



Vodafone Institute  
for Society and  
Communications



# ADOPTION OF NEW TECHNOLOGIES

*REPRESENTATIVE SURVEY IN FIVE EU COUNTRIES*

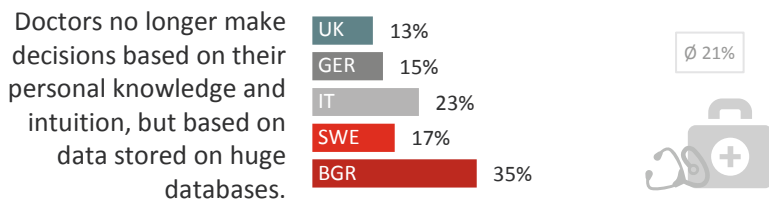
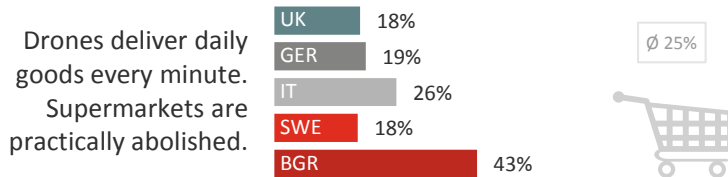
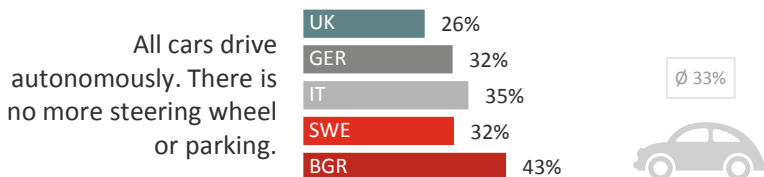
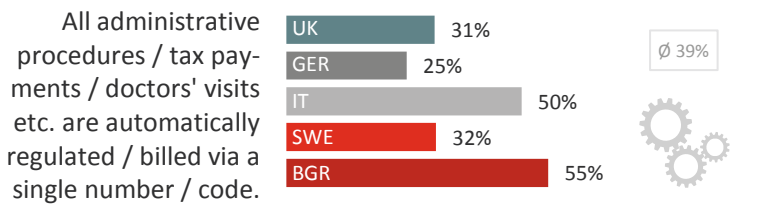
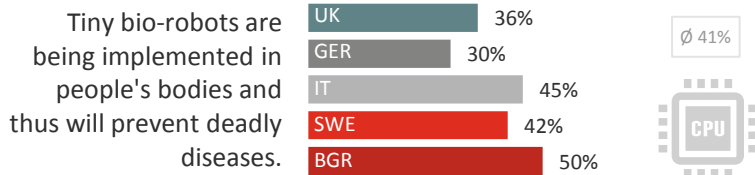
## SAFETY LAST?

SECURITY AND PROSPERITY  
IN THE GIGABIT AGE



## How exciting is the future?

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



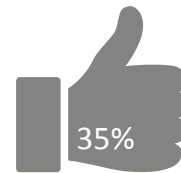
## Influence of digital technologies

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

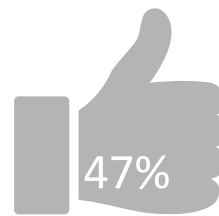
How do you feel about the growing influence of digital technologies in many areas of life?



UNITED KINGDOM



GERMANY



ITALY



SWEDEN



BULGARIA

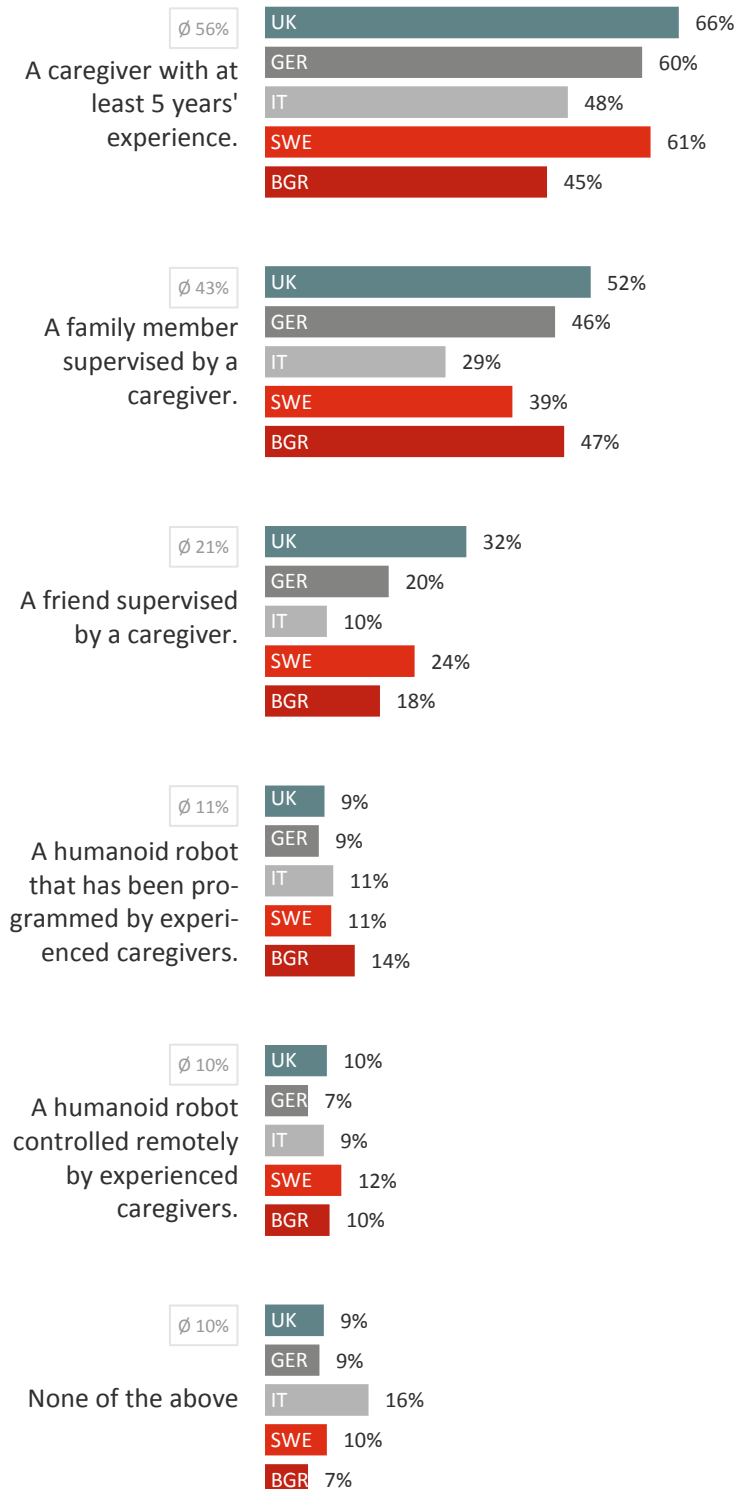
Ø 44%



## Do you trust technology?

∅ = 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?



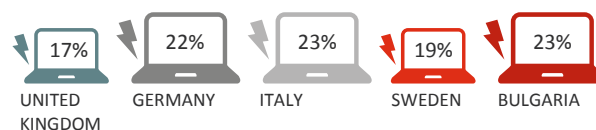
## I am worried that...

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

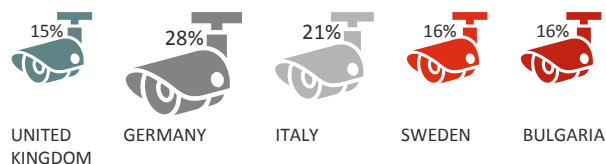
... I could lose my money through hacking. ∅ 29%



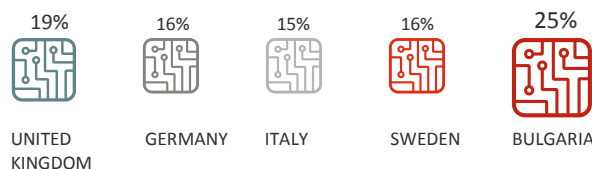
... hackers could gain access to my personal data and blackmail me. ∅ 21%



... the state could use my personal data for surveillance. ∅ 19%



... a corporation could use my private data without my consent. ∅ 18%



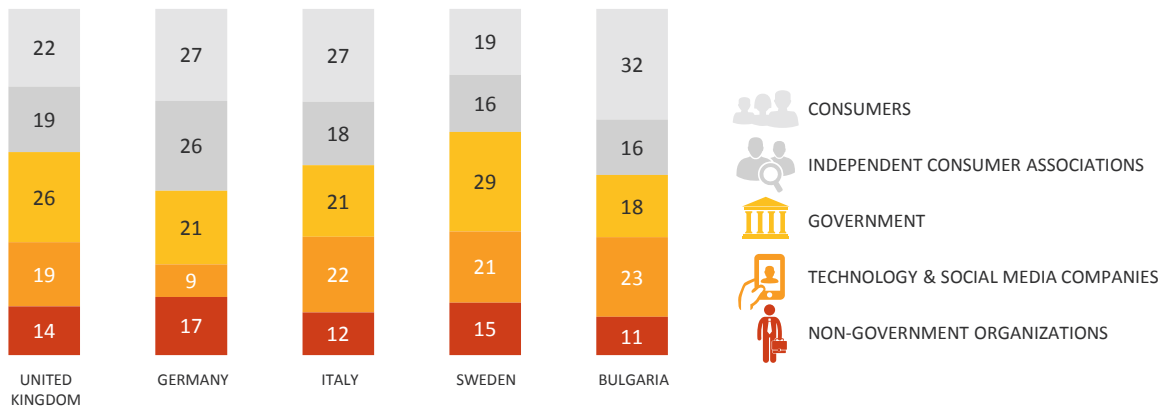
I am not worried about any of these. ∅ 13%



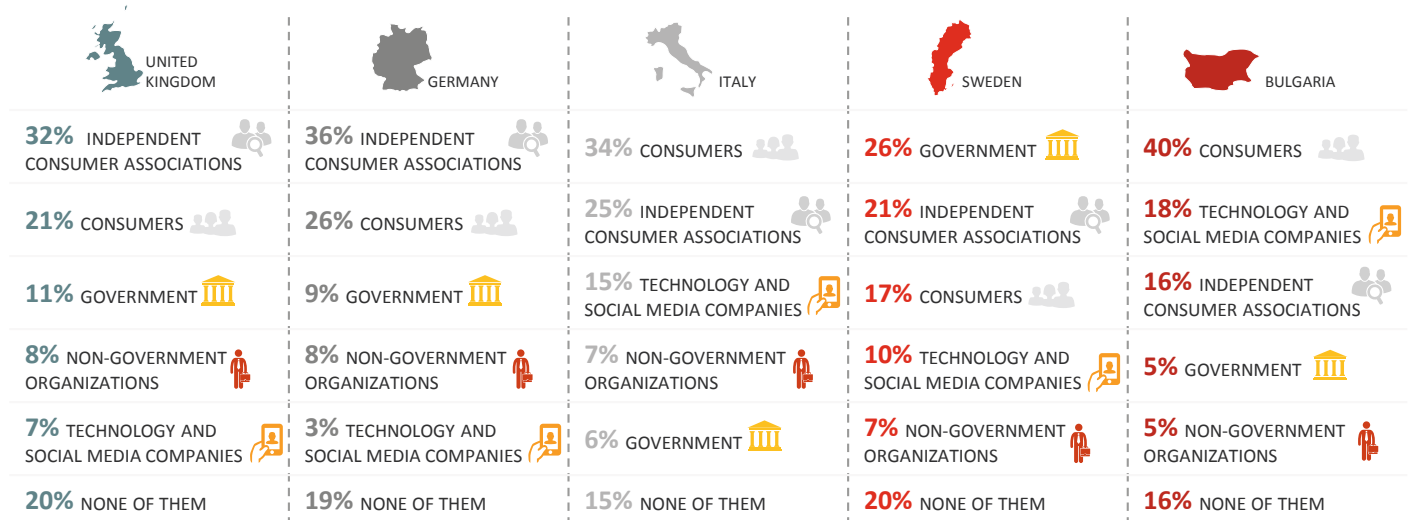


## Responsibility to ensure that new technologies improve society

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?



## Which of these actors do you trust most?



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.

**For more information, please contact:**  
 Vodafone Institute for Society and Communication  
 Friedrich Pohl  
 Head of Communications  
 Mobil: +49 172 71 55 900  
 E-Mail: [friedrich.pohl@vodafone.com](mailto:friedrich.pohl@vodafone.com)



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