

Global Technology (UK) Whitepaper: Research Findings



ASSURANT

Source notes:

“Global Technology Research” conducted by Corus on behalf of Assurant.

Quantitative opinion data sourced from a nationwide panel of British respondents via email-distributed, double opt-in web questionnaire. Participation was restricted to adult respondents (18 years or older) who own a smartphone and have cellular service. Surveys were fielded in November 2019. Simple random sampling was used to fill demographic participation quotas (N=1,248).

Client Confidential

Updated: February 3, 2020 (version 1)

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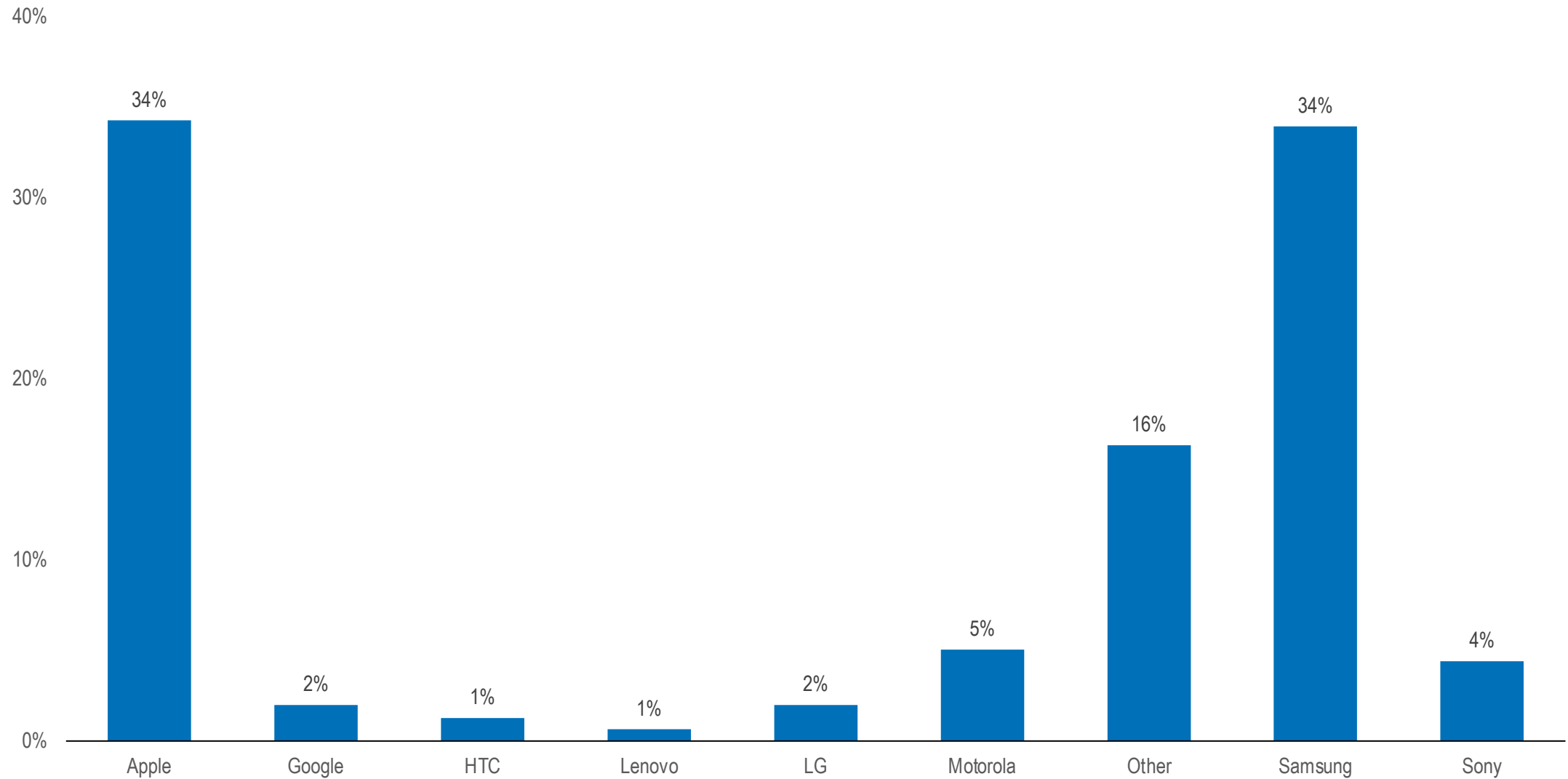
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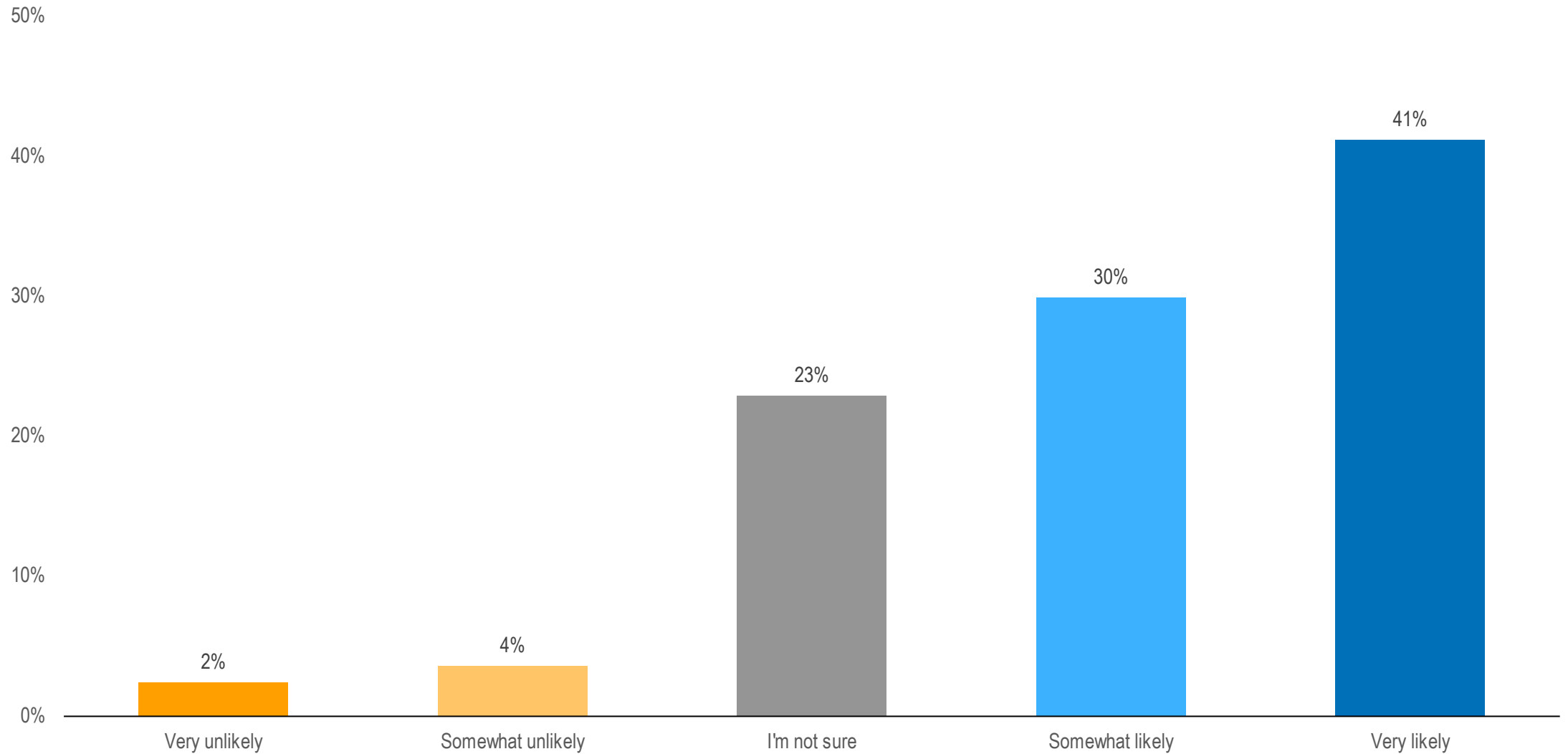
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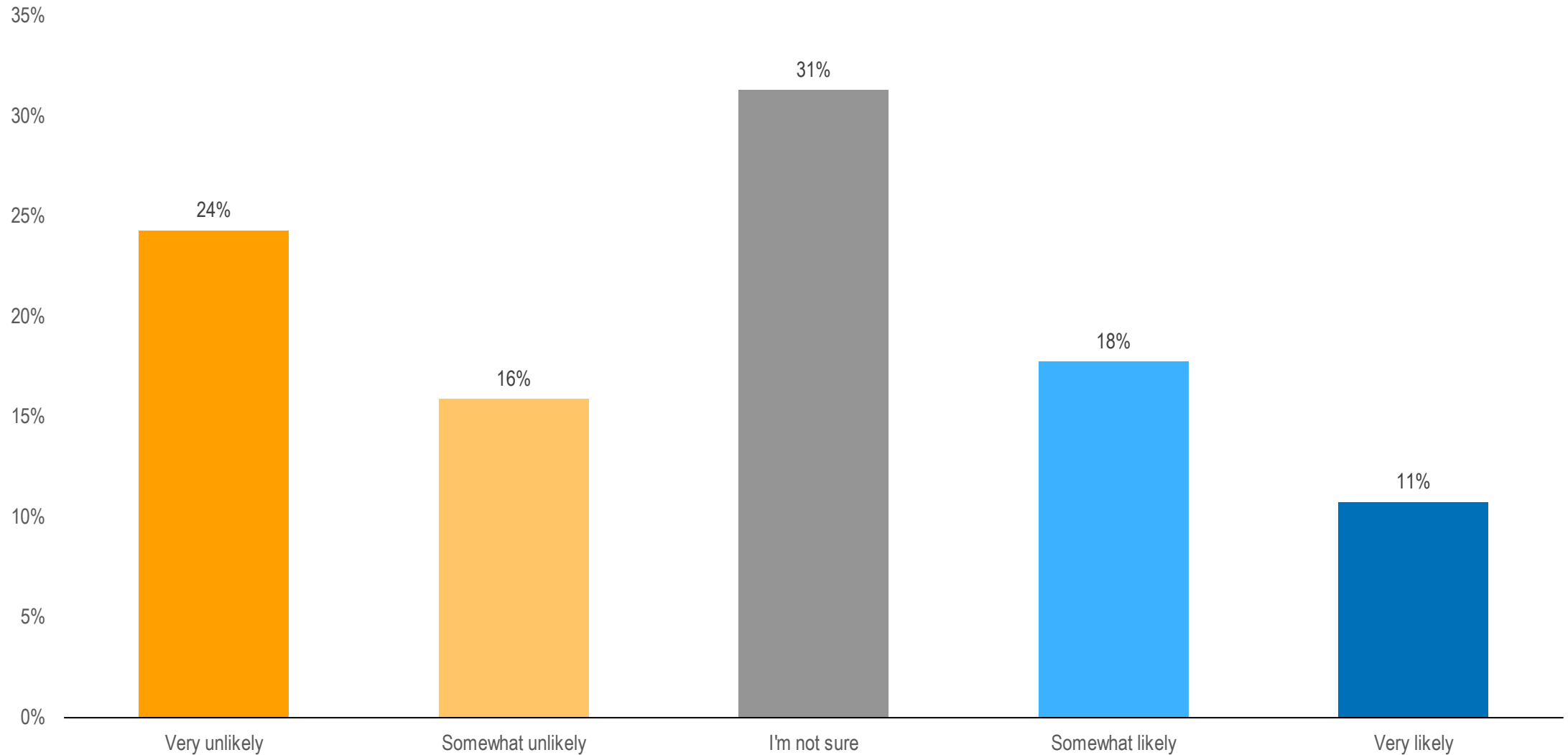
What type of smartphone do you currently own? (If you own more than one, please select the phone that you use most often.)



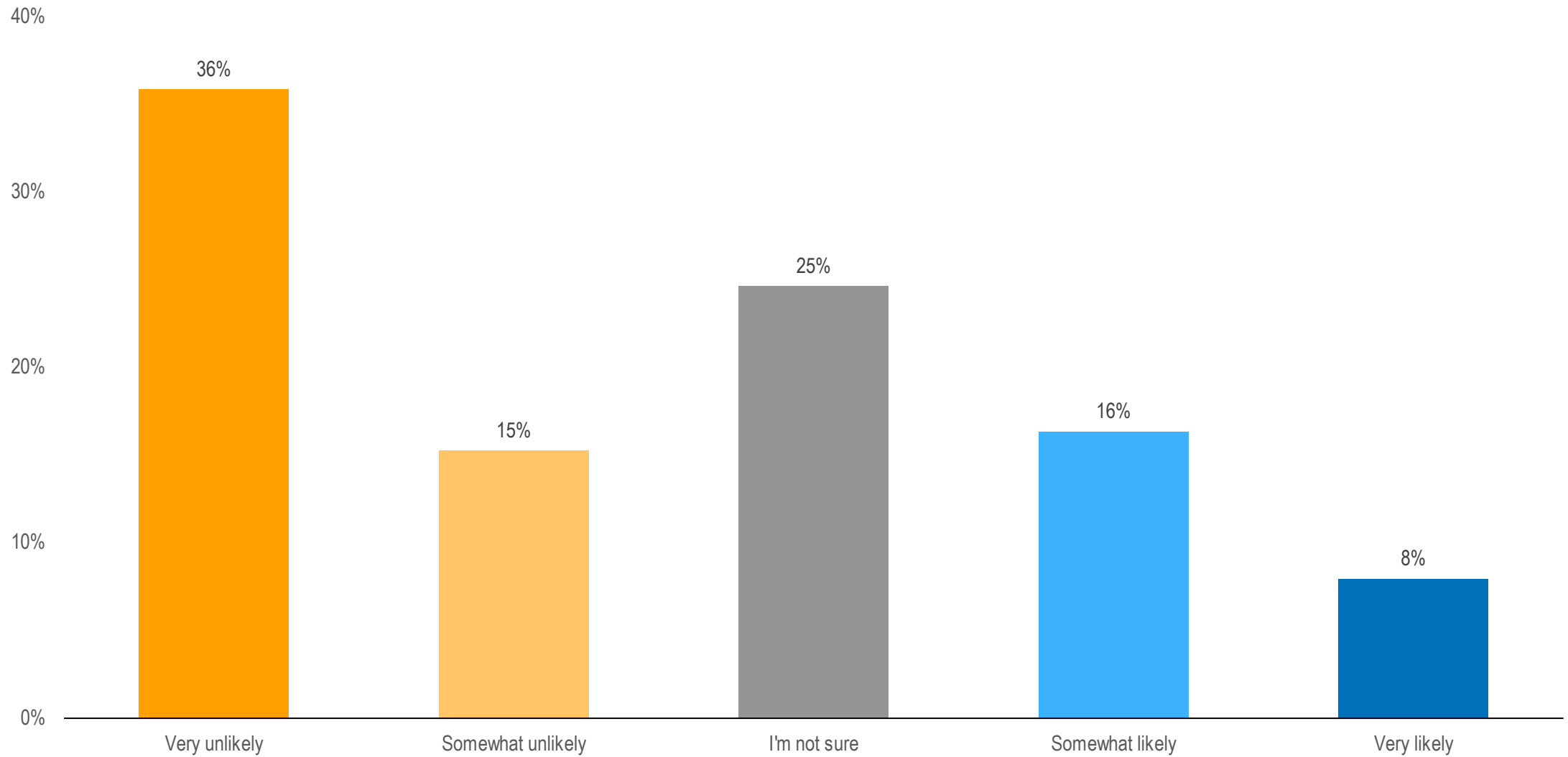
How likely is it that the next smartphone you buy will be made by the same brand you currently use?



How likely is it you might switch to an Android smartphone within the next 10 years? [Among respondents who currently have an Apple smartphone]



How likely is it you might switch to an Apple smartphone within the next 10 years? [Among respondents who currently have an Android smartphone]



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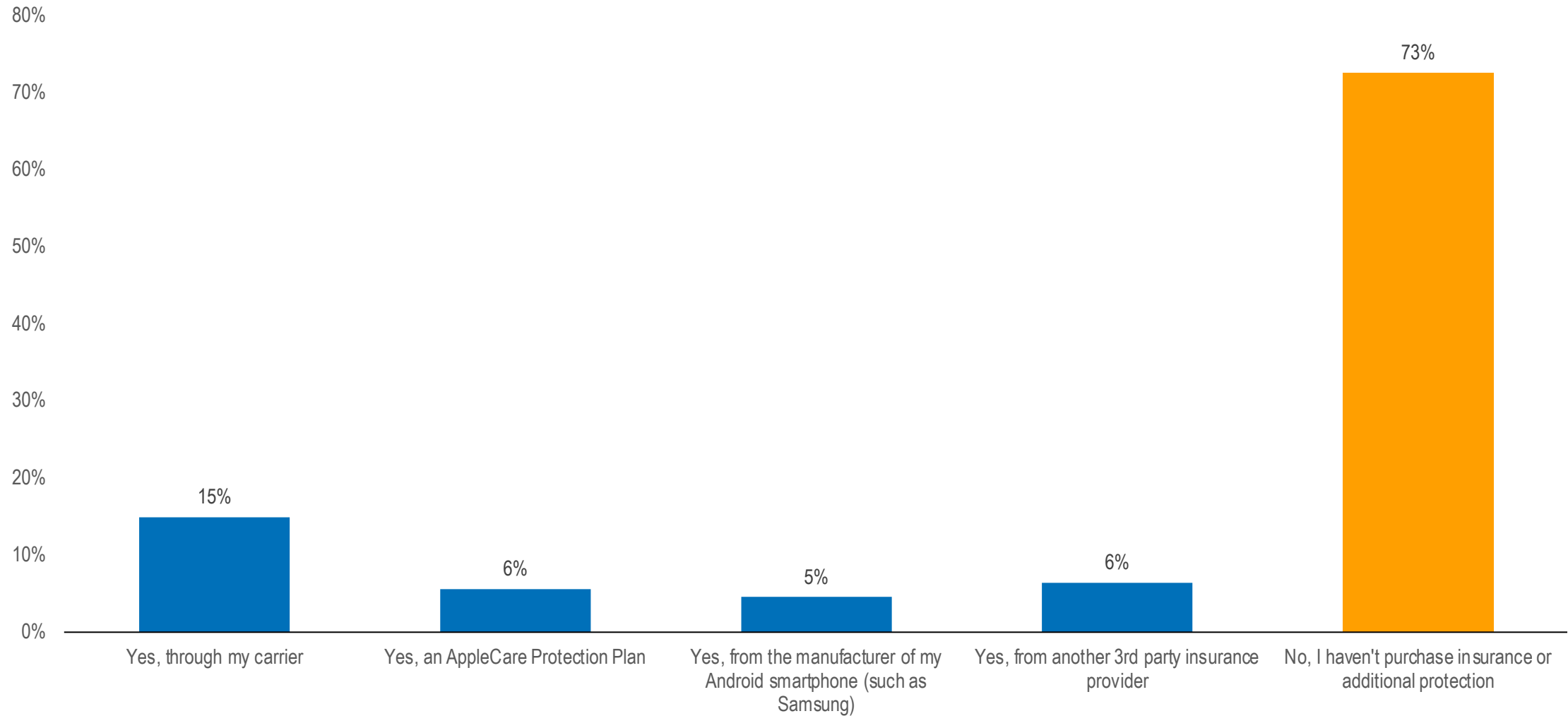
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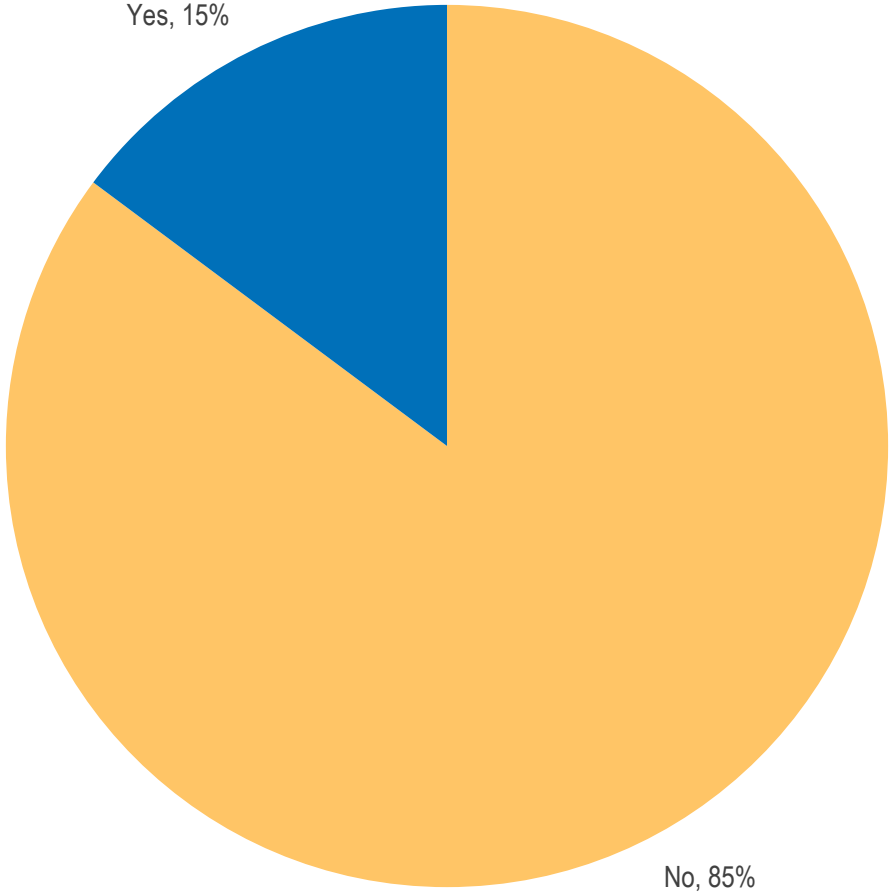
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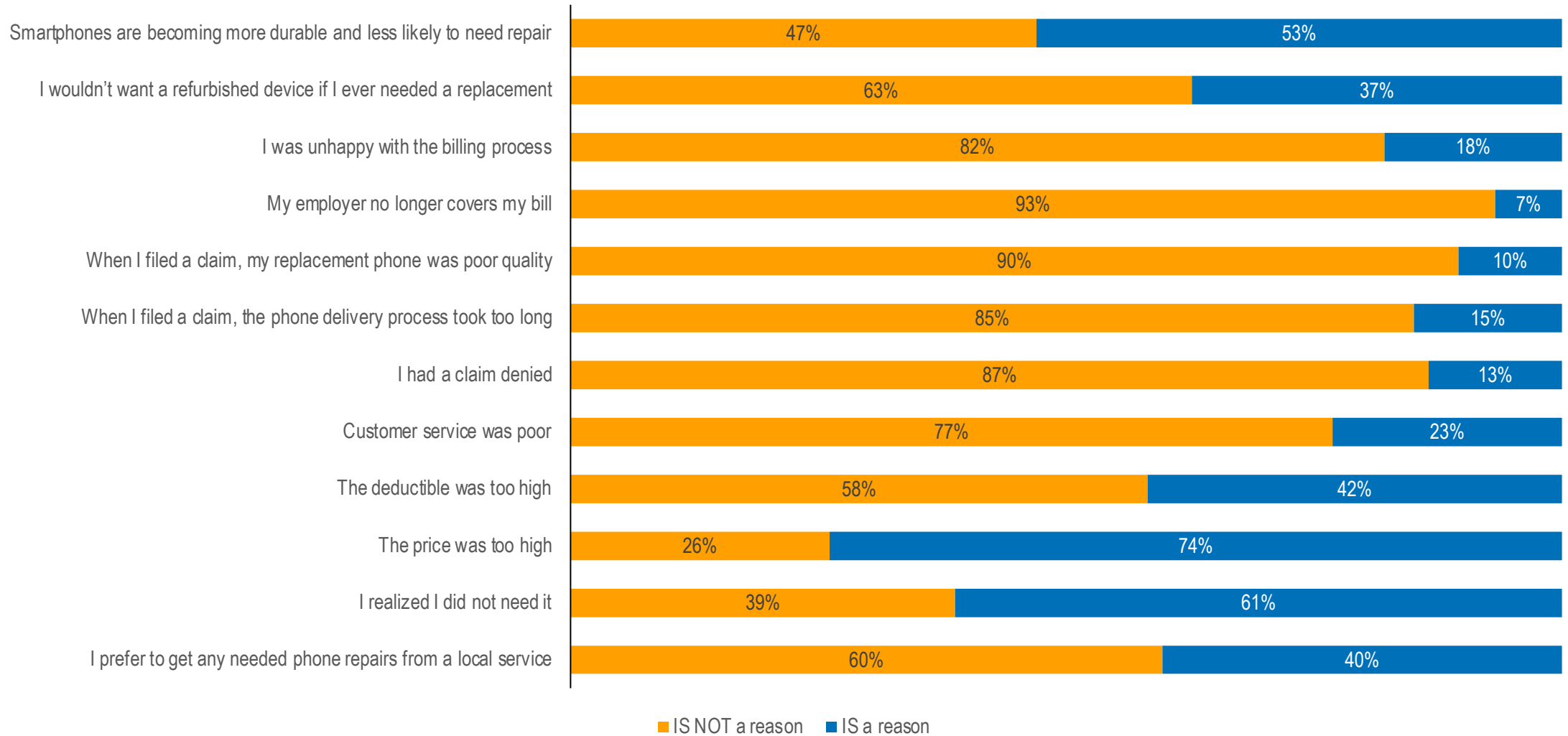
Excluding the manufacturer's warranty, did you purchase insurance or additional protection for your current smartphone? (Select all that apply.)



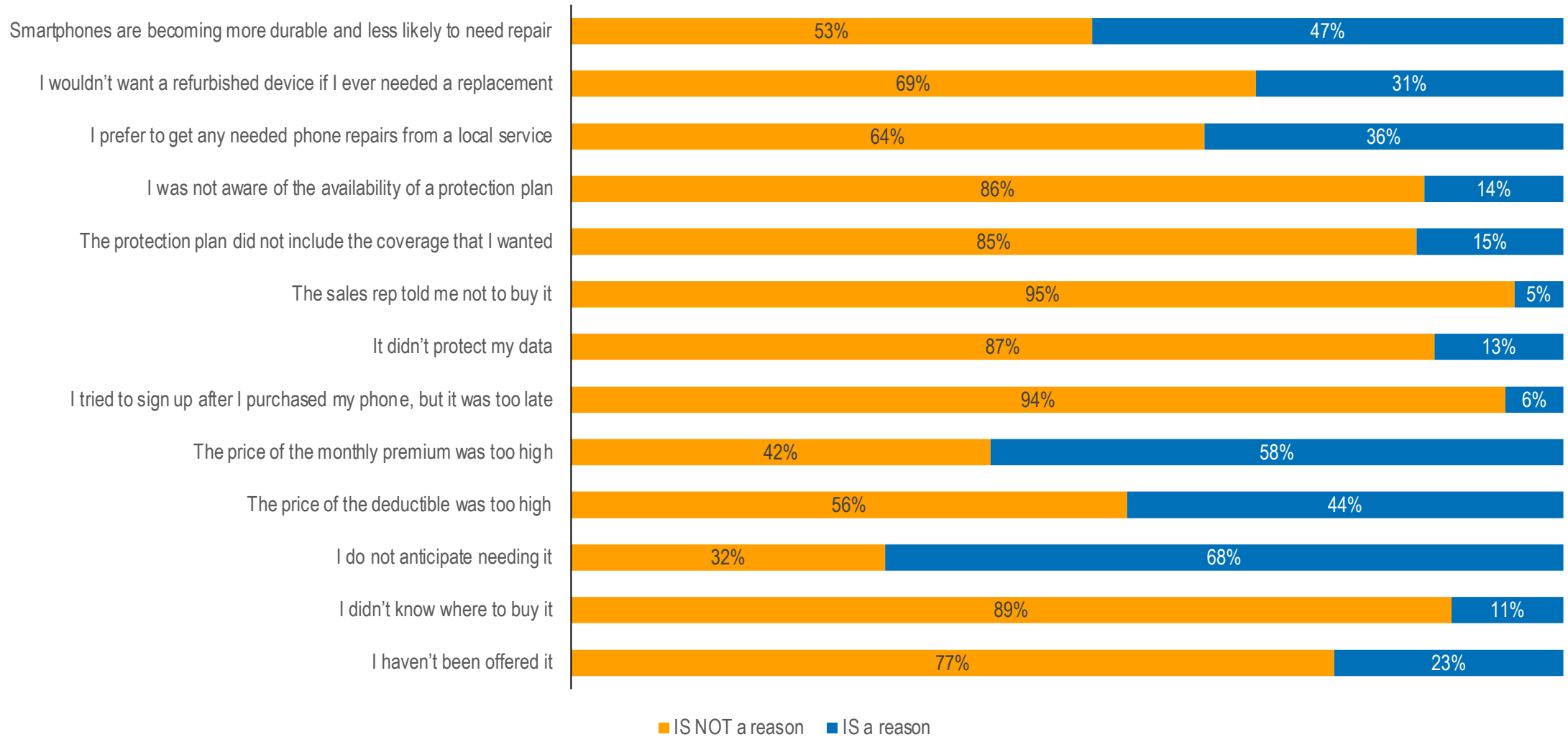
Did you ever previously purchase additional protection or insurance for a different smartphone? [Among respondents who haven't purchased insurance or additional protection for their current smartphone]



Please indicate whether each of the following reasons is or is not a reason as to why you no longer purchase insurance or protection for your smartphone. [Among respondents who have previously purchased insurance or additional protection for a different smartphone]



Please indicate whether each of the following reasons is or is not a reason as to why you haven't purchased insurance or protection for your smartphone. [Among respondents who have not previously purchased insurance or additional protection for a different smartphone]



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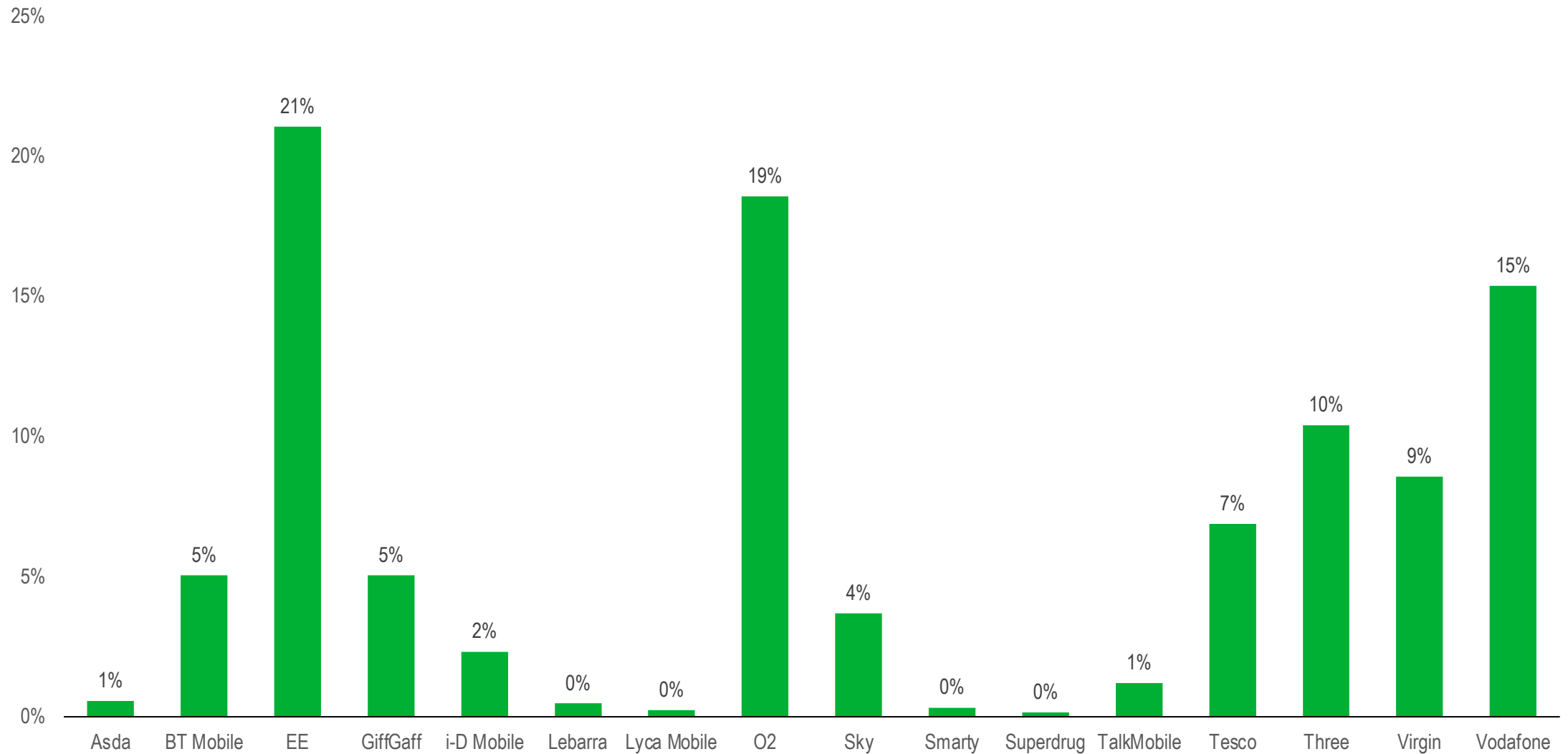
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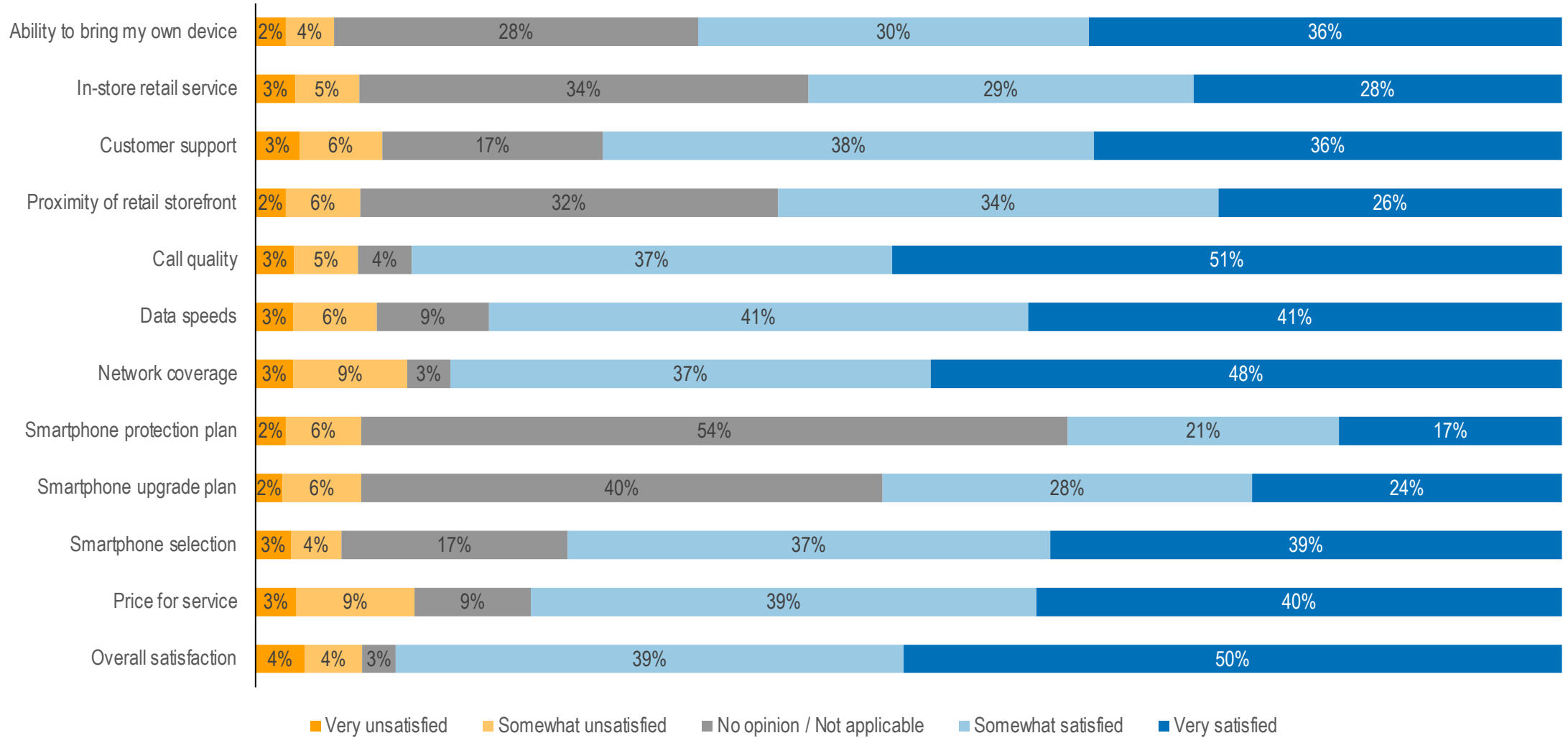
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Which provider do you use for mobile phone service (choose the one you use most if you use more than one)?



How satisfied are you with the following attributes of your wireless service?



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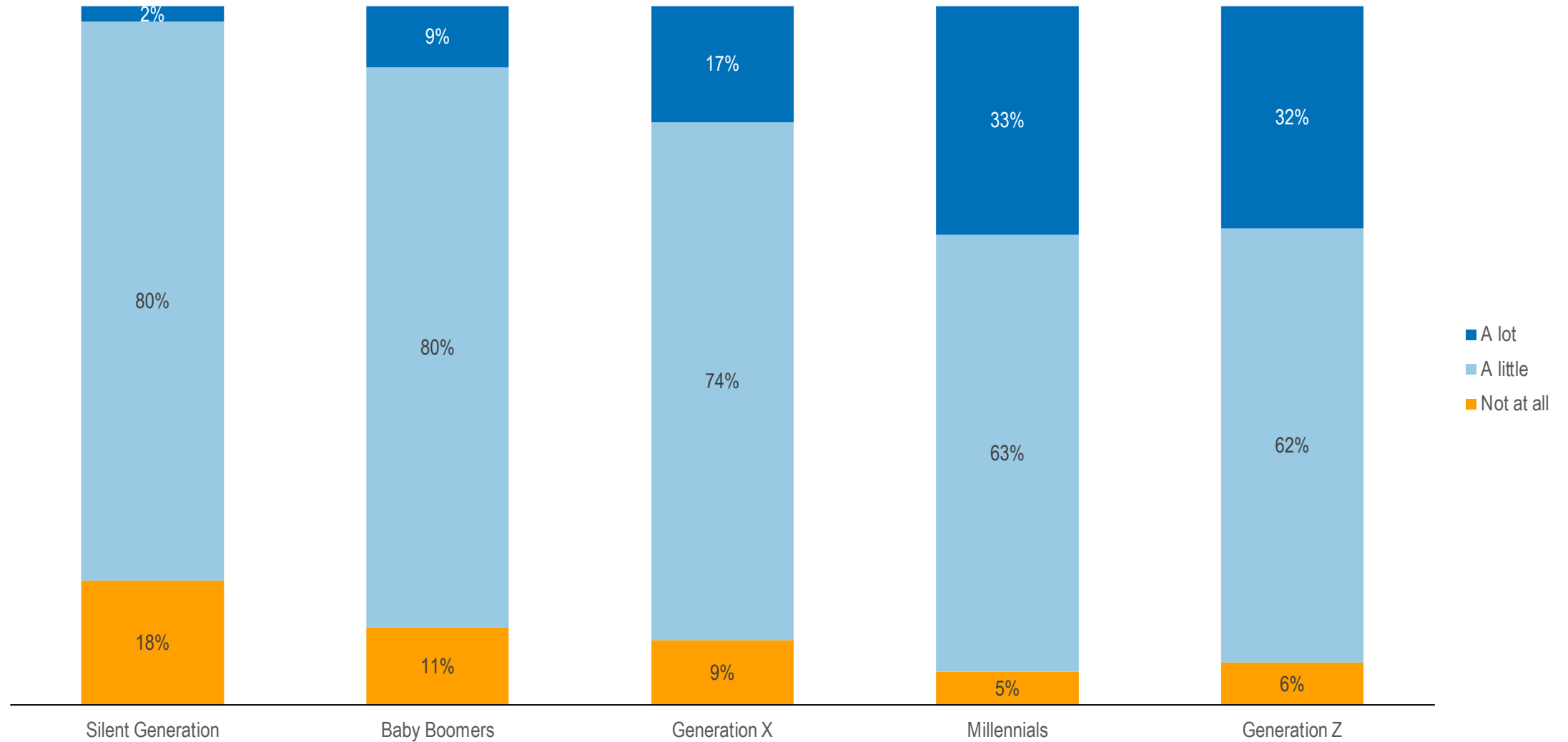
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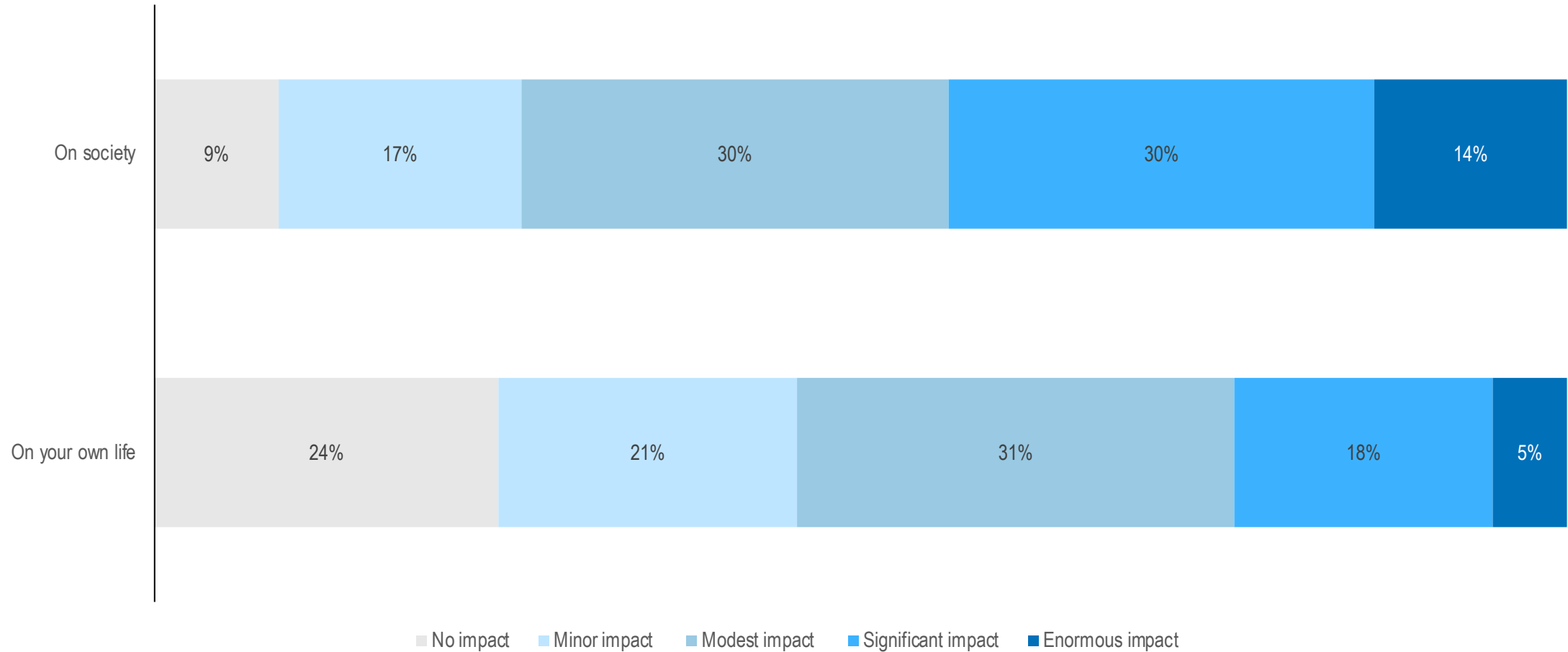
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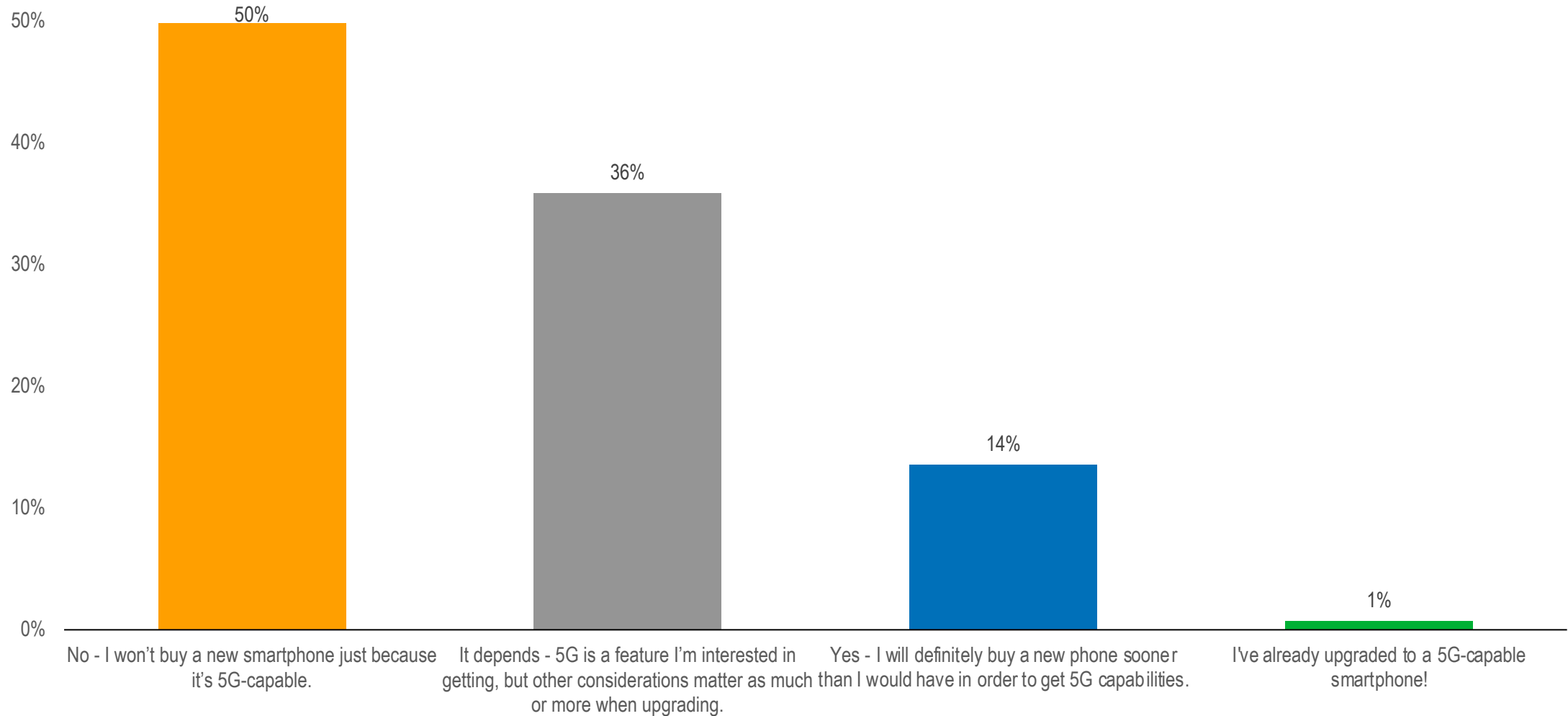
How much have you seen or heard about 5G?



This year, wireless carriers around the world began transitioning to fifth-generation cellular networks – known as 5G for short. This new era will leap ahead of current 4G wireless technology by offering mobile internet speeds that will let people download entire movies within seconds. It will also reduce latency (the lag you experience when issuing a smartphone command) and enable many more devices to be connected at once. In the next 10 years, how much of an impact do you think 5G will ultimately have...



Only a handful of 5G-capable smartphones have been released so far. Soon, however, this will be a common feature. When you think about your next smartphone, do you expect that a 5G capability is something that will prompt you to upgrade to a new phone sooner than you might have otherwise done?



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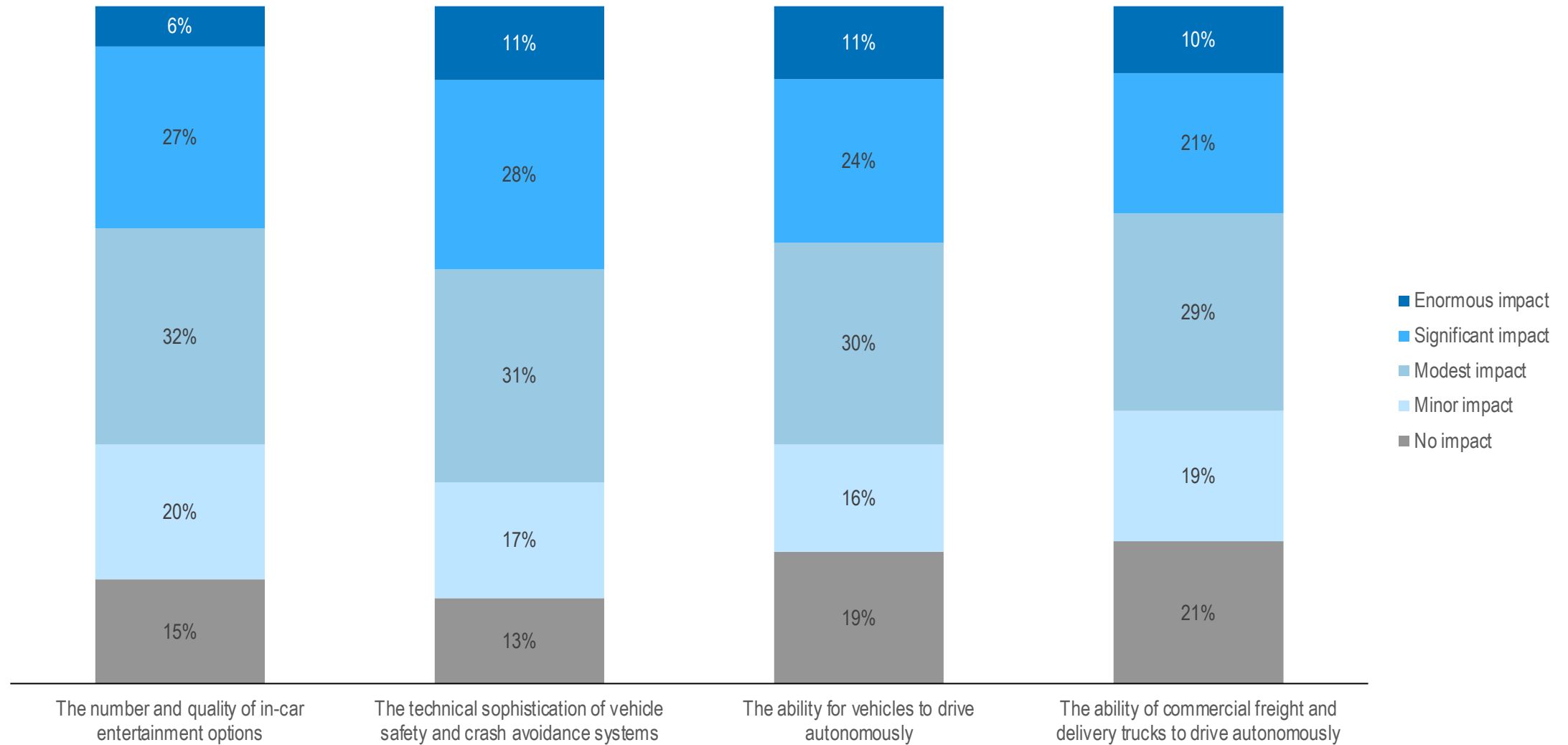
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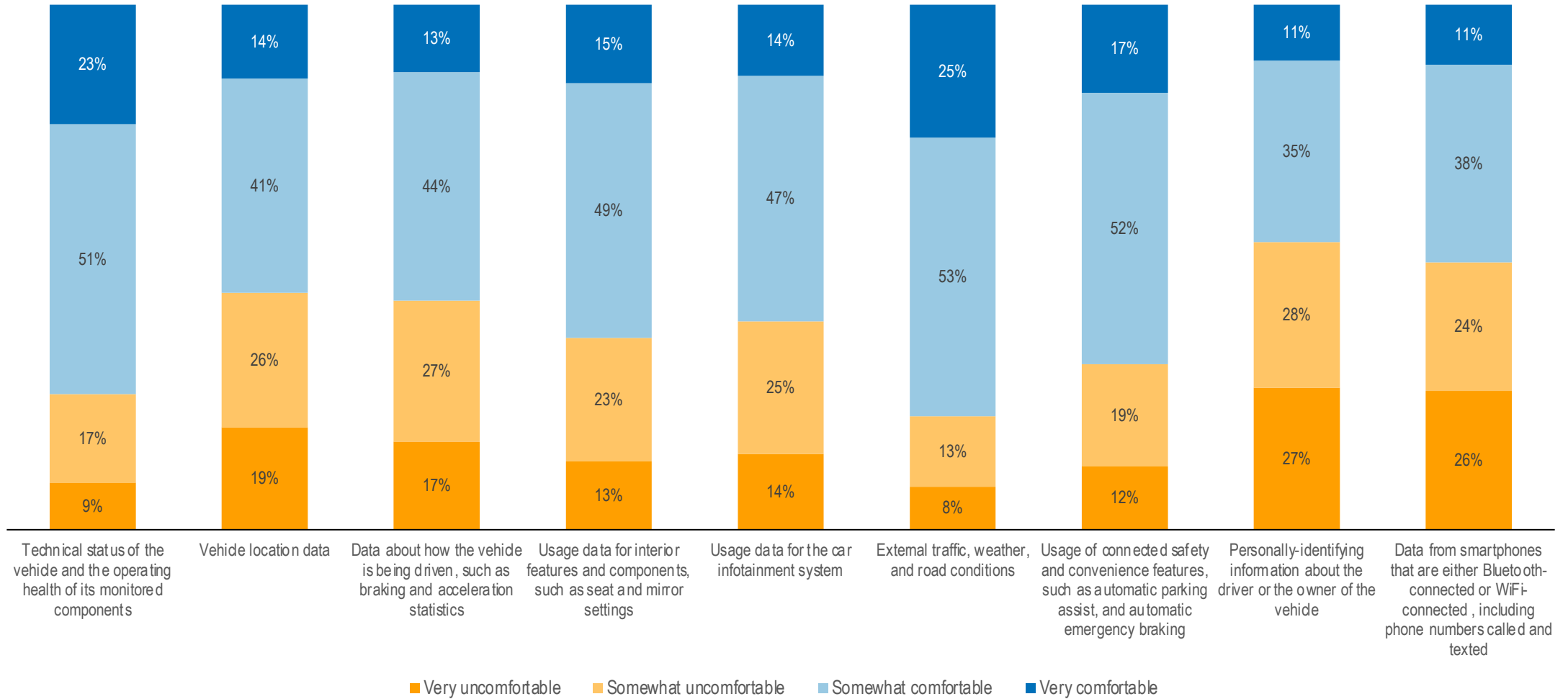
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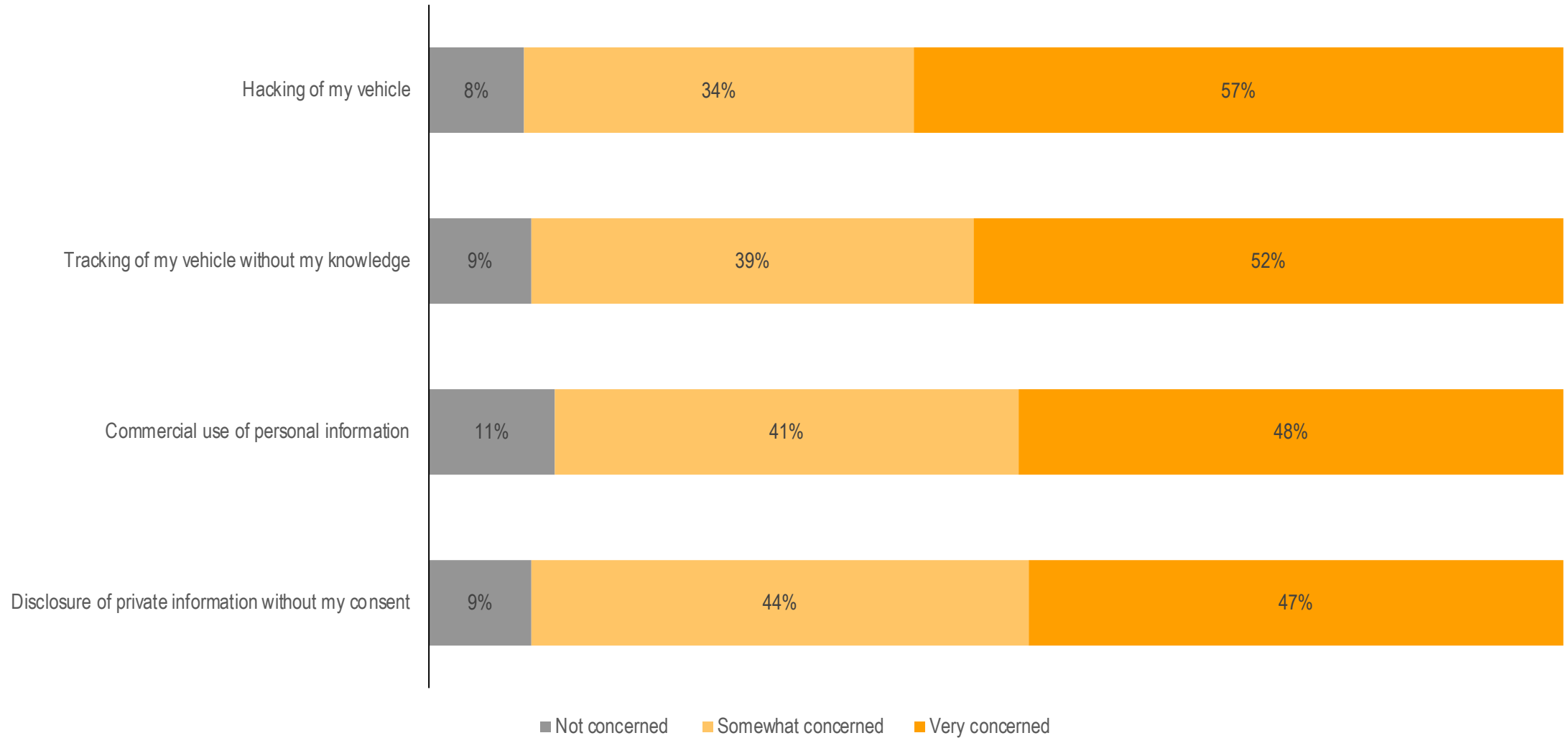
When thinking about the potential impact of 5G technology on cars and trucks in the next 10 years, how much of an impact do you think it will ultimately have on...



Passenger cars are increasingly connected to the internet, both to send data (including requests for route guidance) and to receive data (including “over-the-air” software updates for a vehicle’s onboard computer). How comfortable would you be if the following types of data were continuously shared with the manufacturer of the vehicle?



How concerned are you with the following ways in which your vehicle's internet connection might be used by others?



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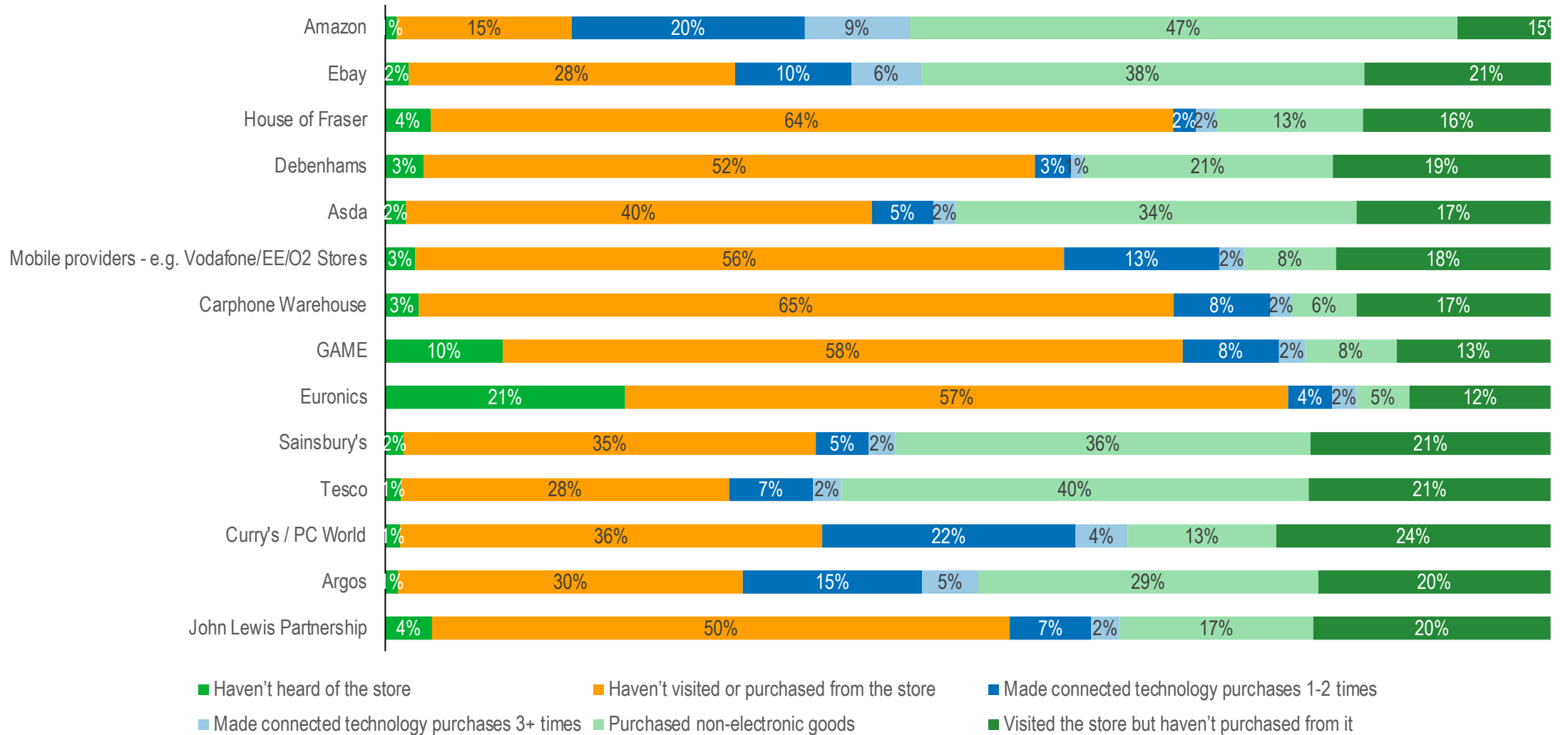
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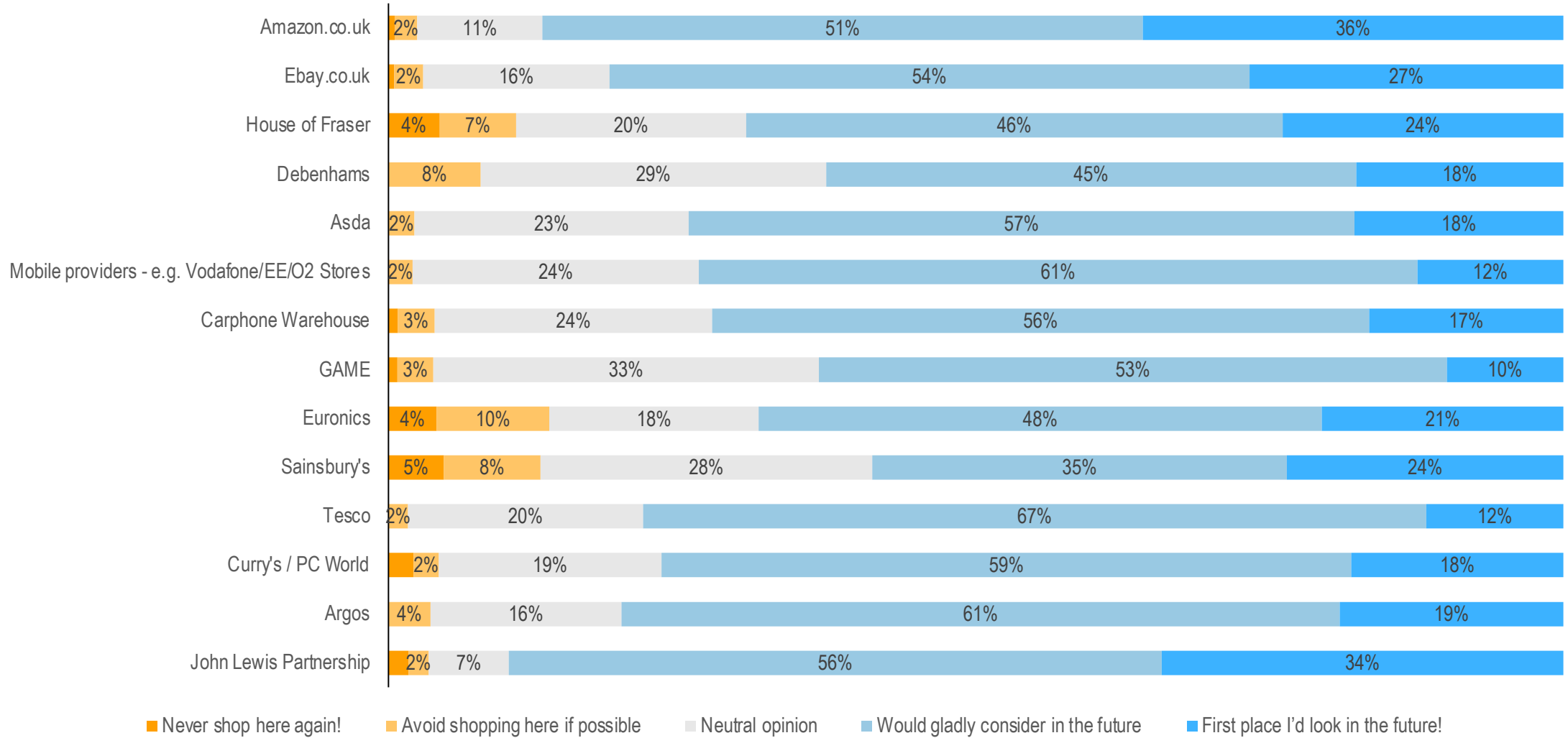
In the past 12 months, which of the following stores have you bought or considered buying CONSUMER ELECTRONICS and/or WIFI-CONNECTED HOME APPLIANCES from?



In the last 12 months, did you purchase any of the following companion services and/or product options from the following stores?

	Extended warranty	Technical support	Digital identity protection	Insurance against theft, loss or damage	Bought a refurbished or used product	Traded-in an older product	None of these
Argos	15%	7%	4%	8%	7%	5%	65%
Curry's / PC World	19%	9%	3%	9%	5%	4%	60%
Tesco	9%	11%	6%	11%	11%	8%	56%
Sainsbury's	18%	15%	12%	11%	15%	11%	33%
Euronics	11%	18%	14%	19%	16%	8%	27%
GAME	7%	6%	8%	11%	18%	11%	50%
Carphone Warehouse	9%	12%	9%	14%	9%	9%	47%
Mobile providers - e.g. Vodafone/EE/O2 Stores	6%	8%	4%	11%	5%	6%	66%
Asda	9%	9%	7%	18%	14%	8%	47%
Debenhams	14%	16%	20%	14%	16%	20%	22%
House of Fraser	13%	17%	20%	20%	17%	20%	15%
Ebay.co.uk	6%	4%	10%	4%	21%	4%	58%
Amazon.co.uk	8%	4%	4%	6%	7%	4%	75%
John Lewis Partnership	21%	4%	8%	8%	6%	8%	57%

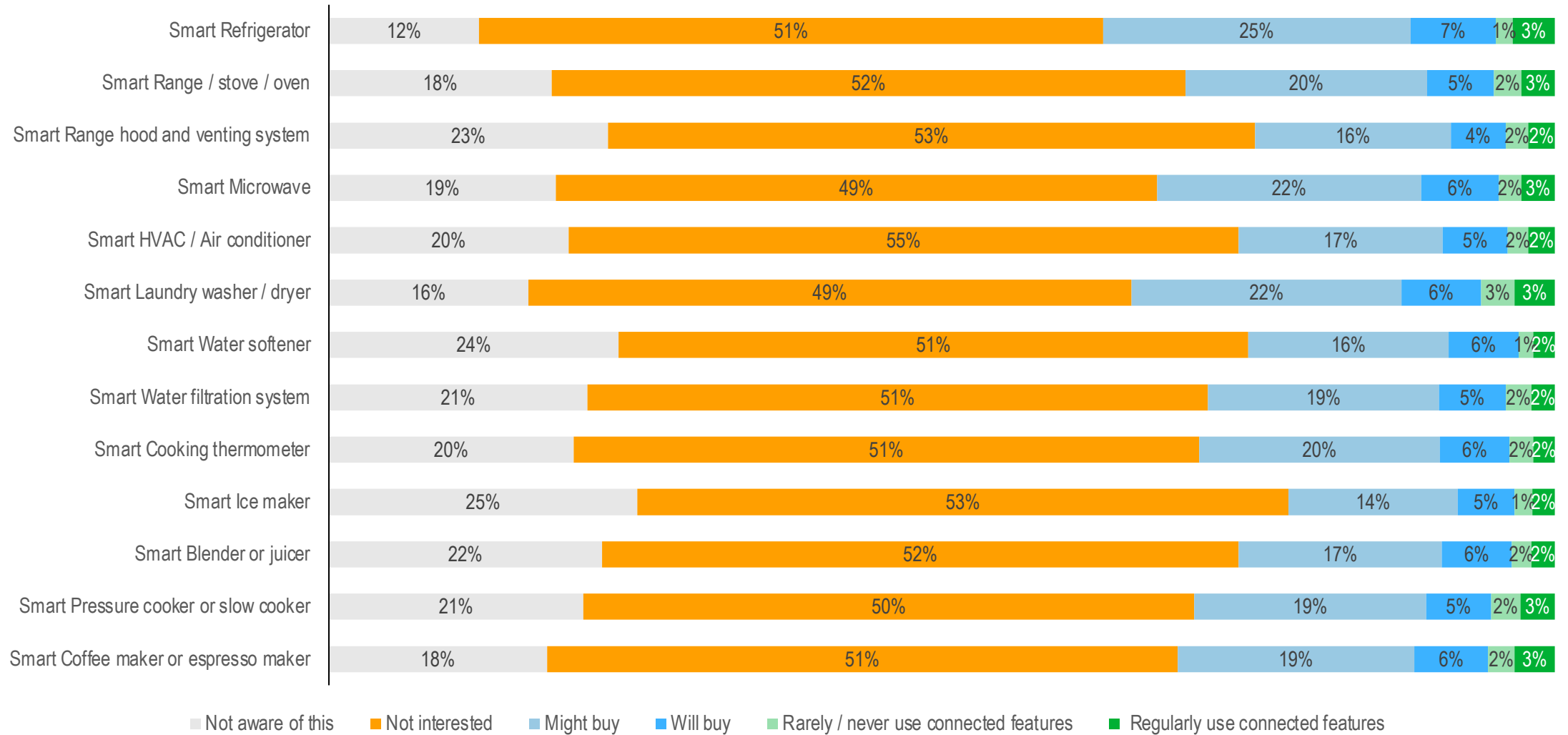
What is your opinion about the following stores for purchasing consumer electronics and/or home appliances (select all that apply)?



For each of the following WIFI- or BLUETOOTH-CONNECTED products, please indicate your level of familiarity, interest, or ownership and use:

	Not aware	Not interested	Might buy	Will buy	Rarely use	Regularly use
Bluetooth headset or hands-free car system	6%	38%	18%	6%	11%	20%
Home WiFi speaker	3%	37%	25%	7%	8%	20%
Portable Bluetooth speaker	4%	40%	21%	7%	13%	16%
Security system	4%	39%	33%	9%	3%	13%
Security camera	4%	37%	35%	10%	3%	11%
Action camera	7%	54%	23%	5%	4%	6%
Internet-connected TV or DVR	4%	23%	23%	9%	5%	36%
Robotic vacuum	6%	53%	28%	8%	2%	3%
Connected pet device or tracker	10%	58%	21%	6%	2%	3%
Virtual reality system	8%	57%	19%	7%	4%	4%
Smart thermostat	4%	41%	31%	10%	3%	11%
Wearable devices	5%	47%	26%	7%	4%	11%
Tablet or eReader	3%	22%	17%	6%	12%	39%
Car diagnostic app (using your car's OBD II port)	14%	44%	28%	6%	4%	4%
TV set-top streaming internet video device	5%	33%	23%	6%	6%	27%
Smart door lock	8%	48%	28%	9%	2%	4%
Smart lighting system	6%	45%	29%	10%	3%	8%
Smart sprinkler or irrigation system	10%	62%	19%	4%	2%	2%
Smart home speaker and voice controller	6%	44%	21%	7%	6%	16%
Smartphone-controlled garage door system	9%	63%	18%	6%	2%	3%
XBox, Playstation, or other video game console	6%	47%	13%	5%	10%	20%
Smart doorbell camera	5%	45%	30%	11%	3%	6%
Smartphone-controlled baby monitor	12%	65%	13%	5%	2%	2%
Smart smoke detector	7%	39%	35%	9%	3%	6%
Smart wall plug	10%	45%	28%	8%	2%	6%
Wearable health and fitness device	5%	45%	24%	8%	4%	14%
Smartphone-controlled drone	10%	64%	16%	5%	3%	2%
Smartphone-controlled toy	12%	63%	14%	5%	3%	3%
Laptop computer	1%	15%	15%	7%	7%	55%
Desktop computer	5%	36%	14%	6%	8%	30%

Do you have any home appliances that are WiFi-connected, and which have features that can be controlled or accessed via smartphone? If so, please indicate the extent to which you use any of the connected features on those products.



Which, if any, of the following factors would make you more likely to buy the following products? (Select all that apply.)

	On-demand tech support	Extended warranty	Insurance against theft, loss or damage	Digital identify protection	Trading-in an older model for a discount	Buying a refurbished model for less
Bluetooth headset or hands-free car system	10%	16%	18%	19%	11%	9%
Home WiFi speaker	10%	17%	8%	17%	9%	11%
Portable Bluetooth speaker	11%	12%	11%	14%	8%	12%
Security system	22%	19%	24%	19%	7%	14%
Security camera	17%	17%	24%	22%	6%	14%
Action camera	13%	16%	19%	16%	8%	10%
Internet-connected TV or DVR	14%	22%	15%	19%	17%	7%
Robotic vacuum	15%	24%	10%	12%	10%	22%
Connected pet device or tracker	12%	15%	18%	19%	10%	10%
Virtual reality system	11%	17%	14%	17%	10%	19%
Smart thermostat	17%	15%	10%	14%	9%	9%
Smart watch	12%	22%	16%	17%	8%	14%
Tablet or eReader	13%	22%	21%	14%	16%	14%
Car diagnostic app (using your car's OBD II port)	16%	18%	16%	19%	9%	8%
TV set-top streaming internet video device	13%	17%	14%	14%	14%	10%
Smart door lock	15%	15%	20%	18%	9%	7%
Smart lighting system	17%	16%	12%	15%	6%	10%
Smart sprinkler or irrigation system	12%	17%	14%	19%	12%	8%
Smartphone-controlled garage door system	16%	20%	12%	19%	8%	8%
XBox, Playstation, or other video game console	9%	18%	12%	15%	16%	12%
Smart home speaker and voice controller	12%	16%	17%	22%	11%	10%
Smart doorbell camera	16%	17%	19%	20%	7%	11%
Smartphone-controlled baby monitor	10%	15%	18%	24%	13%	7%
Smart smoke detector	16%	18%	16%	15%	8%	10%
Smart wall plug	12%	14%	10%	13%	7%	10%
Wearable health and fitness device	14%	20%	16%	21%	12%	11%
Smartphone-controlled drone	14%	16%	21%	16%	12%	11%
Smartphone-controlled toy	12%	16%	15%	20%	10%	10%
Laptop computer	8%	21%	21%	14%	12%	16%
Desktop computer	12%	23%	19%	15%	13%	11%
Smart Refrigerator	17%	29%	15%	16%	14%	11%
Smart Range / stove / oven	15%	25%	16%	17%	10%	13%
Smart Range hood and venting system	10%	20%	17%	18%	14%	9%
Smart Microwave	16%	27%	12%	20%	14%	12%
Smart HVAC / Air conditioner	13%	20%	11%	20%	12%	13%
Smart Laundry washer / dryer	15%	24%	13%	18%	13%	12%
Smart Water softener	12%	20%	16%	17%	11%	7%
Smart Water filtration system	14%	21%	12%	15%	9%	10%
Smart Cooking thermometer	12%	16%	13%	16%	10%	10%
Smart Ice maker	11%	19%	12%	17%	9%	14%
Smart Blender or juicer	13%	19%	12%	19%	12%	11%
Smart Pressure cooker or slow cooker	11%	17%	12%	19%	12%	13%
Smart Coffee maker or espresso maker	10%	17%	15%	19%	11%	13%

For each of the following products that you own, please indicate where you purchased it (choose the most recent purchase if you purchased more than one of the same kind).

	3rd party e-commerce site	3rd party physical store	From the manufacturer direc	Other / I don't know
Bluetooth headset or hands-free car system	53%	20%	14%	14%
Home WiFi speakers	37%	24%	20%	20%
Portable Bluetooth speaker	39%	24%	19%	18%
Security system	35%	28%	23%	13%
Security camera	44%	25%	19%	12%
Action camera	37%	27%	19%	17%
Internet-connected TV or DVR	41%	38%	13%	8%
Robotic vacuum	43%	27%	14%	16%
Connected pet device or tracker	39%	27%	19%	15%
Virtual reality system	47%	21%	19%	14%
Smart thermostat	41%	20%	21%	17%
Smart watch	56%	24%	15%	6%
Tablet or eReader	47%	33%	14%	7%
Car diagnostic app (using your car's OBD II port)	34%	32%	21%	13%
Streaming internet video device	53%	23%	16%	7%
Bluetooth door locks	29%	31%	24%	15%
Smart lighting system	38%	28%	20%	14%
Smart sprinkler system	37%	22%	25%	17%
Smart home speaker and voice controller	42%	18%	26%	14%
Garage door system	34%	35%	22%	10%
XBox, Playstation, or other video game console	47%	38%	8%	7%
Smart doorbell camera	40%	24%	24%	13%
Smartphone-controlled baby monitor	47%	28%	13%	12%
Smart smoke detector	34%	28%	23%	15%
Smart wall plug	36%	35%	19%	9%
Wearable health and fitness device	47%	28%	18%	8%
Smartphone-controlled drone	40%	28%	17%	14%
Smartphone-controlled toy	50%	26%	13%	12%
Laptop computer	49%	34%	11%	6%
Desktop computer	37%	42%	13%	8%
Smart Refrigerator	31%	27%	20%	22%
Smart Range / stove / oven	35%	36%	18%	11%
Smart Range hood and venting system	34%	27%	22%	17%
Smart Microwave	41%	31%	17%	11%
Smart HVAC / Air conditioner	33%	32%	22%	13%
Smart Laundry washer / dryer	32%	37%	20%	11%
Smart Water softener	33%	26%	22%	19%
Smart Water filtration system	33%	26%	25%	16%
Smart Cooking thermometer	36%	22%	20%	23%
Smart Ice maker	28%	31%	21%	20%
Smart Blender or juicer	36%	29%	16%	19%
Smart Pressure cooker or slow cooker	42%	30%	16%	12%
Smart Coffee maker or espresso maker	38%	30%	18%	15%

For each of the following products that you own, did you purchase any of the following companion services and/or product options? (Select all that apply.)

	Digital identity protection	Insurance against theft, loss or damage	Extended warranty	On-demand tech support	Bought a refurbished model	Traded-in an older model	None of the above
Bluetooth headset or hands-free car system	5%	6%	9%	5%	2%	1%	79%
Home WiFi speaker	4%	7%	10%	6%	4%	2%	73%
Security system	5%	10%	21%	13%	6%	5%	58%
Portable Bluetooth speaker	3%	6%	9%	6%	4%	2%	75%
Security camera	11%	13%	19%	13%	7%	5%	50%
Action camera	10%	11%	18%	10%	4%	6%	51%
Internet-connected TV or DVR	3%	7%	15%	6%	2%	3%	73%
Robotic vacuum	11%	8%	22%	14%	13%	13%	38%
Connected pet device or tracker	13%	20%	27%	21%	9%	7%	29%
Virtual reality system	11%	9%	21%	10%	4%	6%	44%
Smart thermostat	9%	8%	16%	10%	2%	4%	61%
Smart watch	5%	14%	14%	8%	5%	4%	58%
Tablet or eReader	3%	7%	10%	6%	4%	2%	75%
Car diagnostic app (using your car's OBD II port)	8%	10%	19%	16%	5%	4%	50%
TV set-top streaming internet video device	2%	7%	8%	7%	3%	2%	75%
Smart door lock	13%	12%	24%	21%	12%	11%	26%
Smart lighting system	3%	10%	12%	9%	11%	6%	55%
Smart sprinkler or irrigation system	6%	14%	27%	16%	14%	12%	29%
Smart home speaker and voice controller	4%	5%	11%	8%	3%	1%	76%
Smartphone-controlled garage door system	10%	14%	22%	19%	14%	12%	32%
XBox, Playstation, or other video game console	4%	8%	13%	7%	4%	5%	68%
Smart doorbell camera	6%	6%	20%	13%	8%	8%	49%
Smartphone-controlled baby monitor	12%	12%	26%	14%	7%	9%	31%
Smart smoke detector	6%	15%	24%	11%	7%	4%	43%
Smart wall plug	6%	7%	15%	8%	6%	4%	61%
Wearable health and fitness device	5%	7%	10%	5%	3%	4%	73%
Smartphone-controlled drone	11%	10%	21%	20%	8%	10%	33%
Smartphone-controlled toy	7%	12%	26%	15%	16%	7%	34%
Laptop computer	4%	8%	13%	7%	6%	2%	69%
Desktop computer	3%	8%	14%	8%	5%	3%	67%
Smart Refrigerator	17%	17%	32%	17%	10%	13%	23%
Smart Range / stove / oven	5%	18%	27%	18%	6%	10%	29%
Smart Range hood and venting system	10%	14%	22%	12%	14%	18%	22%
Smart Microwave	9%	11%	28%	11%	14%	14%	30%
Smart HVAC / Air conditioner	13%	17%	38%	21%	13%	15%	17%
Smart Water softener	14%	14%	24%	8%	11%	14%	32%
Smart Water filtration system	12%	14%	18%	28%	12%	12%	26%
Smart Cooking thermometer	11%	15%	20%	22%	17%	11%	26%
Smart Ice maker	15%	17%	39%	22%	12%	7%	22%
Smart Blender or juicer	9%	16%	25%	18%	14%	7%	34%
Smart Pressure cooker or slow cooker	6%	17%	23%	18%	12%	5%	32%
Smart Coffee maker or espresso maker	7%	10%	32%	9%	7%	13%	34%

For each of the following products that you own, how likely is it that you'll buy a newer model when the next version is released (including purchase of competing products from a different brand)?

	Definitely won't buy a newer model	Unlikely to buy a newer model	Likely to buy a newer model	Definitely will buy a newer model
Bluetooth headset or hands-free car system	24%	44%	25%	8%
Home WiFi speaker	20%	42%	29%	9%
Security system	16%	43%	25%	15%
Portable Bluetooth speaker	22%	39%	30%	9%
Security camera	13%	38%	30%	19%
Action camera	14%	33%	38%	15%
Internet-connected TV or DVR	16%	33%	36%	15%
Robotic vacuum	16%	24%	32%	29%
Connected pet device or tracker	14%	34%	25%	27%
Virtual reality system	18%	28%	33%	21%
Smart thermostat	18%	43%	24%	15%
Smart watch	16%	34%	32%	18%
Tablet or eReader	16%	33%	37%	14%
Car diagnostic app (using your car's OBD II port)	20%	39%	22%	18%
TV set-top streaming internet video device	16%	36%	34%	14%
Smart door lock	17%	21%	28%	34%
Smart lighting system	16%	35%	30%	20%
Smart sprinkler or irrigation system	16%	22%	31%	31%
Smart home speaker and voice controller	15%	41%	31%	12%
Smartphone-controlled garage door system	22%	24%	31%	24%
XBox, Playstation, or other video game console	16%	24%	39%	21%
Smart doorbell camera	15%	31%	30%	24%
Smartphone-controlled baby monitor	12%	26%	29%	33%
Smart smoke detector	17%	28%	38%	18%
Smart wall plug	18%	37%	29%	17%
Wearable health and fitness device	19%	33%	34%	14%
Smartphone-controlled drone	16%	15%	43%	26%
Smartphone-controlled toy	21%	21%	34%	25%
Laptop computer	14%	32%	37%	17%
Desktop computer	18%	31%	34%	17%
Smart Refrigerator	10%	22%	35%	33%
Smart Range / stove / oven	18%	23%	29%	31%
Smart Range hood and venting system	12%	24%	32%	32%
Smart Microwave	11%	21%	30%	39%
Smart HVAC / Air conditioner	15%	25%	29%	31%
Smart Laundry washer / dryer	17%	29%	23%	31%
Smart Water softener	19%	27%	22%	32%
Smart Water filtration system	22%	16%	32%	30%
Smart Cooking thermometer	22%	24%	24%	30%
Smart Ice maker	22%	24%	12%	41%
Smart Blender or juicer	16%	32%	25%	27%
Smart Pressure cooker or slow cooker	15%	28%	31%	26%
Smart Coffee maker or espresso maker	13%	26%	29%	31%

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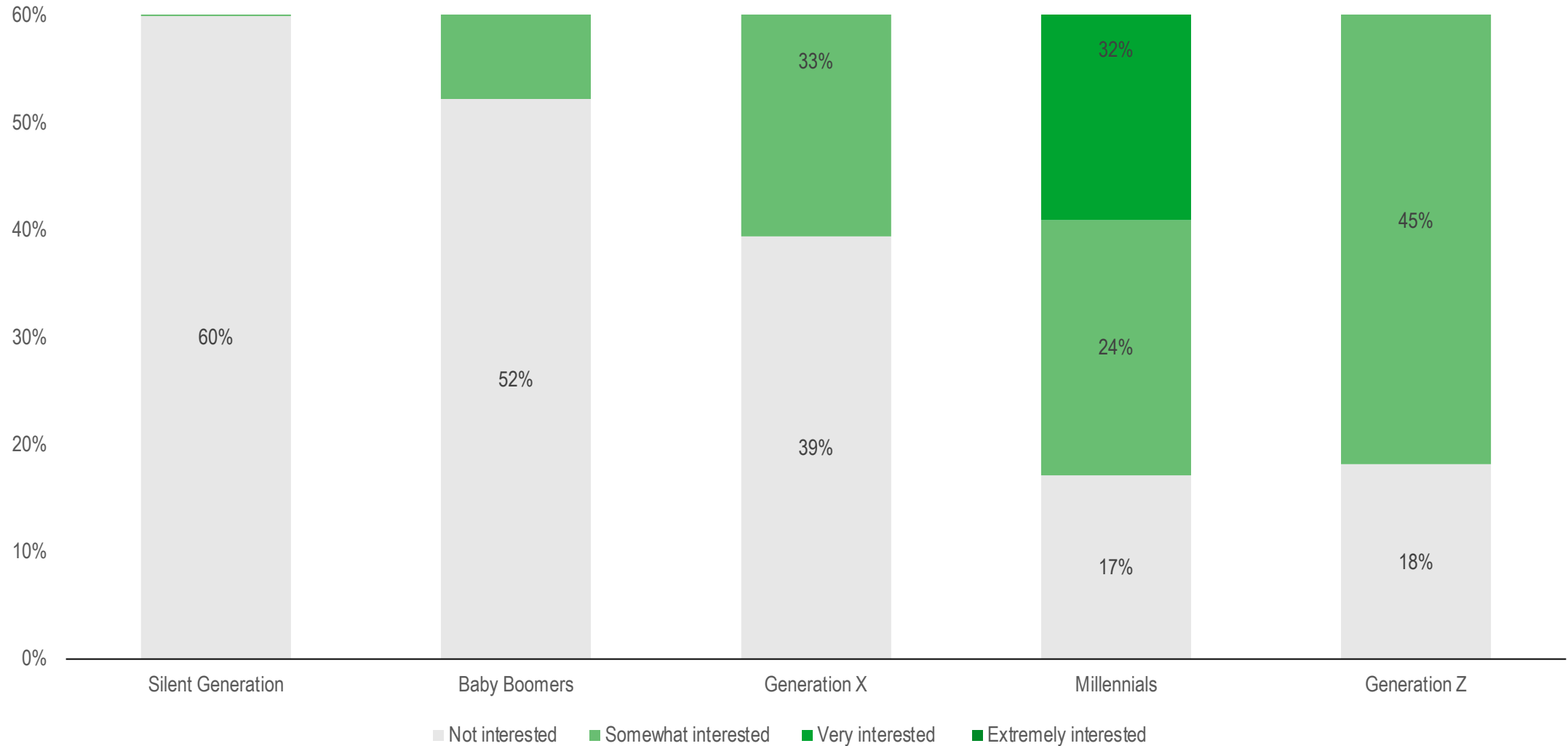
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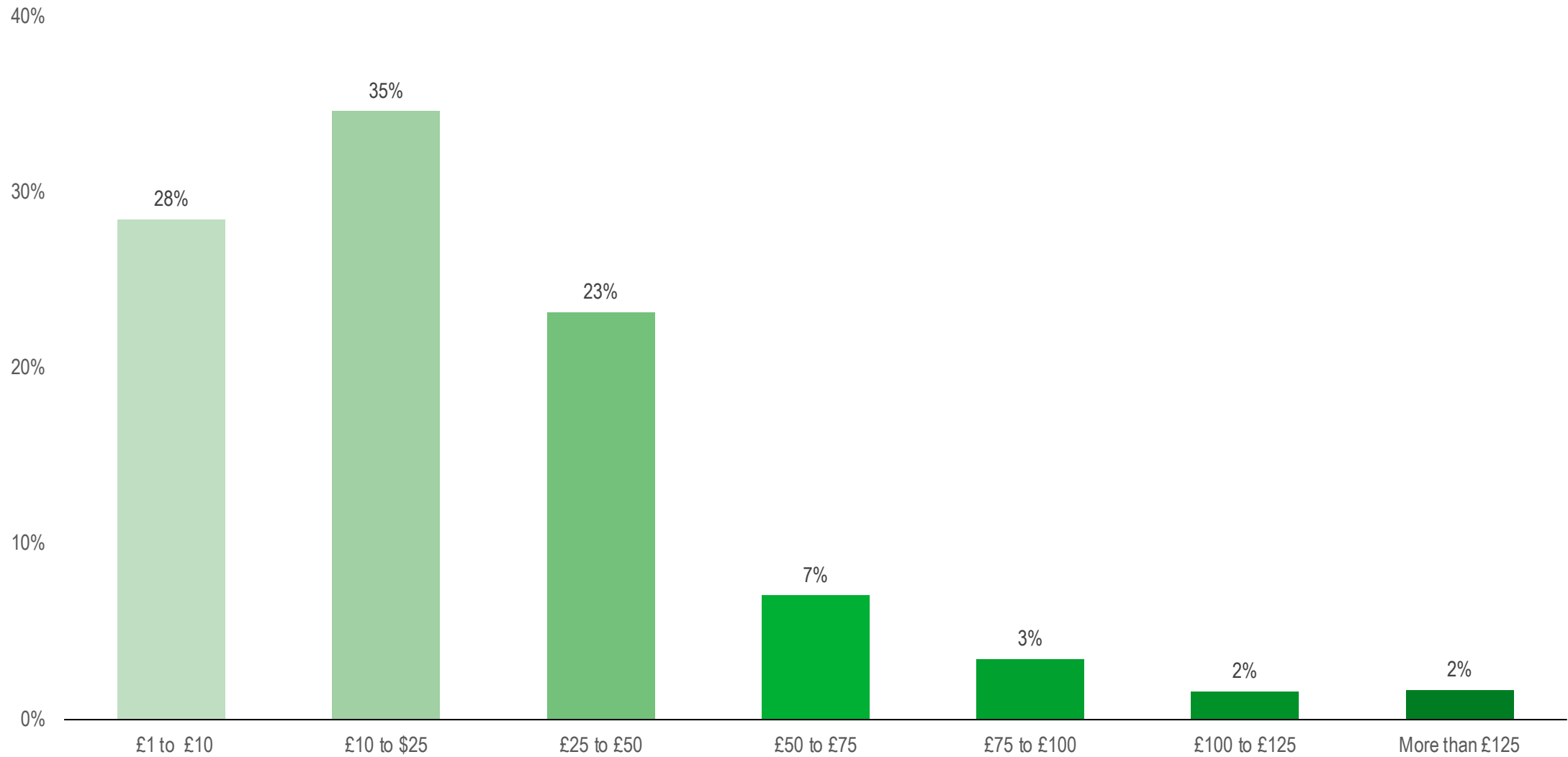
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As opposed to buying a separate warranty or protection plan for each individual technology product you might buy (including smartphones and laptops), how interested would you be in a subscription-based warranty and protection plan that covered all of the connected devices you already own – plus any you might buy in the future – against damage or mechanical failure?



What do you expect the monthly cost of a service like this would be?



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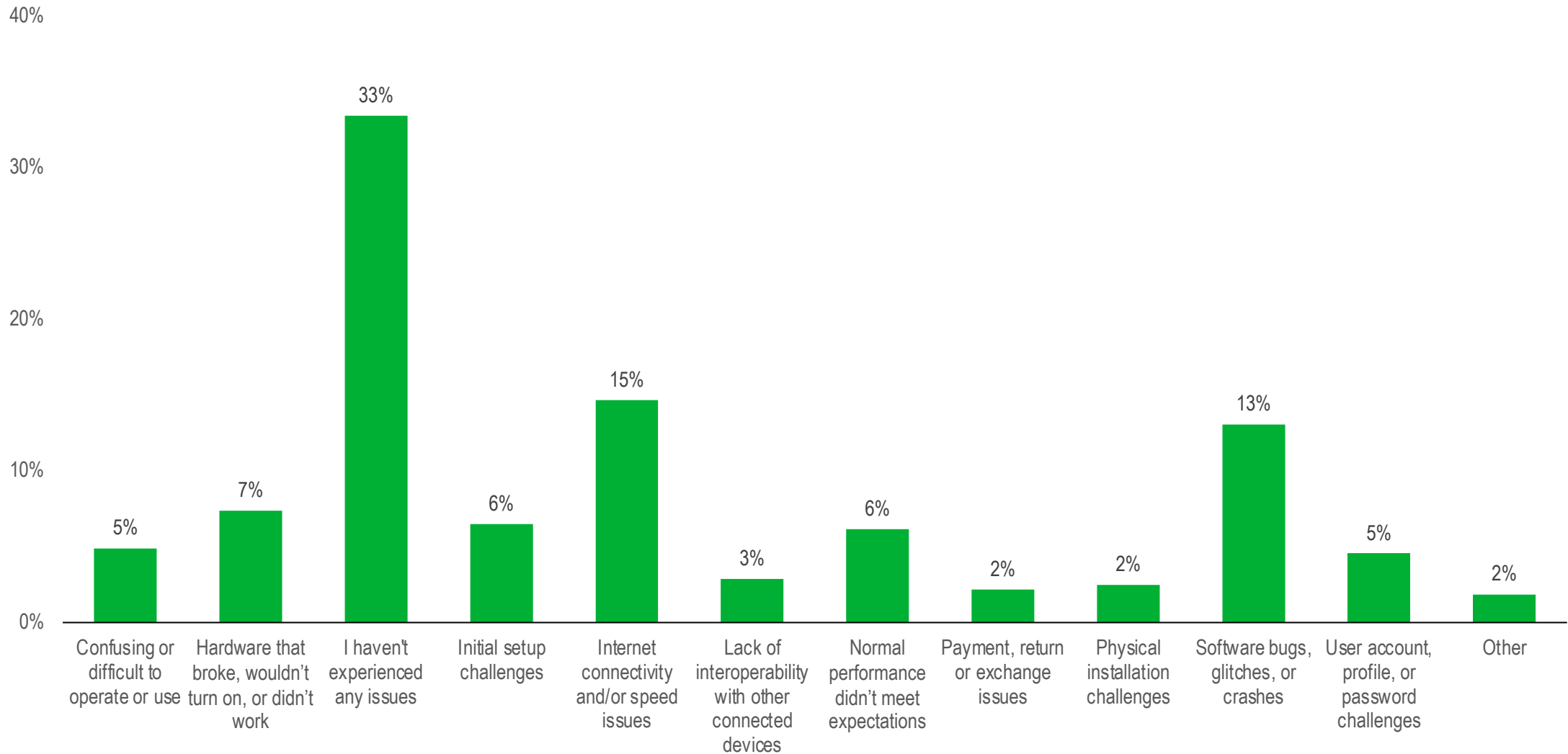
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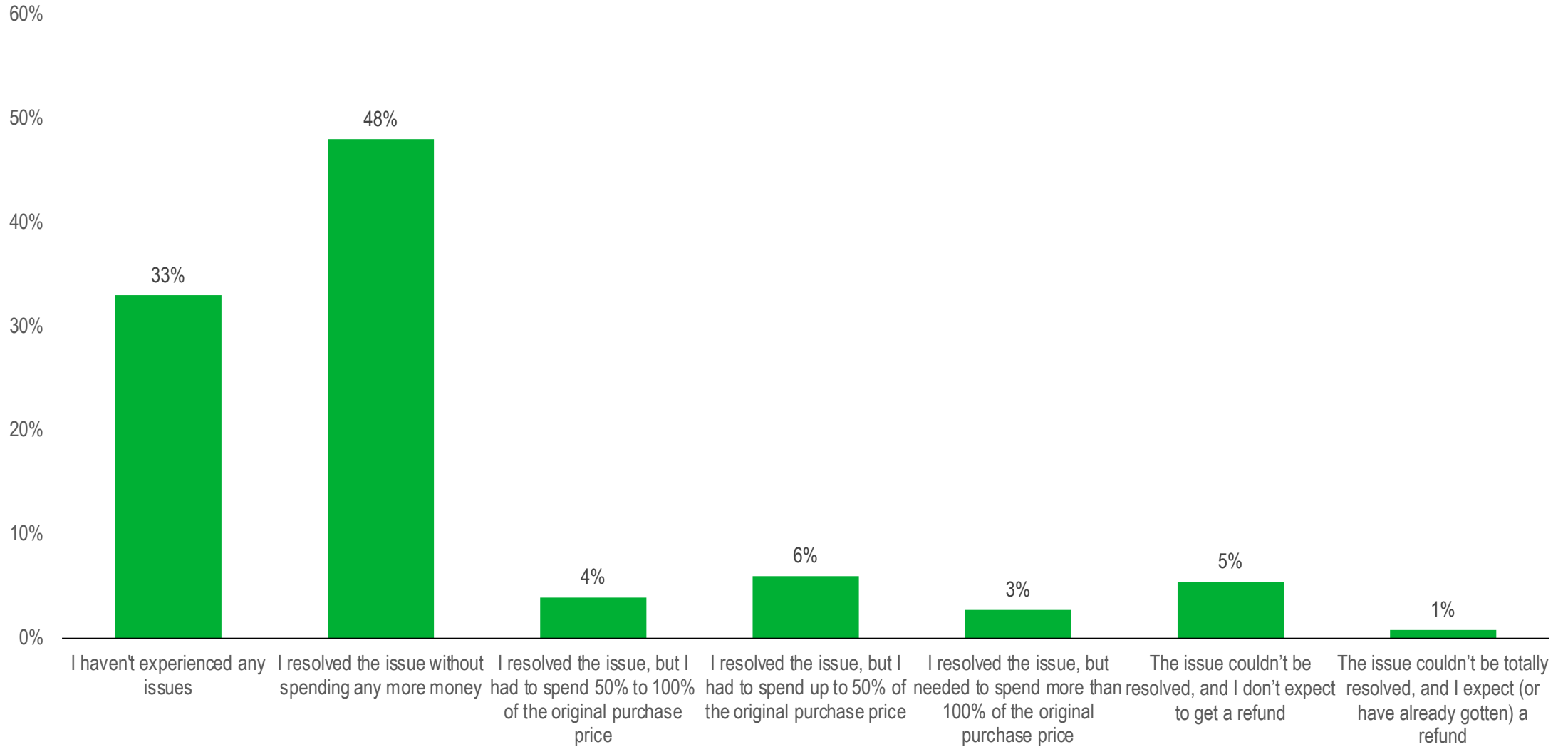
In your experience, which connected products in your home have been a source of tech-related frustrations at least once in the past year, and which of these happened most recently?

	Tech challenges experienced in past 12 months	Most recent source of tech challenges	None	
Bluetooth headset or hands-free car system	8%	4%		89%
Home WiFi speaker	7%	2%		90%
Security system	4%	2%		94%
Portable Bluetooth speaker	7%	2%		92%
Security camera	5%	1%		94%
Action camera	3%	1%		96%
Internet-connected TV or DVR	10%	4%		86%
Robotic vacuum	1%	0%		98%
Connected pet device or tracker	1%	0%		98%
Virtual reality system	3%	1%		97%
Smart thermostat	3%	1%		96%
Smart watch	4%	1%		95%
Tablet or eReader	11%	2%		87%
Car diagnostic app (using your car's OBD II port)	3%	0%		97%
TV set-top streaming internet video device	8%	2%		90%
Smart door lock	1%	0%		99%
Smart lighting system	2%	0%		97%
Smart sprinkler or irrigation system	1%	0%		98%
Smart home speaker and voice controller	4%	1%		95%
Smartphone-controlled garage door system	1%	0%		99%
XBox, Playstation, or other video game console	6%	1%		93%
Smart doorbell camera	2%	0%		97%
Smartphone-controlled baby monitor	1%	0%		99%
Smart smoke detector	2%	0%		97%
Smart wall plug	2%	0%		98%
Wearable health and fitness device	4%	1%		95%
Smartphone-controlled drone	2%	0%		98%
Smartphone-controlled toy	2%	0%		98%
Laptop computer	19%	8%		72%
Desktop computer	11%	4%		85%
Smart Refrigerator	1%	0%		98%
Smart Range / stove / oven	1%	0%		99%
Smart Range hood and venting system	1%	0%		99%
Smart Microwave	1%	0%		99%
Smart HVAC / Air conditioner	1%	0%		99%
Smart Laundry washer / dryer	2%	0%		98%
Smart Water softener	1%	0%		99%
Smart Water filtration system	1%	0%		99%
Smart Cooking thermometer	1%	0%		99%
Smart Ice maker	1%	0%		99%
Smart Blender or juicer	1%	0%		99%
Smart Pressure cooker or slow cooker	1%	0%		99%
Smart Coffee maker or espresso maker	1%	0%		99%
Smartphone	28%	10%		62%
None of these				33%

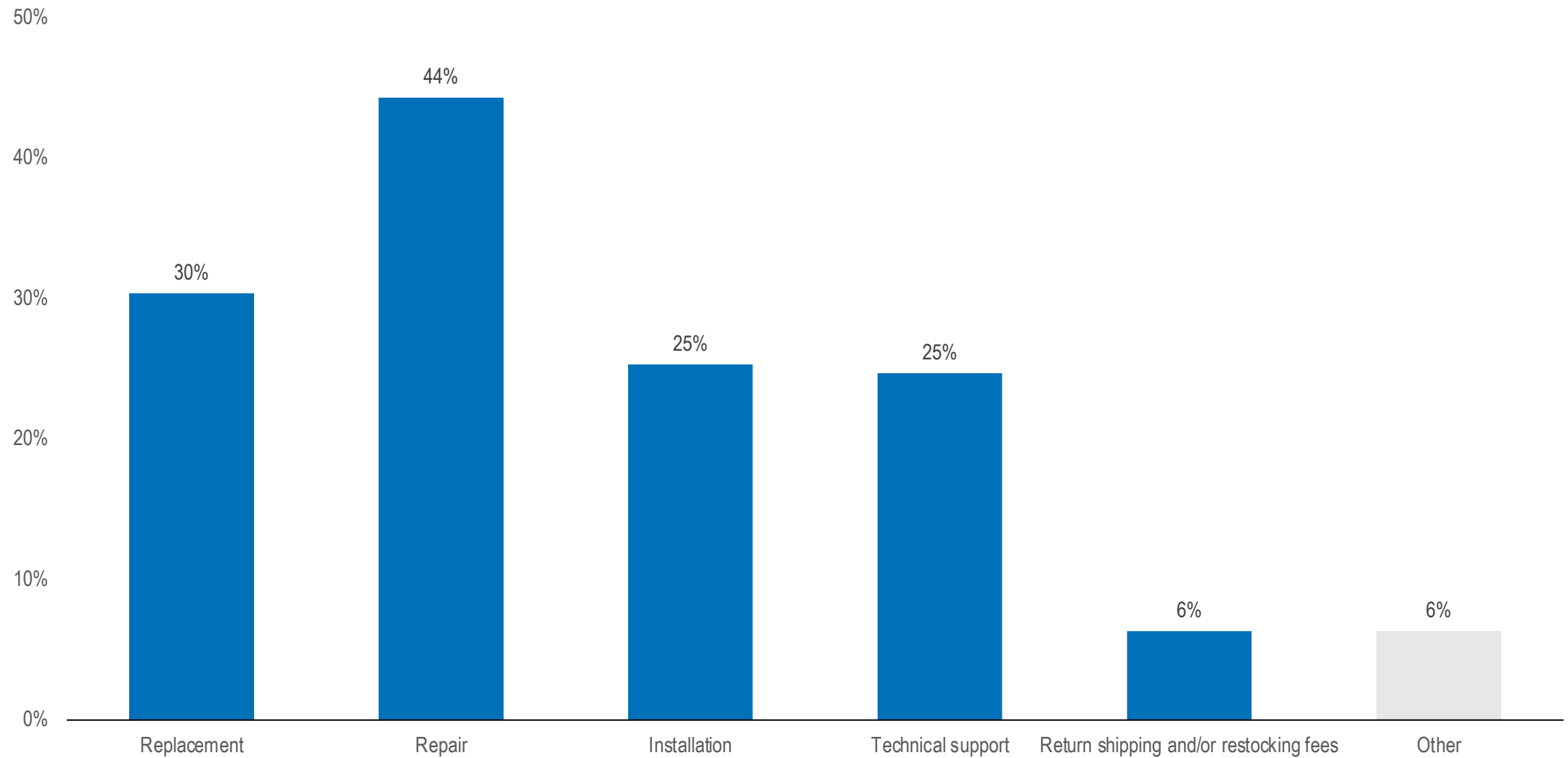
Which of the following best describes the technology issue you most recently experienced?



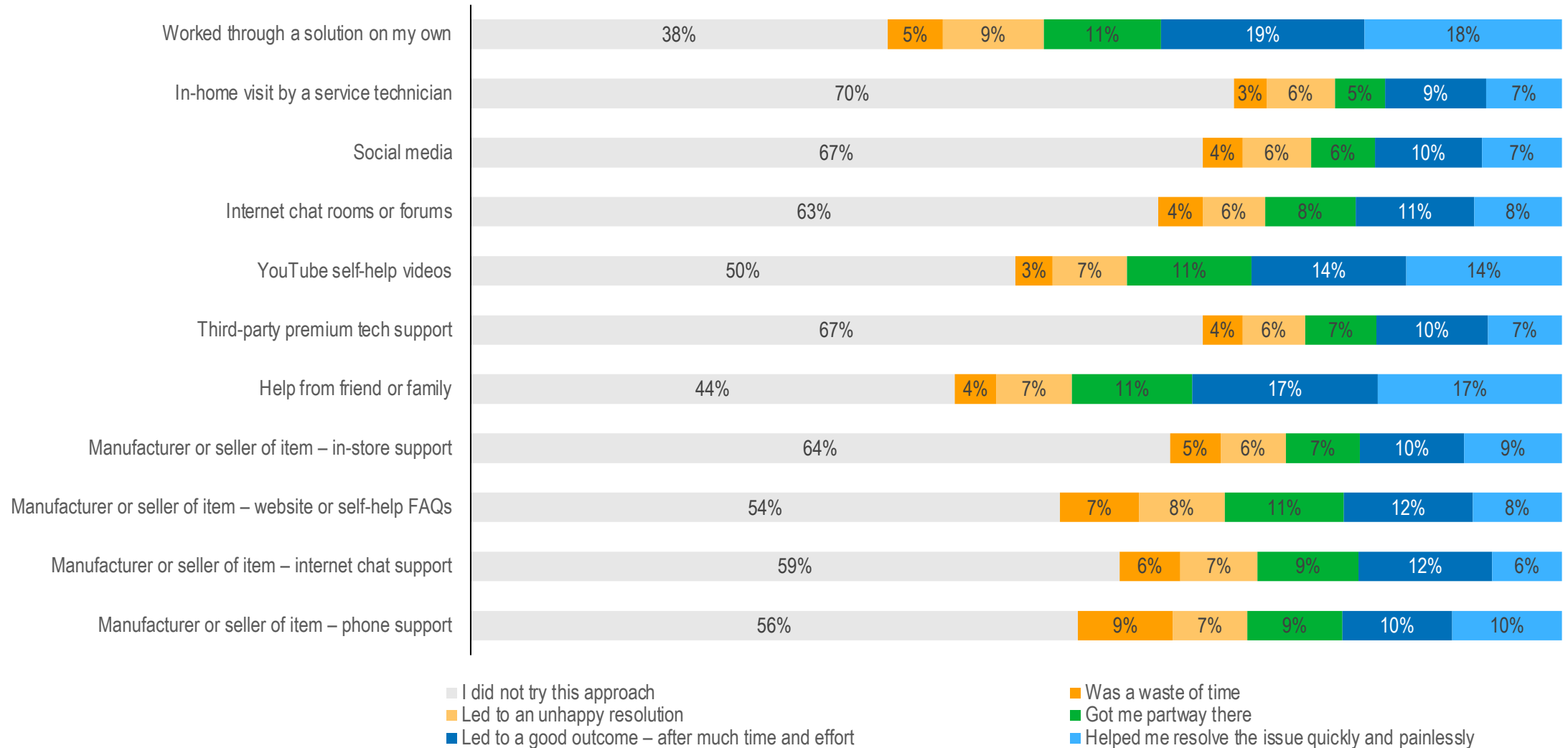
Did you lose any money as a result of the issue you experienced?



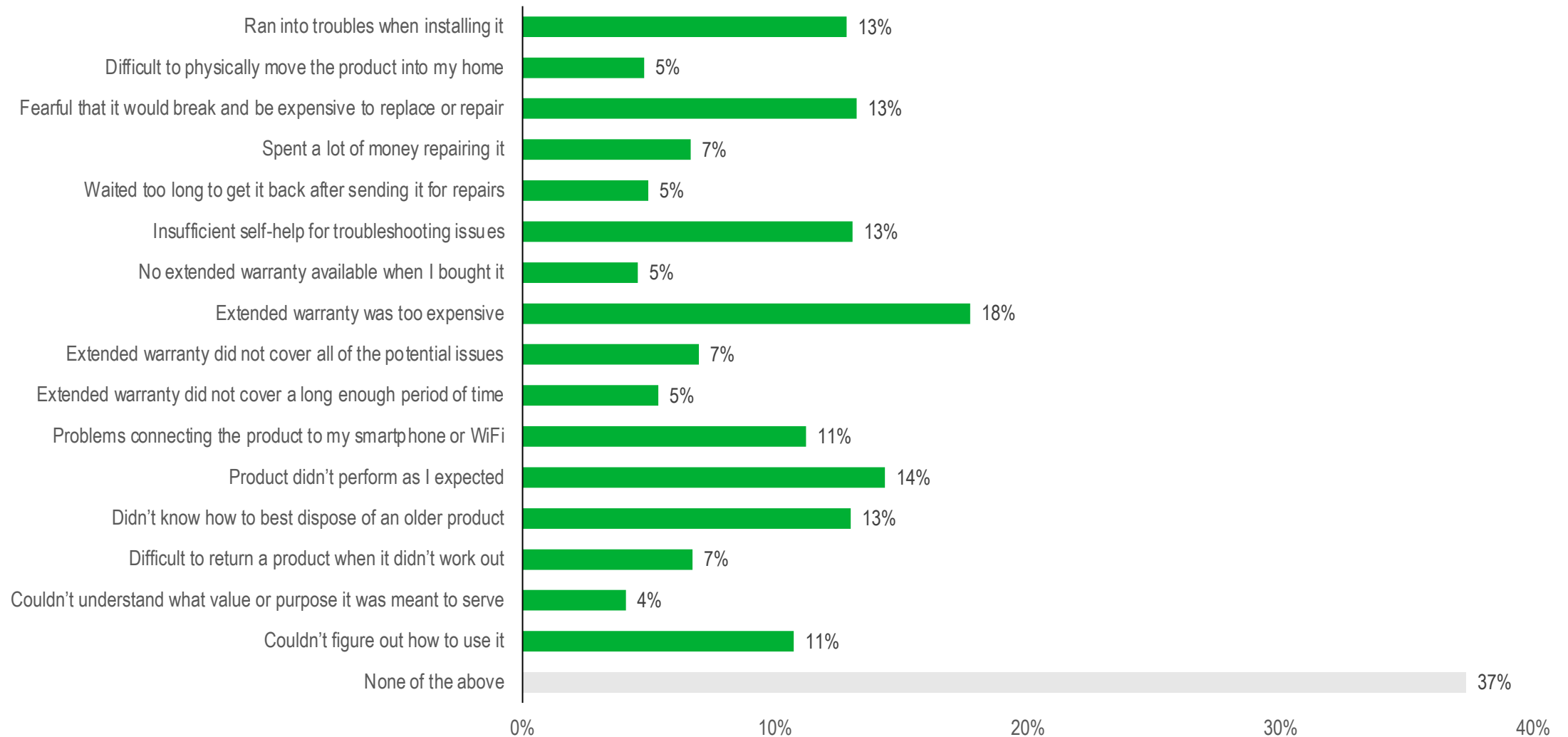
What did you need to spend more money on? (Select all that apply.) [Among respondents who had to spend greater than 50% of the original purchase price to resolve their issue]



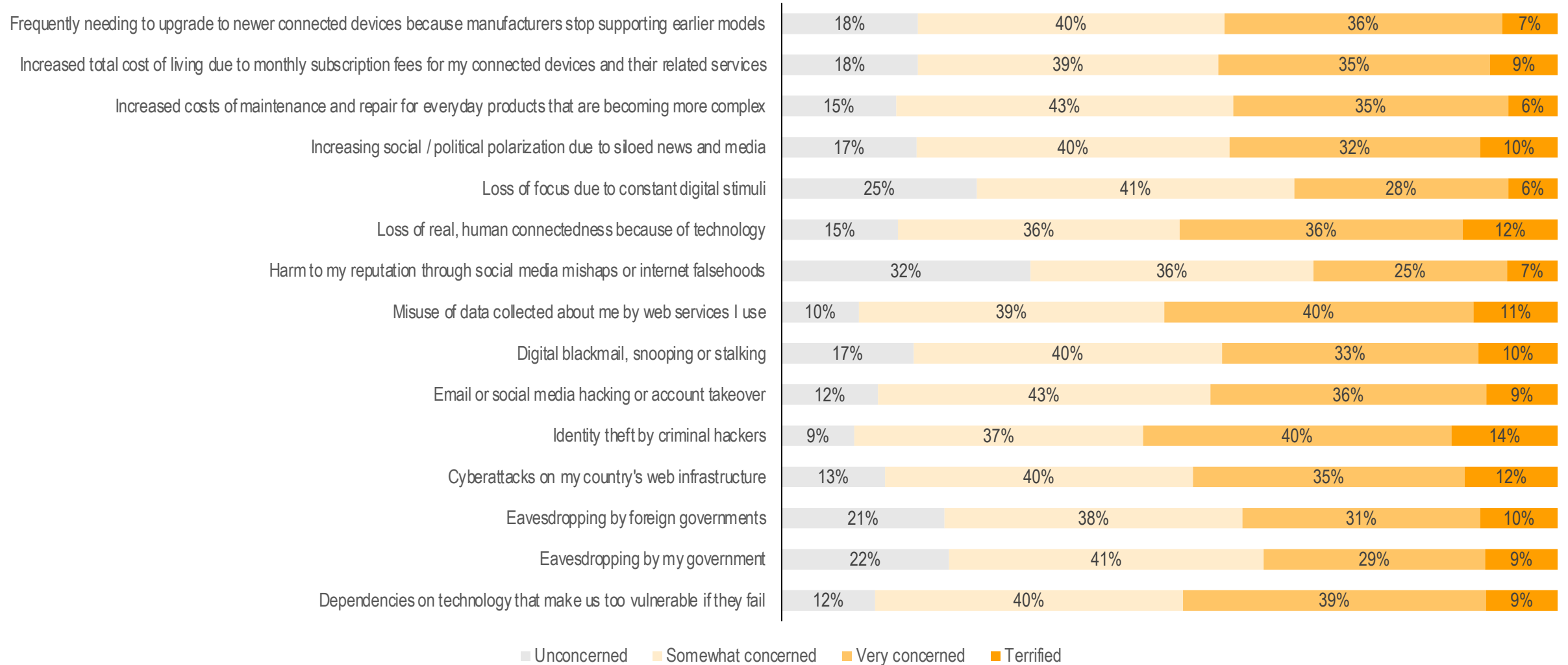
Which of the following ways did you attempt to resolve the issue, and how happy were you with each of the approaches you tried? [Among respondents who have experience some sort of issue]



What are the frustrations you've had when buying and owning consumer electronics and/or appliances (select all that apply)?



Rate the level of concern you have for the following risks associated with our connected lives.



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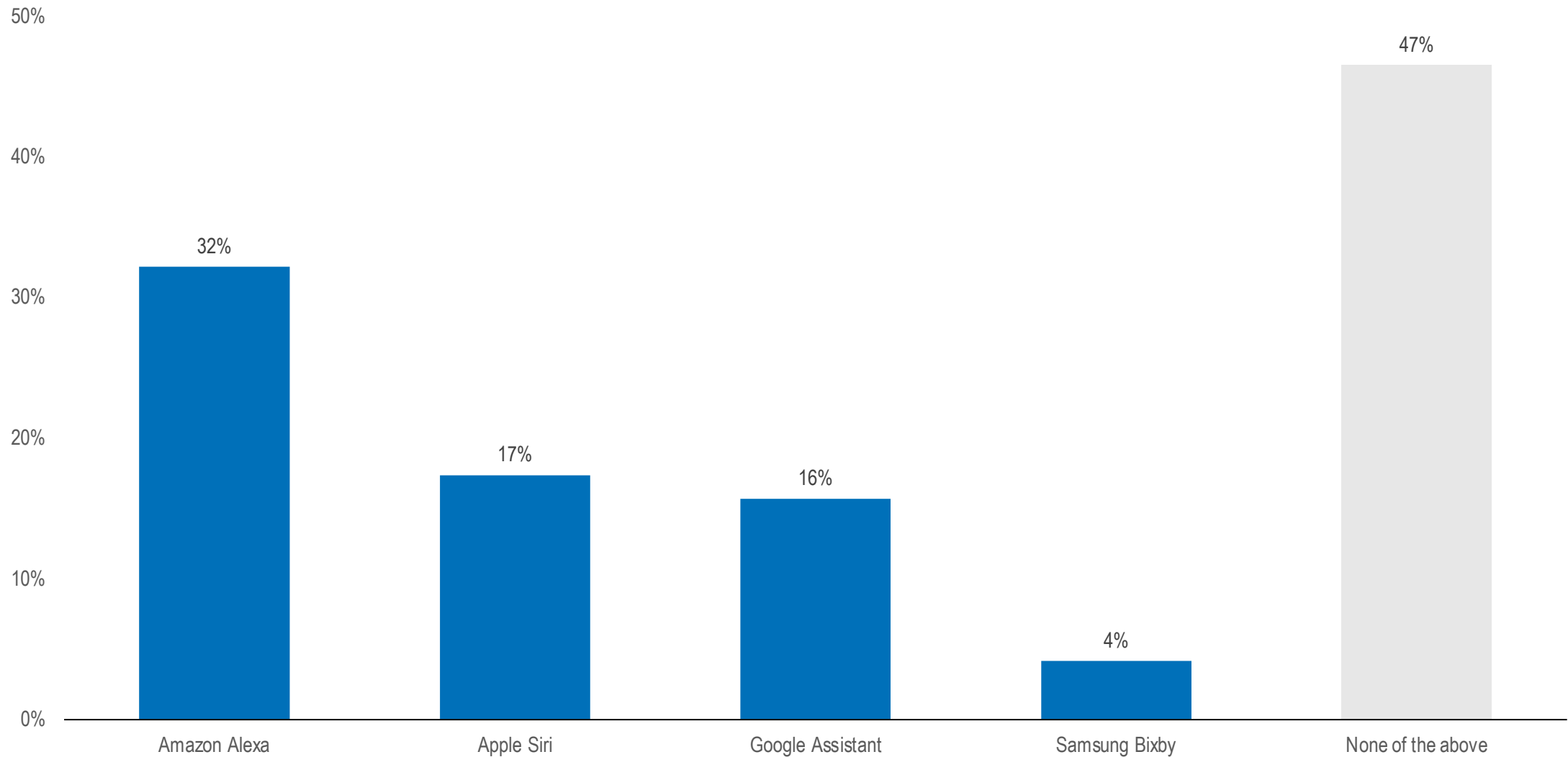
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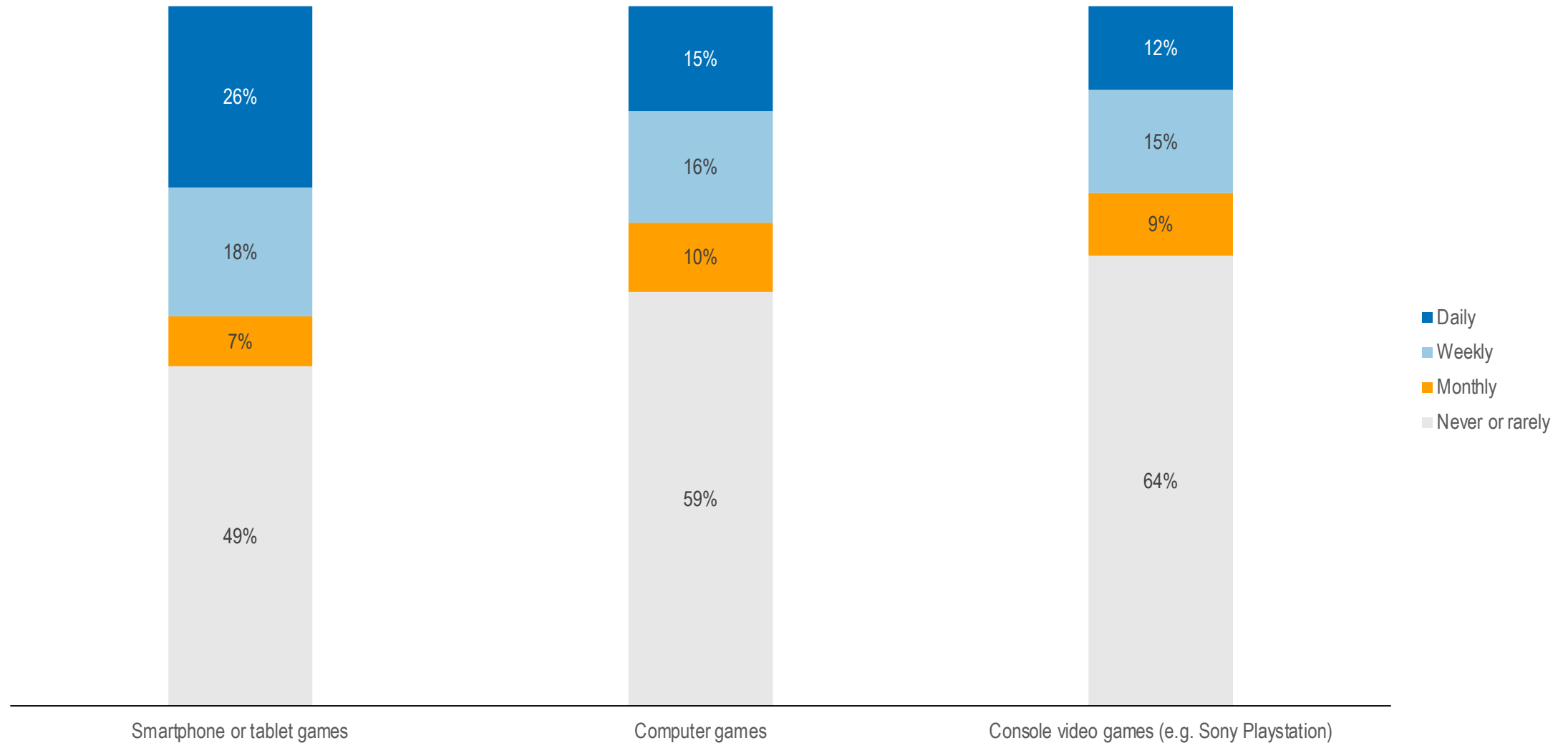
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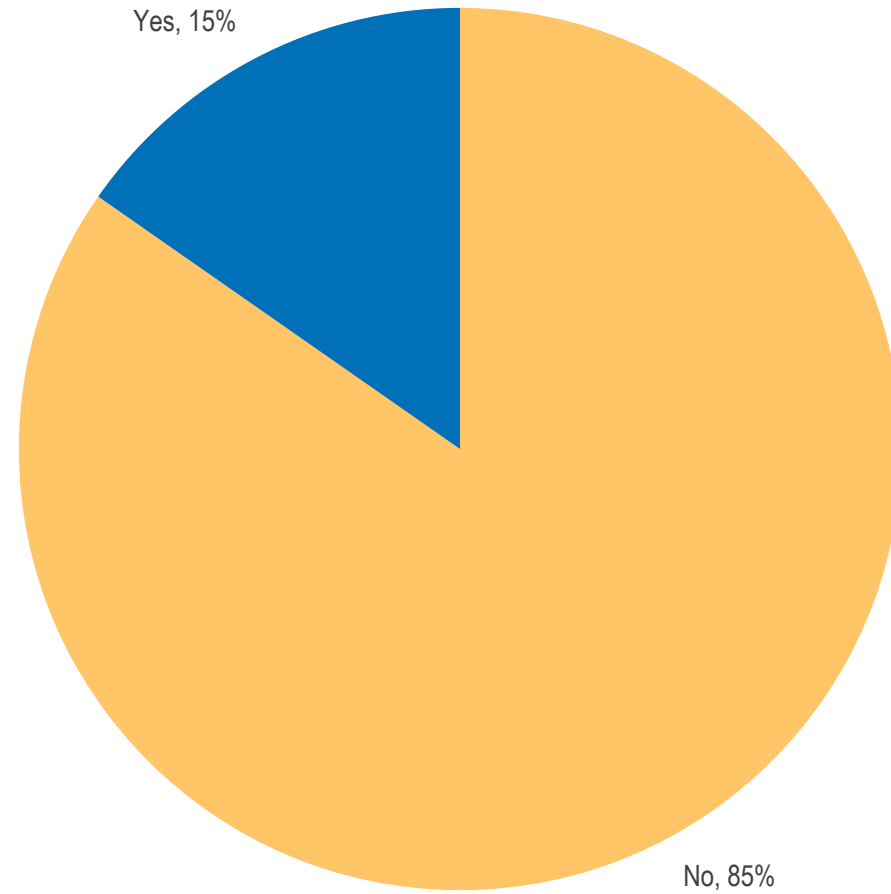
Which voice assistant programs do you use? (Select all that apply.)



How frequently, if ever, do you use an internet connection to play video games, whether using a smartphone or tablet, a computer, or an internet-connected video game console?



In the last year have you tried any virtual reality systems?



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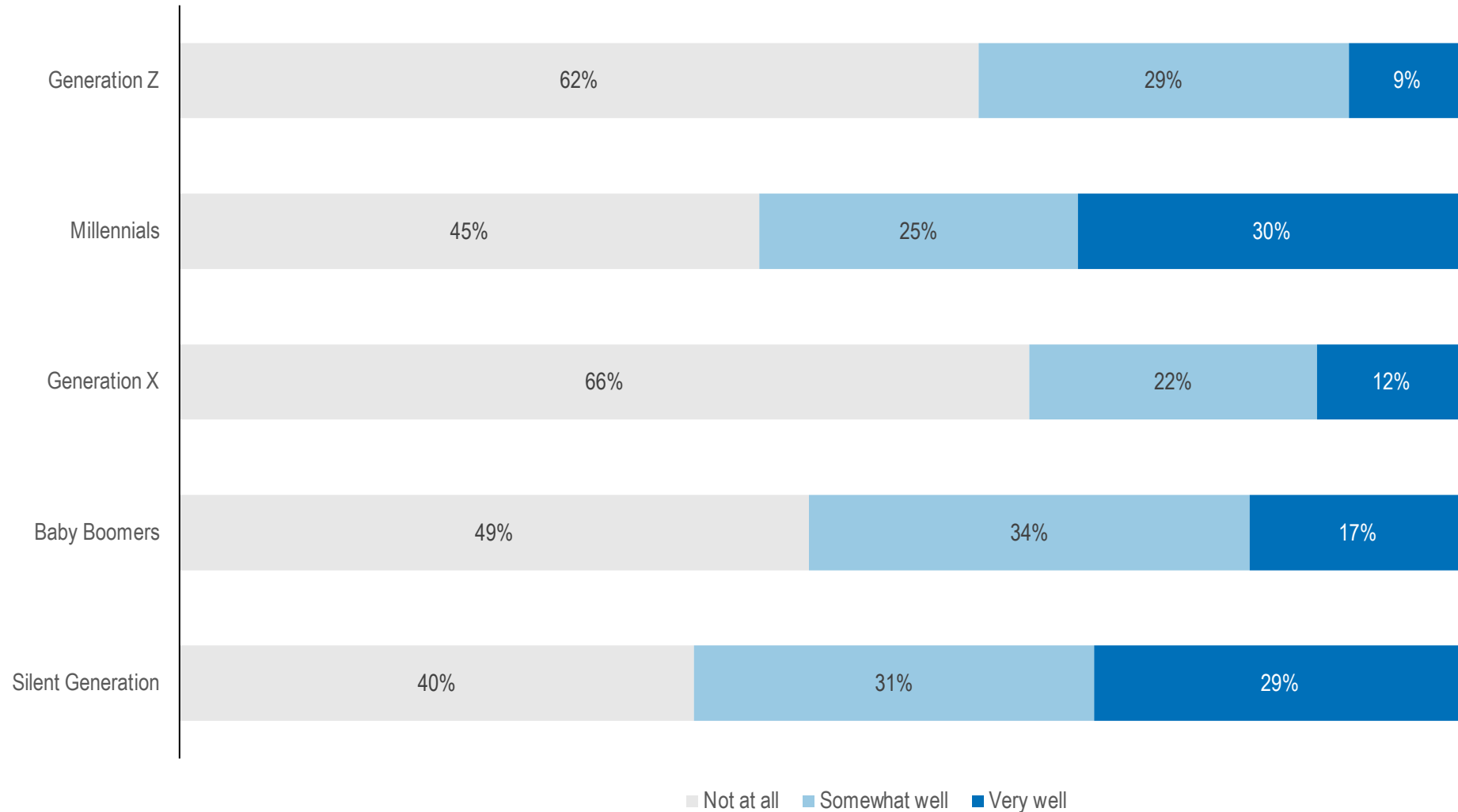
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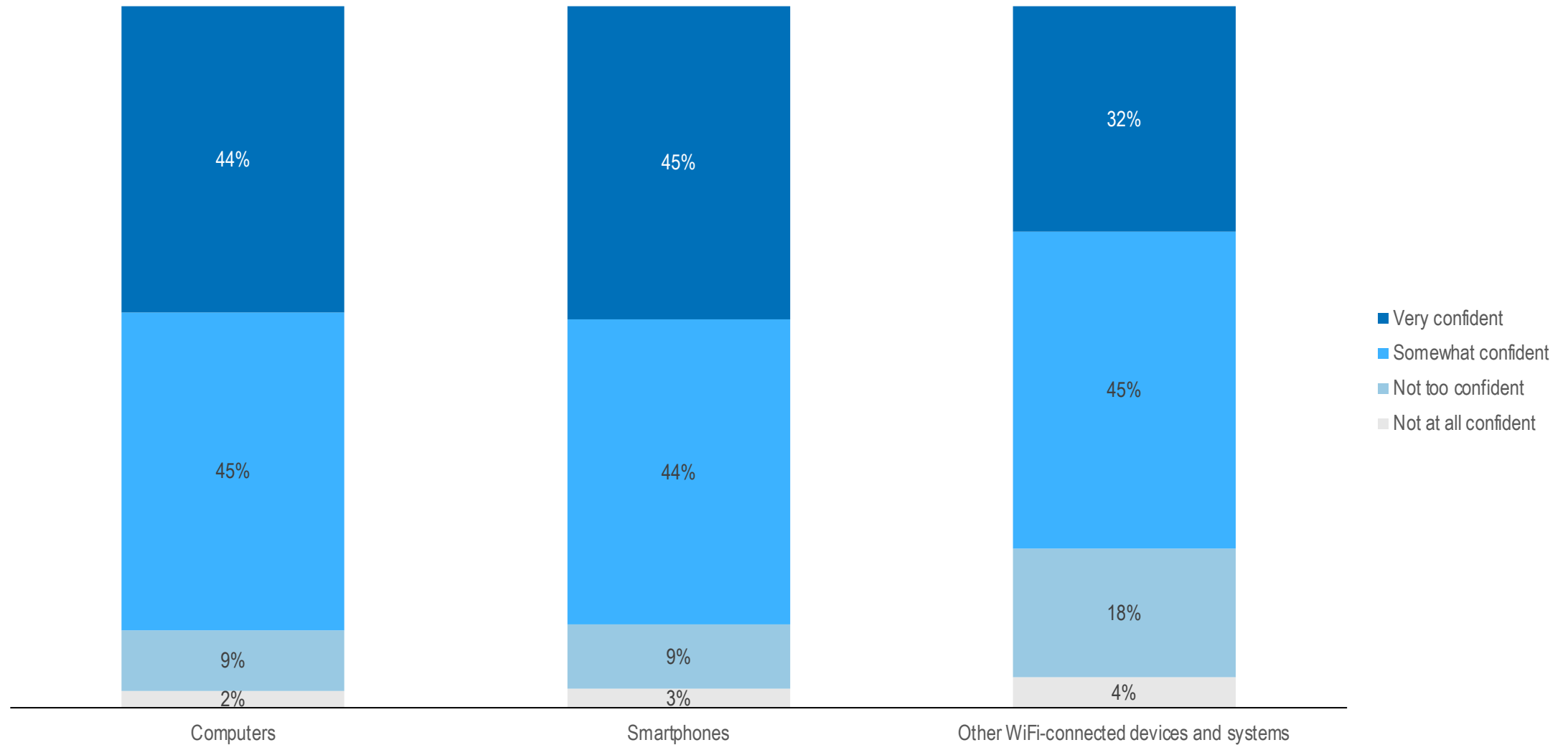
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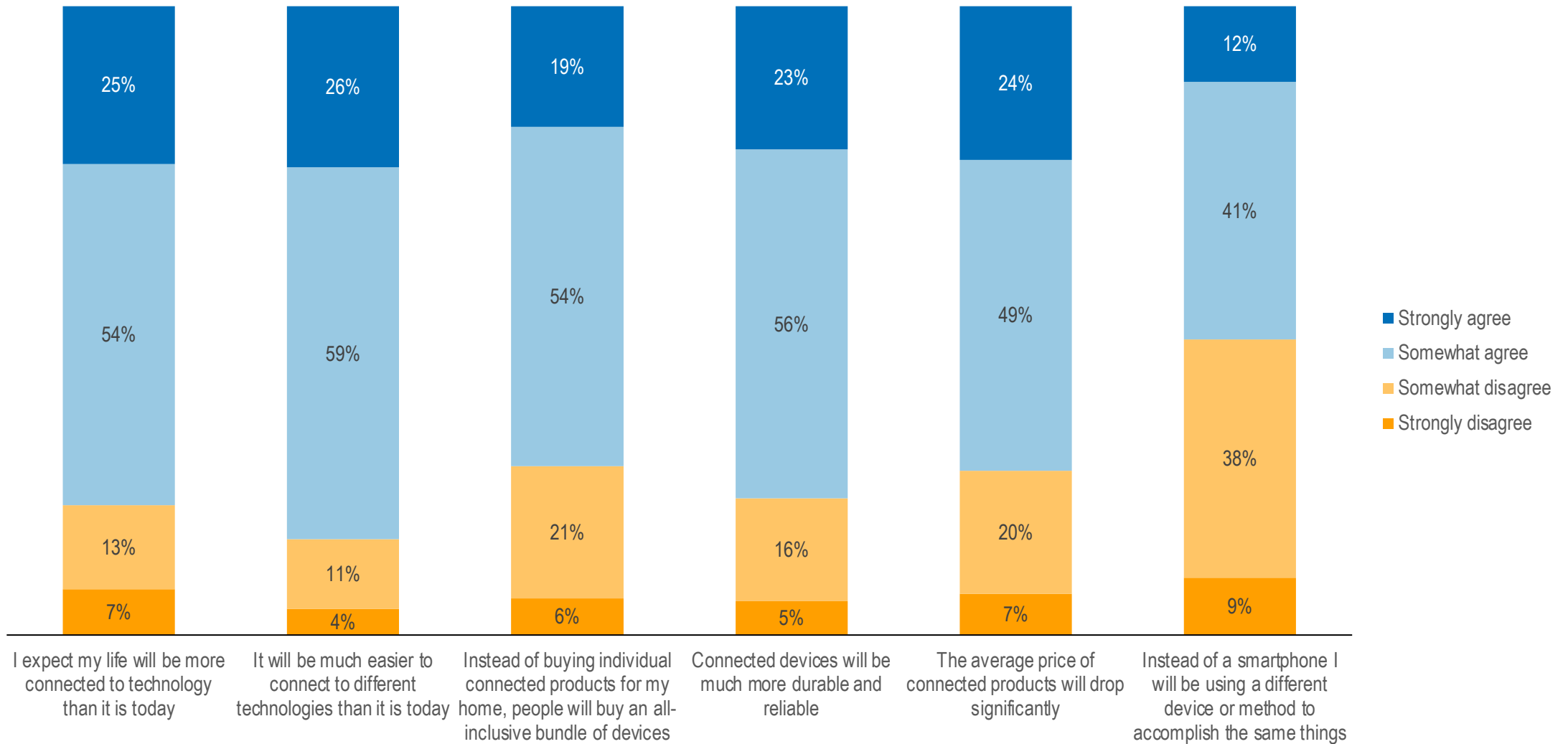
How well does the following statement describe you?: “When I get a new electronic device, I usually need someone else to help set it up or show me how to use it.”



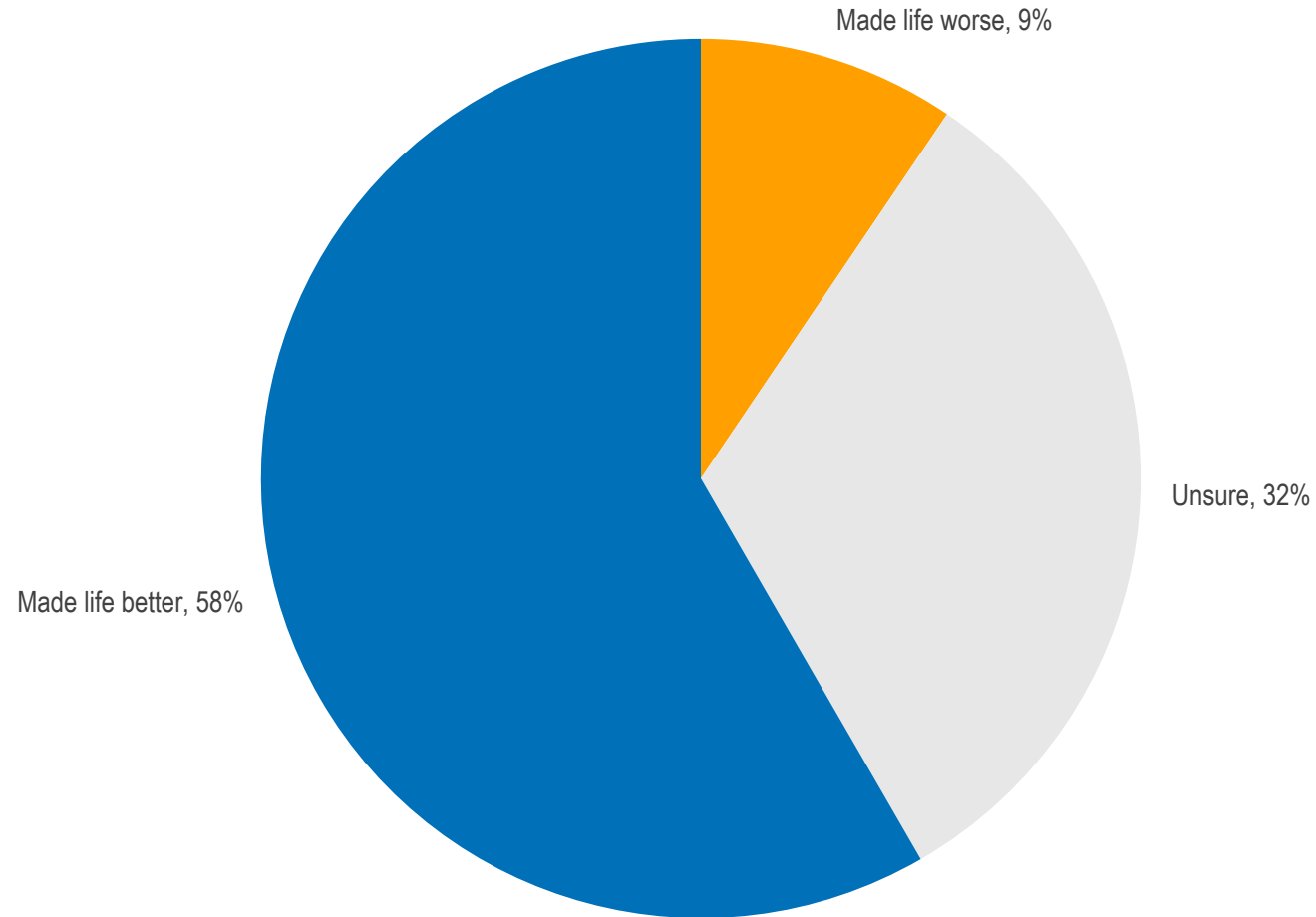
In general, how confident do you feel when using each of the following?



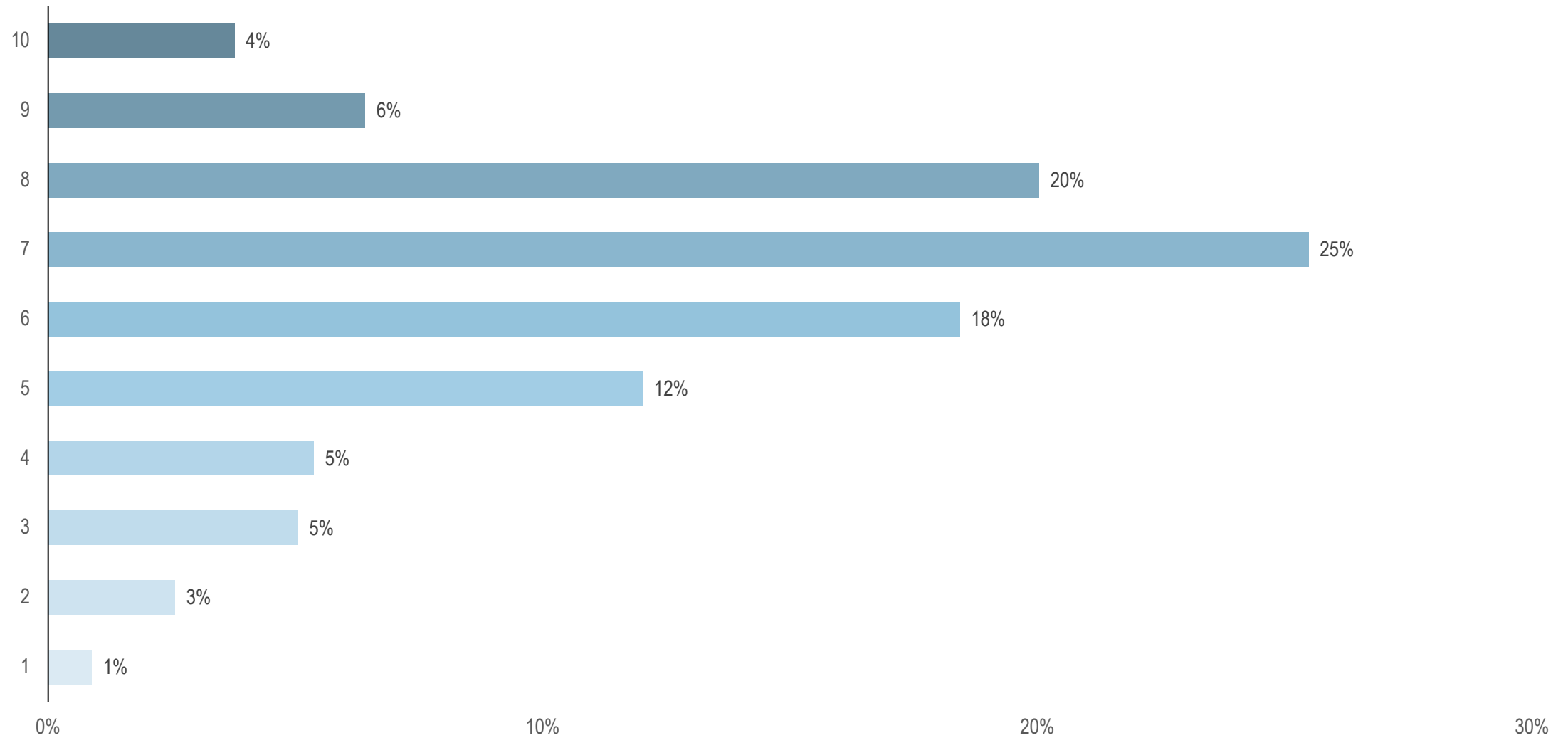
To what extent do you agree with the following statements about life 10 years from now?



In general, do you think internet-connected consumer technologies have made life BETTER (e.g. more convenient, entertaining, economical, informed and safe) or WORSE (e.g. more hectic, frustrating, distracting, expensive, and vulnerable)?



Imagine the following numbers represent a “ladder of life,” where the top rung represents the best possible life for you and the bottom rung represents the worst possible life for you. Which rung of the ladder do you currently stand on?



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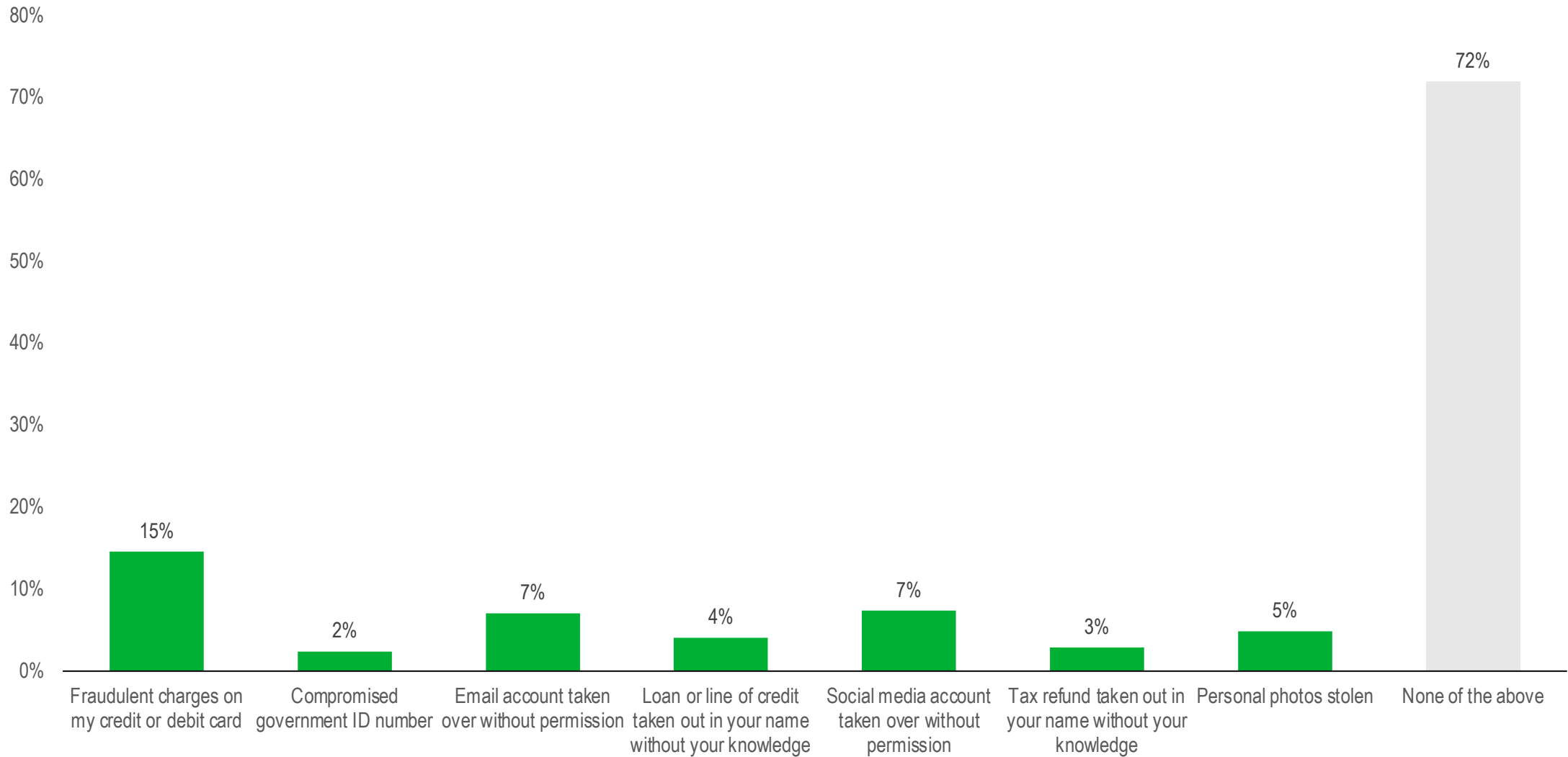
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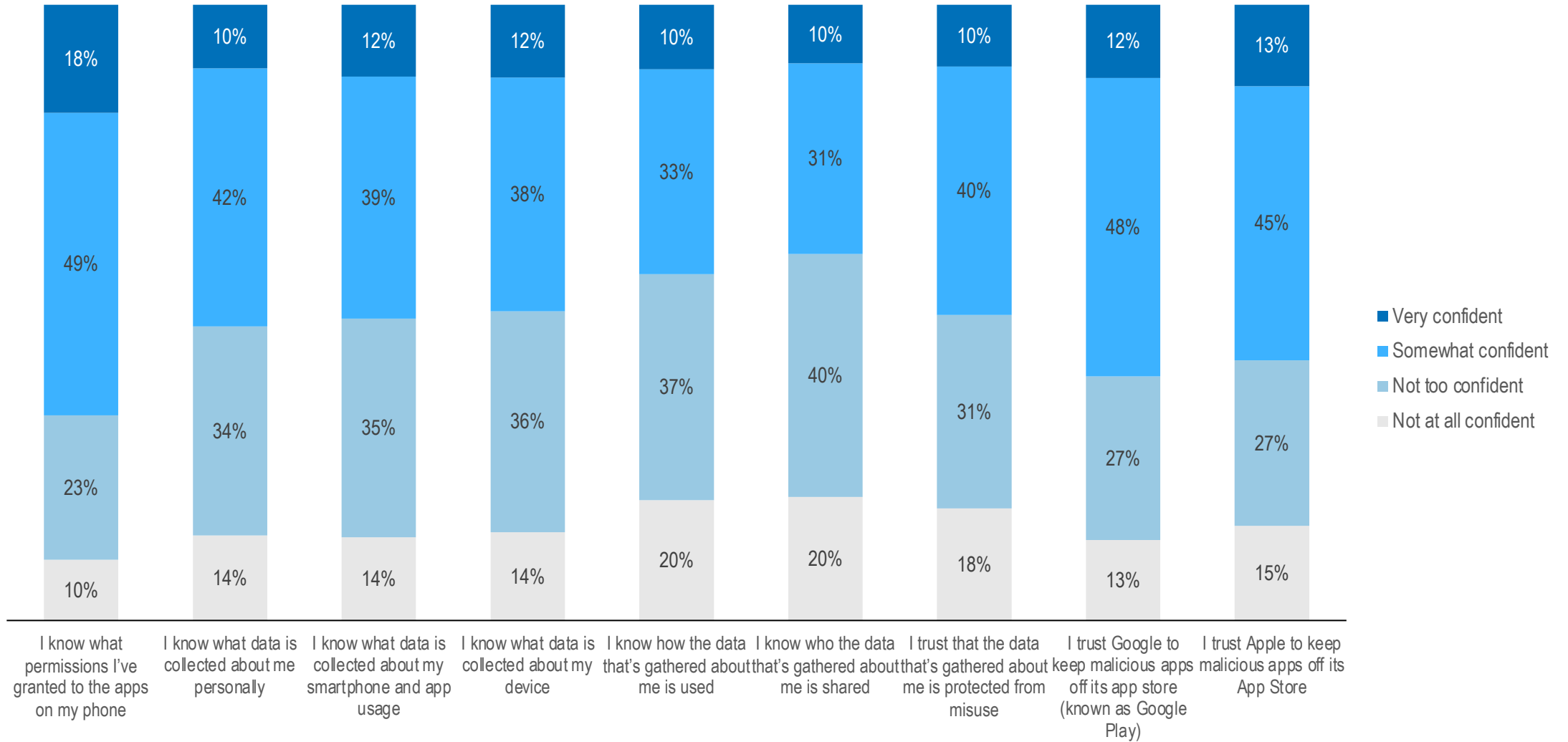
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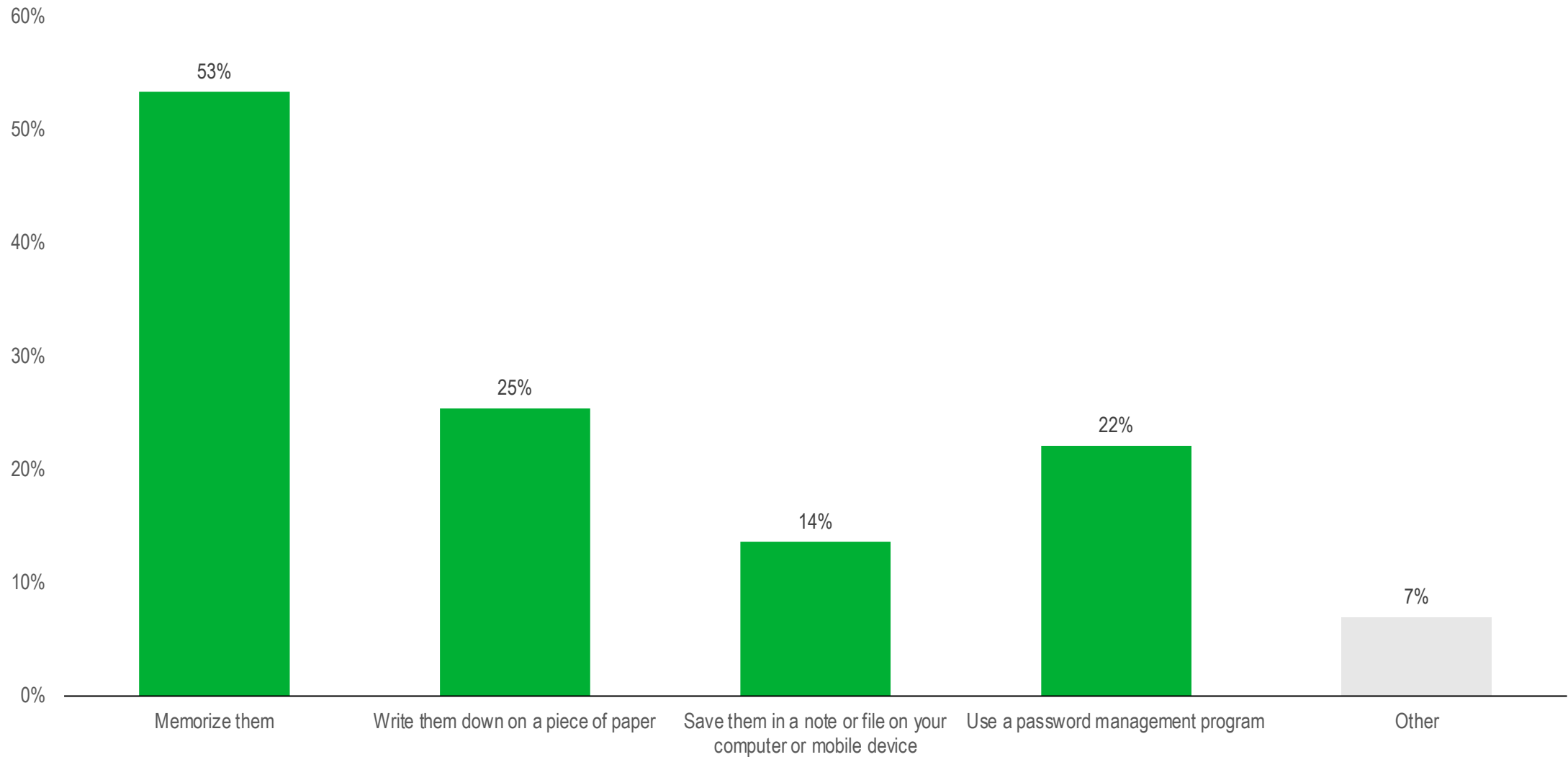
Have you experienced any of the following forms of data theft? (Select all that apply.)



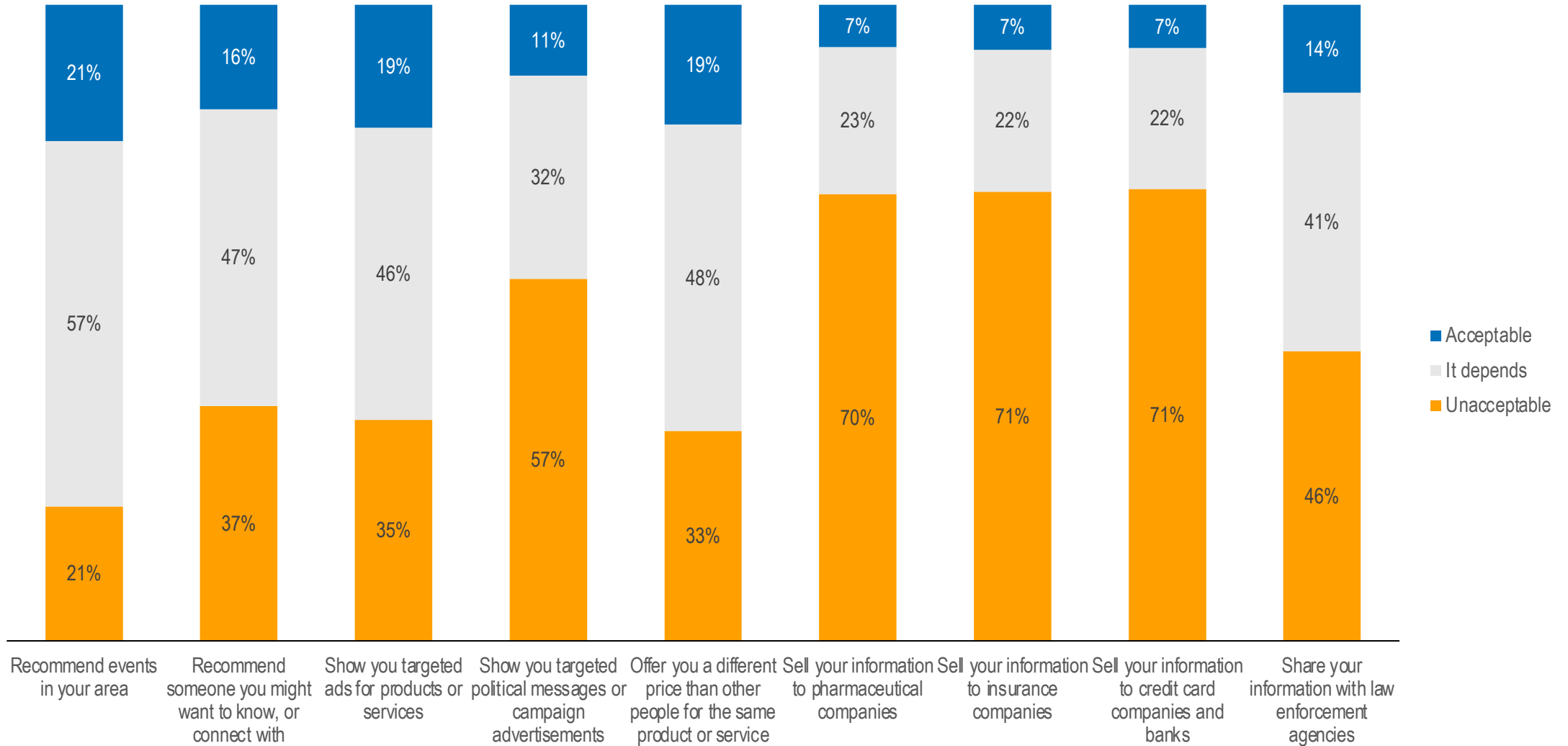
When thinking about the apps that are on your smartphone and the devices you connect to it, how confident would you be in making each of the following statements?



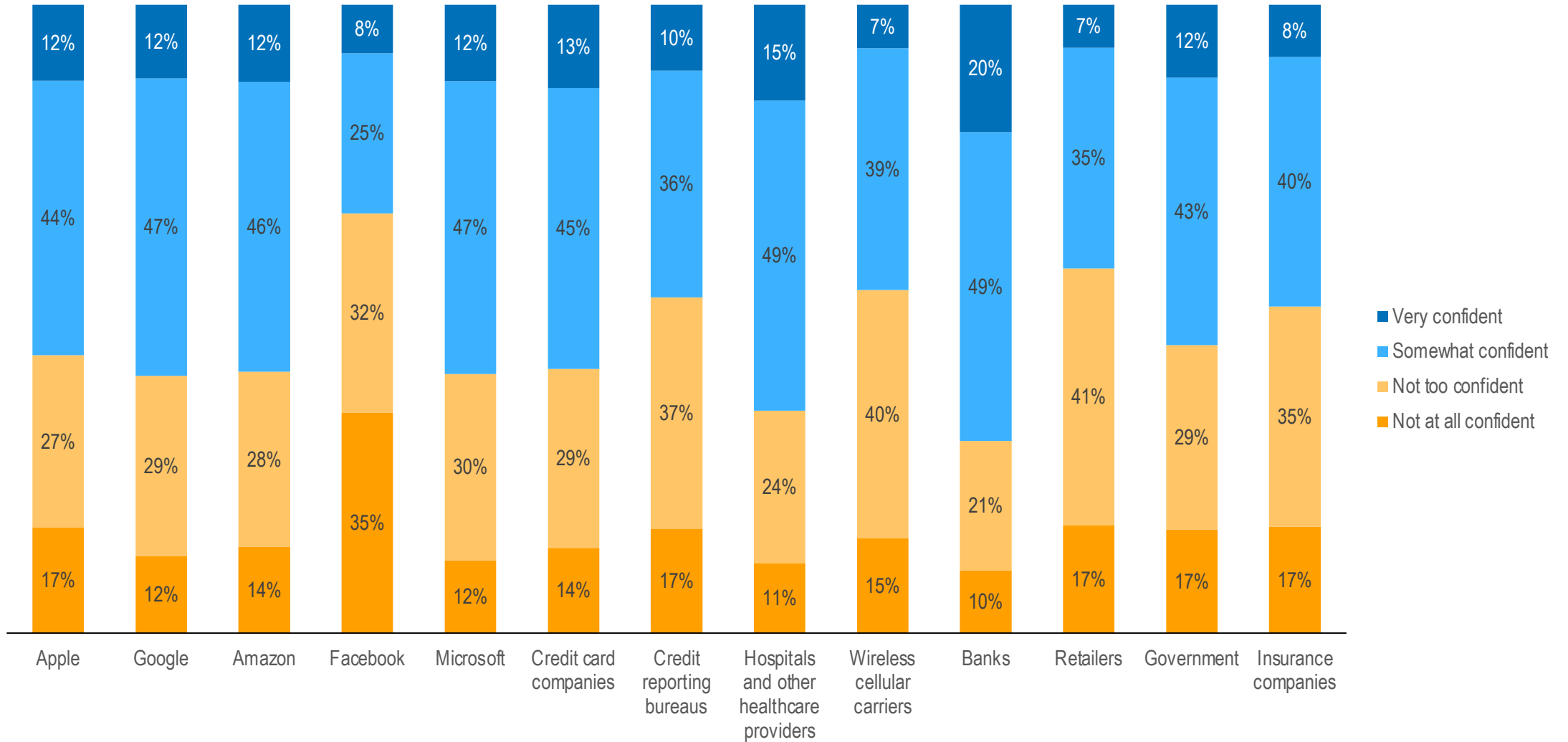
How do you keep track of the passwords you use online? (Select all that apply.)



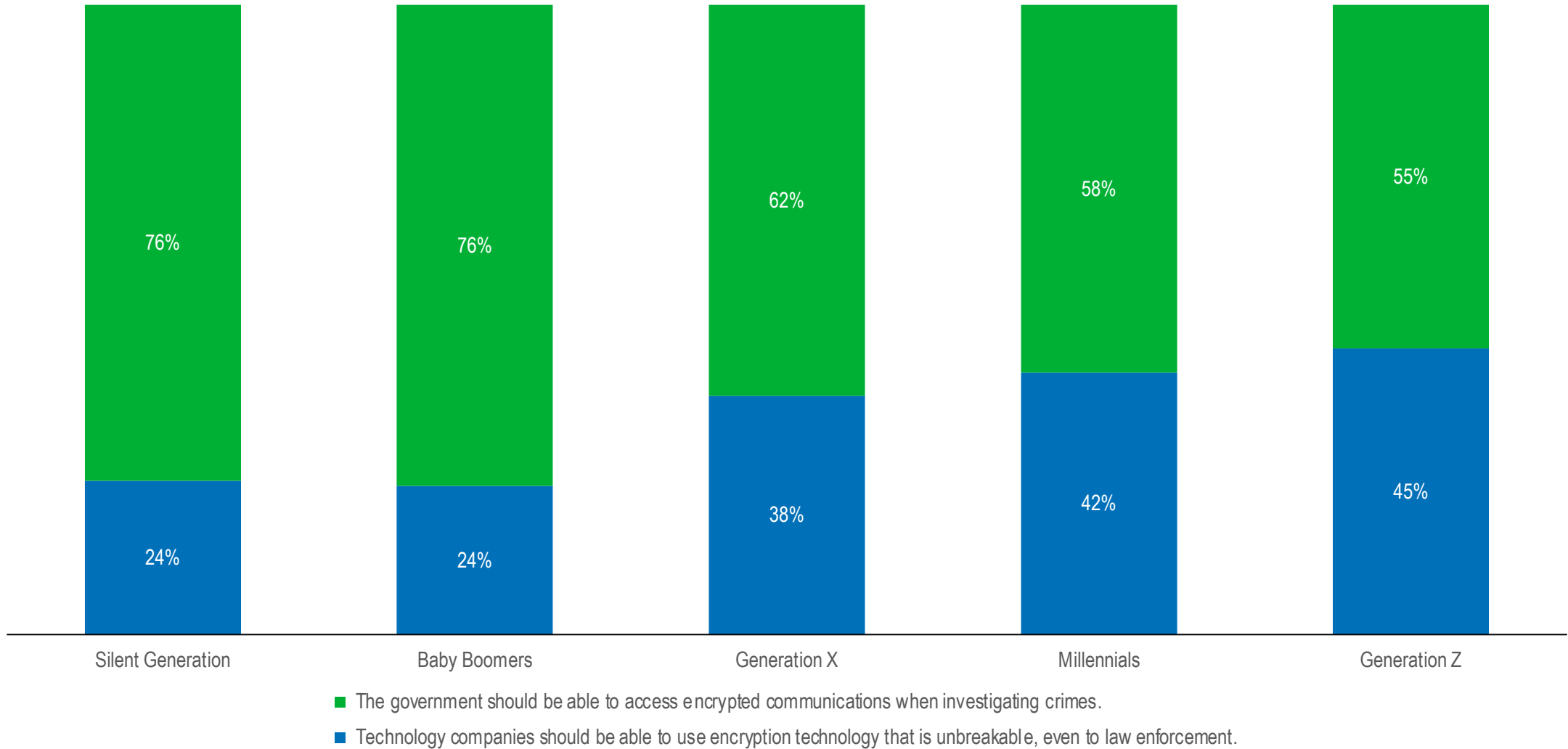
Do you think it's acceptable for internet companies to use the data they collect about you online in the following ways?



How confident are you that the following entities can protect your data?



On balance, which of the following statements do you agree more with?



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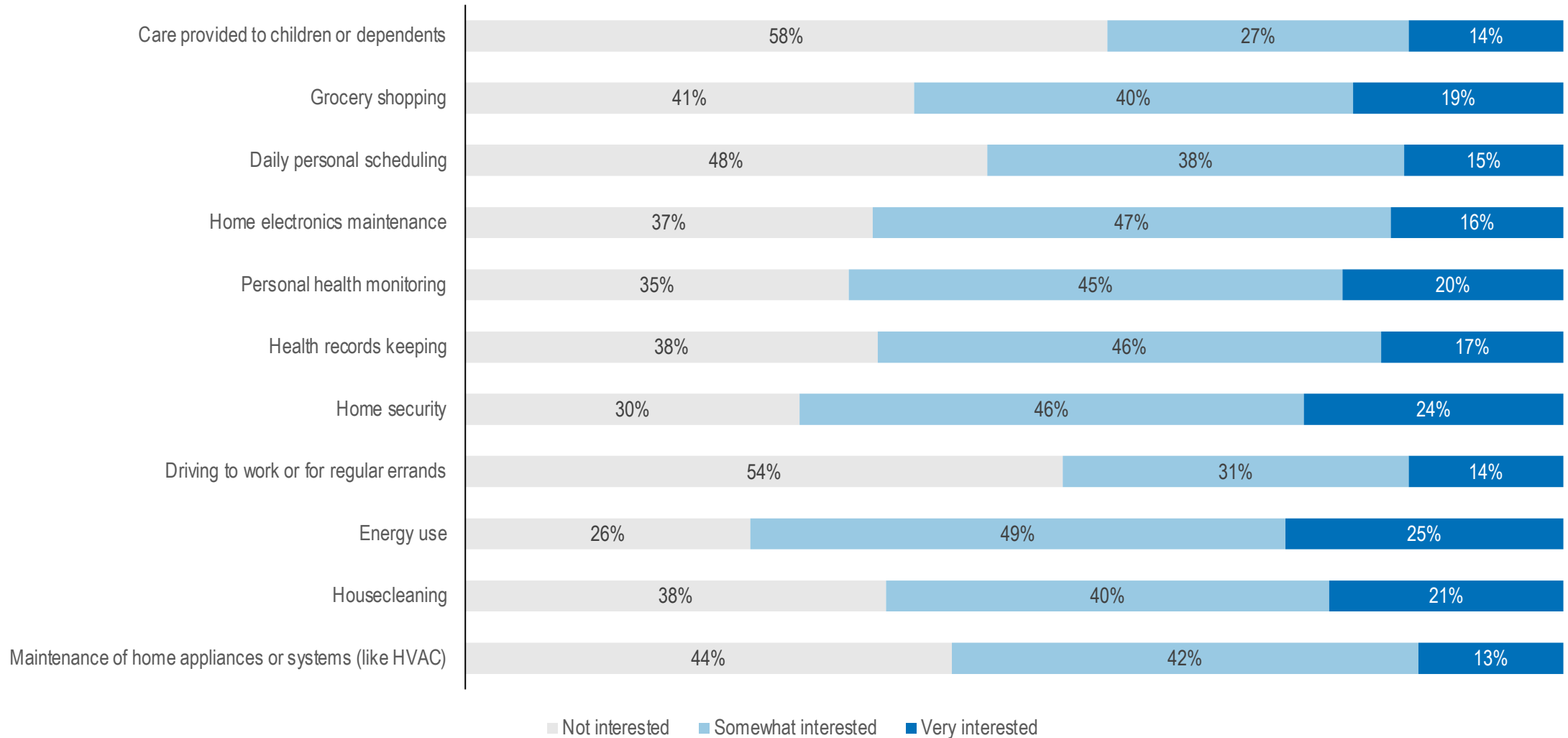
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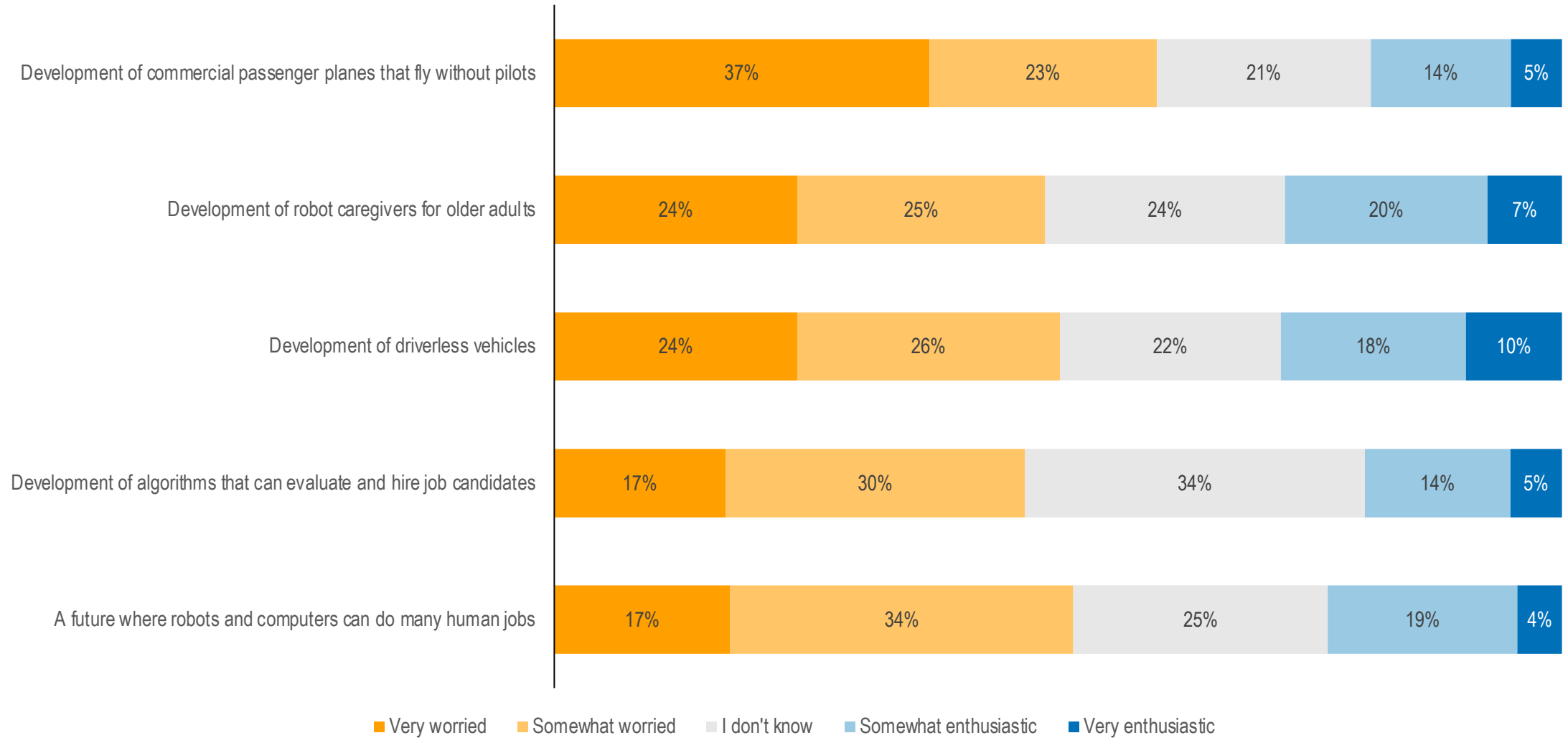
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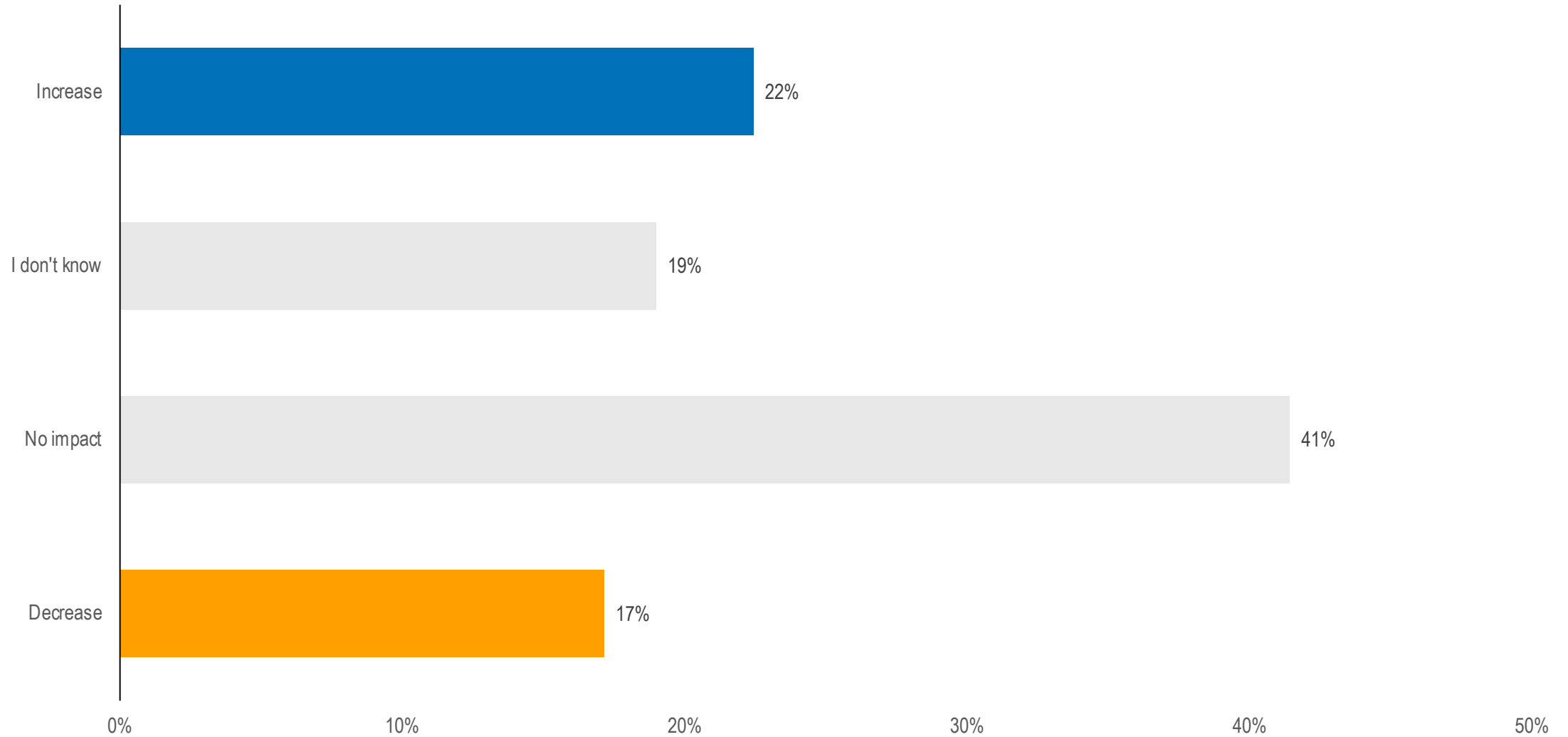
How interested are you in automating the following parts of your life?



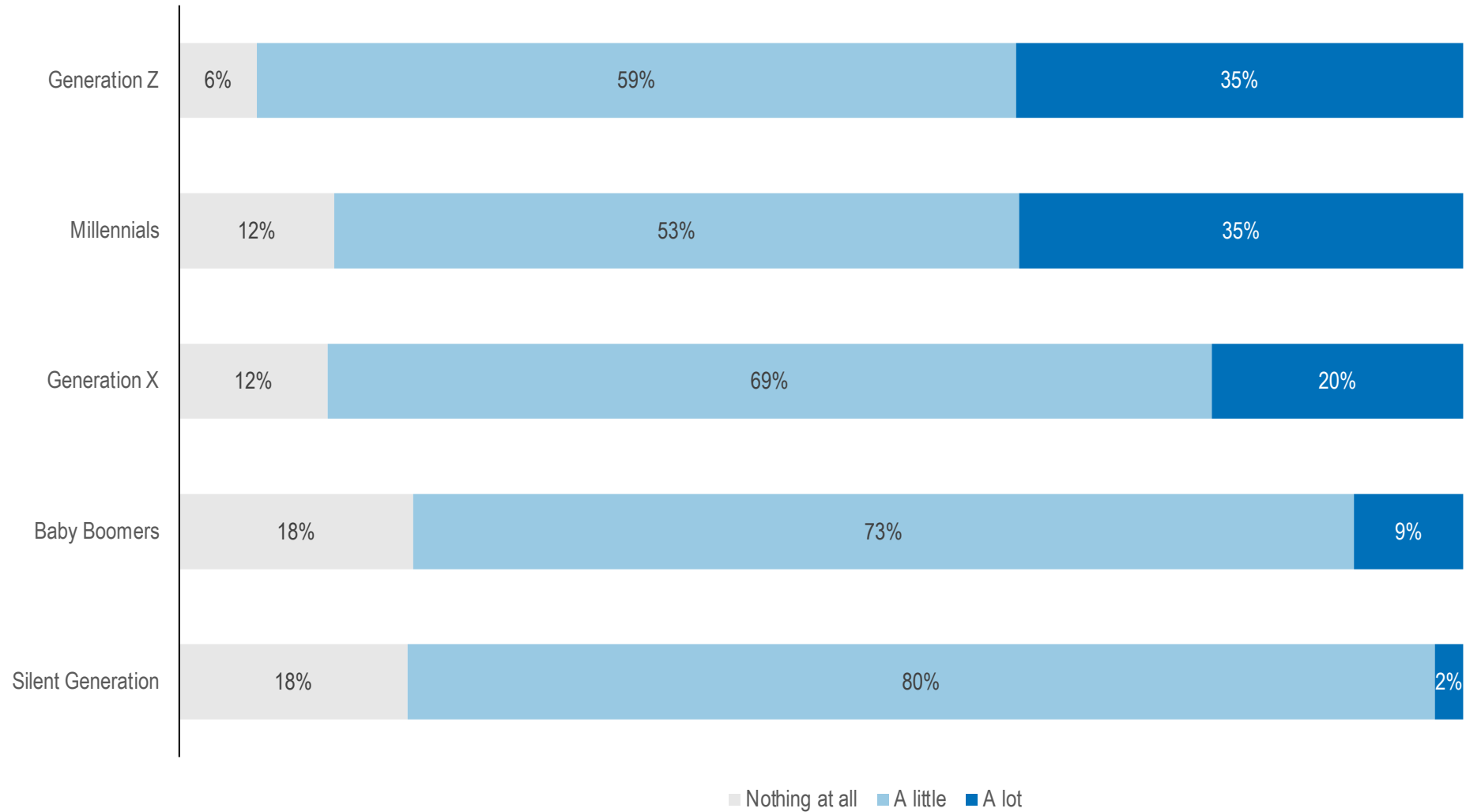
How enthusiastic or worried are you by the following potential developments in computer automation?



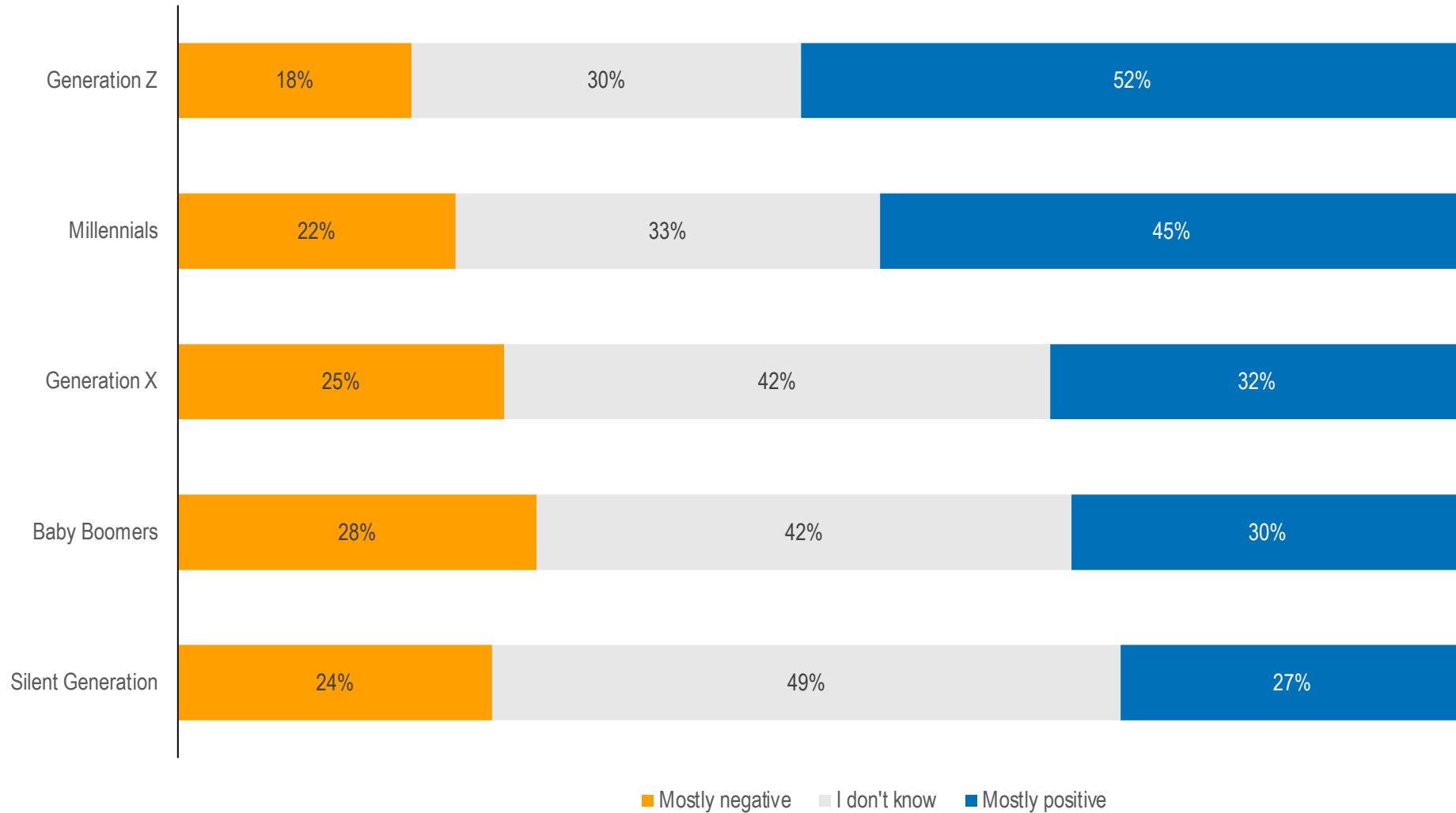
In the next 10 years, do you think developments in technology will decrease or increase your own opportunities for career advancement?



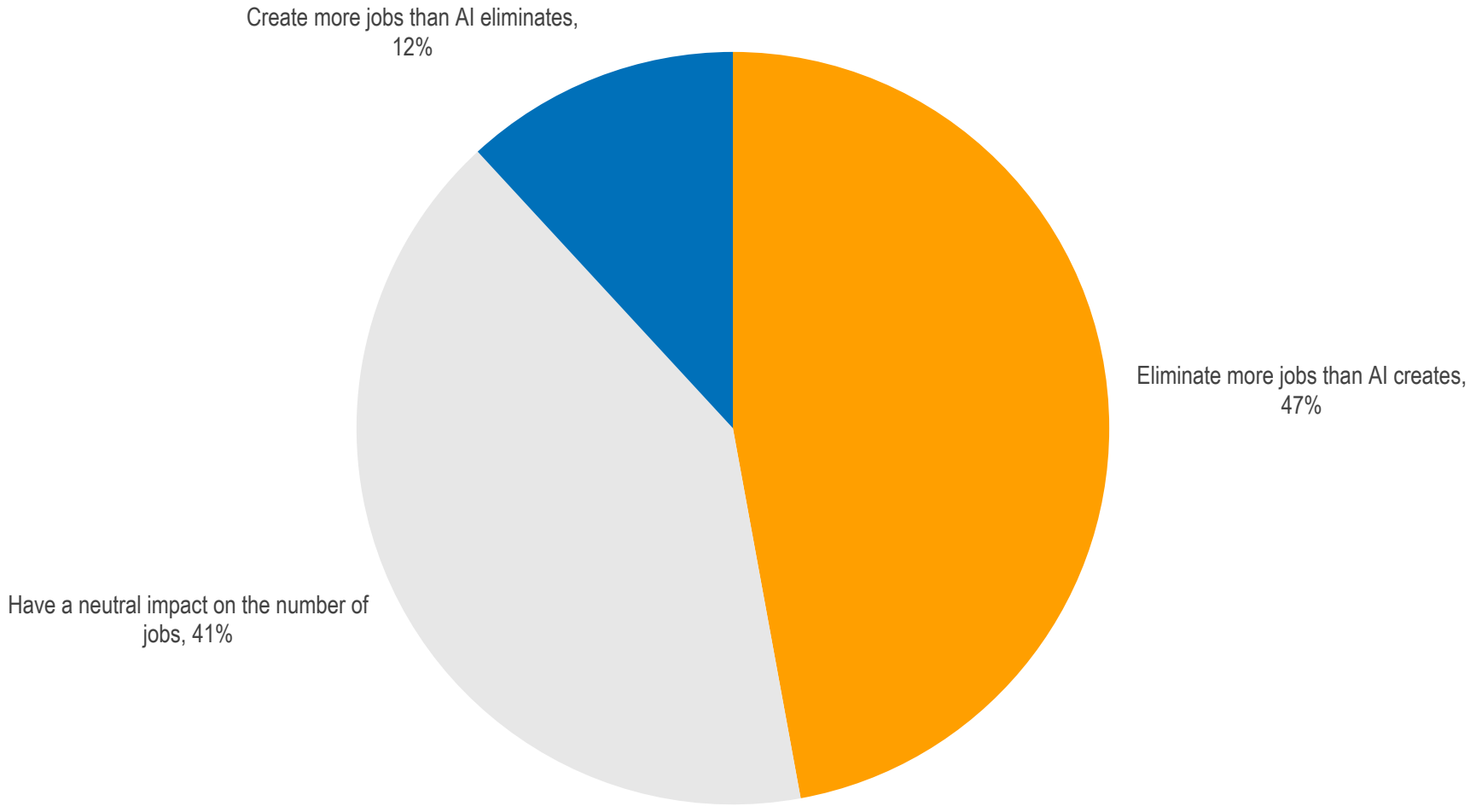
How much have you seen or heard about artificial intelligence (AI)?



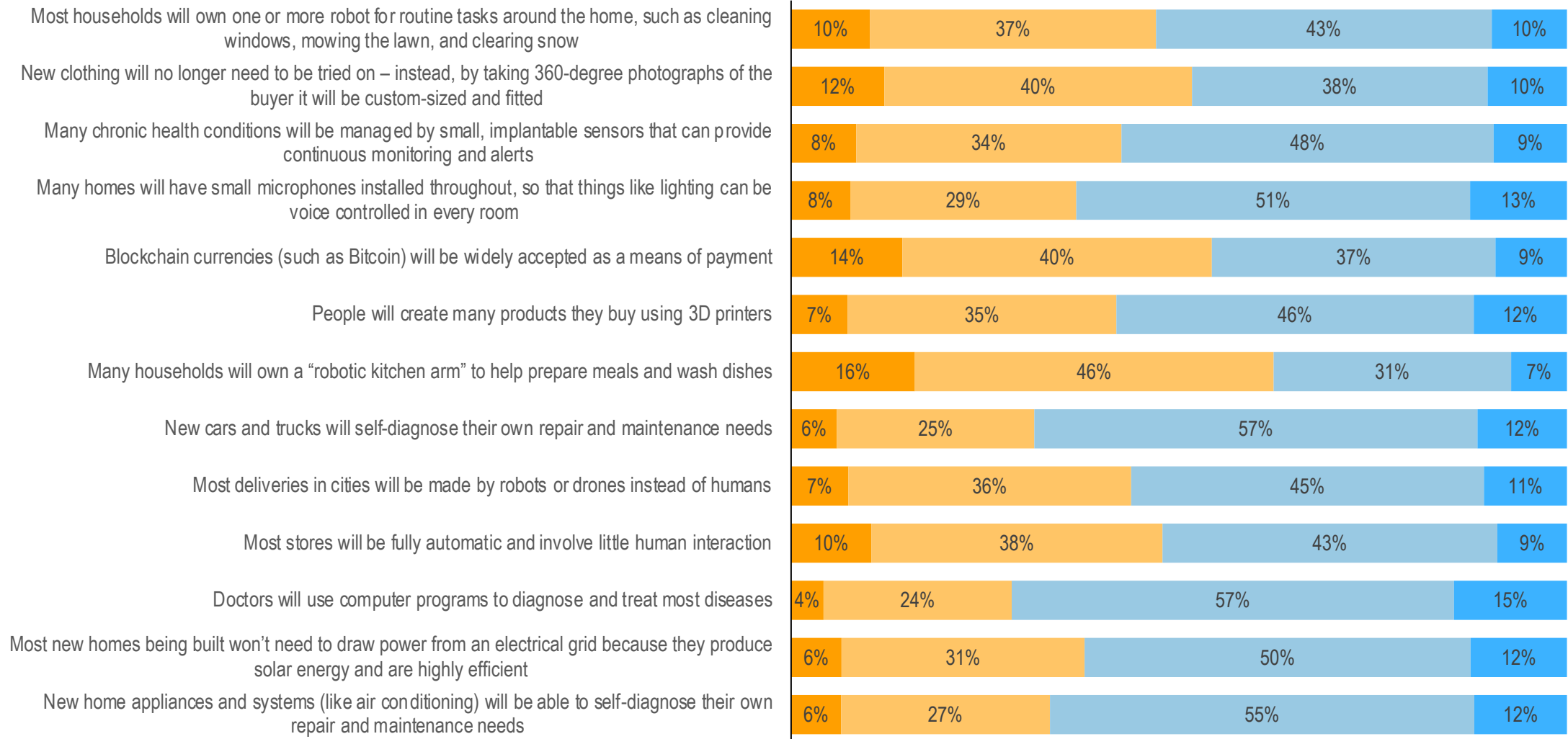
Do you believe artificial intelligence will have a mostly positive or mostly negative impact on how people work and live in the next 10 years?



In thinking about the number of jobs in your country, over the next 10 years do you believe an increase in the use of artificial intelligence will...



How likely do you think the following scenarios are in the next 10 years?



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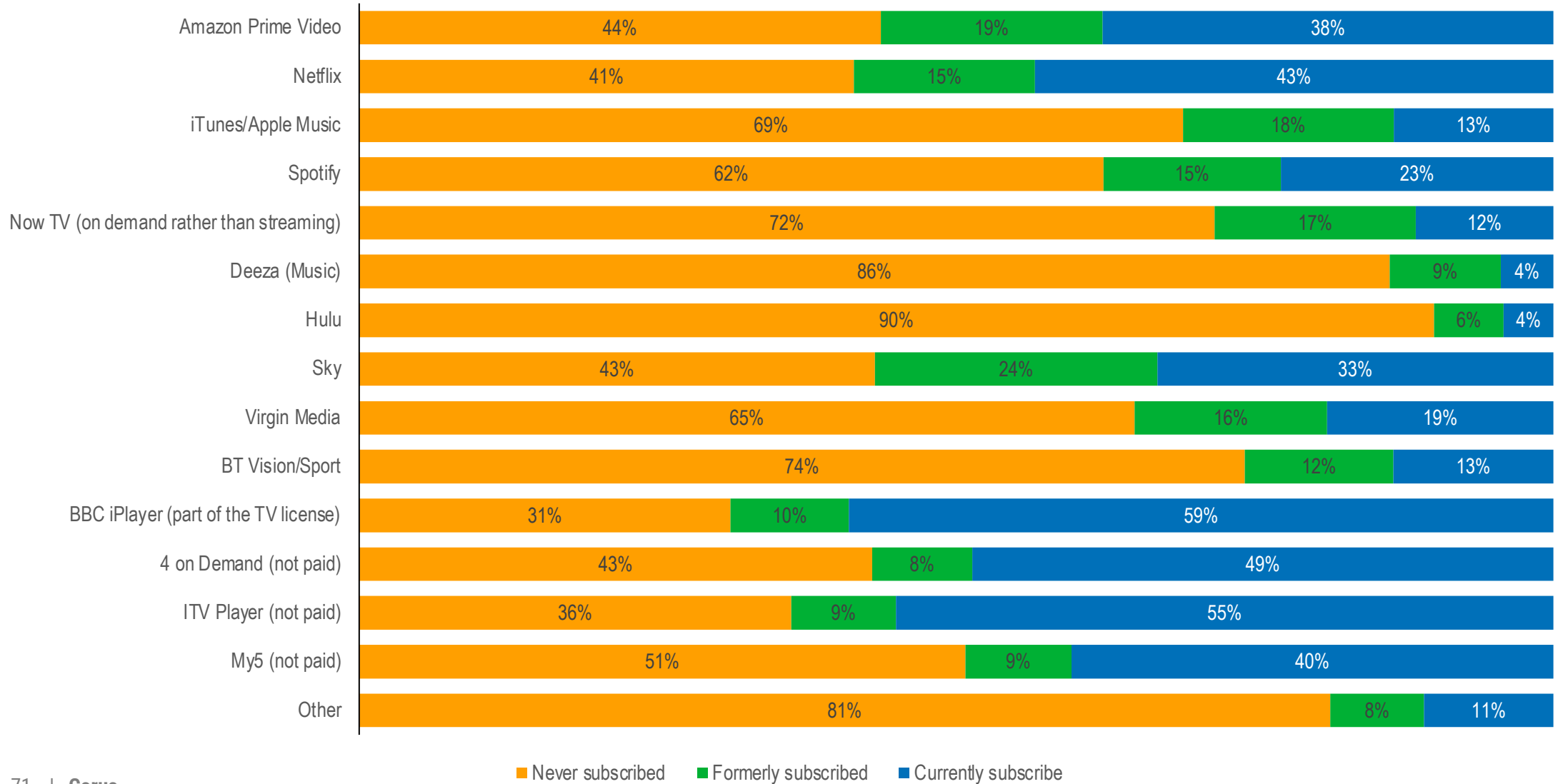
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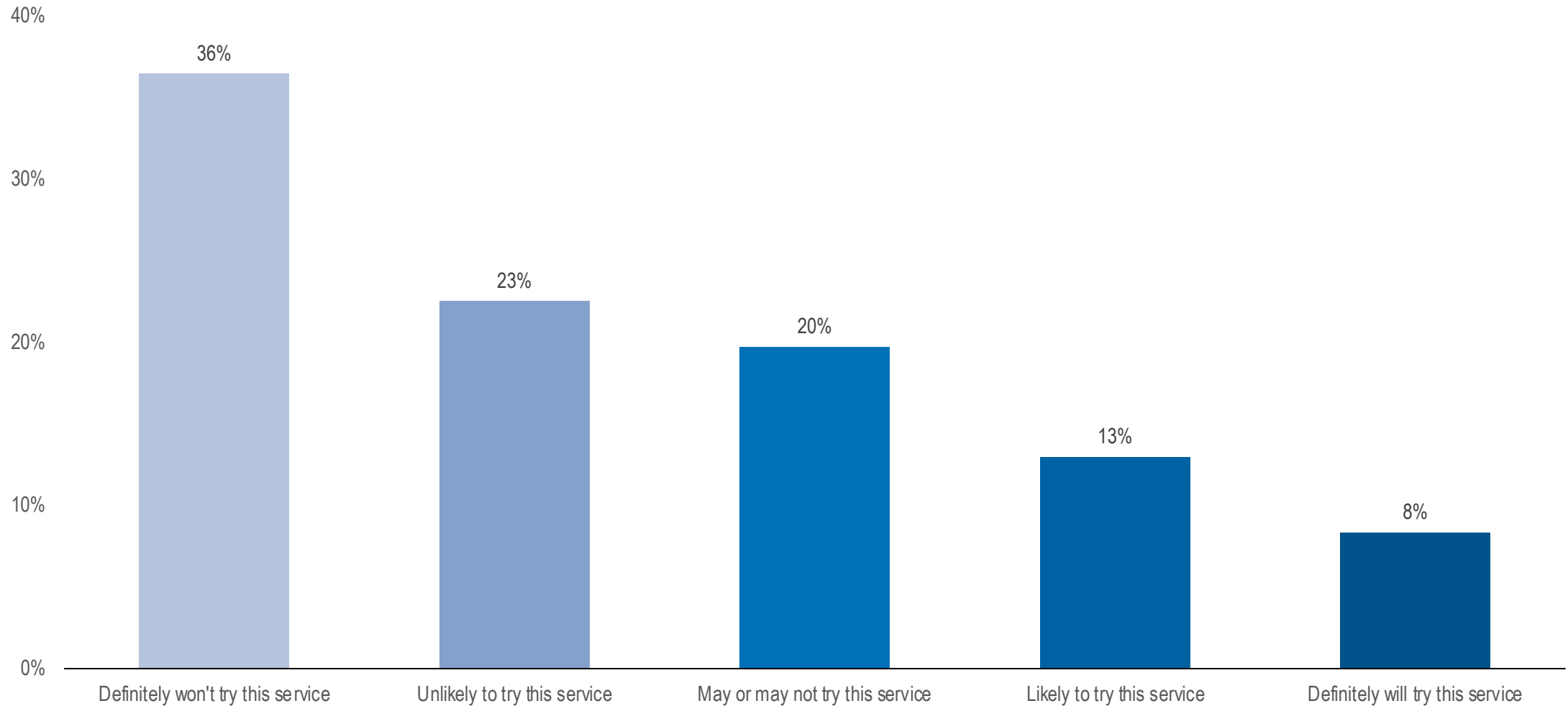
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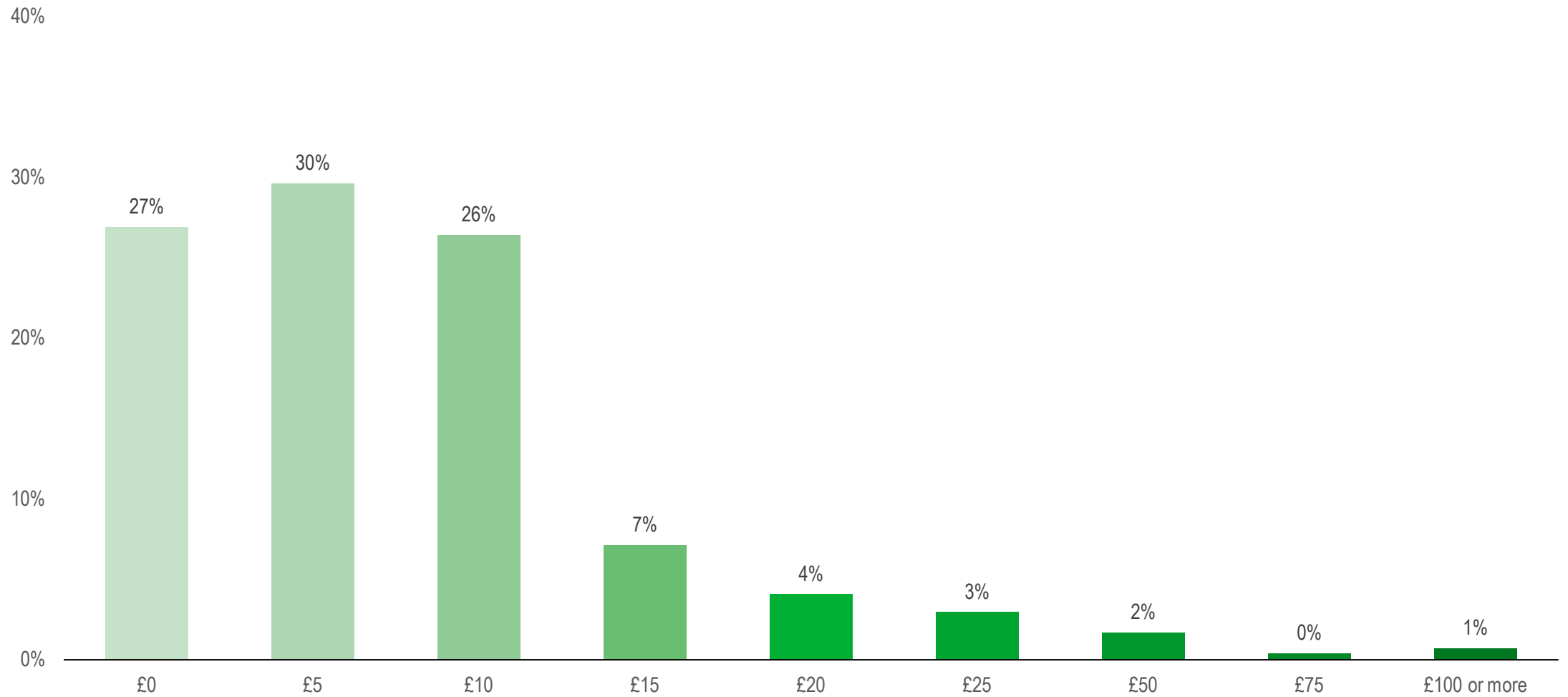
Which of the following internet-streaming media services does your household subscribe to (or did you previously subscribe to)?



In March, Disney plans to launch their own streaming service called Disney+. It will offer new programming in addition to family-friendly films from the catalogs of Disney, Pixar, Star Wars, and Marvel. How likely are you to try Disney+?



Imagine you came across a new streaming video service that you might be interested in watching. What's the MOST you would pay to try it out for one month – and if you liked what you saw, that you would continue paying each month you kept the subscription going (assuming you could cancel anytime)?



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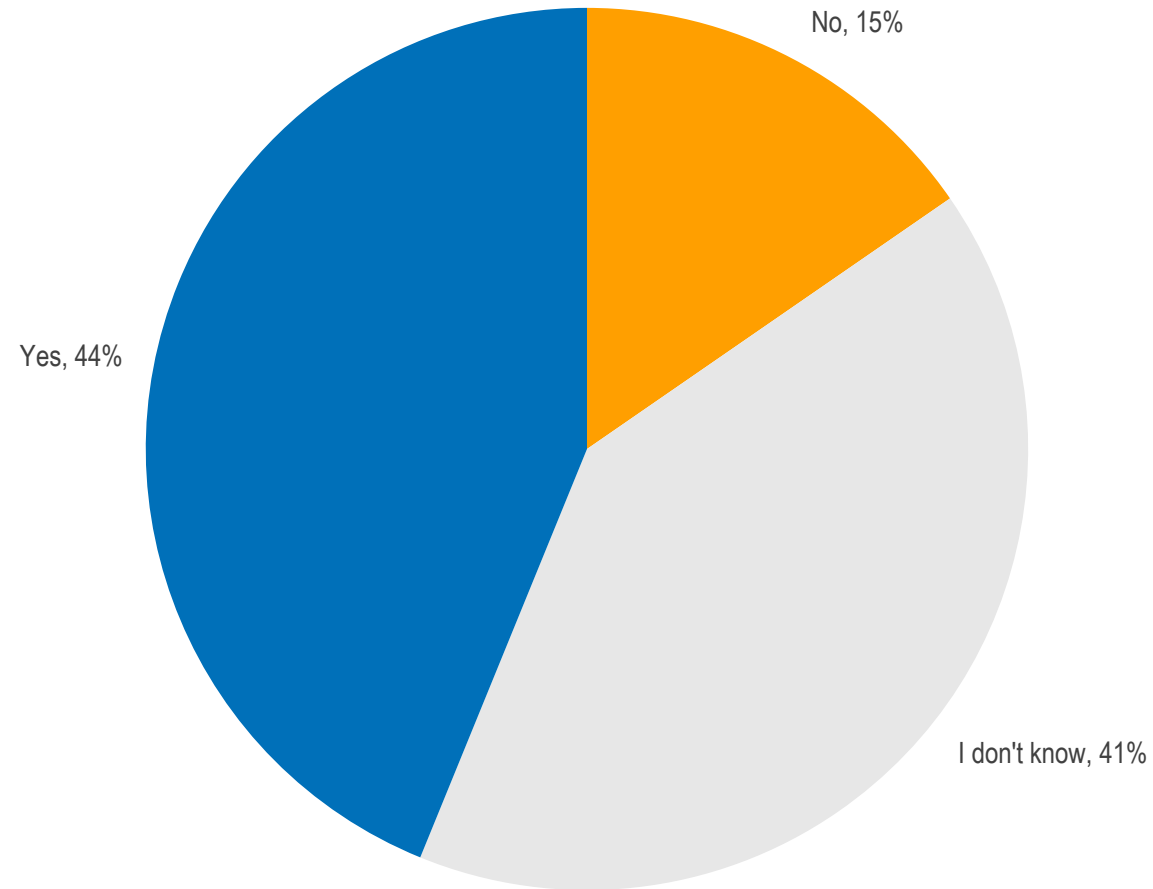
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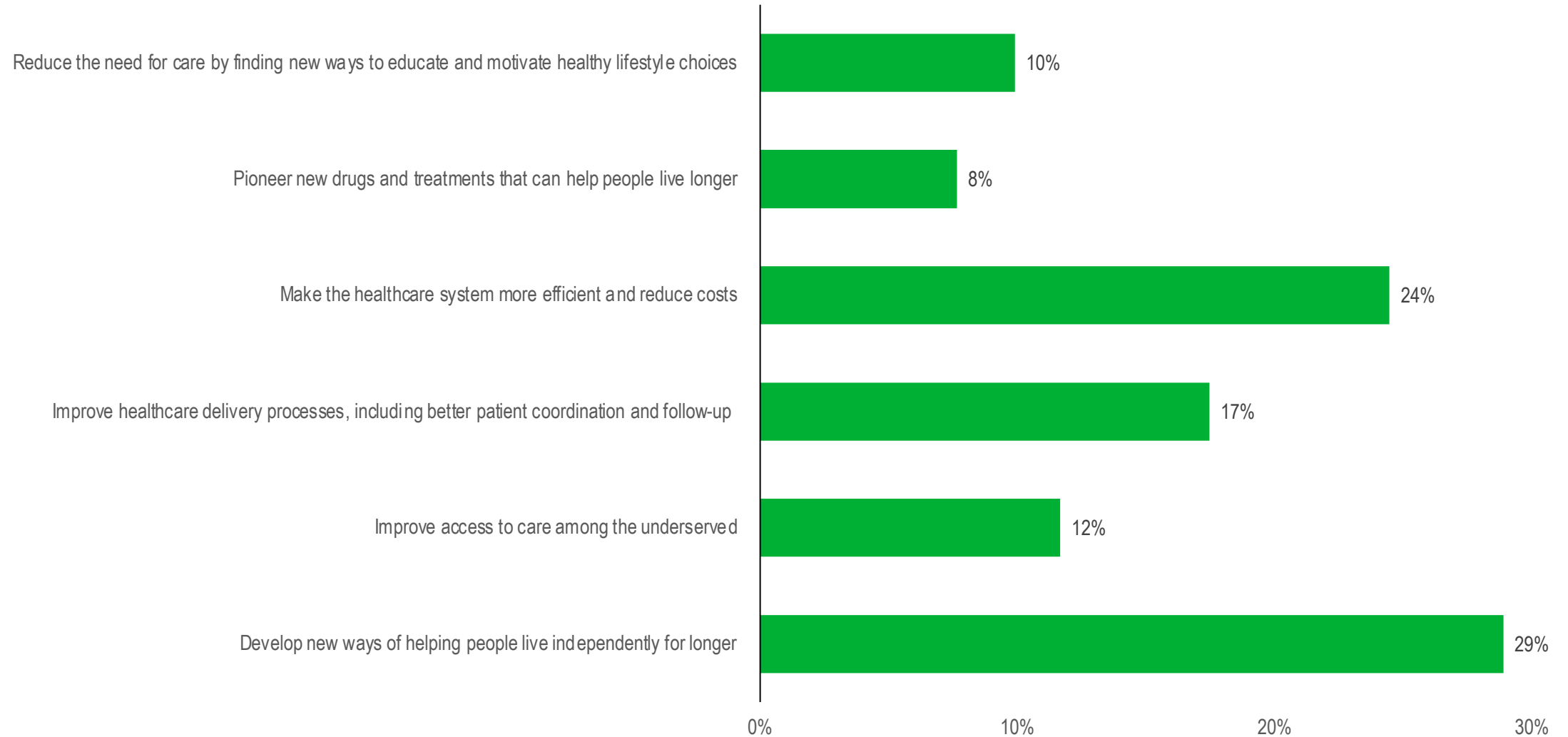
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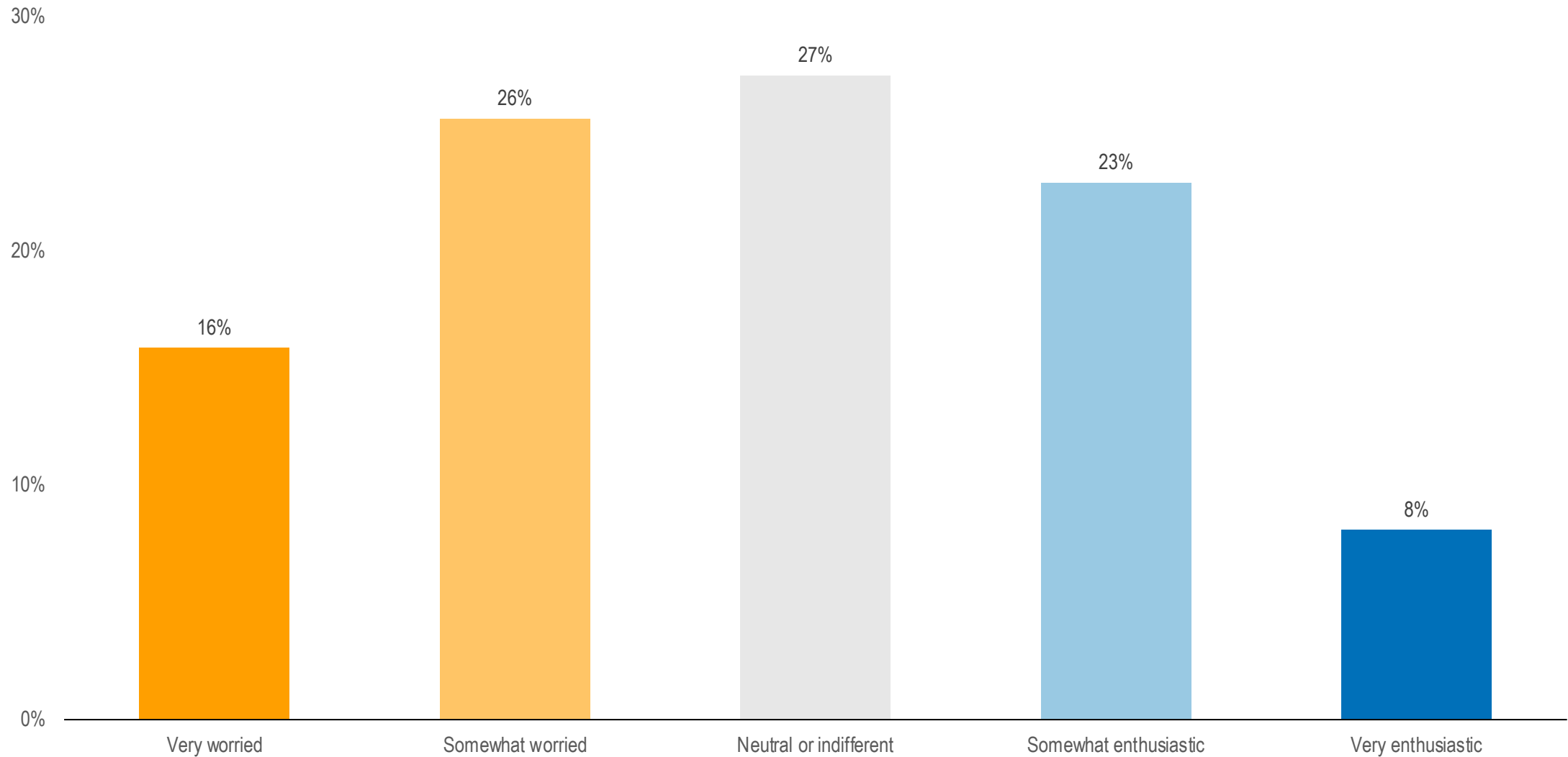
If an elderly loved one in declining health had to enter a managed care facility, would you instead advocate for a connected health (telehealth) service that allowed them to stay at home, assuming that was an option?



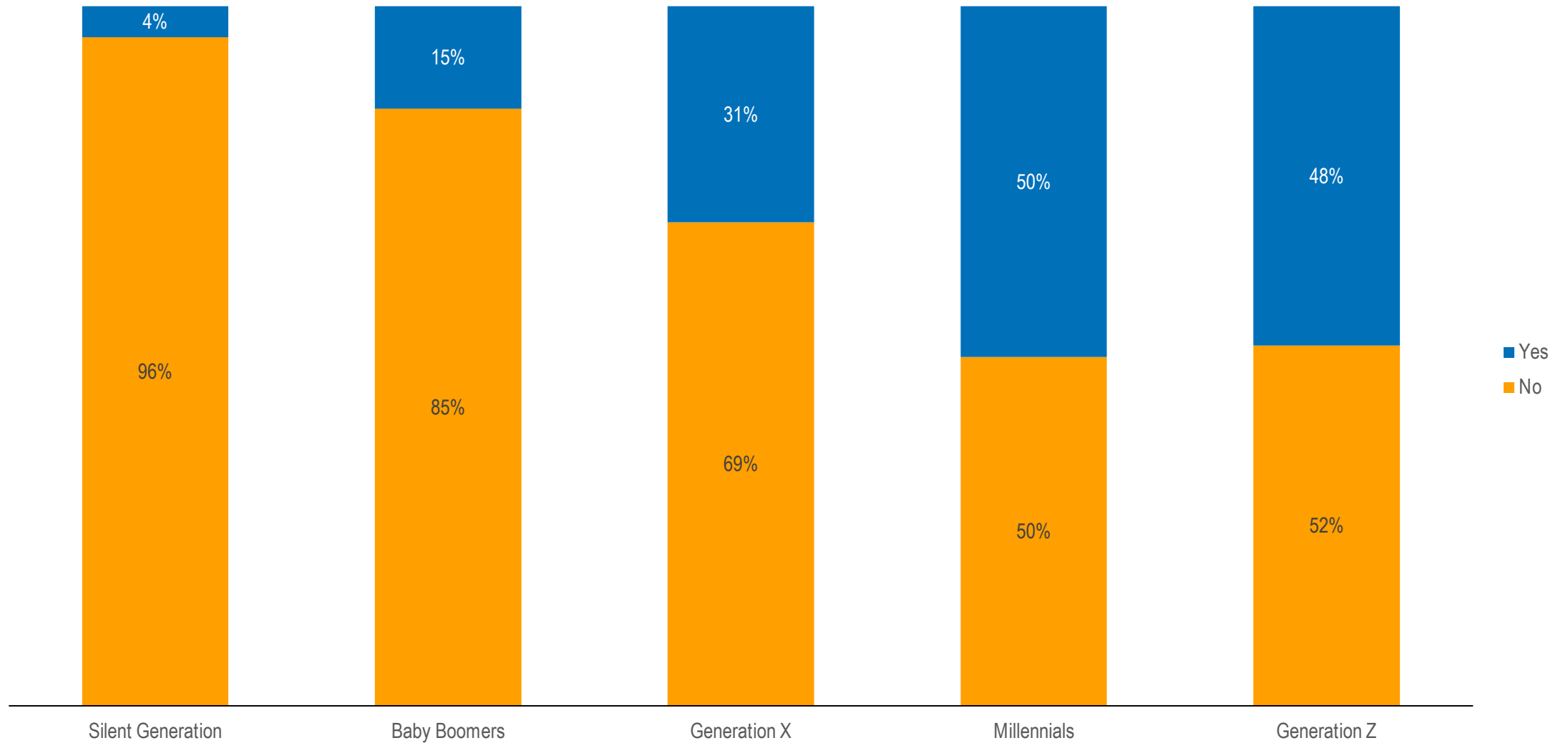
In thinking about the challenges associated with providing quality healthcare, what do you think the primary goal of healthcare technology investments and innovation should be?



Imagine a future in which the primary caregiver for many people is a fully autonomous robot. Would you be worried or enthusiastic about that development?



Do you use any smartphone-connected products for health or fitness purposes?



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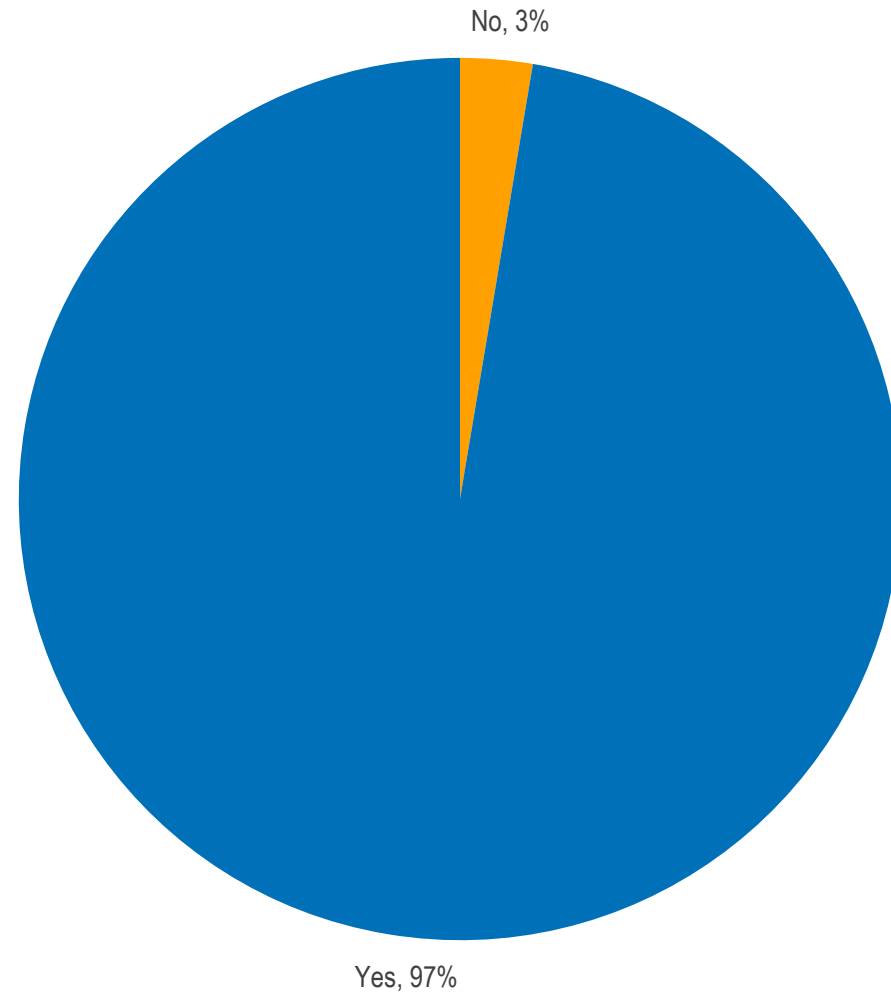
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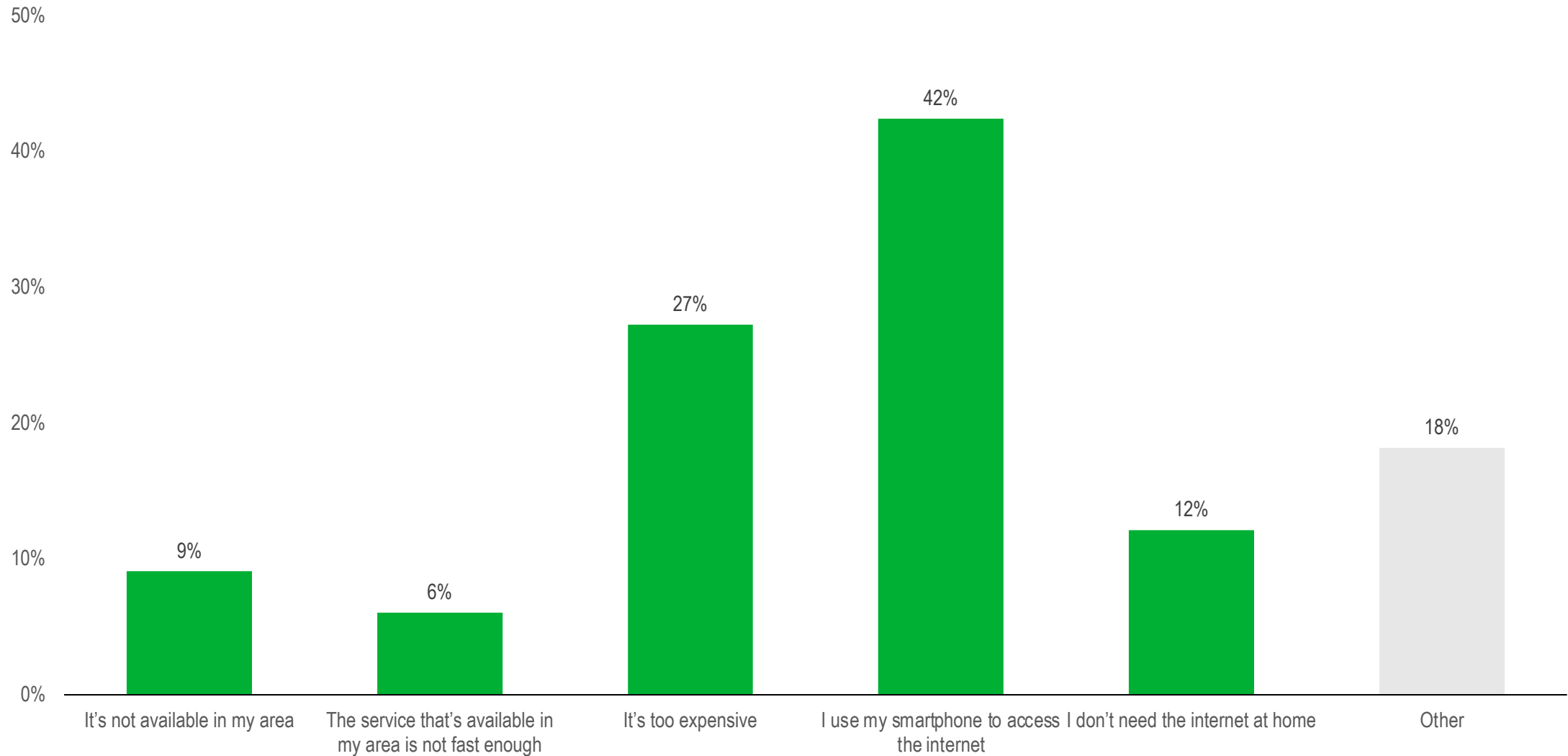
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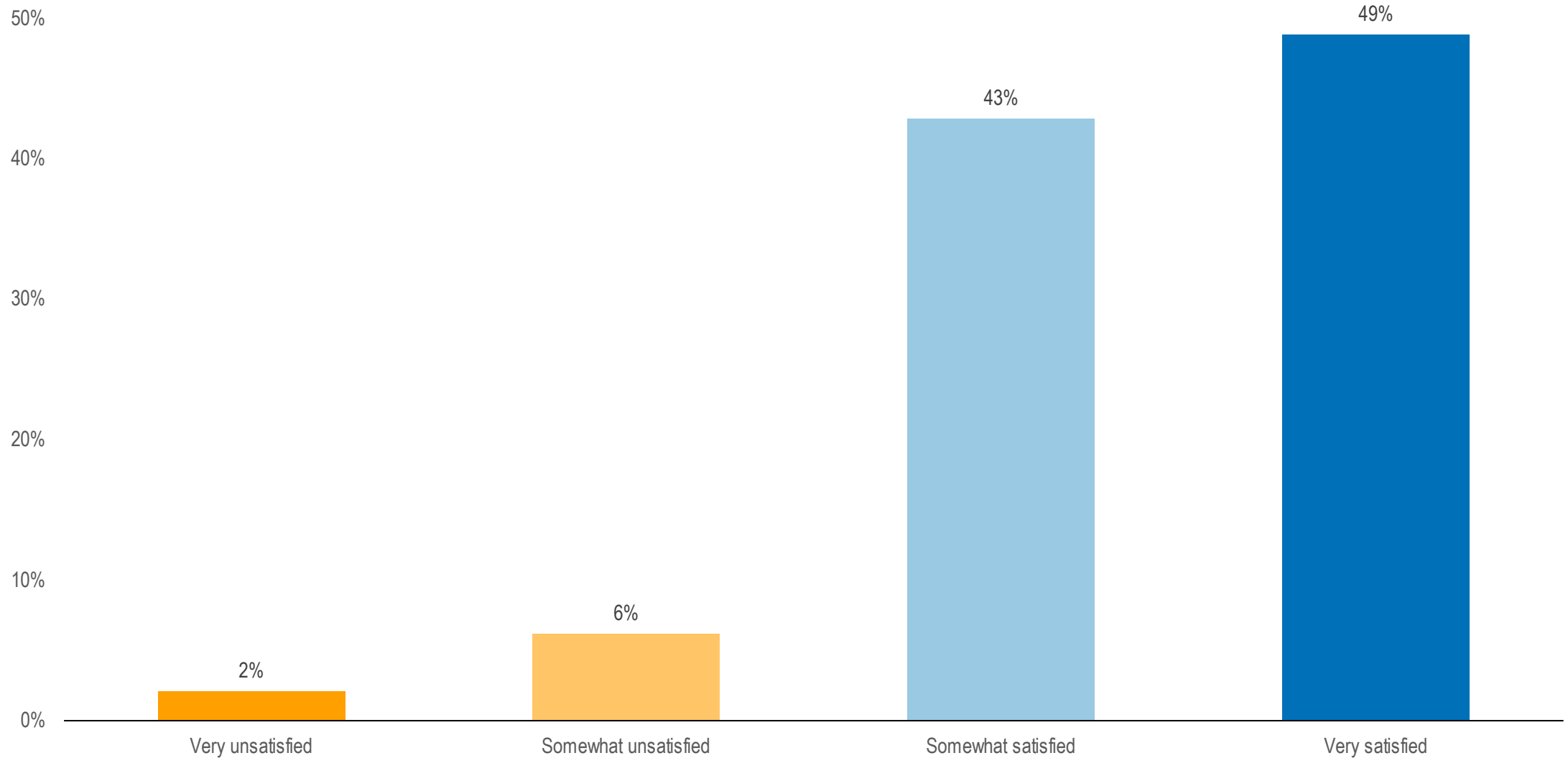
Do you currently have broadband home internet service?



Why don't you have home internet? (Select all that apply.) [Among respondents who don't currently have broadband home internet services]



How satisfied are you with the speed of your home internet? [Among respondents who currently have broadband home internet services]



How comfortable would you be with the following scenarios?

