81 percent of Americans admit privacy concerns with the 'Internet of Things'

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NXP Semiconductors has announced the findings of its Internet of Things (IoT) study conducted by Harris Poll. NXP commissioned the research based on its expertise on IoT, including enabling secure solutions for the connected car, smart home and portable and wearable devices. Conducted online by Harris Poll in early December 2014, the NXP survey questioned 2,042 American adults and determined that a majority of Americans (81 percent) admit that their concern for privacy impacts their decision to invest in a smart home device, connected workspace gadget or connected car. More than half of all Americans (56 percent) said these concerns have impacted their decisions either very much or to some extent.

Despite these concerns, over two-thirds of Americans (69 percent) believe that these types of technologies would or does make their life easier. NXP, a global leader in enabling secure connections for a smarter world, provides technology and solutions that can help overcome potential security and privacy issues.

When citing potential benefits to connected technology, Americans said that saving time is the most important (45 percent). This was followed by saving money (44 percent), getting things done (37 percent), reducing stress (32 percent), staying entertained (27 percent), improving social communication (24 percent), and improving education (23 percent).

"Smart technology is reshaping how we live and work, but as technology rapidly evolves, connected devices also raise a new set of questions and

choices about the data they generate," said Philip Lewer, Marketing Director, IoT and Smart Home, NXP. "Our research demonstrates that while privacy is a concern, two-thirds of Americans see the benefits of being connected through Internet-enabled technology. The announcements unveiled today and demonstrations on our booth at the 2015 International CES underscore our promise to provide solutions with secure connectivity that enable our customers to drive user adoption and maximize investments."

Specific use cases for IoT enabled devices that Americans said would or does make life easier include sharing sensitive info like:

- Ability to shop online for things they can't buy in person (36 percent)
- Stay updated on current events as they happen (35 percent)
- Peace of mind that loved ones are safe from harm (33 percent)
- Allows them to know their home is secure while away (30 percent)
- Ability to share experiences with others as they happen (23 percent)

Despite the potential benefits, many Americans still have privacy concerns, including 69 percent who stated that they had privacy concerns when it comes to using a connected car. Top concerns include:

- Locations of where they drive (45 percent)
- Conversations they may have while driving (41 percent)
- The speed they drive at (33 percent)
- The driving violations they may commit (31 percent)
- The identity of people they drive with (28 percent)
- The time of day that they drive (23 percent)

Privacy concerns also extend to using a connected home and workspace,

as noted by over four-in-five Americans (82 percent). Top privacy concerns include:

- Sharing financial information (60 percent)
- People having access to personal life activities (e.g. when I sleep, wake or make dinner) (54 percent)
- Others knowing where I am and when (47 percent)
- The conversations I have with other people (43 percent)
- Others knowing what I do when I'm alone (40 percent)
- The identity of people who visit me (30 percent)
- The time that I may spend relaxing/goofing off (24 percent)
- Personal beliefs (e.g. religion, politics) (23 percent)

These survey results come as several NXP announcements are made this week at 2015 International CES highlighting the importance of securing the connected technologies that will enabling our lives – including home automation, mobile payments, connected cars and more. Please see here for more information on these solutions.

Provided by NXP