

Technologies That Will Change the World Research Topline

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Online Methodology

Field Dates	Sample	
	Respondent Type	n
August 4 th - 13 th , 2017	General Population	1,005
	Tech Elites*	400

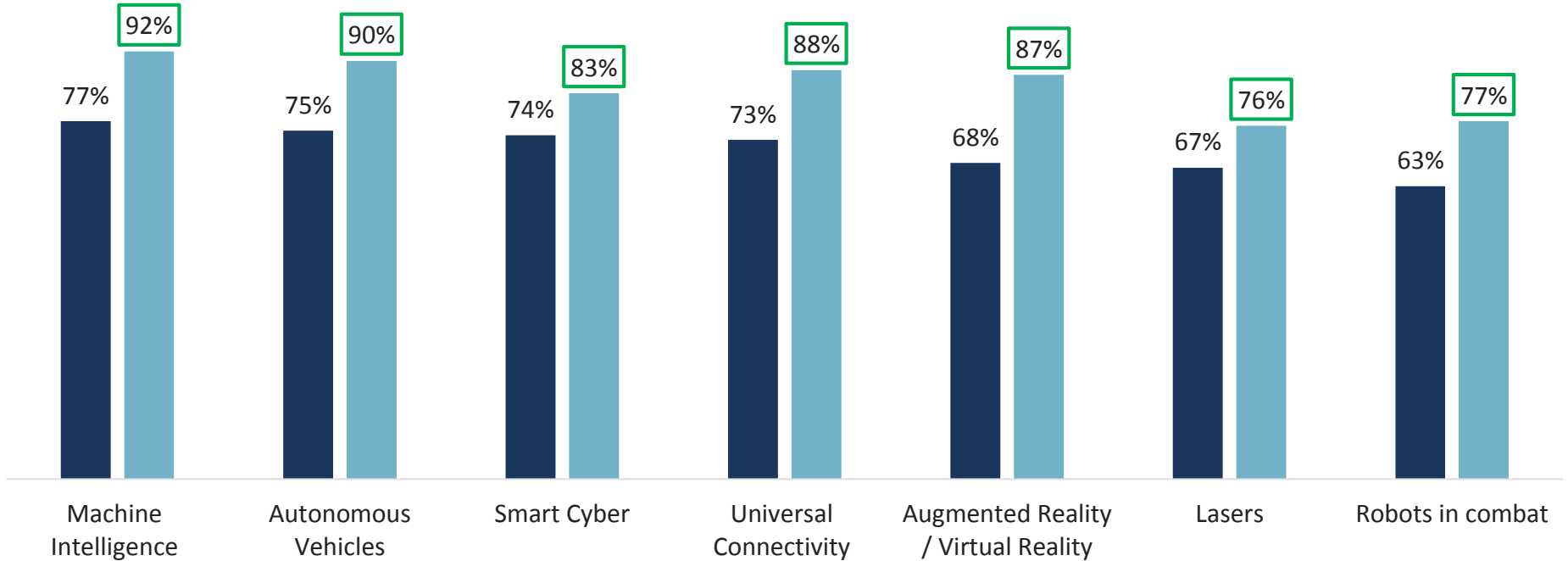
**Tech Elites defined by meeting the following qualifications:*

- ✓ *25 years old or older*
- ✓ *Income of \$75,000+*
- ✓ *Has a college degree or higher*
- ✓ *Currently employed full-time, part-time, or self-employed in the technology industry*
- ✓ *Reads one or more news publications daily*
- ✓ *Engaged in at least one political activity in past year*

Tech Elites are more likely to believe that each of these technologies will change the way in which humans experience the world. Both audiences believe that Machine Intelligence and Autonomous Vehicles are most likely to create change.

Likelihood to Change World

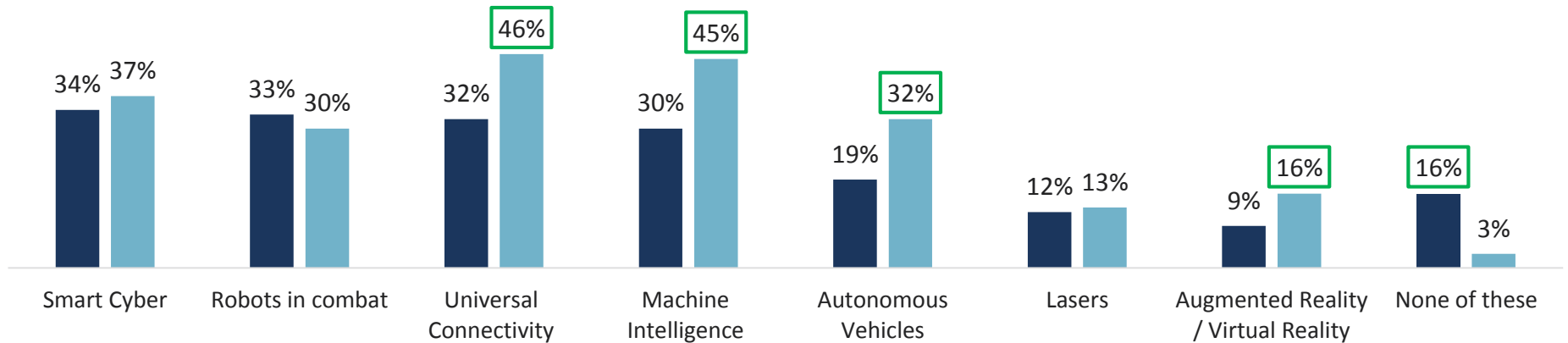
■ General Population ■ Tech Elites



General Population respondents spread their selections across more of these technologies, as opposed to Tech Elites who view Universal Connectivity and Machine Intelligence as having the potential to provide the greatest benefits to how the government serves its citizens.

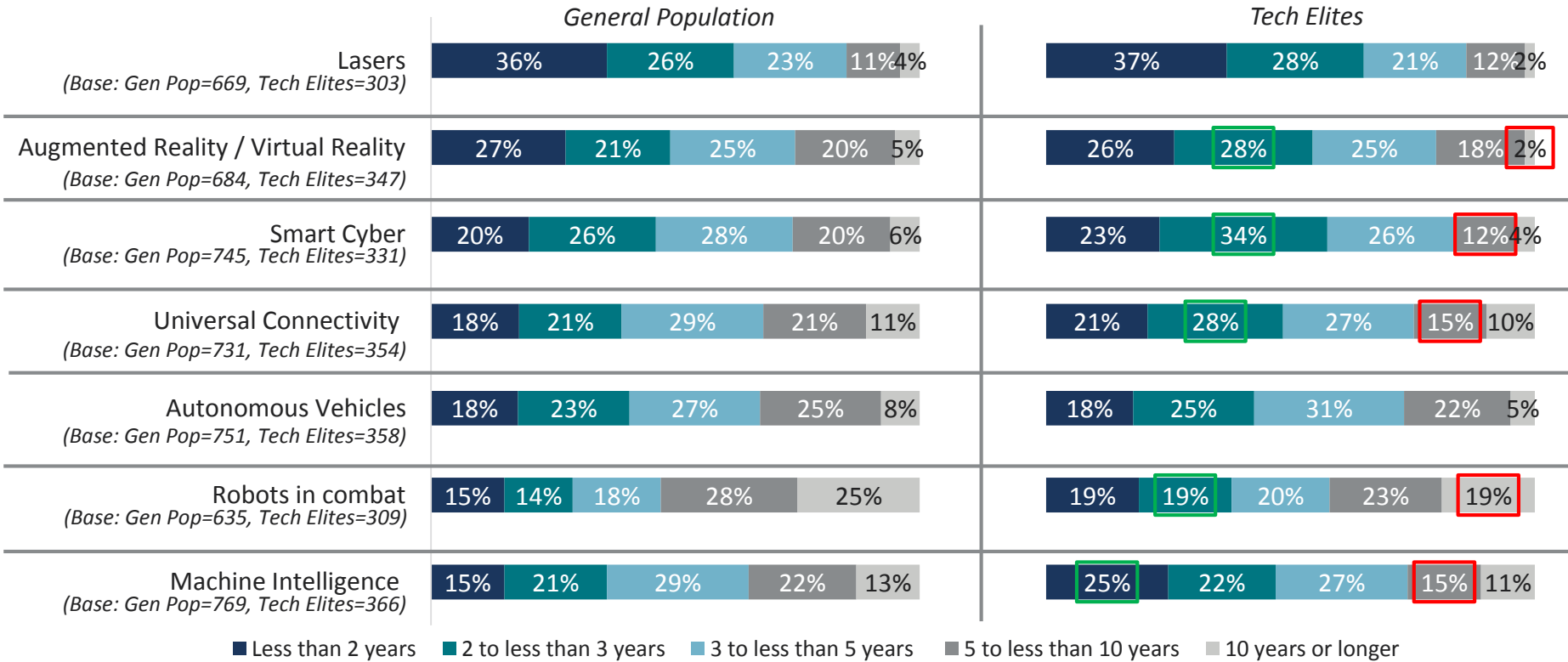
Benefits Citizens Most (% Selected)

■ General Population ■ Tech Elites



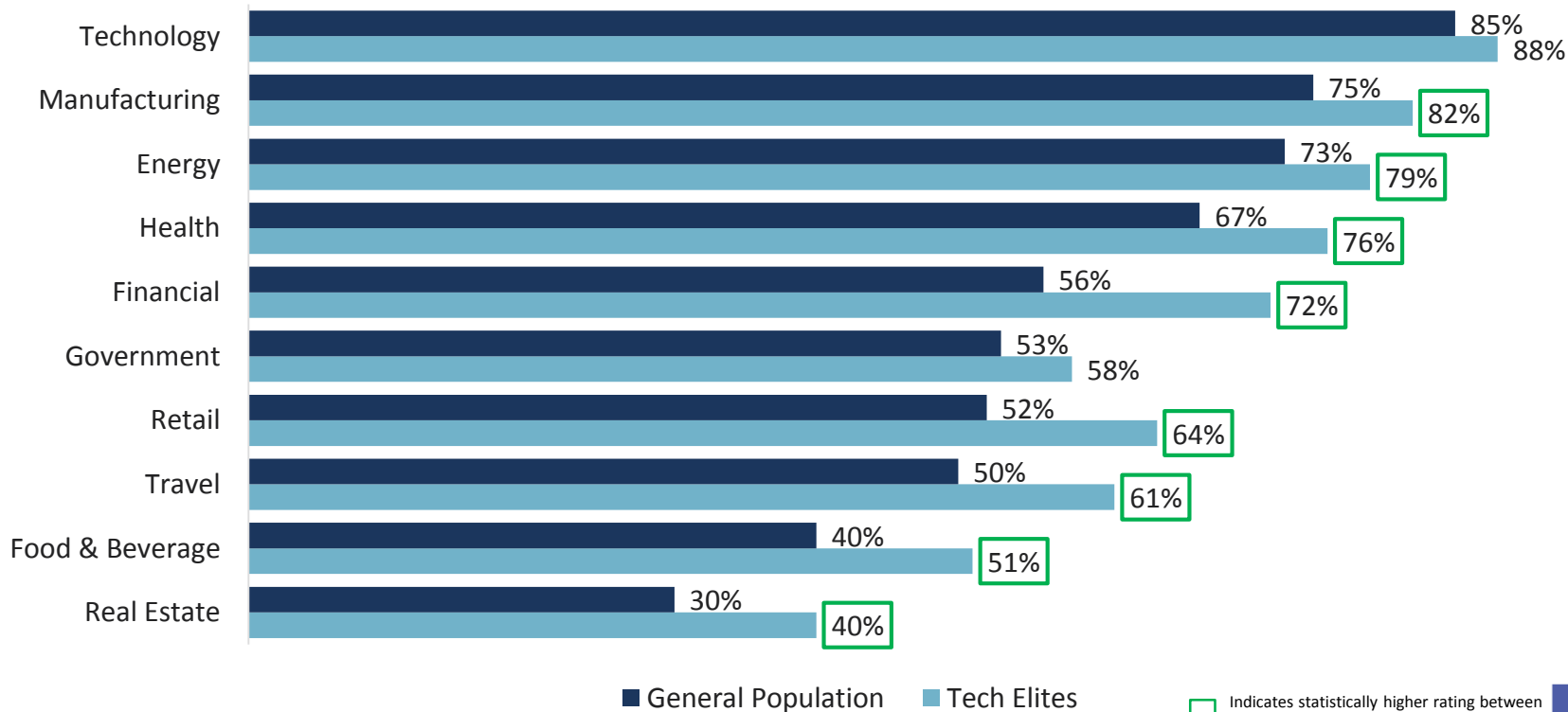
Tech Elites generally believe these technologies will impact Americans sooner than the General Population believes. Lasers, Augmented Reality and Smart Cyber are the three technologies believe to have the quickest impact.

Time until Impact of Changing Technology



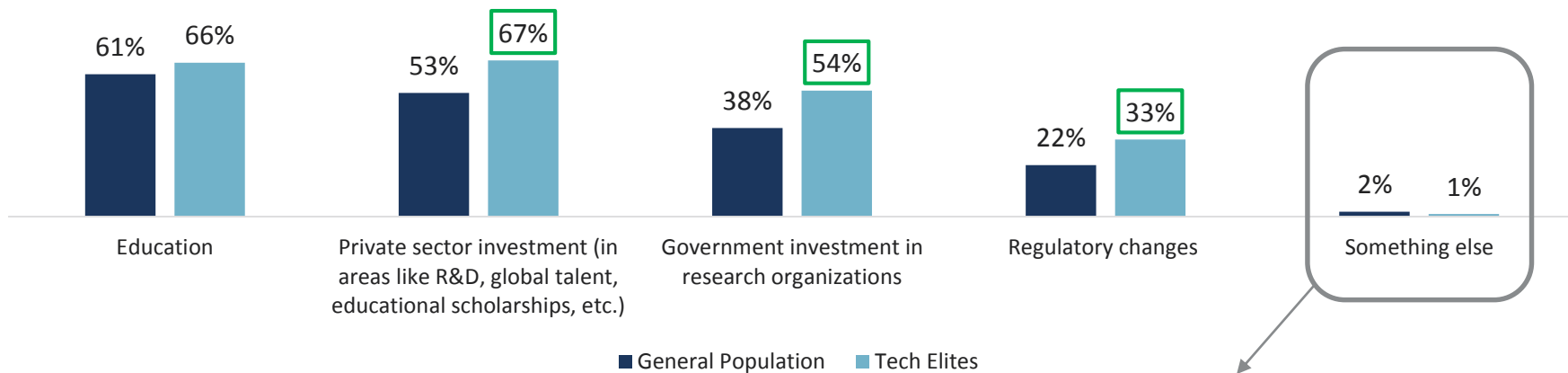
Consistent with other findings, Tech Elites believe that these technologies will have a greater impact on industry than the General Population believes, with Tech, Manufacturing and Energy believed to be impacted most.

Impact on Industries



Both Tech Elites and General Population respondents believe that education and private sector investments will most encourage technological innovation.

Actions to Encourage Technological Innovation



"Open immigration."

"Continual support of early childhood education."

"Get government out of the way."

"Limiting regulations and improved free markets."

"Lower taxes and less regulation."



APPENDIX

Demographics

<u>Age</u>	General Population	Tech Elites
18-24	6%	-
25-34	20%	39%
35-44	18%	28%
45-54	19%	18%
55-64	24%	12%
65 or older	14%	2%
<u>Gender</u>		
Male	45%	70%
Female	55%	30%
<u>Income</u>		
Less than \$75,000	61%	-
\$75,000 to less than \$100,000	19%	35%
\$100,000 to less than \$150,000	14%	33%
\$150,000 or more	6%	32%
<u>Education</u>		
High School Graduate or less	20%	-
Some College/Associate's Degree	31%	-
Bachelor's Degree (BA, BS, etc.)	28%	44%
Post Graduate Degree	21%	56%
<u>Region</u>		
Northeast	20%	22%
Midwest	22%	6%
South	35%	19%
West	23%	52%

<u>Employment Status</u>	General Population	Tech Elites
Employed - full-time	44%	94%
Retired	18%	-
Employed - part-time	12%	4%
Currently Unemployed	11%	-
Self-Employed	6%	3%
Homemaker	6%	-
Student/Pupil	3%	-
<u>Industry of Employment</u>		
Business / Professional services	14%	-
Healthcare	10%	-
Retail	9%	-
Technology	7%	100%
Government	6%	-
Manufacturing	6%	-
Food service	4%	-
Entertainment	3%	-
Personal care	2%	-
Agriculture	2%	-
Something else	37%	-
<u>Ethnicity</u>		
White / Caucasian	86%	72%
Hispanic	8%	10%
Black / African American	6%	3%
Asian	3%	21%
Other	5%	4%

Demographics

<u>Activities</u>	General Population	Tech Elites
Written comments on an online bulletin board, website, chat room or blog about an issue	16%	54%
Written or called a politician	15%	28%
Attended a public meeting	11%	42%
Attended a rally, speech, or protest	9%	26%
Served as an officer of a club or organization	9%	15%
Served on a committee of a local organization	8%	20%
Delivered a speech	7%	20%
Created or updated your own blog	5%	22%
Been an active member of a group to influence policy or government	5%	15%
Written a letter to an editor or called a live broadcast	4%	12%
Written an article for a magazine or newspaper	4%	11%
Worked for a political party	3%	8%
Held or run for political office	1%	4%
None of these	58%	-

<u># of News Publications Read Daily</u>	General Population	Tech Elites
None	42%	-
1	29%	25%
2	18%	33%
3	6%	20%
4 or more	5%	22%