

UK's Most Wanted Home Smart Tech is Revealed

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- Popularity of smart technology is rising, with almost a quarter of us owning at least one smart device.
- The most popular form of smart tech in the UK is wanting to control heating through an app.
- The fourth week of April's National Home Improvement Month is dedicated to smart home technology.

After three weeks dedicated to DIY, gardening and decorating, the fourth and final week of National Home Improvement Month is devoted to smart technology in the home.

Smart technology can make home life considerably easier, by remotely controlling electronics, heating, and water, while also saving energy, time and money. Smart tech gadgets also often boast environmentally friendly properties.

Research conducted by National Home Improvement Month found that the most desired smart technology amongst Britons was the ability to control their heating through an app; with almost a third (30%) of respondents making that a priority. While second place was the smart tech that enabled lights to be controlled through an app, with 25% of the UK finding this a valuable home gadget. This suggests a public appetite for remote controlling smart technologies, with a focus on energy and lighting. Other popular home technology appliances were wireless charging, door answering apps, and smart security systems.

It is fairly easy to assume that using all this technology is going to turn your home into a technology hub, consuming an outrageous amount of money and energy; but that couldn't be further from the truth. Research conducted by National Home Improvement found that the main hurdle that prevents Britons from making home improvements is cost, with 57% of people saying they were too conscious of DIY expenses and bills. However, buying smart devices needn't break the bank, you'll find you can actually be more energy efficient and use energy only when you need it by using in-app tracking, which will shave a considerable amount of money off your energy bill.

Contrary to popular belief, connecting your home smart technology is incredibly user-friendly, and arguably easier than fitting a traditional timer, which we are commonly more used to. Smart home hubs have options to gather information, apply that information and automate tasks while keeping you in the loop by showing you what's going on remotely. You will also find that smart technologies often require an app, or you simply need to tell it what to do after connecting it to your internet network.

Using a smart camera or smart doorbell allows you to control and interact with visitors easier than ever before. A simple notification on your smartphone will allow you to interact with people knocking on your door, or thwart intruders, giving you peace of mind and security in the knowledge that your home can run itself.

National Home Improvement Month Ambassador, presenter, and DIY expert Julia Kendell explains: "Making home improvements can be addictive but it can also become overwhelming if there's too much to do, she says. That's why the aim of National Home Improvement Month is simply to encourage people to make one small change to their home. Incorporating some smart technology can be an easy way to improve energy

efficiency, reduce household bills and maximise security”.

For more tips, advice, and information visit the National Home Improvement Month website at <http://www.homeimprovementmonth.co.uk/>

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For further information, images or a copy of the full research and more local stats, please contact Tom on Thomas@kincomms.com or Amy Boreham on 020 3958 7085 or email Amy@kincomms.com

NOTES FOR EDITORS

National Home Improvement Month is supported by the British Home Enhancement Trade Association (BHETA), the leading UK trade association for manufacturers, suppliers, and distributors in the home enhancement market, including home improvement (DIY), garden, housewares and small electricals.

ABOUT THE RESEARCH

The research was carried out online from 15-19 November 2018 by Vital Research on behalf of BHETA. The research sample comprised of 2,001 UK homeowners. All research conducted adheres to the UK Market Research Society (MRS) code of conduct (2014) and all research processes comply with the DPA (1998).