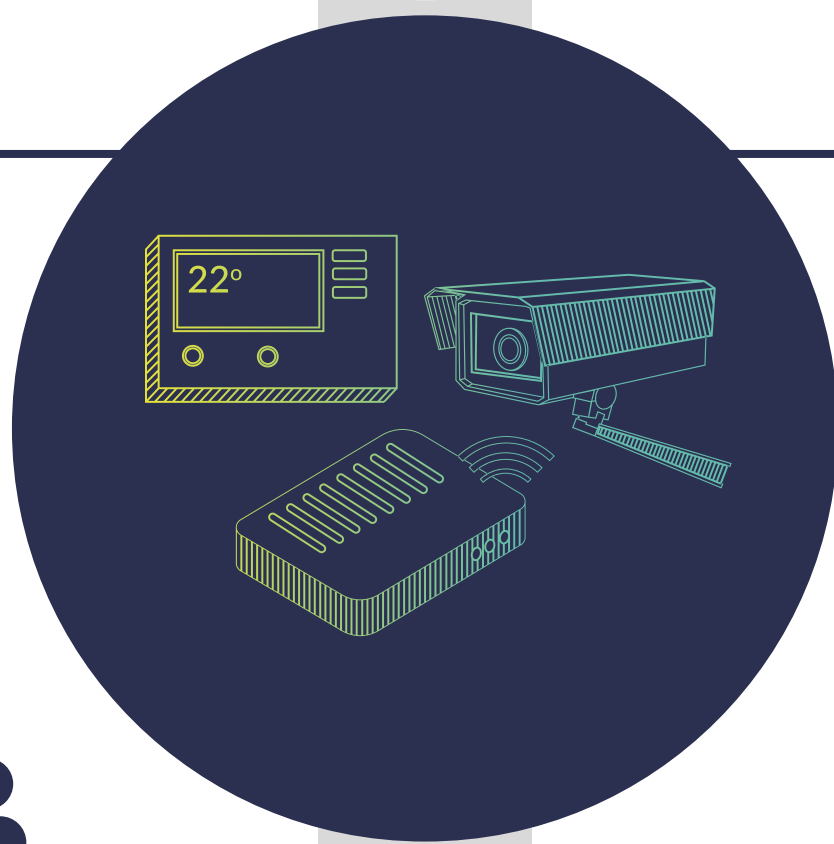


Connected with Confidence: Understanding Consumer Demand for Device Security

A unique insight on consumer device security trends, barriers and opportunities from over 1200 decision-makers.

65%

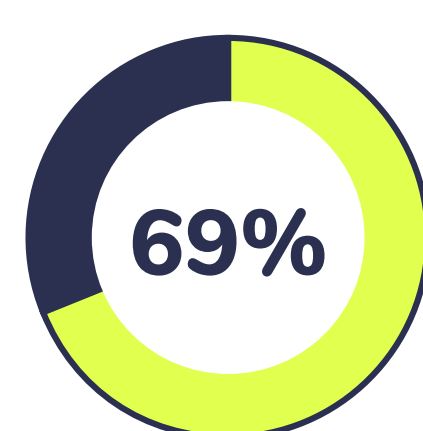
said they **value or look for security credentials** when buying connected products as a consumer



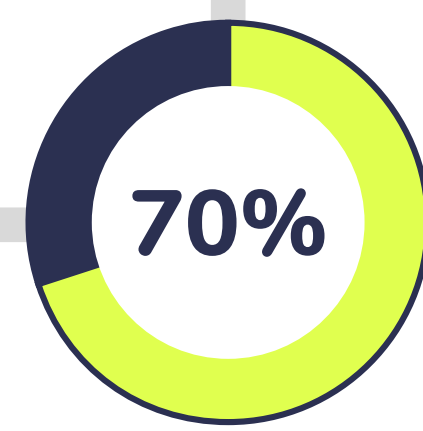
— Meanwhile —

69%

are **happy to pay a premium** for them



As an employee



As a consumer

The **value places on security** has increased in the past 12 months

Loss of customers is the outcome cited the most as having the **greatest impact** on respondents' businesses if a product were to suffer a security failure at 29%

53%

of decision makers say that security certification is now something customers **actively seek**.

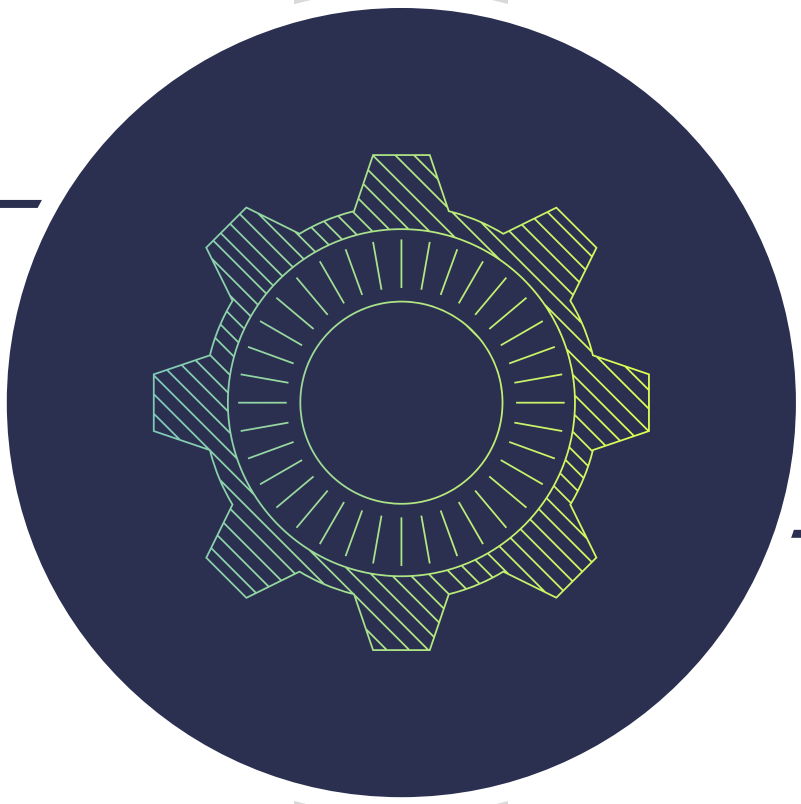


Organizations are increasingly adopting robust security measures to reduce risk and liability. This is up substantially on 2022 (32%) – up 21% year-on-year, in fact.

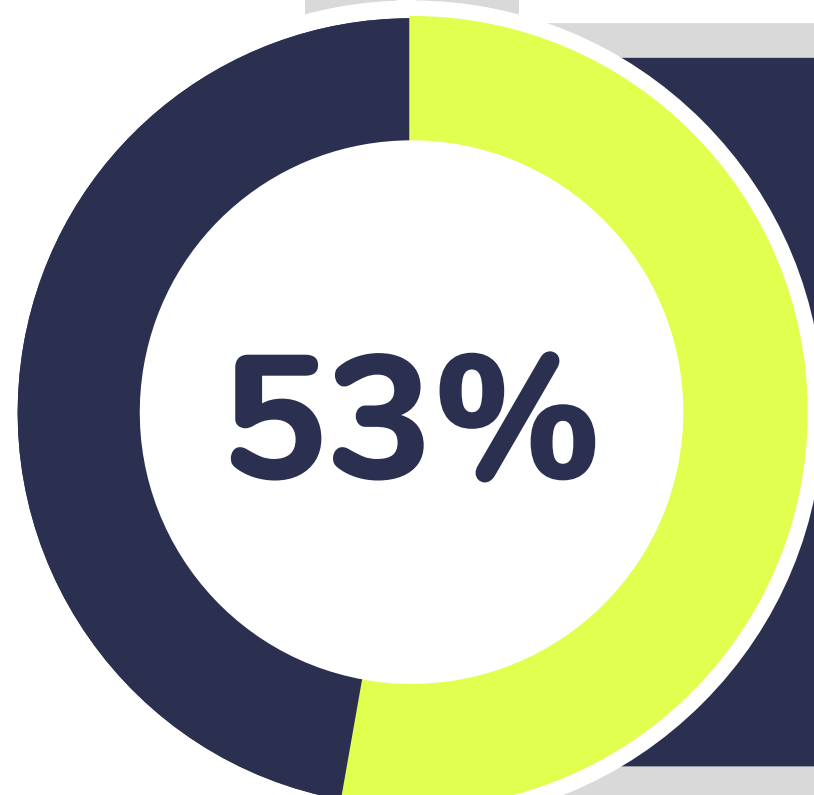
+21%
Year-on-Year

68%

of respondents said that they **believe regulation will drive consumer trust**



68% said that they **believe it will help reduce the total cost of ownership** for devices deployed



Over half of those surveyed think the proposed regulation does not go far enough in protecting consumers.