

REPRESENTATIVE SURVEY IN FIVE EU COUNTRIES

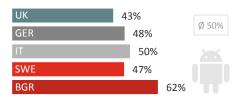




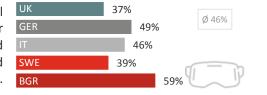
### How exciting is the future?

- % = Very / somewhat enthusiastic
- $\emptyset$  = average for UK, GER, IT, SWE and BGR

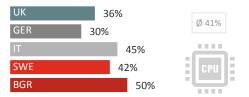
Personal robot assistants help in the household, do physically unpleasant activities.



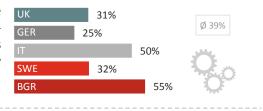
Schools will use virtual reality technology for networked and experience-based education.



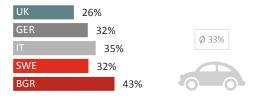
Tiny bio-robots are being implemented in people's bodies and thus will prevent deadly diseases.



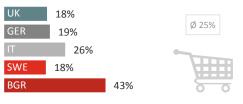
All administrative procedures / tax payments / doctors' visits etc. are automatically regulated / billed via a single number / code.



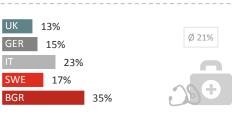
All cars drive autonomously. There is no more steering wheel or parking.



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



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





# 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?



Ø 44%



GERMANY



ITALY



**SWEDEN** 

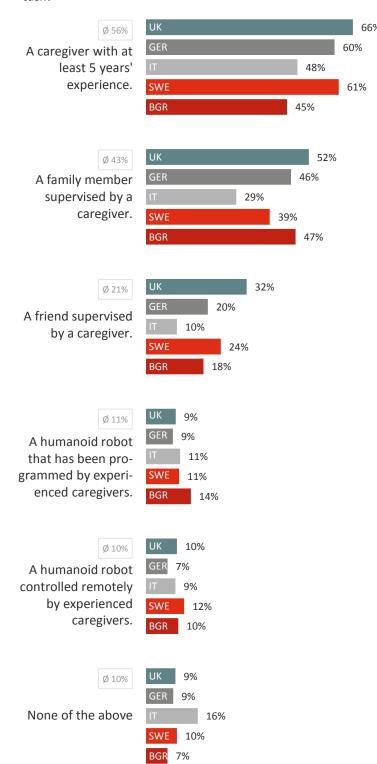




# Do you trust technology?

Ø = average for UK, GER, IT, SWE and BGR

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





#### I am worried that...

Ø = average for UK, GER, IT, SWE and BGR

... I could lose my money through hacking.  $\boxed{\text{0.29}\%}$ 













KINGDOM

... hackers could gain access to my

Ø 21%





personal data and blackmail me.







KINGDOM

... the state could use my personal data for surveillance.

Ø 19%











UNITED KINGDOM

GERMANY

ITALY

SWEDEN

BULGARIA

... a corporation could use my private data without my consent.











UNITED KINGDOM

**GERMANY** 

ITALY

SWEDEN

BUIGARIA

*I am not worried about any of these.* ∅ 13%









UNITED KINGDOM

GERMANY

ITALY

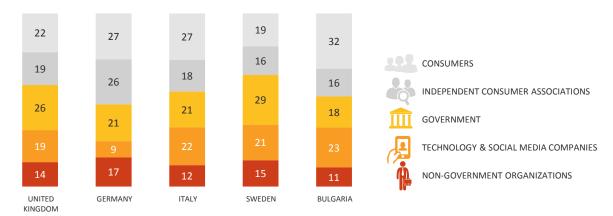
SWEDEN

BULGARIA



## 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?





# Which of these actors do you trust most?

UNITED KINGDOM	GERMANY	ITALY	SWEDEN	BULGARIA
32% INDEPENDENT CONSUMER ASSOCIATIONS	36% INDEPENDENT CONSUMER ASSOCIATIONS	34% CONSUMERS	26% GOVERNMENT III	40% CONSUMERS
21% CONSUMERS	26% CONSUMERS	25% INDEPENDENT CONSUMER ASSOCIATIONS	21% INDEPENDENT CONSUMER ASSOCIATIONS	18% TECHNOLOGY AND SOCIAL MEDIA COMPANIES
11% GOVERNMENT III	9% government 📶	15% TECHNOLOGY AND SOCIAL MEDIA COMPANIES	17% CONSUMERS	16% INDEPENDENT CONSUMER ASSOCIATIONS
8% NON-GOVERNMENT ORGANIZATIONS	8% NON-GOVERNMENT ORGANIZATIONS	7% NON-GOVERNMENT ORGANIZATIONS	10% TECHNOLOGY AND SOCIAL MEDIA COMPANIES	5% GOVERNMENT III
7% TECHNOLOGY AND SOCIAL MEDIA COMPANIES	3% TECHNOLOGY AND SOCIAL MEDIA COMPANIES	6% government 🛄	7% NON-GOVERNMENT ORGANIZATIONS	5% NON-GOVERNMENT ORGANIZATIONS
20% NONE OF THEM	19% NONE OF THEM	15% NONE OF THEM	20% NONE OF THEM	16% NONE OF THEM

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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