 0.2% | 244 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 32.3% | 1.2% | 1,479 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 18.7% | 0.7% | 854 |
| | 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? | 37.2% | 1.4% | 1,703 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 6.5% | 0.2% | 297 |
| | | Total Responses | 3.7% | 4,577 |
| United Kingdom | Super excited! I can't wait for everything to be connected. My life will be so much better. | 4.3% | 0.2% | 186 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 29.1% | 1% | 1,258 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 19.5% | 0.7% | 841 |
| | 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? | 39.5% | 1.4% | 1,705 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 7.6% | 0.3% | 328 |
| | | Total Responses | 3.6% | 4,318 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| United States | Super excited! I can't wait for everything to be connected. My life will be so much better. | 5% | 0.7% | 885 |
| | Cautiously optimistic. I'm hopeful we're building a better world by becoming more connected in everything we do. | 30.6% | 4.4% | 5,409 |
| | On the fence. I'm not sure about all this. I think I'll wait and see. | 17.9% | 2.6% | 3,152 |
| | 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? | 38.3% | 5.6% | 6,765 |
| | Scared as hell. The future where everything is connected has me scared senseless. We're all doomed! | 8.2% | 1.2% | 1,443 |
| | | Total Responses | 14.5% | 17,654 |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | How easy it will make life | 44.2% | 4.6% | 5,084 |
| | How much fun it will be | 9.1% | 0.9% | 1,048 |
| | How it will make us all smarter and better educated | 8.6% | 0.9% | 988 |
| | How it will bring the world together | 8.5% | 0.9% | 975 |
| | None of the above | 19.3% | 2% | 2,218 |
| | Other (please specify) | 10.3% | 1.1% | 1,179 |
| | | Total Responses | 10.4% | 11,492 |
| Canada | How easy it will make life | 17.5% | 0.6% | 682 |
| | How much fun it will be | 7.7% | 0.3% | 298 |
| | How it will make us all smarter and better educated | 16.1% | 0.6% | 626 |

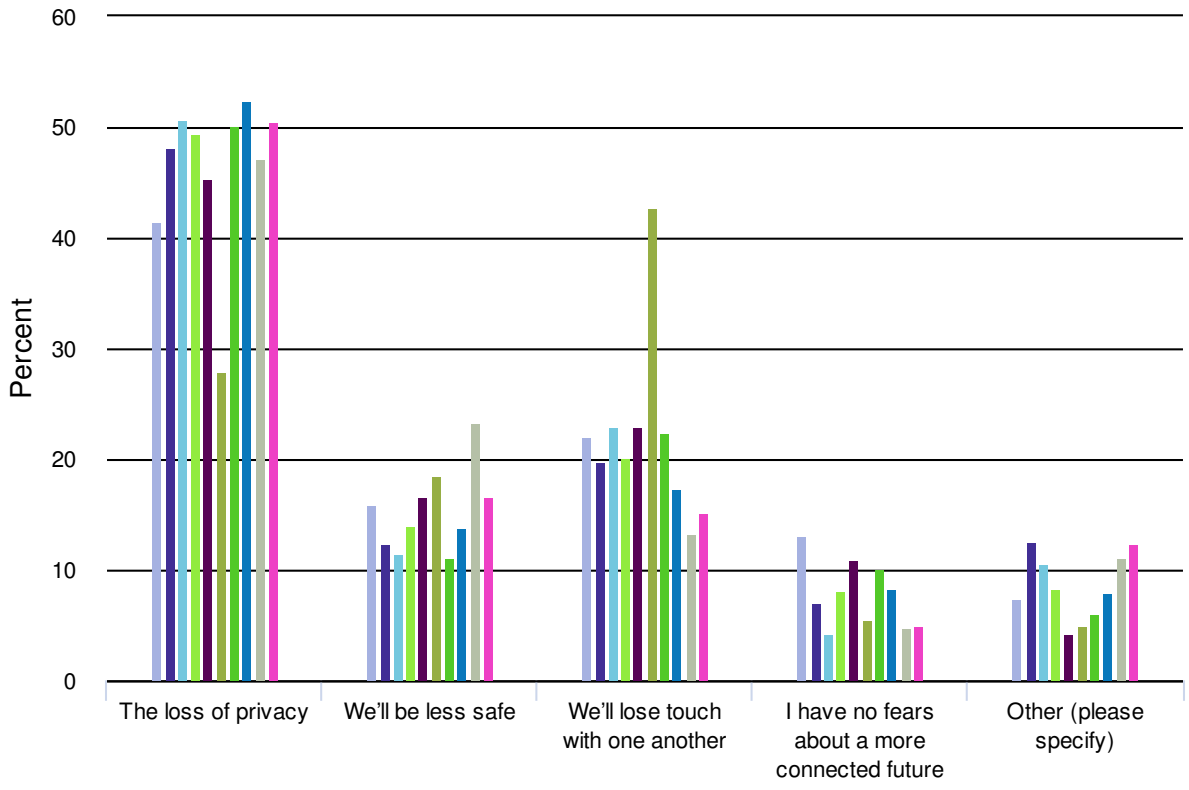
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | How it will bring the world together | 16.8% | 0.6% | 654 |
| | None of the above | 31% | 1.1% | 1,206 |
| | Other (please specify) | 11% | 0.4% | 427 |
| | Total Responses | | 3.6% | 3,893 |
| France | How easy it will make life | 28.1% | 6.9% | 7,667 |
| | How much fun it will be | 6.3% | 1.5% | 1,728 |
| | How it will make us all smarter and better educated | 13.6% | 3.3% | 3,709 |
| | How it will bring the world together | 10.3% | 2.5% | 2,806 |
| | None of the above | 32.7% | 8% | 8,926 |
| | Other (please specify) | 9% | 2.2% | 2,448 |
| | Total Responses | | 24.4% | 27,284 |
| Germany | How easy it will make life | 26.2% | 4.6% | 5,152 |
| | How much fun it will be | 8.5% | 1.5% | 1,675 |
| | How it will make us all smarter and better educated | 12.2% | 2.2% | 2,410 |
| | How it will bring the world together | 20.7% | 3.6% | 4,064 |
| | None of the above | 27.7% | 4.9% | 5,458 |
| | Other (please specify) | 4.7% | 0.8% | 916 |
| | Total Responses | | 17.6% | 19,675 |
| India | How easy it will make life | 30.1% | 0.9% | 1,025 |
| | How much fun it will be | 8.7% | 0.3% | 296 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | How it will make us all smarter and better educated | 32.1% | 1% | 1,093 |
| | How it will bring the world together | 17% | 0.5% | 579 |
| | None of the above | 8.5% | 0.3% | 289 |
| | Other (please specify) | 3.8% | 0.1% | 128 |
| | | Total Responses | 3.1% | 3,410 |
| Italy | How easy it will make life | 33.1% | 7% | 7,845 |
| | How much fun it will be | 5.6% | 1.2% | 1,329 |
| | How it will make us all smarter and better educated | 11.2% | 2.4% | 2,645 |
| | How it will bring the world together | 17.1% | 3.6% | 4,052 |
| | None of the above | 24.7% | 5.3% | 5,863 |
| | Other (please specify) | 8.3% | 1.8% | 1,976 |
| | | Total Responses | 21.3% | 23,710 |
| Mexico | How easy it will make life | 25.5% | 1.3% | 1,438 |
| | How much fun it will be | 17.3% | 0.9% | 977 |
| | How it will make us all smarter and better educated | 16.4% | 0.8% | 923 |
| | How it will bring the world together | 12.9% | 0.7% | 729 |
| | None of the above | 19.9% | 1% | 1,125 |
| | Other (please specify) | 8% | 0.4% | 453 |
| | | Total Responses | 5.1% | 5,645 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Spain | How easy it will make life | 27.7% | 1.1% | 1,268 |
| | How much fun it will be | 9.4% | 0.4% | 428 |
| | How it will make us all smarter and better educated | 10.7% | 0.4% | 490 |
| | How it will bring the world together | 13% | 0.5% | 593 |
| | None of the above | 29.2% | 1.2% | 1,337 |
| | Other (please specify) | 10.1% | 0.4% | 461 |
| | Total Responses | | 4% | 4,577 |
| United Kingdom | How easy it will make life | 17.6% | 0.7% | 758 |
| | How much fun it will be | 7.1% | 0.3% | 306 |
| | How it will make us all smarter and better educated | 17.3% | 0.7% | 749 |
| | How it will bring the world together | 16.6% | 0.6% | 715 |
| | None of the above | 32.9% | 1.3% | 1,423 |
| | Other (please specify) | 8.5% | 0.3% | 368 |
| | Total Responses | | 3.9% | 4,319 |
| United States | How easy it will make life | 15.9% | 2.5% | 2,813 |
| | How much fun it will be | 6.9% | 1.1% | 1,223 |
| | How it will make us all smarter and better educated | 19.2% | 3% | 3,388 |
| | How it will bring the world together | 14.4% | 2.3% | 2,545 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | None of the above | 32.1% | 5.1% | 5,678 |
| | Other (please specify) | 11.4% | 1.8% | 2,022 |
| | Total Responses | | 15.8% | 17,669 |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | The loss of privacy | 41.5% | 4.3% | 4,759 |
| | We'll be less safe | 15.9% | 1.6% | 1,819 |

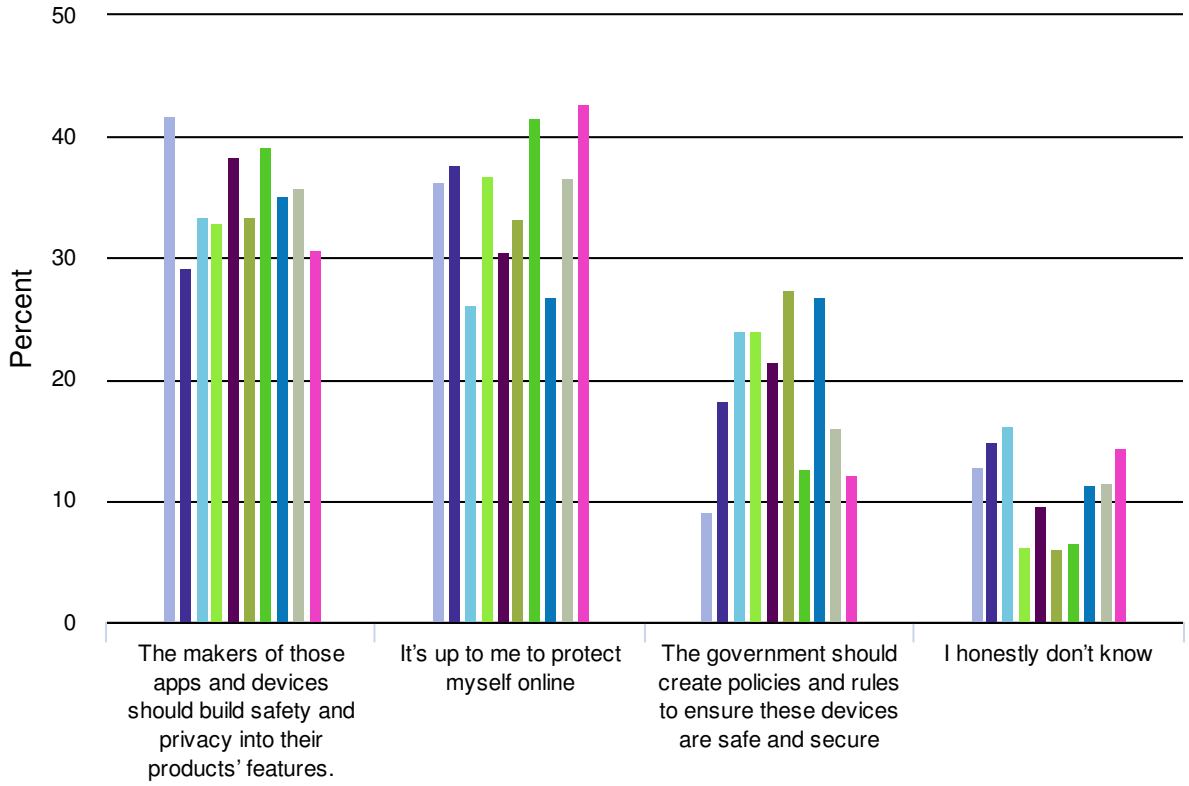
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | We'll lose touch with one another | 22.1% | 2.3% | 2,533 |
| | I have no fears about a more connected future | 13.2% | 1.4% | 1,508 |
| | Other (please specify) | 7.4% | 0.8% | 843 |
| | | Total Responses | 10.4% | 11,462 |
| Canada | The loss of privacy | 48.2% | 1.7% | 1,880 |
| | We'll be less safe | 12.4% | 0.4% | 485 |
| | We'll lose touch with one another | 19.8% | 0.7% | 772 |
| | I have no fears about a more connected future | 7.1% | 0.2% | 276 |
| | Other (please specify) | 12.6% | 0.4% | 491 |
| | | Total Responses | 3.4% | 3,904 |
| France | The loss of privacy | 50.8% | 12.5% | 13,983 |
| | We'll be less safe | 11.4% | 2.8% | 3,133 |
| | We'll lose touch with one another | 22.9% | 5.6% | 6,292 |
| | I have no fears about a more connected future | 4.3% | 1.1% | 1,188 |
| | Other (please specify) | 10.6% | 2.6% | 2,921 |
| | | Total Responses | 24.6% | 27,517 |
| Germany | The loss of privacy | 49.4% | 8.7% | 9,725 |
| | We'll be less safe | 14% | 2.5% | 2,749 |
| | We'll lose touch with one another | 20.2% | 3.6% | 3,981 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | I have no fears about a more connected future | 8.1% | 1.4% | 1,593 |
| | Other (please specify) | 8.4% | 1.5% | 1,648 |
| | | Total Responses | 17.7% | 19,696 |
| India | The loss of privacy | 45.3% | 1.4% | 1,532 |
| | We'll be less safe | 16.6% | 0.5% | 562 |
| | We'll lose touch with one another | 22.9% | 0.7% | 774 |
| | I have no fears about a more connected future | 10.9% | 0.3% | 369 |
| | Other (please specify) | 4.3% | 0.1% | 146 |
| | | Total Responses | 3% | 3,383 |
| Italy | The loss of privacy | 27.9% | 6% | 6,641 |
| | We'll be less safe | 18.6% | 4% | 4,435 |
| | We'll lose touch with one another | 42.8% | 9.1% | 10,186 |
| | I have no fears about a more connected future | 5.6% | 1.2% | 1,334 |
| | Other (please specify) | 5% | 1.1% | 1,201 |
| | | Total Responses | 21.4% | 23,797 |
| Mexico | The loss of privacy | 50.1% | 2.5% | 2,817 |
| | We'll be less safe | 11.1% | 0.6% | 626 |
| | We'll lose touch with one another | 22.5% | 1.1% | 1,263 |
| | I have no fears about a more connected future | 10.1% | 0.5% | 568 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Other (please specify) | 6.2% | 0.3% | 347 |
| | | Total Responses | 5% | 5,621 |
| Spain | The loss of privacy | 52.5% | 2.2% | 2,403 |
| | We'll be less safe | 13.9% | 0.6% | 634 |
| | We'll lose touch with one another | 17.4% | 0.7% | 797 |
| | I have no fears about a more connected future | 8.3% | 0.3% | 378 |
| | Other (please specify) | 8% | 0.3% | 364 |
| | | Total Responses | 4.1% | 4,576 |
| United Kingdom | The loss of privacy | 47.2% | 1.8% | 2,045 |
| | We'll be less safe | 23.3% | 0.9% | 1,009 |
| | We'll lose touch with one another | 13.4% | 0.5% | 580 |
| | I have no fears about a more connected future | 4.9% | 0.2% | 213 |
| | Other (please specify) | 11.2% | 0.4% | 486 |
| | | Total Responses | 3.8% | 4,333 |
| United States | The loss of privacy | 50.6% | 8% | 8,953 |
| | We'll be less safe | 16.6% | 2.6% | 2,943 |
| | We'll lose touch with one another | 15.2% | 2.4% | 2,697 |
| | I have no fears about a more connected future | 5% | 0.8% | 889 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Other (please specify) | 12.5% | 2% | 2,217 |
| | Total Responses | 15.8% | 17,699 | |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | The makers of those apps and devices should build safety and privacy into their products' features. | 41.7% | 3.9% | 4,766 |
| | It's up to me to protect myself online | 36.4% | 3.4% | 4,157 |

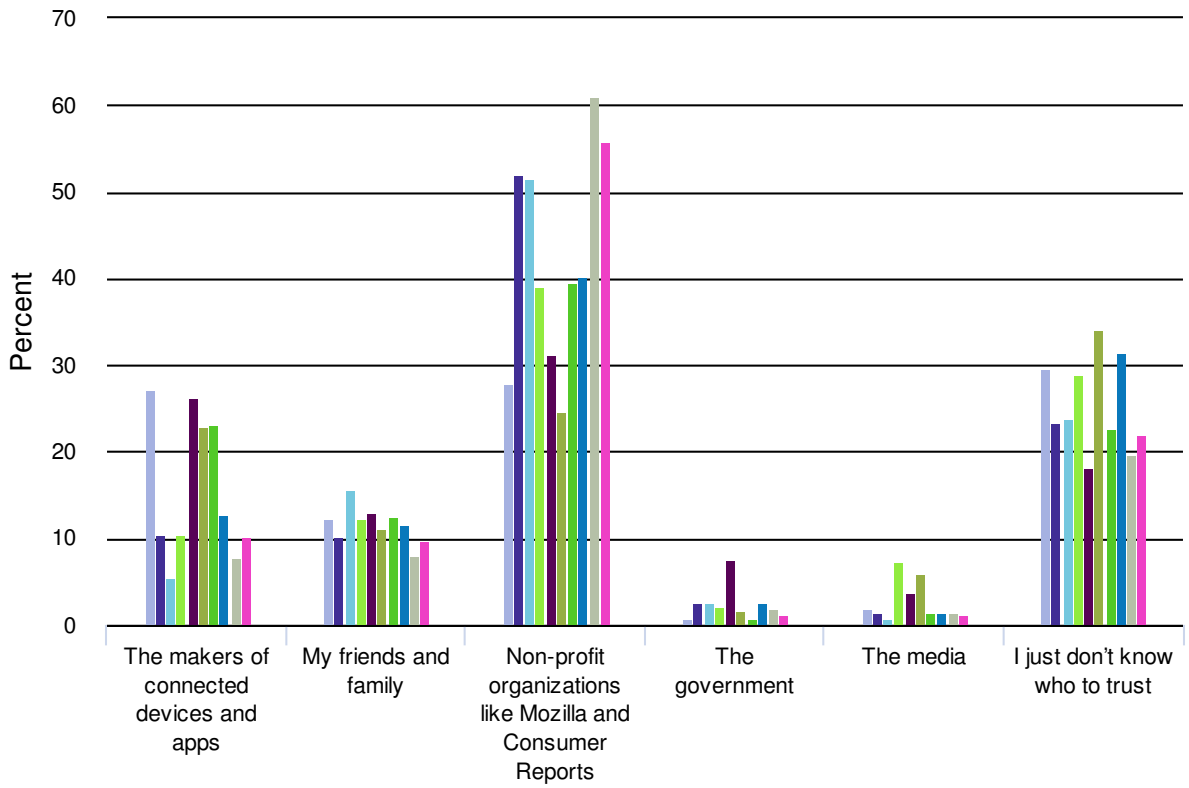
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | The government should create policies and rules to ensure these devices are safe and secure | 9.1% | 0.9% | 1,037 |
| | I honestly don't know | 12.9% | 1.2% | 1,473 |
| | | Total Responses | 9.4% | 11,433 |
| Canada | The makers of those apps and devices should build safety and privacy into their products' features. | 29.2% | 0.9% | 1,138 |
| | It's up to me to protect myself online | 37.6% | 1.2% | 1,465 |
| | The government should create policies and rules to ensure these devices are safe and secure | 18.3% | 0.6% | 711 |
| | I honestly don't know | 14.9% | 0.5% | 579 |
| | | Total Responses | 3.2% | 3,893 |
| France | The makers of those apps and devices should build safety and privacy into their products' features. | 33.5% | 7.6% | 9,194 |
| | It's up to me to protect myself online | 26.2% | 5.9% | 7,191 |
| | The government should create policies and rules to ensure these devices are safe and secure | 24% | 5.4% | 6,594 |
| | I honestly don't know | 16.3% | 3.7% | 4,474 |
| | | Total Responses | 22.6% | 27,453 |
| Germany | The makers of those apps and devices should build safety and privacy into their products' features. | 32.9% | 5.3% | 6,462 |
| | It's up to me to protect myself online | 36.9% | 6% | 7,243 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | The government should create policies and rules to ensure these devices are safe and secure | 24% | 3.9% | 4,709 |
| | I honestly don't know | 6.3% | 1% | 1,233 |
| | | Total Responses | 16.2% | 19,647 |
| India | The makers of those apps and devices should build safety and privacy into their products' features. | 38.3% | 1.1% | 1,283 |
| | It's up to me to protect myself online | 30.6% | 0.8% | 1,026 |
| | The government should create policies and rules to ensure these devices are safe and secure | 21.5% | 0.6% | 721 |
| | I honestly don't know | 9.6% | 0.3% | 322 |
| | | Total Responses | 2.8% | 3,352 |
| Italy | The makers of those apps and devices should build safety and privacy into their products' features. | 33.4% | 6.5% | 7,921 |
| | It's up to me to protect myself online | 33.3% | 6.5% | 7,904 |
| | The government should create policies and rules to ensure these devices are safe and secure | 27.3% | 5.3% | 6,467 |
| | I honestly don't know | 6% | 1.2% | 1,413 |
| | | Total Responses | 19.5% | 23,705 |
| Mexico | The makers of those apps and devices should build safety and privacy into their products' features. | 39.2% | 1.8% | 2,206 |
| | It's up to me to protect myself online | 41.5% | 1.9% | 2,336 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | The government should create policies and rules to ensure these devices are safe and secure | 12.6% | 0.6% | 710 |
| | I honestly don't know | 6.6% | 0.3% | 371 |
| | | Total Responses | 4.6% | 5,623 |
| Spain | The makers of those apps and devices should build safety and privacy into their products' features. | 35.1% | 1.3% | 1,603 |
| | It's up to me to protect myself online | 26.8% | 1% | 1,227 |
| | The government should create policies and rules to ensure these devices are safe and secure | 26.8% | 1% | 1,223 |
| | I honestly don't know | 11.3% | 0.4% | 518 |
| | | Total Responses | 3.7% | 4,571 |
| United Kingdom | The makers of those apps and devices should build safety and privacy into their products' features. | 35.8% | 1.3% | 1,549 |
| | It's up to me to protect myself online | 36.7% | 1.3% | 1,589 |
| | The government should create policies and rules to ensure these devices are safe and secure | 16% | 0.6% | 694 |
| | I honestly don't know | 11.5% | 0.4% | 497 |
| | | Total Responses | 3.6% | 4,329 |
| United States | The makers of those apps and devices should build safety and privacy into their products' features. | 30.7% | 4.5% | 5,422 |
| | It's up to me to protect myself online | 42.7% | 6.2% | 7,545 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | The government should create policies and rules to ensure these devices are safe and secure | 12.1% | 1.8% | 2,144 |
| | I honestly don't know | 14.4% | 2.1% | 2,550 |
| | Total Responses | | 14.6% | 17,661 |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | The makers of connected devices and apps | 27.3% | 2.6% | 3,131 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | My friends and family | 12.3% | 1.2% | 1,414 |
| | Non-profit organizations like Mozilla and Consumer Reports | 28% | 2.6% | 3,211 |
| | The government | 0.8% | 0.1% | 96 |
| | The media | 2% | 0.2% | 230 |
| | I just don't know who to trust | 29.6% | 2.8% | 3,391 |
| | | Total Responses | 9.5% | 11,473 |
| Canada | The makers of connected devices and apps | 10.3% | 0.3% | 399 |
| | My friends and family | 10.2% | 0.3% | 398 |
| | Non-profit organizations like Mozilla and Consumer Reports | 52.1% | 1.7% | 2,026 |
| | The government | 2.6% | 0.1% | 100 |
| | The media | 1.4% | 0% | 54 |
| | I just don't know who to trust | 23.4% | 0.7% | 908 |
| | | Total Responses | 3.1% | 3,885 |
| France | The makers of connected devices and apps | 5.5% | 1.2% | 1,519 |
| | My friends and family | 15.6% | 3.5% | 4,279 |
| | Non-profit organizations like Mozilla and Consumer Reports | 51.6% | 11.7% | 14,161 |
| | The government | 2.6% | 0.6% | 721 |
| | The media | 0.7% | 0.2% | 190 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | I just don't know who to trust | 23.9% | 5.4% | 6,558 |
| | | Total Responses | 22.6% | 27,428 |
| Germany | The makers of connected devices and apps | 10.4% | 1.7% | 2,037 |
| | My friends and family | 12.4% | 2% | 2,423 |
| | Non-profit organizations like Mozilla and Consumer Reports | 39% | 6.3% | 7,647 |
| | The government | 2.1% | 0.3% | 418 |
| | The media | 7.4% | 1.2% | 1,448 |
| | I just don't know who to trust | 28.8% | 4.6% | 5,639 |
| | | Total Responses | 16.1% | 19,612 |
| India | The makers of connected devices and apps | 26.3% | 0.7% | 892 |
| | My friends and family | 13.1% | 0.4% | 442 |
| | Non-profit organizations like Mozilla and Consumer Reports | 31.1% | 0.9% | 1,052 |
| | The government | 7.6% | 0.2% | 256 |
| | The media | 3.8% | 0.1% | 128 |
| | I just don't know who to trust | 18.2% | 0.5% | 616 |
| | | Total Responses | 2.8% | 3,386 |
| Italy | The makers of connected devices and apps | 23% | 4.5% | 5,429 |
| | My friends and family | 11.1% | 2.2% | 2,625 |

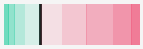
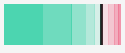
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Non-profit organizations like Mozilla and Consumer Reports | 24.5% | 4.8% | 5,789 |
| | The government | 1.6% | 0.3% | 380 |
| | The media | 5.9% | 1.1% | 1,385 |
| | I just don't know who to trust | 34% | 6.6% | 8,046 |
| | | Total Responses | 19.5% | 23,654 |
| Mexico | The makers of connected devices and apps | 23.1% | 1.1% | 1,295 |
| | My friends and family | 12.5% | 0.6% | 704 |
| | Non-profit organizations like Mozilla and Consumer Reports | 39.6% | 1.8% | 2,222 |
| | The government | 0.7% | 0% | 41 |
| | The media | 1.4% | 0.1% | 76 |
| | I just don't know who to trust | 22.7% | 1% | 1,276 |
| | | Total Responses | 4.6% | 5,614 |
| Spain | The makers of connected devices and apps | 12.7% | 0.5% | 578 |
| | My friends and family | 11.6% | 0.4% | 529 |
| | Non-profit organizations like Mozilla and Consumer Reports | 40.3% | 1.5% | 1,840 |
| | The government | 2.5% | 0.1% | 112 |
| | The media | 1.5% | 0.1% | 67 |
| | I just don't know who to trust | 31.5% | 1.2% | 1,436 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Total Responses | | 3.8% | 4,562 |
| United Kingdom | The makers of connected devices and apps | 7.8% | 0.3% | 337 |
| | My friends and family | 8.1% | 0.3% | 350 |
| | Non-profit organizations like Mozilla and Consumer Reports | 61% | 2.2% | 2,630 |
| | The government | 2% | 0.1% | 85 |
| | The media | 1.4% | 0.1% | 61 |
| | I just don't know who to trust | 19.7% | 0.7% | 847 |
| | Total Responses | | 3.7% | 4,310 |
| United States | The makers of connected devices and apps | 10.1% | 1.5% | 1,773 |
| | My friends and family | 9.7% | 1.4% | 1,713 |
| | Non-profit organizations like Mozilla and Consumer Reports | 55.8% | 8.1% | 9,827 |
| | The government | 1.2% | 0.2% | 205 |
| | The media | 1.1% | 0.2% | 198 |
| | I just don't know who to trust | 22.1% | 3.2% | 3,899 |
| | Total Responses | | 14.6% | 17,615 |

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.

Brazil

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Features | 1 | | 79,475 | 9,639 |
| Price | 2 | | 78,422 | 9,838 |
| Reliability | 3 | | 62,825 | 9,290 |
| Security | 4 |  | 60,641 | 9,302 |
| Privacy | 5 | | 51,019 | 8,943 |
| Safety | 6 | | 49,913 | 8,855 |
| Expert Recommendation | 7 | | 38,824 | 8,525 |
| Convenience | 8 | | 34,934 | 8,530 |
| User Reviews | 9 | | 34,098 | 8,382 |
| Friend or Family Recommendation | 10 |  | 26,836 | 8,205 |

Lowest Rank

Highest Rank

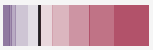
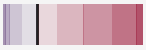
Canada

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Reliability | 1 | | 23,508 | 3,274 |
| Price | 2 | | 23,011 | 3,316 |
| Features | 3 | | 22,946 | 3,241 |
| Security | 4 | | 21,530 | 3,250 |
| Privacy | 5 | | 19,411 | 3,197 |
| Safety | 6 | | 16,893 | 3,136 |
| Convenience | 7 | | 16,410 | 3,148 |
| Expert Recommendation | 8 | | 13,672 | 3,080 |
| User Reviews | 9 | | 13,061 | 3,079 |
| Friend or Family Recommendation | 10 | | 9,707 | 3,002 |

Lowest Rank

Highest Rank

France

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Convenience | 1 | | 191,968 | 23,569 |
| Price | 2 |  | 167,826 | 23,743 |
| Features | 3 | | 166,144 | 23,150 |
| Reliability | 4 |  | 157,860 | 23,223 |
| Privacy | 5 | | 131,370 | 22,932 |
| Security | 6 | | 128,292 | 22,700 |
| Safety | 7 | | 105,879 | 22,026 |
| User Reviews | 8 | | 85,577 | 21,971 |
| Expert Recommendation | 9 | | 80,573 | 21,819 |
| Friend or Family Recommendation | 10 | | 69,486 | 21,493 |

Lowest Rank Highest Rank

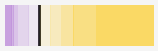
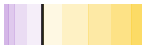
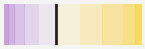
Germany

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Features | 1 | | 134,734 | 16,860 |
| Reliability | 2 | | 124,375 | 16,965 |
| Price | 3 | | 119,194 | 17,138 |
| Security | 4 | | 103,398 | 16,492 |
| Privacy | 5 | | 97,691 | 16,423 |
| Convenience | 6 | | 75,390 | 15,910 |
| Safety | 7 | | 74,998 | 15,433 |
| Expert Recommendation | 8 | | 69,570 | 15,437 |
| User Reviews | 9 | | 67,388 | 15,438 |
| Friend or Family Recommendation | 10 | | 56,605 | 15,254 |

Lowest Rank

Highest Rank

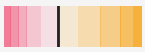
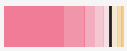
India

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Features | 1 | | 21,509 | 2,670 |
| Price | 2 |  | 20,051 | 2,692 |
| Security | 3 |  | 17,114 | 2,607 |
| Safety | 4 | | 16,280 | 2,556 |
| Reliability | 5 | | 15,699 | 2,541 |
| Privacy | 6 |  | 15,109 | 2,541 |
| Convenience | 7 | | 11,312 | 2,457 |
| User Reviews | 8 | | 10,923 | 2,390 |
| Expert Recommendation | 9 | | 9,972 | 2,347 |
| Friend or Family Recommendation | 10 | | 6,448 | 2,272 |

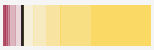
Lowest Rank

Highest Rank

Italy

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Features | 1 | | 177,133 | 20,754 |
| Price | 2 | | 166,843 | 21,230 |
| Reliability | 3 | | 149,020 | 20,531 |
| Convenience | 4 |  | 120,097 | 20,111 |
| Safety | 5 | | 98,651 | 19,036 |
| Expert Recommendation | 6 | | 92,151 | 19,140 |
| Privacy | 7 | | 91,969 | 19,069 |
| User Reviews | 8 | | 87,451 | 19,181 |
| Security | 9 | | 87,289 | 18,831 |
| Friend or Family Recommendation | 10 |  | 51,518 | 18,277 |

Mexico

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Features | 1 |  | 41,162 | 4,814 |
| Price | 2 |  | 39,611 | 4,955 |
| Safety | 3 | | 27,330 | 4,274 |
| Privacy | 4 | | 24,607 | 4,317 |
| Expert Recommendation | 5 | | 23,746 | 4,355 |
| Security | 6 | | 22,359 | 3,987 |
| Convenience | 7 | | 21,966 | 4,287 |
| Reliability | 8 | | 19,985 | 4,043 |
| User Reviews | 9 | | 19,971 | 4,195 |
| Friend or Family Recommendation | 10 | | 13,160 | 3,938 |

Lowest Rank

Highest Rank

Spain

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Features | 1 | | 32,628 | 3,924 |
| Price | 2 | | 30,723 | 3,999 |
| Safety | 3 | | 21,036 | 3,457 |
| Convenience | 4 | | 20,939 | 3,565 |
| Privacy | 5 | | 20,020 | 3,613 |
| Expert Recommendation | 6 | | 18,670 | 3,621 |
| User Reviews | 7 | | 18,495 | 3,617 |
| Security | 8 | | 17,978 | 3,260 |
| Reliability | 9 | | 15,835 | 3,409 |
| Friend or Family Recommendation | 10 | | 12,681 | 3,369 |

Lowest Rank

Highest Rank

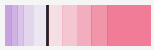
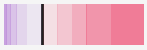
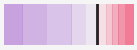
United Kingdom

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Reliability | 1 | | 26,485 | 3,682 |
| Price | 2 | | 25,723 | 3,701 |
| Security | 3 | | 25,677 | 3,684 |
| Features | 4 | | 24,947 | 3,591 |
| Privacy | 5 | | 21,773 | 3,591 |
| Safety | 6 | | 19,709 | 3,532 |
| User Reviews | 7 | | 16,706 | 3,502 |
| Expert Recommendation | 8 | | 16,085 | 3,468 |
| Convenience | 9 | | 13,530 | 3,459 |
| Friend or Family Recommendation | 10 | | 10,916 | 3,399 |

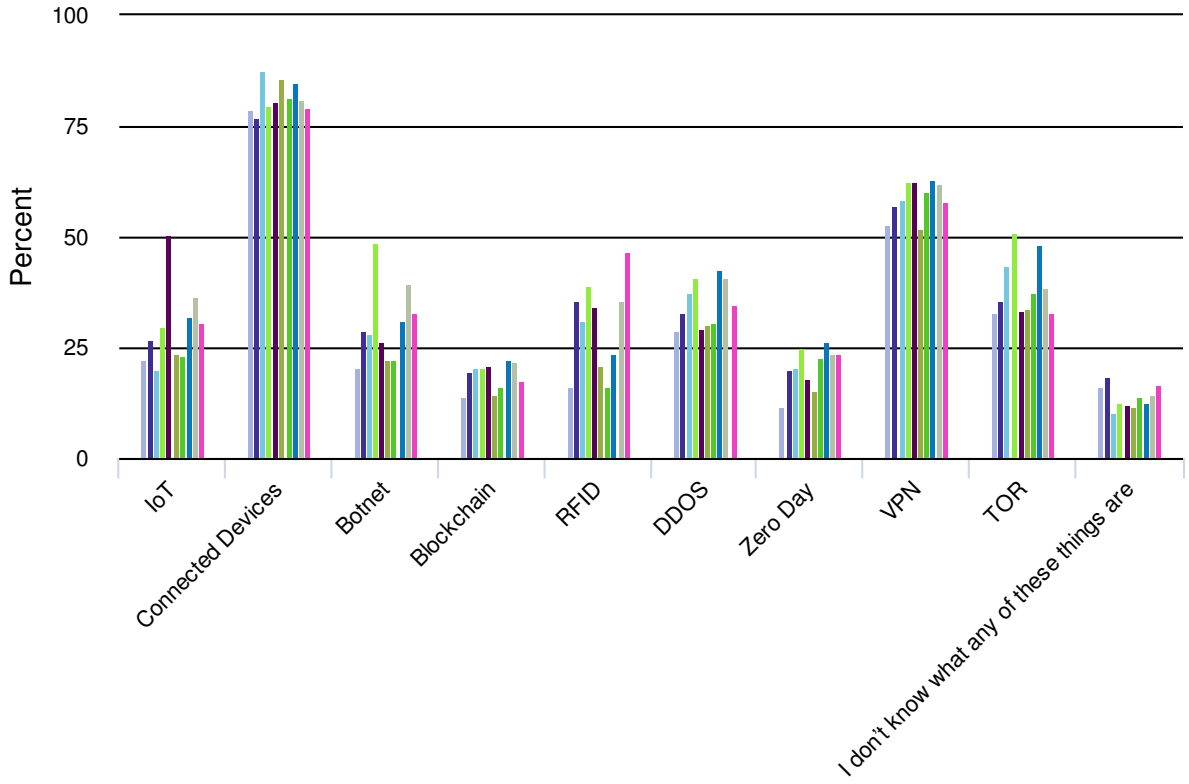
Lowest Rank

Highest Rank

United States

| Item | Overall Rank | Rank Distribution | Score | No. of Rankings |
|---|---|---|---|---|
| Reliability | 1 | | 105,012 | 14,751 |
| Price | 2 |  | 103,430 | 14,870 |
| Security | 3 | | 102,884 | 14,725 |
| Features | 4 |  | 102,223 | 14,536 |
| Privacy | 5 | | 90,462 | 14,496 |
| Safety | 6 | | 78,703 | 14,185 |
| User Reviews | 7 | | 63,871 | 13,999 |
| Expert Recommendation | 8 |  | 61,358 | 13,931 |
| Convenience | 9 | | 59,988 | 14,061 |
| Friend or Family Recommendation | 10 | | 43,053 | 13,641 |

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




| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Brazil | IoT | 22.2% | 2.1% | 2,558 |
| | Connected Devices | 78.7% | 7.4% | 9,059 |
| | Botnet | 20.2% | 1.9% | 2,325 |
| | Blockchain | 14% | 1.3% | 1,611 |
| | RFID | 16.1% | 1.5% | 1,849 |
| | DDOS | 28.5% | 2.7% | 3,284 |
| | Zero Day | 11.7% | 1.1% | 1,351 |
| | VPN | 53% | 5% | 6,101 |
| | TOR | 32.9% | 3.1% | 3,782 |
| | I don't know what any of these things are | 16.1% | 1.5% | 1,850 |
| | | Total Responses | 27.6% | 11,509 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| Canada | IoT | 26.7% | 0.9% | 1,041 |
| | Connected Devices | 77% | 2.5% | 3,004 |
| | Botnet | 28.6% | 0.9% | 1,115 |
| | Blockchain | 19.4% | 0.6% | 756 |
| | RFID | 35.6% | 1.1% | 1,390 |
| | DDOS | 33.1% | 1.1% | 1,291 |
| | Zero Day | 20.1% | 0.6% | 784 |
| | VPN | 57% | 1.8% | 2,222 |
| | TOR | 35.6% | 1.1% | 1,387 |
| | I don't know what any of these things are | 18.5% | 0.6% | 720 |
| | | Total Responses | 11.2% | 3,900 |
| France | IoT | 19.8% | 4.5% | 5,440 |
| | Connected Devices | 87.5% | 19.7% | 24,092 |
| | Botnet | 28.3% | 6.4% | 7,796 |
| | Blockchain | 20.3% | 4.6% | 5,588 |
| | RFID | 31% | 7% | 8,530 |
| | DDOS | 37.7% | 8.5% | 10,379 |
| | Zero Day | 20.4% | 4.6% | 5,621 |
| | VPN | 58.4% | 13.2% | 16,069 |
| | TOR | 43.7% | 9.8% | 12,024 |

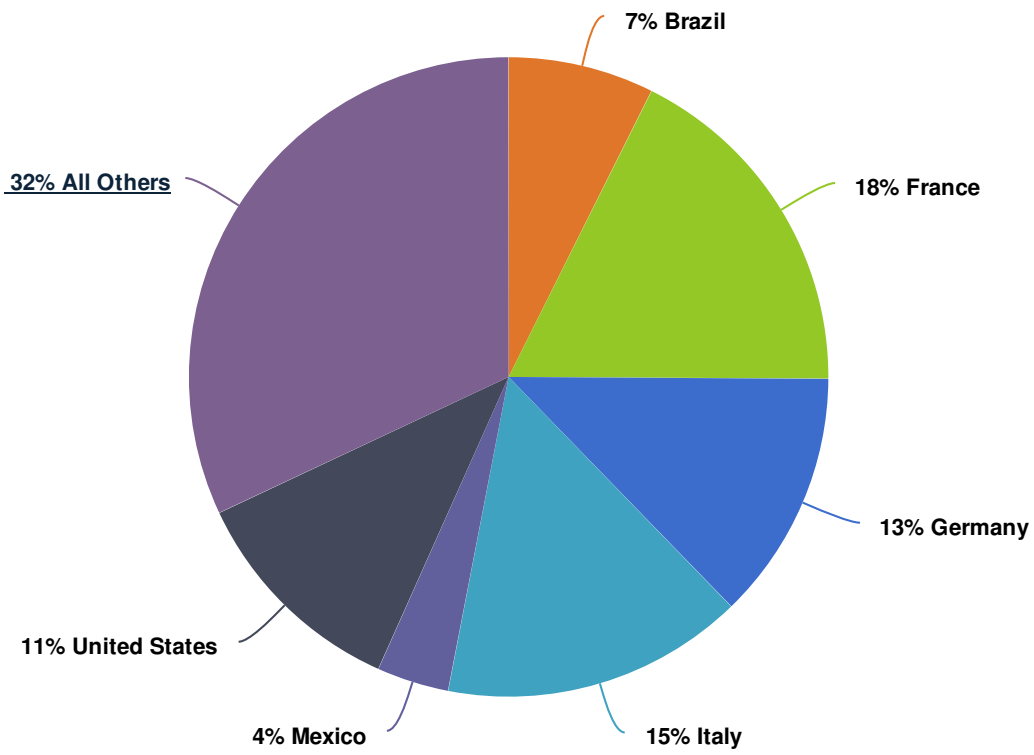
| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | I don't know what any of these things are | 10.1% | 2.3% | 2,782 |
| | | Total Responses | 80.6% | 27,522 |
| Germany | IoT | 29.5% | 4.8% | 5,816 |
| | Connected Devices | 79.7% | 12.9% | 15,719 |
| | Botnet | 48.4% | 7.8% | 9,544 |
| | Blockchain | 20.2% | 3.3% | 3,985 |
| | RFID | 38.7% | 6.3% | 7,646 |
| | DDOS | 40.7% | 6.6% | 8,034 |
| | Zero Day | 24.9% | 4% | 4,920 |
| | VPN | 62.4% | 10.1% | 12,318 |
| | TOR | 51.1% | 8.3% | 10,079 |
| | I don't know what any of these things are | 12.4% | 2% | 2,444 |
| | | Total Responses | 66.1% | 19,735 |
| India | IoT | 50.3% | 1.4% | 1,729 |
| | Connected Devices | 80.6% | 2.3% | 2,771 |
| | Botnet | 26.5% | 0.7% | 910 |
| | Blockchain | 20.8% | 0.6% | 715 |
| | RFID | 34.1% | 1% | 1,174 |
| | DDOS | 29.3% | 0.8% | 1,008 |
| | Zero Day | 18.1% | 0.5% | 623 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | VPN | 62.5% | 1.8% | 2,149 |
| | TOR | 33.3% | 0.9% | 1,144 |
| | I don't know what any of these things are | 11.9% | 0.3% | 411 |
| | | Total Responses | 10.3% | 3,440 |
| Italy | IoT | 23.6% | 4.6% | 5,622 |
| | Connected Devices | 85.6% | 16.7% | 20,386 |
| | Botnet | 22.1% | 4.3% | 5,270 |
| | Blockchain | 14.5% | 2.8% | 3,453 |
| | RFID | 20.8% | 4% | 4,943 |
| | DDOS | 30.3% | 5.9% | 7,223 |
| | Zero Day | 15.5% | 3% | 3,698 |
| | VPN | 51.7% | 10.1% | 12,315 |
| | TOR | 33.9% | 6.6% | 8,079 |
| | I don't know what any of these things are | 11.7% | 2.3% | 2,783 |
| | | Total Responses | 60.3% | 23,808 |
| Mexico | IoT | 23.1% | 1.1% | 1,303 |
| | Connected Devices | 81.6% | 3.8% | 4,597 |
| | Botnet | 22% | 1% | 1,241 |
| | Blockchain | 16.2% | 0.7% | 912 |
| | RFID | 16.2% | 0.7% | 915 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | DDOS | 30.4% | 1.4% | 1,711 |
| | Zero Day | 22.8% | 1.1% | 1,284 |
| | VPN | 60.3% | 2.8% | 3,394 |
| | TOR | 37.4% | 1.7% | 2,108 |
| | I don't know what any of these things are | 14.1% | 0.6% | 793 |
| | | Total Responses | 14.9% | 5,633 |
| Spain | IoT | 32.1% | 1.2% | 1,468 |
| | Connected Devices | 84.8% | 3.2% | 3,872 |
| | Botnet | 30.9% | 1.2% | 1,413 |
| | Blockchain | 22% | 0.8% | 1,007 |
| | RFID | 23.7% | 0.9% | 1,082 |
| | DDOS | 42.4% | 1.6% | 1,938 |
| | Zero Day | 26.5% | 1% | 1,211 |
| | VPN | 62.9% | 2.4% | 2,875 |
| | TOR | 48.3% | 1.8% | 2,208 |
| | I don't know what any of these things are | 12.4% | 0.5% | 567 |
| | | Total Responses | 14.6% | 4,568 |
| United Kingdom | IoT | 36.7% | 1.3% | 1,586 |
| | Connected Devices | 81.2% | 2.9% | 3,505 |

| Segment | Value | Percent | % of Total | Responses |
|---|---|---|---|---|
| | Botnet | 39.3% | 1.4% | 1,696 |
| | Blockchain | 21.6% | 0.8% | 931 |
| | RFID | 35.5% | 1.3% | 1,532 |
| | DDOS | 40.6% | 1.4% | 1,753 |
| | Zero Day | 23.7% | 0.8% | 1,023 |
| | VPN | 61.9% | 2.2% | 2,674 |
| | TOR | 38.4% | 1.4% | 1,660 |
| | I don't know what any of these things are | 14.4% | 0.5% | 622 |
| | | Total Responses | 14% | 4,319 |
| United States | IoT | 30.6% | 4.4% | 5,400 |
| | Connected Devices | 79% | 11.4% | 13,961 |
| | Botnet | 33.1% | 4.8% | 5,842 |
| | Blockchain | 17.6% | 2.5% | 3,104 |
| | RFID | 46.7% | 6.7% | 8,240 |
| | DDOS | 34.5% | 5% | 6,101 |
| | Zero Day | 23.8% | 3.4% | 4,210 |
| | VPN | 58.1% | 8.4% | 10,264 |
| | TOR | 32.7% | 4.7% | 5,769 |
| | I don't know what any of these things are | 16.5% | 2.4% | 2,910 |
| | | Total Responses | 53.7% | 17,662 |

## 10. Country or Region (optional)




| Value | Percent | Responses |
|---|---|---|
| Brazil | 7.3% | 11,613 |
| France | 17.5% | 27,730 |
| Germany | 12.5% | 19,859 |
| Italy | 15.1% | 23,973 |
| Mexico | 3.6% | 5,674 |
| United States | 11.2% | 17,816 |
| Afghanistan | 0.1% | 148 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Albania | 0.1% | 125 |
| Algeria | 0.4% | 644 |
| Andorra | 0.0% | 74 |
| 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% | 484 |
| Barbados | 0.0% | 76 |
| Belarus | 0.0% | 68 |
| Belgium | 1.4% | 2,274 |
| Belize | 0.1% | 82 |
| Benin | 0.1% | 132 |
| Bermuda, | 0.0% | 8 |
| Bhutan | 0.0% | 9 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Bolivia | 0.2% | 339 |
| Bosnia and Herzegovina | 0.0% | 57 |
| Botswana | 0.0% | 20 |
| 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% | 3,941 |
| 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% | 1,921 |
| Comoros | 0.0% | 8 |
| Congo, Democratic Republic of the | 0.0% | 49 |
| Congo, Republic of the | 0.0% | 16 |
| Costa Rica | 0.2% | 379 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Cote d'Ivoire | 0.1% | 191 |
| Croatia | 0.1% | 134 |
| Cuba | 0.1% | 119 |
| 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 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Gabon | 0.0% | 49 |
| Gambia, The | 0.0% | 6 |
| Georgia | 0.0% | 20 |
| 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% | 317 |
| Iraq | 0.0% | 23 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Ireland | 0.2% | 315 |
| Israel | 0.1% | 153 |
| Jamaica | 0.0% | 31 |
| 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 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Macau | 0.0% | 9 |
| Macedonia | 0.0% | 31 |
| Madagascar | 0.1% | 136 |
| 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 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Nepal | 0.1% | 128 |
| Netherlands | 0.3% | 453 |
| Netherlands Antilles | 0.0% | 5 |
| 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% | 286 |
| 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 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Romania | 0.2% | 346 |
| Russia | 0.1% | 165 |
| Rwanda | 0.0% | 14 |
| 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% | 52 |
| 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% | 415 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| South Korea | 0.0% | 35 |
| South Sudan | 0.0% | 4 |
| Spain | 2.9% | 4,604 |
| Sri Lanka | 0.1% | 90 |
| Sudan | 0.0% | 19 |
| Suriname | 0.0% | 5 |
| Swaziland | 0.0% | 17 |
| Sweden | 0.2% | 252 |
| 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 |

**Totals: 158,726**

| Value | Percent | Responses |
|---|---|---|
| Turkmenistan | 0.0% | 5 |
| Tuvalu | 0.0% | 7 |
| Uganda | 0.0% | 56 |
| Ukraine | 0.0% | 72 |
| United Arab Emirates | 0.1% | 87 |
| United Kingdom | 2.7% | 4,357 |
| 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: 158,726**