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ThroughTek Survey Ranks Apple “Most Recognizable” IoT Brand

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by Diana Goovaerts, Associate Editor

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A report from ThroughTek, an Internet of Things (IoT) and Machine-to-Machine (M2M) solutions provider, has found that Apple leads the field as the most recognizable IoT devices among consumers.

In a ThroughTek survey of 1,157 adults that was conducted online between July 10-13, 2015, approximately 48 percent of consumers said they were aware of Apple's IoT devices, compared to 22 percent who were aware of Samsung devices, 15 percent who were familiar with Amazon's devices and a mere 13 percent who were aware of Google's connected devices.

However, the report indicated that beyond familiarity, 29 percent consumers registered a preference for Apple devices. An additional 19 percent said they preferred Samsung, while 14 percent preferred Google and 10 percent liked Amazon the most.

“Although Apple is the most recognized name, consumers lack a clear understanding of IoT devices currently available and the benefits provided by each,” said Daniel Collins, ThroughTek's Chief Data Officer. “This leaves an opportunity for brands in the industry to focus on consumer education in order to increase visibility and help gain insight into user needs.”

The survey also yielded insight into user priorities, finding that cost (31 percent) and ease of use (21 percent) were listed as the top concerns when purchasing an IoT device. Further, the study found that consumers are “extremely sensitive” when it comes to data collection, with 53 percent of consumers saying they would be uncomfortable with the collection of personal photos and videos, 49 percent saying they would be uncomfortable with the collection of their health and wellness data and 38 percent saying they could be uncomfortable with the collection of their usage data.

“Consumers are clearly concerned with data collection from IoT devices,” Collins said. “To address this, companies in the IoT have a responsibility to ensure consumers are comfortable with the data collected by their devices and that an appropriate level of anonymity is maintained.”

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