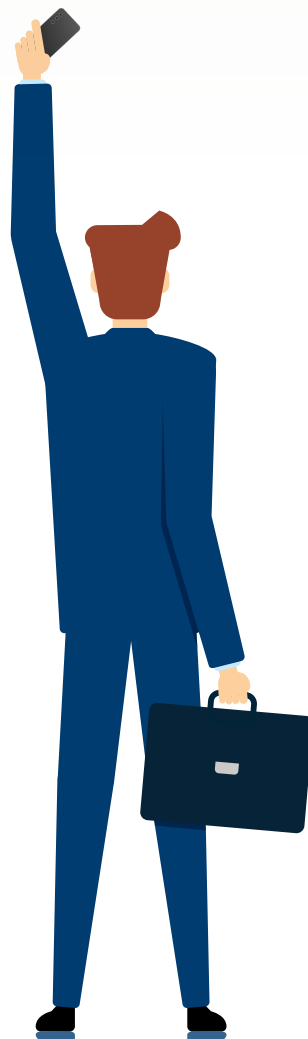


“Locked out without a key – is Germany ready for smart locks?”

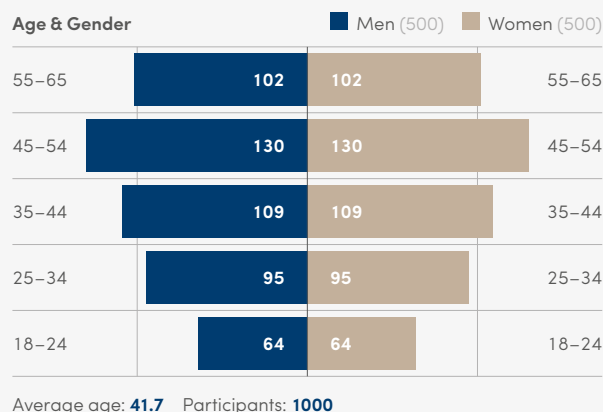
White paper
containing insights from a
nationally representative survey of
German consumers on the topic of smart
locks as part of a smart home from June 2021.



Insights and lessons for decision makers in the area of smart homes and smart locks

Smart locks are one of the trending products in the smart home sector. A huge growth market – and equally an area that is a vague, uncharted territory for many consumers. **Manufacturers of smart locks, and also (residential) real estate companies** are asking themselves the question: How ripe are consumers for smart home products like smart locks?

Together with the market research company Appinio, LEGIC investigated this question and conducted a representative (on the basis of age and gender) survey of 1,000 Germans¹. Accordingly, the aim of this study was to discover more about the market readiness of smart locks. The key results are summarised for you below.



We are happy to make all survey results available in a smart online tool so that you can filter questions and combine results yourself. Just send an email to: smartcity@legic.com

Big topic: searching for keys, losing keys, being locked out ...

43%

regularly look for their keys while standing at the door.

No matter what your living situation is (approx. 39% home ownership, 60% renting), more than half of the respondents find looking for the key to the front door of their apartment or house annoying – something that a full 43% also regularly have to do while standing in front of their own door. And no fewer than 20% lose their keys “every now and again”, and as many “frequently lock themselves out”.

20%

lose their key now and again or lock themselves out.

That explains why Germans (who if the cliché is to be believed are really well organised) are quite taken with the concept of an electronic lock without a physical key: at any rate, **70%** know more or less what a smart lock is. A full **63%** are willing to buy a smart lock at a reasonable price for their apartment or house door.

However, it is also worth mentioning that around **29%** have in fact never heard of them. And in the target group of 55 to 65-year-olds, a group with high purchasing power, the number of “uninformed” even rises to **37%** – only **2%** already own a smart lock.

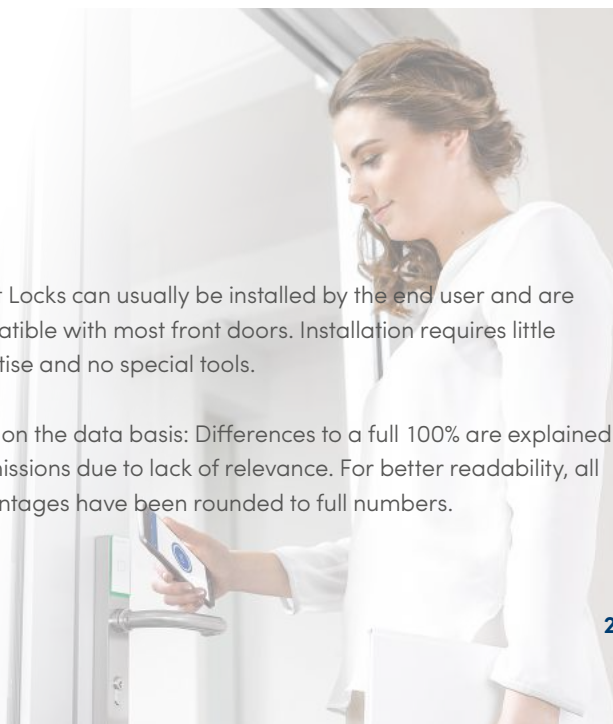
What is a smart lock?

A smart lock is an electromechanical door lock that allows contactless unlocking or locking using an authorised smartphone. Functions include:

- ✓ Easy, wireless and secure opening and closing possible using the smartphone
- ✓ Some models can also be opened and closed using a keypad or keyring
- ✓ The owner can easily assign and revoke access authorisations to other people
- ✓ Temporary access can be given to others
- ✓ Notifications sent to authorised smartphone owners if the lock is unlocked/locked

Smart Locks can usually be installed by the end user and are compatible with most front doors. Installation requires little expertise and no special tools.

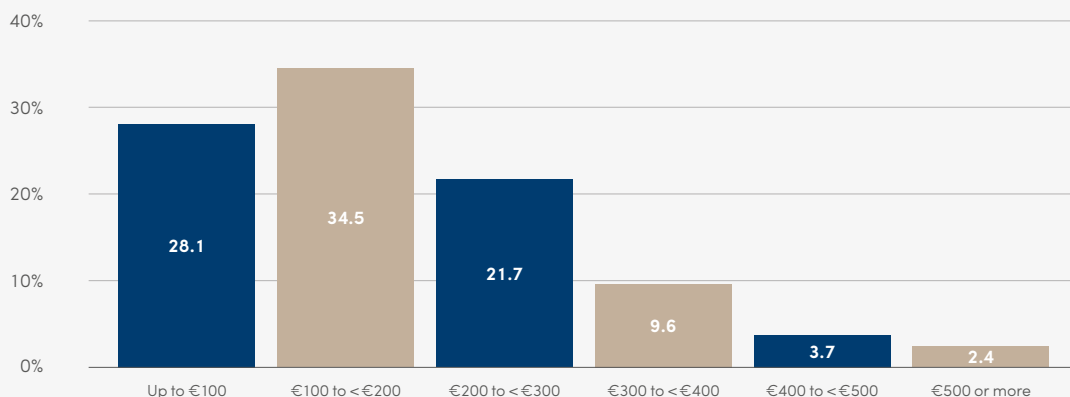
¹Note on the data basis: Differences to a full 100% are explained by omissions due to lack of relevance. For better readability, all percentages have been rounded to full numbers.



Positive: About 60% of respondents are willing to buy a smart lock at a reasonable price for the front door of their apartment or house

But what do consumers consider a “reasonable price”?

We asked: What is the most you would be willing to pay for a smart lock?



It is striking that in the “over 40” target group, willingness to pay decreases despite increasing purchasing power. The price limit of up to €100 is almost 8% higher in the 45 to 54-year-old group than the average (28%). This fits in with the previously described decline in product knowledge as the target group gets older.

What’s more, taking a closer look at the 18 to 24-year-olds shows that this group expects and would accept higher prices, starting at €200. (You can also use these and other filters in the online tool mentioned above. All you need to do is sent a quick email to LEGIC).

What are the main arguments for using a smart lock?

(up to 3 answers were possible)

The key takeaway here is that security clearly stands out as the main overarching argument in favour of smart locks – particularly the older the respondents become.

How convenience also ranked high: every second respondent finds smart locks more convenient than conventional locks and views this as the main argument for purchasing one.

Convenience – no key needed any more	50.2%
Guard against being locked out	41.1%
Guard against losing/misplacing the key again	39.1%
Protect against unauthorised persons making copies of key	32.9%
Wow factor – a smart lock would go down well	14.7%
Fun factor – I would have fun using a smart lock	15.8%
Flexibility – I could be flexible in assigning and deleting access authorisations (visitors, neighbours, home help...)	29.6%

An **online smart lock** is connected to the internet over Wi-Fi. The advantage of online smart locks lies in also being able to open and close the door remotely. In addition, real-time monitoring is possible.



Online vs. offline smart lock?

An **offline smart lock** is not connected to the internet. The advantage here is that it cannot be hacked via the internet. In addition, the batteries last longer and the lock can be locked and unlocked more quickly than an online smart lock.



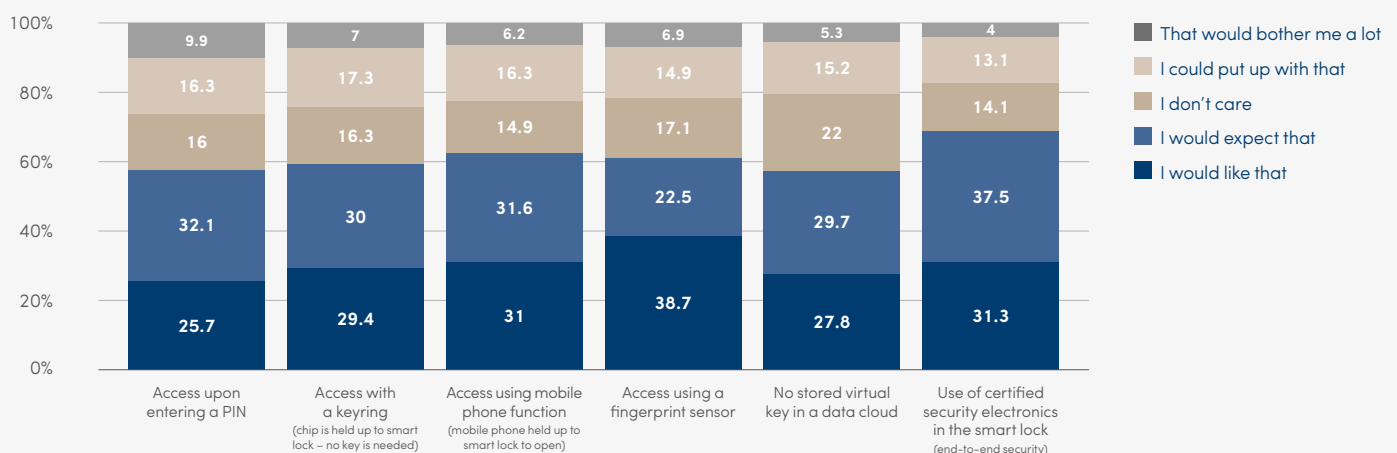
More than **60% of respondents** are inclined towards an offline smart lock, with almost **30%** showing a clear preference for an offline product – while only **5%** of respondents would clearly opt for an online smart lock.

In the meantime people have more confidence in their own DIY skills than in a supposedly insecure online data transfer. More than **60% of** those surveyed would be confident they could install a smart lock themselves without issue.

Features & benefits: What is important to Germans?

Regardless of what type of smart lock: The question regarding the desired functions and benefits (and conversely those that are more annoying or pointless) of a smart lock product paints an interesting picture among the respondents. Access using a mobile phone function is the most popular of all access types,

although all types of access are very close and rated positively by about 60% of those surveyed. Almost 60% of respondents do not view storage of virtual keys in a data cloud in a positive light – and around 70% expect secure end-to-end encryption in the smart lock.



Conclusion

German consumers' interest in smart home products such as a smart lock can be described as high. Furthermore, it appears reasonable to suggest that the most important trends and tendencies from this survey could well be transferable to target groups in other locations and nations.

Based on this survey the "ideal" smart lock works offline, does not store any data in a cloud, costs approx. €150, can be fully controlled using a smartphone, and uses only certified security electronics. ■

A study by **LEGIC**, data collected with **appinio**

About LEGIC

For over 25 years, Swiss-based LEGIC Ident systems has enabled companies from around the world to deploy solutions with demanding security requirements. Based on key management, trusted services and secure, contactless semiconductors, the LEGIC Security Platform provides end-to-end security for smartphone- and smartcard-based access, mobility, shared resource and industrial IoT applications.

www.legic.com

LEGIC

LEGIC Ident systems AG
Switzerland Phone +41 44 933 64 64 info@legic.com www.legic.com

