ADOPTION OF NEW TECHNOLOGIES

REPRESENTATIVE SURVEY IN FIVE EU COUNTRIES
How exciting is the future?

% = Very / somewhat enthusiastic
Ø = average for UK, GER, IT, SWE and BGR

Personal robot assistants help in the household, do physically unpleasant activities.

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Schools will use virtual reality technology for networked and experience-based education.

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Tiny bio-robots are being implemented in people's bodies and thus will prevent deadly diseases.

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All administrative procedures / tax payments / doctors' visits etc. are automatically regulated / billed via a single number / code.

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All cars drive autonomously. There is no more steering wheel or parking.

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Drones deliver daily goods every minute. Supermarkets are practically abolished.

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Doctors no longer make decisions based on their personal knowledge and intuition, but based on data stored on huge databases.

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Influence of digital technologies

% = Very / somewhat enthusiastic
Ø = average for UK, GER, IT, SWE and BGR

How do you feel about the growing influence of digital technologies in many areas of life?

- **United Kingdom**
  - %: 38%
  - Ø: 50%

- **Germany**
  - %: 35%
  - Ø: 46%

- **Italy**
  - %: 47%
  - Ø: 41%

- **Sweden**
  - %: 45%
  - Ø: 39%

- **Bulgaria**
  - %: 57%
  - Ø: 25%
Do you trust technology?

You are looking for a caregiver for a member of your family. Who or what would you be willing to trust to take care for this task?

- **A caregiver with at least 5 years' experience.**
  - **UK**: 66%
  - **GER**: 60%
  - **IT**: 48%
  - **SWE**: 61%
  - **BGR**: 45%
  - **Average**: 56%

- **A family member supervised by a caregiver.**
  - **UK**: 52%
  - **GER**: 46%
  - **IT**: 29%
  - **SWE**: 39%
  - **BGR**: 47%
  - **Average**: 43%

- **A friend supervised by a caregiver.**
  - **UK**: 32%
  - **GER**: 20%
  - **IT**: 10%
  - **SWE**: 24%
  - **BGR**: 18%
  - **Average**: 21%

- **A humanoid robot that has been programmed by experienced caregivers.**
  - **UK**: 9%
  - **GER**: 9%
  - **IT**: 11%
  - **SWE**: 11%
  - **BGR**: 14%
  - **Average**: 11%

- **A humanoid robot controlled remotely by experienced caregivers.**
  - **UK**: 10%
  - **GER**: 7%
  - **IT**: 9%
  - **SWE**: 12%
  - **BGR**: 10%
  - **Average**: 10%

- **None of the above**
  - **UK**: 9%
  - **GER**: 9%
  - **IT**: 16%
  - **SWE**: 10%
  - **BGR**: 7%
  - **Average**: 10%

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I am worried that...

- **I could lose my money through hacking.**
  - **Average**: 29%

- **Hackers could gain access to my personal data and blackmail me.**
  - **Average**: 21%

- **The state could use my personal data for surveillance.**
  - **Average**: 19%

- **A corporation could use my private data without my consent.**
  - **Average**: 18%

- **I am not worried about any of these.**
  - **Average**: 13%
Responsibility to ensure that new technologies improve society

Imagine you could decide who should be responsible for ensuring that new technologies improve society and do not cause risks (e.g. security risks, health risks or ethical risks). How would you distribute the responsibilities?

- CONSUMERS
- INDEPENDENT CONSUMER ASSOCIATIONS
- GOVERNMENT
- TECHNOLOGY & SOCIAL MEDIA COMPANIES
- NON-GOVERNMENT ORGANIZATIONS

UNITED KINGDOM

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UNITED KINGDOM

This report has been written independently by Ipsos Public Affairs Germany for the Vodafone Institute for Society and Communications. The study represents the views of 5,454 people from 5 countries: Bulgaria, Italy, Germany, Sweden and UK. The quantitative findings are based on a nationally representative online survey of people aged 18 and over in each country. The research was conducted in February 2018. Data are weighted to match the profile of the population. Information and/or opinions provided within this report constitute research information only.

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