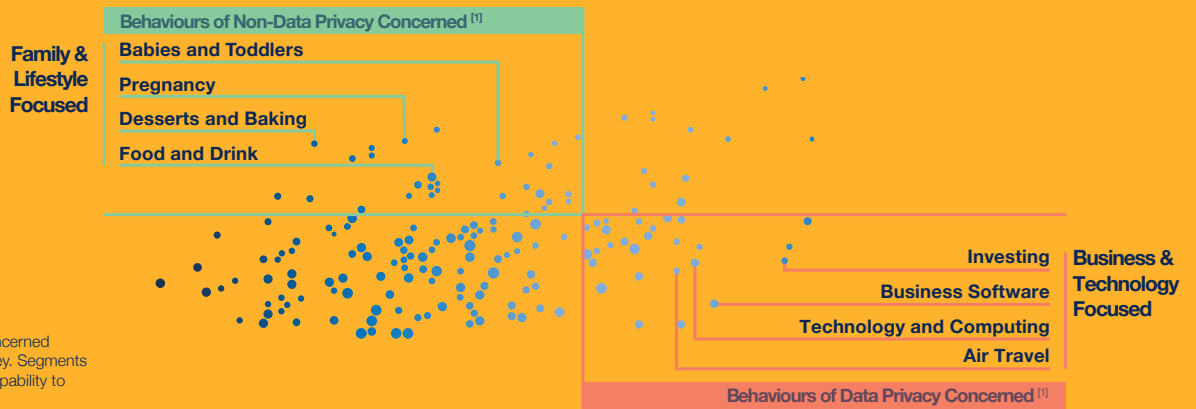


# Are Homes With Kids More Concerned About Data Privacy?

In Singapore, family focused consumers are less likely to be concerned about data privacy



**[m] PLATFORM™**

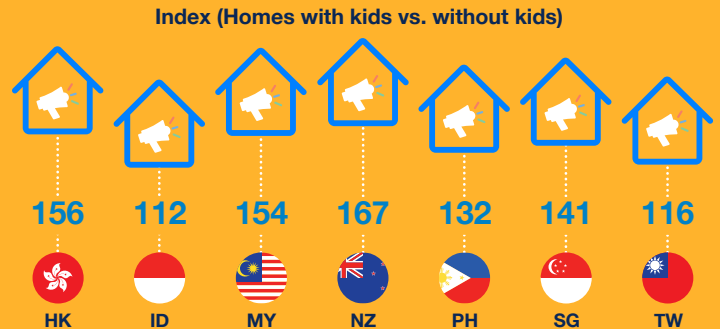
Data privacy concerned and non-concerned consumers were identified via a survey. Segments then integrated via [m]PLATFORM capability to identify their virtual online behaviours.

## The same is true across Asia Pacific households



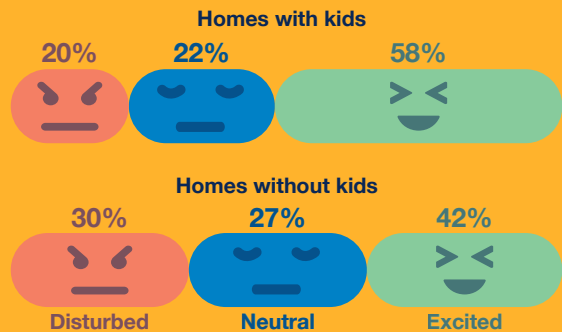
**Homes with kids are more open to data collection around the house**

% who say it is acceptable for data to be collected around the house [2]



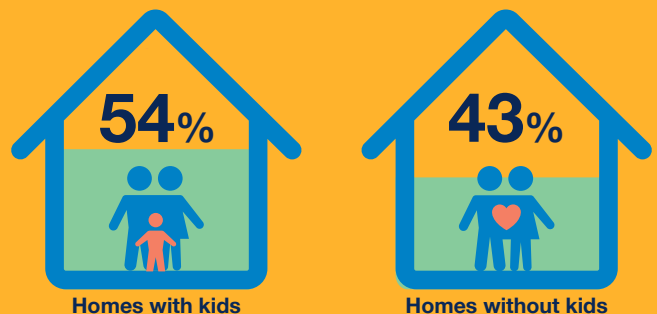
**Homes with kids are also more positive about smart speakers**

Emotions toward smart speakers listening to conversations around the house (%)



**With lower data privacy concern, homes with kids have more desire to own smart home devices**

% who say they would like to have <smart home device> at home [3]



[1] Data privacy concerned = 'very concerned' or 'somewhat concerned' over data privacy. Non-data privacy concerned = all others  
 [2] Via connected home devices in order to improve product/ service  
 [3] Average across 14 smart home devices