

The Internet of Things Moves In

The 2014 U.S. edition of Deloitte's Global Mobile Consumer Survey reveals that smartphone owners overindexed in their desire for Internet of Things (IoT) solutions for the home and car.

Would find value in smart **HOME** solutions

smartphone owners **65%**

all consumers **55%**

consumers willing to pay for smart home solutions **71%**

Would find value in connected **CAR** solutions

smartphone owners **72%**

all consumers **63%**

consumers willing to pay for connected car solutions **60%**

SMART HOME
% of most valued technologies

CONNECTED CAR
% of most valued technologies



Home Control
lights, heating and burglar alarms controlled by smartphone

47%

Home Monitoring
in-home camera footage viewed and controlled by smartphone

40%

Entertainment
entertainment systems display social media postings

20%

Appliance Control
sensors in appliances send notifications to smartphone

18%

Landscape Control
landscape systems measure plant moisture, watering only when necessary

9%

Younger Generations (18-24)

17% Compared to other consumers surveyed, the youngest generation valued landscape control the most. Do they not want to do their chores?

16% Surprisingly, the youngest generation is also the age group most interested in self-driving cars. Would they rather text than get behind the wheel?

10%

Automation
driverless operation

While the least valued connected technology is the self-driving car, **60%** of all consumers would be willing to pay for one.

40%

Traffic/Weather
real-time traffic and weather updates displayed on in-car screens

39%

Navigation
mapping and route optimization

28%

Maintenance
automated diagnosis and tracking of vehicle's systems

23%

Access
remotely lock and track vehicle via Internet-connected device

18%

Entertainment
music streaming to in-car entertainment system

18%

Fuel Tracking
fuel efficiency tracking



For additional insights from the 2014 Global Mobile Consumer Survey: U.S. edition, visit www.deloitte.com/us/mobileconsumer
"% of most valued technologies" refers to smartphone owner data. Respondents could select more than one option.



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