Smart Home Technologies (SHT) Survey: Instrument for Online Scripting.
(n) shows coding, [X] shows notes by market research company, not visible by respondents

We would like to find out what you know and think about 'smart home technologies'.

This simple questionnaire should take no more than 5 minutes to complete.

Part 1. Socioeconomics & filter questions. [not visible]

Q1. How many people *live* in your current home?
(1) 1
(2) 2
(3) 3
(4) 4
(5) 5
(6) More than 5
(7) Prefer not to say

Q2. Do you *own* your current home (with or without a mortgage)?
(1) Yes
(2) No
(3) Prefer not to say

Q3. What is your age?
(1) under 18
(2) 18-24
(3) 25-34
(4) 35-44
(5) 45-54
(6) 55-64
(7) 65-74
(8) 75 and over
(9) prefer not to say

Q4. What is your gender?
(1) Male
(2) Female
(3) Prefer not to say

Q5. What is your household income before tax?
(1) Lower than £25,000
(2) £25,001 - £40,000
(3) More than £40,000
(4) Prefer not to say

Q6. Do you *know* what 'smart home technologies' are?

(1)	(2)	(3)	(4)	(5)
I have *no idea* what they are	I have a *vague idea* of what they are	I have a *general idea* of what they are	I have *a good idea* of what they are	I already have some *installed*

[Screen Out: if Q6 = (1) OR Q2 = (2) OR Q2 = (3) OR Q3 = (1) then thank and close].

Q7. We are now going to ask you some questions about 'smart home technologies'. Before we do this, please could you tell us 1-3 words that first come to mind when you think about 'smart home technologies'?

Q7_1 [_____] [open ended, cannot be empty]
Q7_2 [_____] [open ended, can be empty]
Q7_3 [_____] [open ended, can be empty]

Q8. How do you *know about* smart home technologies? Please select all that apply.
Q8_1   Internet
Q8_2   News & magazines
Q8_3   Home or electrical stores
Q8_4   Energy companies
Q8_5   Word of mouth
Q8_6   Other (*specify*)
(1 = selected, 0 = not selected)

Please state how much you agree or disagree with the following statements. If you do not have a clear opinion or are unsure what to answer, please just tick '*don't know*'. There are no right or wrong answers!

[**randomise** order of questions within block, apart from final 'other' which should always be last]

(coding of all Likert scale questions: 1 = strongly disagree to 5 = strongly agree, don't know = -99)

Q9. The *main purposes* of smart home technologies are ...

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q9_1 enhancing entertainment and communication	☐	☐	☐	☐	☐	[☐]
Q9_2 making life at home more convenient	☐	☐	☐	☐	☐	[☐]
Q9_3 controlling appliances	☐	☐	☐	☐	☐	[☐]
Q9_4 controlling heating systems	☐	☐	☐	☐	☐	[☐]
Q9_5 managing energy use	☐	☐	☐	☐	☐	[☐]
Q9_6 detecting faulty appliances	☐	☐	☐	☐	☐	[☐]
Q9_7 supporting assisted living or health	☐	☐	☐	☐	☐	[☐]
Q9_8 improving security and safety	☐	☐	☐	☐	☐	[☐]
Q9_9 other (*specify*): _____			[open ended]			

Q10. The *potential benefits* of smart home technologies are to ...

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q10_1 save time	☐	☐	☐	☐	☐	[☐]
Q10_2 save money	☐	☐	☐	☐	☐	[☐]
Q10_3 save energy	☐	☐	☐	☐	☐	[☐]
Q10_4 make things less effort	☐	☐	☐	☐	☐	[☐]
Q10_5 enhance leisure	☐	☐	☐	☐	☐	[☐]
Q10_6 provide peace of mind	☐	☐	☐	☐	☐	[☐]

		strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q10_7	provide comfort	☐	☐	☐	☐	☐	[☐]
Q10_8	improve security	☐	☐	☐	☐	☐	[☐]
Q10_9	provide care	☐	☐	☐	☐	☐	[☐]
Q10_10	improve quality of life	☐	☐	☐	☐	☐	[☐]
Q10_11	increase property value	☐	☐	☐	☐	☐	[☐]
Q10_12	other (*specify*): _____	**[open ended]**					

Q11. Smart home technologies are relevant for *certain activities* such as …

		strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q11_1	cooking, preparing food, eating	☐	☐	☐	☐	☐	[☐]
Q11_2	showering, washing	☐	☐	☐	☐	☐	[☐]
Q11_3	working, studying	☐	☐	☐	☐	☐	[☐]
Q11_4	entertaining, socialising	☐	☐	☐	☐	☐	[☐]
Q11_5	relaxing, leisure, hobbies, games	☐	☐	☐	☐	☐	[☐]
Q11_6	doing laundry, cleaning, housework	☐	☐	☐	☐	☐	[☐]
Q11_7	parenting, caring for household members	☐	☐	☐	☐	☐	[☐]
Q11_8	other (*specify*): _____	**[open ended]**					

Q12. Smart home technologies are *designed* to …

		strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q12_1	be easily noticeable	☐	☐	☐	☐	☐	[☐]
Q12_2	blend into the background	☐	☐	☐	☐	☐	[☐]
Q12_3	always be on and active	☐	☐	☐	☐	☐	[☐]
Q12_4	operate only when activated	☐	☐	☐	☐	☐	[☐]
Q12_5	provide information to households	☐	☐	☐	☐	☐	[☐]
Q12_6	enable households to control their home	☐	☐	☐	☐	☐	[☐]
Q12_7	control homes on behalf of households	☐	☐	☐	☐	☐	[☐]

Q13. Smart home technologies are *controlled* day-to-day by …

		strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q13_1	pre-set schedules or profiles	☐	☐	☐	☐	☐	[☐]
Q13_2	spur-of-the-moment inputs or adjustments	☐	☐	☐	☐	☐	[☐]
Q13_3	automatic responses to detected behaviour	☐	☐	☐	☐	☐	[☐]
Q13_4	a single user	☐	☐	☐	☐	☐	[☐]
Q13_5	multiple users	☐	☐	☐	☐	☐	[☐]
Q13_6	a single device	☐	☐	☐	☐	☐	[☐]
Q13_7	multiple devices	☐	☐	☐	☐	☐	[☐]

Q14. For there to be *consumer confidence* in smart home technologies, it is important that they …

		strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q14_1	are reliable and easy to use	☐	☐	☐	☐	☐	[☐]
Q14_2	can be controlled and over-ridden	☐	☐	☐	☐	☐	[☐]
Q14_3	securely hold all data collected	☐	☐	☐	☐	☐	[☐]

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q14_4 guarantee privacy and confidentiality	☐	☐	☐	☐	☐	[☐]
Q14_5 come with performance warranties	☐	☐	☐	☐	☐	[☐]
Q14_6 are made by credible manufacturers	☐	☐	☐	☐	☐	[☐]
Q14_7 other (*specify*): _____	**[open ended]**					

Q15. There is a *risk* that smart home technologies …

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	[don't know]
Q14_1 increase dependence on technology	☐	☐	☐	☐	☐	[☐]
Q14_2 increase dependence on electricity networks	☐	☐	☐	☐	☐	[☐]
Q14_3 increase dependence on outside experts	☐	☐	☐	☐	☐	[☐]
Q14_4 result in a loss of control	☐	☐	☐	☐	☐	[☐]
Q14_5 disrupt daily routines	☐	☐	☐	☐	☐	[☐]
Q14_6 make household members lazy	☐	☐	☐	☐	☐	[☐]
Q14_7 are intrusive	☐	☐	☐	☐	☐	[☐]
Q14_8 monitor private activities	☐	☐	☐	☐	☐	[☐]
Q14_9 are an invasion of privacy	☐	☐	☐	☐	☐	[☐]
Q14_10 are non-essential luxuries	☐	☐	☐	☐	☐	[☐]
Q14_11 make households worry more	☐	☐	☐	☐	☐	[☐]
Q14_12 other (*specify*): _____	**[open ended]**					

Q16. Do you have any other comments on smart home technologies?

[open ended]

<u>Completion screen</u> **[not visible]**

Thank you for taking our survey!

If you would like to find out more about smart home technologies, please click <u>here</u>
[www.refitsmarthomes.org]

Alternatively, please click <u>here</u> to exit this survey.
[browser home page]