80% say they do not trust their current internet-connected devices to secure their data and privacy.

In Reputation We Trust
84% of respondents are more likely to choose a product or company to do business with because of their reputation for data security and privacy.

82% said they would support a ‘label’ or ‘stamp of approval’ on IoT devices to designate a certain standard of security.

Mixed Reaction to Voice Assistants in the Car
Respondents said the voice-assistant they trust most in their car is:

Google: 25%
Siri: 19%
Alexa: 16%

67% said they would pay more for cars that used the highest safety and security software.

58% would pay more to know their data and privacy is protected in IoT products.

To learn more about safety and security for IoT, visit blackberry.com/secure