



# **3M** | Futures

## **United Kingdom Survey Results**

## **United Kingdom**

**The 3M Futures Study was conducted across 11 countries to understand global perceptions of science and technology innovation—and its role in society.**

**The survey also highlighted Artificial Intelligence, Augmented & Virtual Reality, Sustainability and “The New Paradigm,” an area focused on the pandemic’s impact on our lives.**

France – Brazil – China – Mexico – Canada – Japan – Germany – UK – USA – India – South Korea

# Key Findings — Science & Technology Perceptions



**1**

**British adults believe it's most important for science and technology to find solutions to environmental and societal problems. Specifically, they view finding a cure for Alzheimer's and dementia and new ways of making renewable energy as key priorities.**

**2**

**While most of the impacts of science and technology are perceived as having a positive impact over the past 10 years, Brits are slightly more skeptical of the impact in the next 10 years. Social media is an exception and is perceived to have negative impact on society both in the past 10 years and in the next 10 years.**

**Methodology:** This poll was conducted between November 24-December 5, 2021 among a sample of 2001 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Key Findings — AI (Artificial Intelligence)



**1**

**Most believe that artificial intelligence (AI) plays a significant role in their everyday life and believe it will increase in the next 5 years. However, Brits are worried about data privacy and security and want to have a better understanding of how the technology is being used – especially among those ages: 25+.**

**2**

**Those ages: 18-40 are most familiar, and believe AI plays a more significant role in their lives than other age groups. Those 18-24 are less concerned about the negative aspects of AI.**

**Methodology:** This poll was conducted between November 24-December 5, 2021 among a sample of 2001 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Key Findings — AR (Augmented Reality) and VR (Virtual Reality)



**1**

**Brits are less familiar with augmented reality than the other terms tested – those ages: 18-40 are most familiar.**

- Those age 25-40 are early adopters of augmented reality technology with a plurality (44%) saying it plays at least a somewhat significant role in their everyday lives. Whether Brits know they are using augmented reality or not, most (60%) have used some application of the technology before.

**2**

**Virtual reality is the most familiar term to British adults out of the three tested, those ages: 18-40 are more familiar with the term than those 41+.**

- Brits believe that applications of virtual reality will become a part of their everyday lives sooner than other technological advancements.

**Methodology:** This poll was conducted between November 24-December 5, 2021 among a sample of 2001 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Key Findings — Sustainability



1

**Two-thirds of Brits agree that climate change is the biggest threat to humankind, however, most want large organizations to take responsibility and action.**

- Those 18-40 are more likely to say they actively seek out establishments or environments that have a mission of sustainability. Business should keep this in mind as they seek to reach consumers in this age group.

**Methodology:** This poll was conducted between November 24-December 5, 2021 among a sample of 2001 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Key Findings — New Paradigm

**1**

**Most adults have experienced a significant life change as a result of the pandemic but those 18-24 were much more likely to have experienced a significant life change. Younger Brits are more likely to have started a new job, started remote or hybrid schooling, or moved to a new city than older Brits.**

**2**

**The impacts of the pandemic have left Brits feeling more health conscious and more reliant on technology than they had been previously.**

- Those 18-40 are more reliant on technology for social interaction, for fitness and for work than other age groups.

**3**

**A majority agree that science and technological advancements during the pandemic have changed our work environment forever. Most also state that they would prefer a job where they can work remote versus going into work.**

**4**

**While many have been interacting more virtually than they had previously, most prefer in-person socialization.**

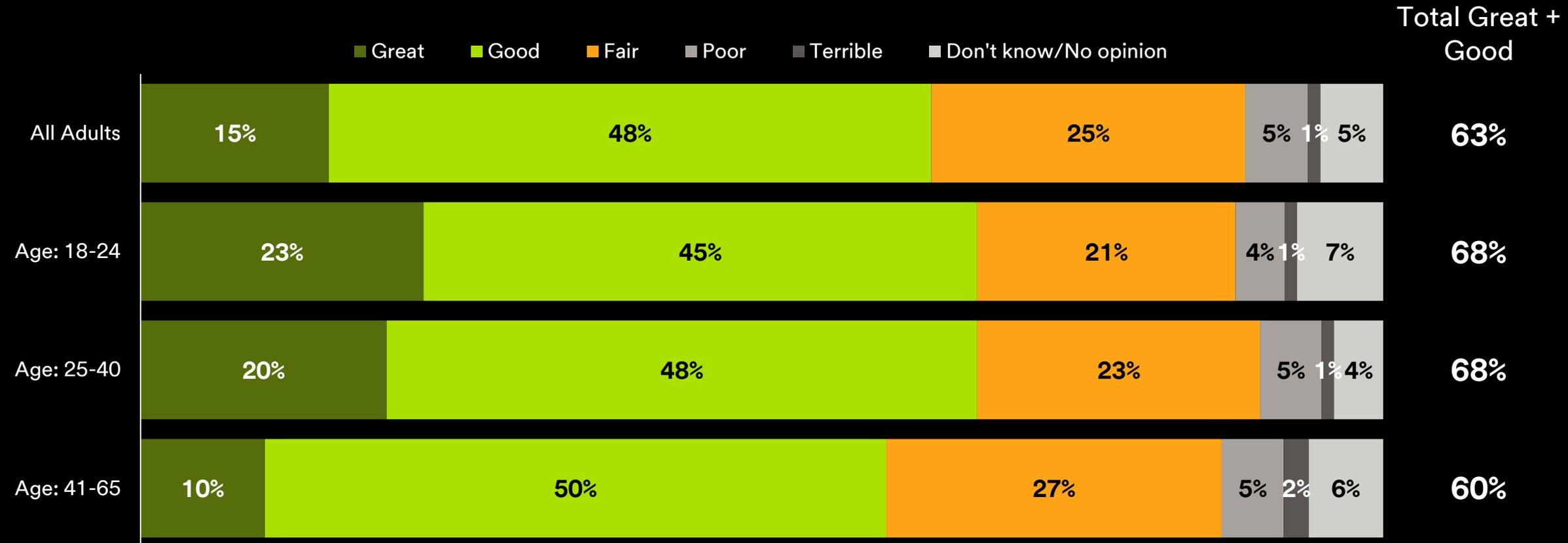
**Methodology:** This poll was conducted between November 24-December 5, 2021 among a sample of 2001 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.



# **Science & Technology Perceptions**

# Most UK adults feel the United Kingdom is doing good or great on technological access – especially those age: 18-40 who are twice as likely to say the United Kingdom is doing great.

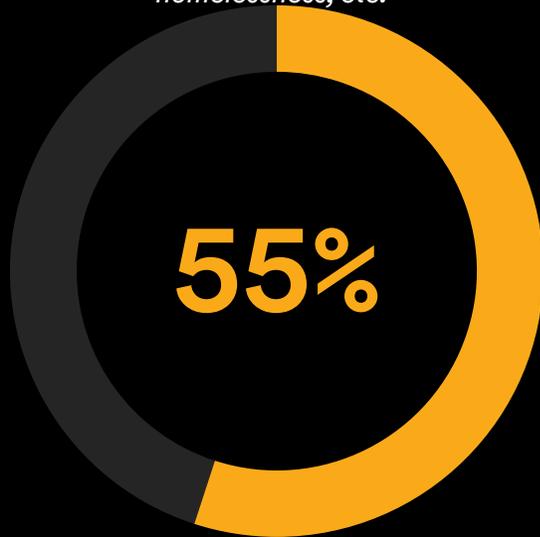
How would you rate United Kingdom on technological access for its citizens?



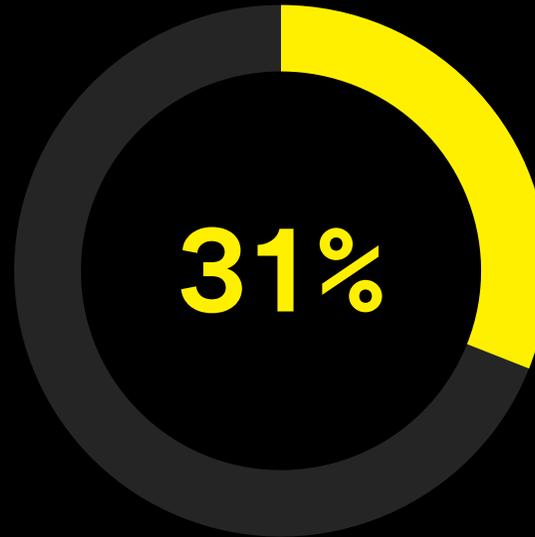
# A majority of Brits think science and technological innovation should focus on finding solutions for environmental and societal problems.

Which of the following statements best aligns with your belief on the primary focus of science and technological innovation? 'Science and technological innovation should...'

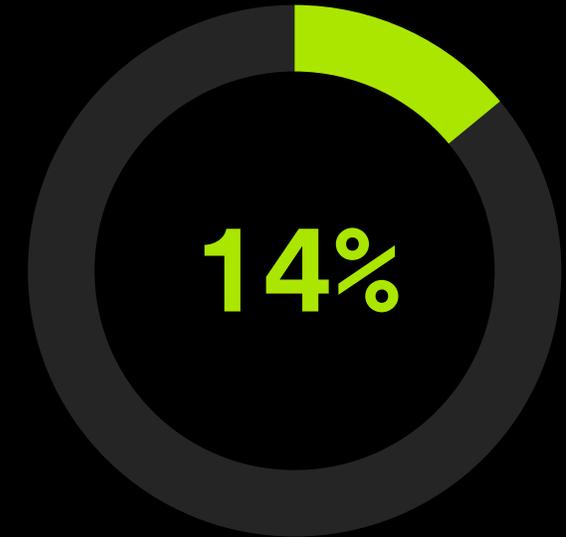
“Find solutions to today’s **environmental and societal problems**, including climate change, sustainability, social injustice, clean water access, homelessness, etc.”



“Protect us from **broader global crises** like future pandemics and public health preparedness, as well as propaganda and technological terrorism, like hacking and data stealing.”



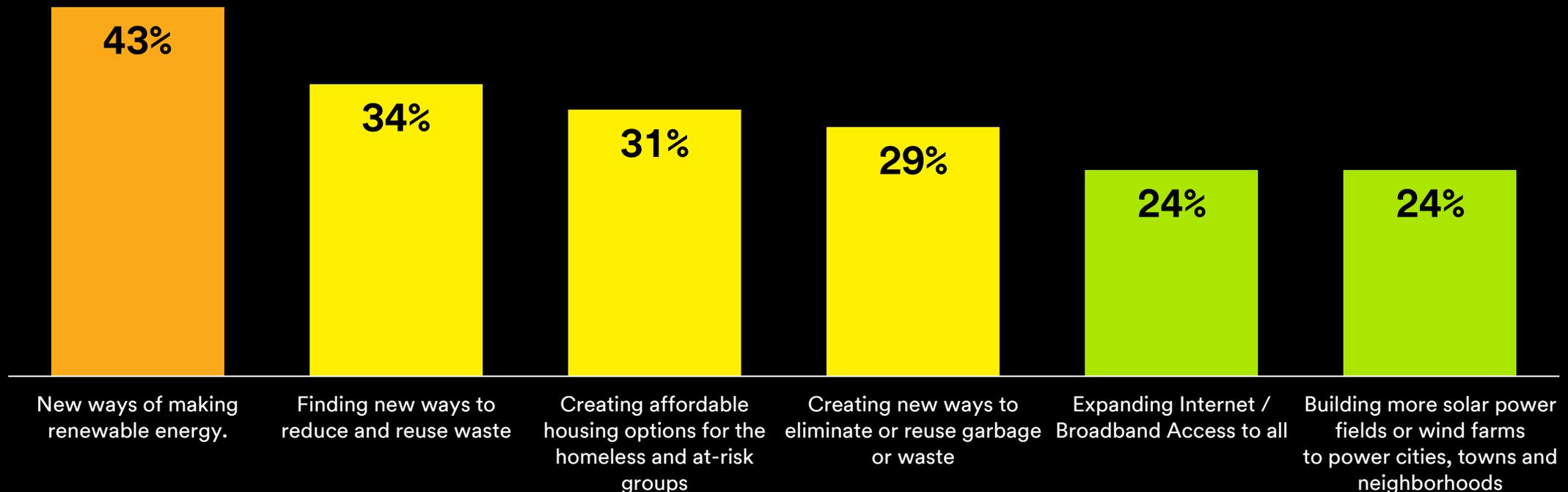
“**Advance the human race to achieve the impossible**, seeing how far we can innovate to create a futuristic and convenient world.”



# Brits think science and technology innovation should prioritize sustainability developments like renewable energy and reducing and reusing waste.

What infrastructure developments do you think are most important for science and technology innovation to prioritize in the next five years? Select up to 3.

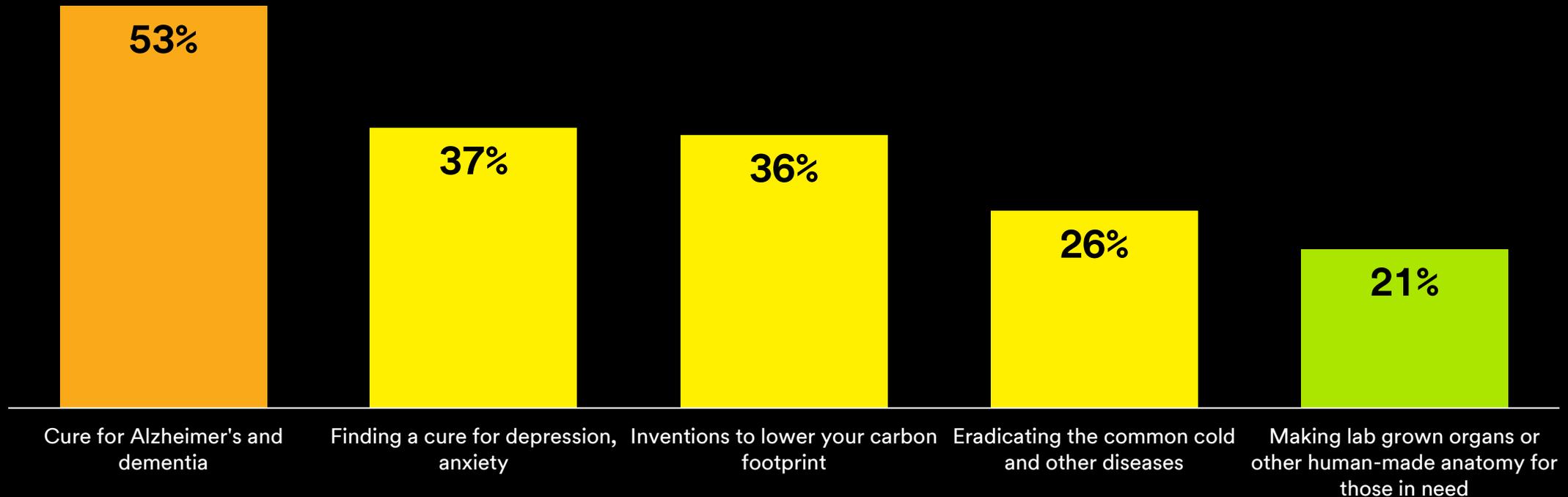
## Top 5 selected:



# British adults believe that it's most important for science and technology to focus innovation on a cure for Alzheimer's and dementia.

What human developments do you think are most important for science and technology innovation to prioritize in the next five years? Select up to 3.

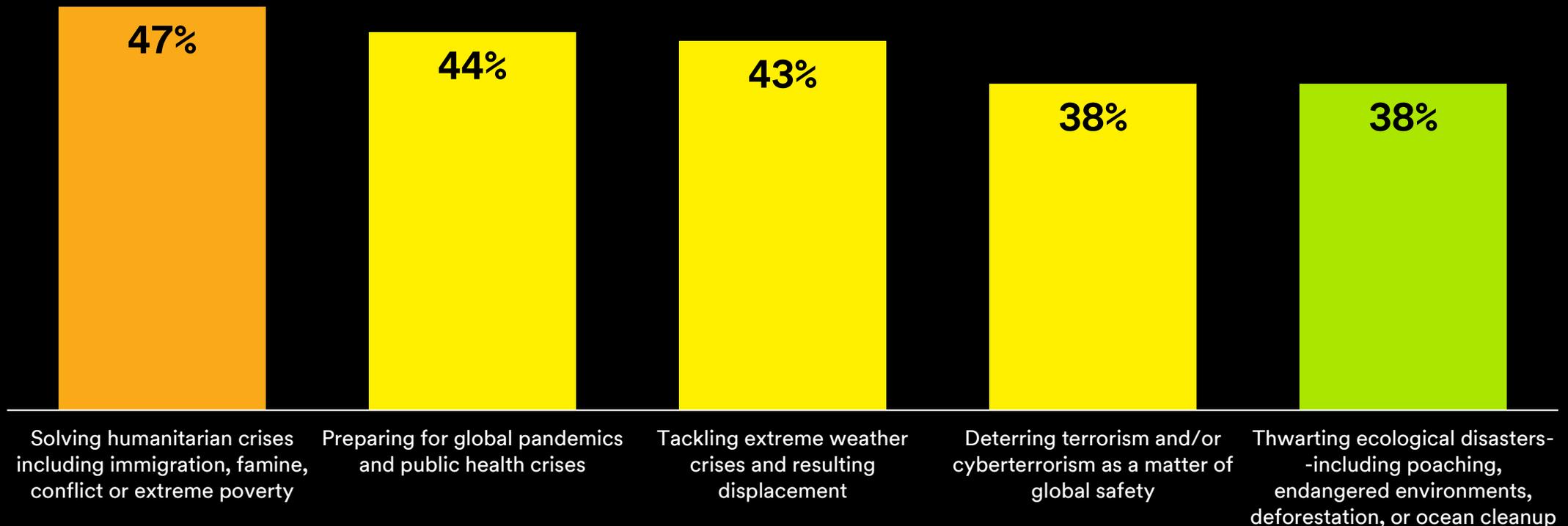
## Top 5 selected:



# Brits are split on which global crises are most important for science and technology to prioritize but humanitarian crises rise to the top.

Which of the following global crises do you think are most important for science and technology innovation to prioritize in the next five years? Select up to 3.

## Top 5 selected:



# People agree that technology should make our lives easier, however, there are concerns about how much we rely on technology in our everyday lives and too much screen time.

How much do you agree or disagree with each of the following statements?

 **73%**

**of people agree...**

*“Diverse groups of people working on today’s problems will lead to greater innovation”*

 **70%**

**of people agree...**

*“I think that ‘too much screen time’ is a health issue that should be addressed”*

 **63%**

**of people agree...**

*“More progress should be made in technology and science to make our lives easier or more convenient”*

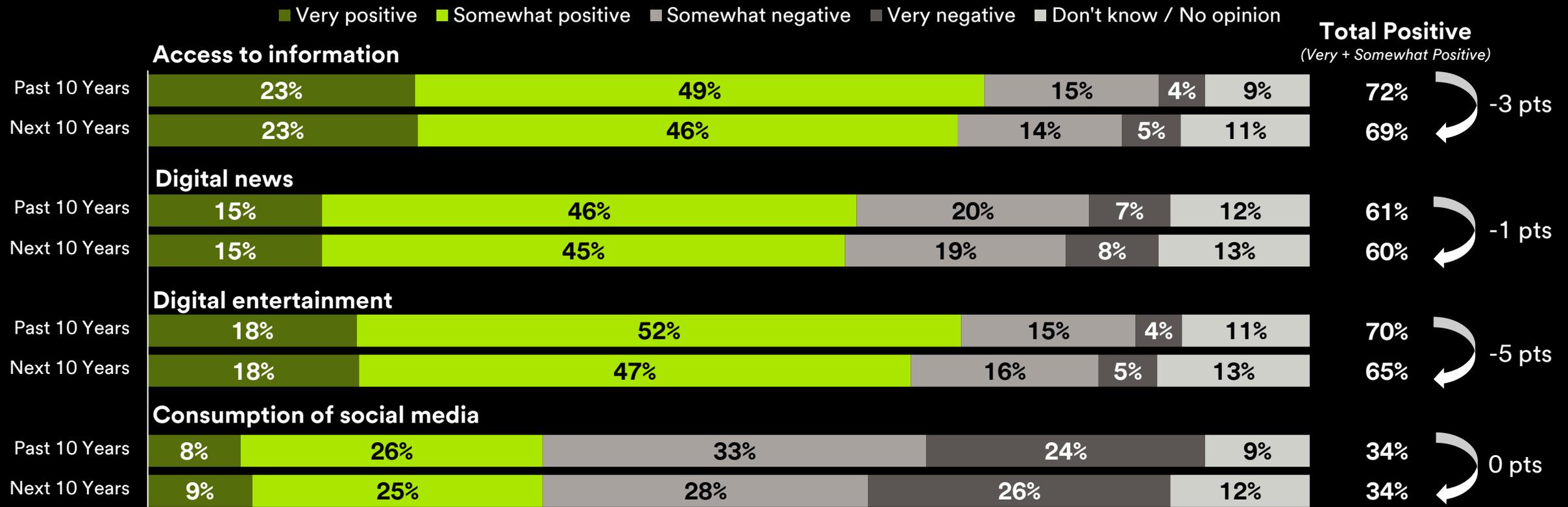
 **71%**

**of people agree...**

*“As a society, we are too dependent on technology in our everyday lives”*

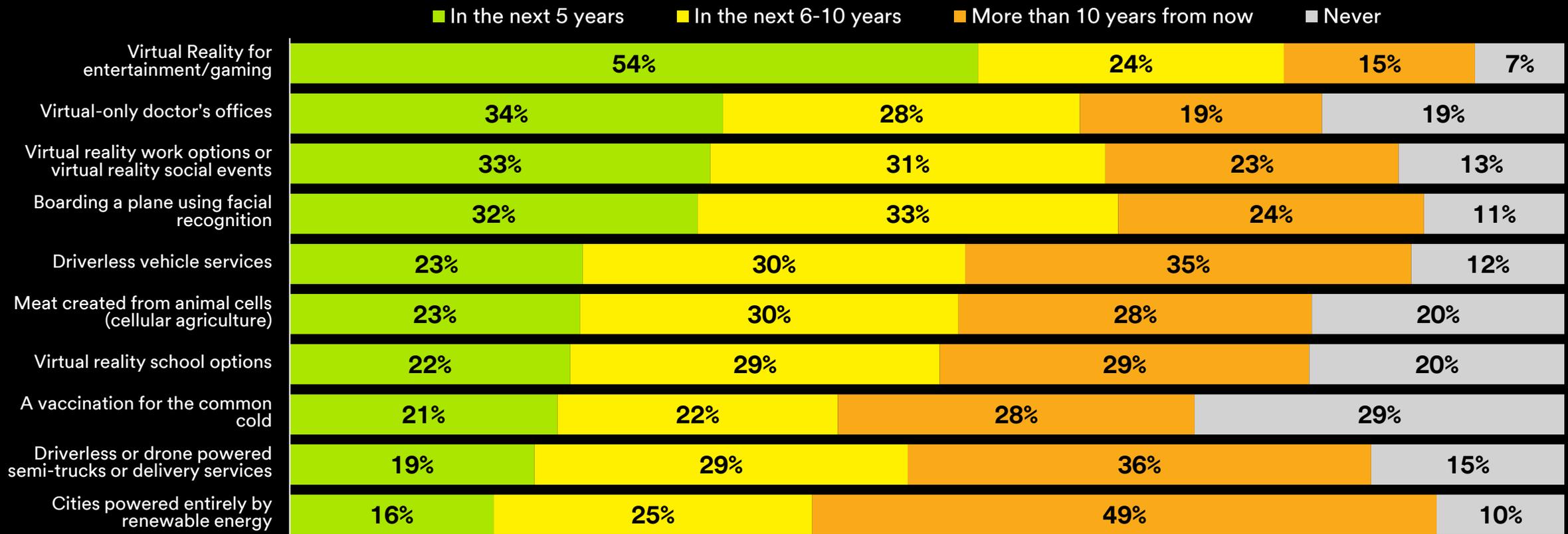
# Britons are slightly more pessimistic about the impact of technological advancements in the next 10 years compared to the past 10 years.

Do you believe that each of the following has had a positive or negative impact on society over the past 10 years/in the next 10 years?



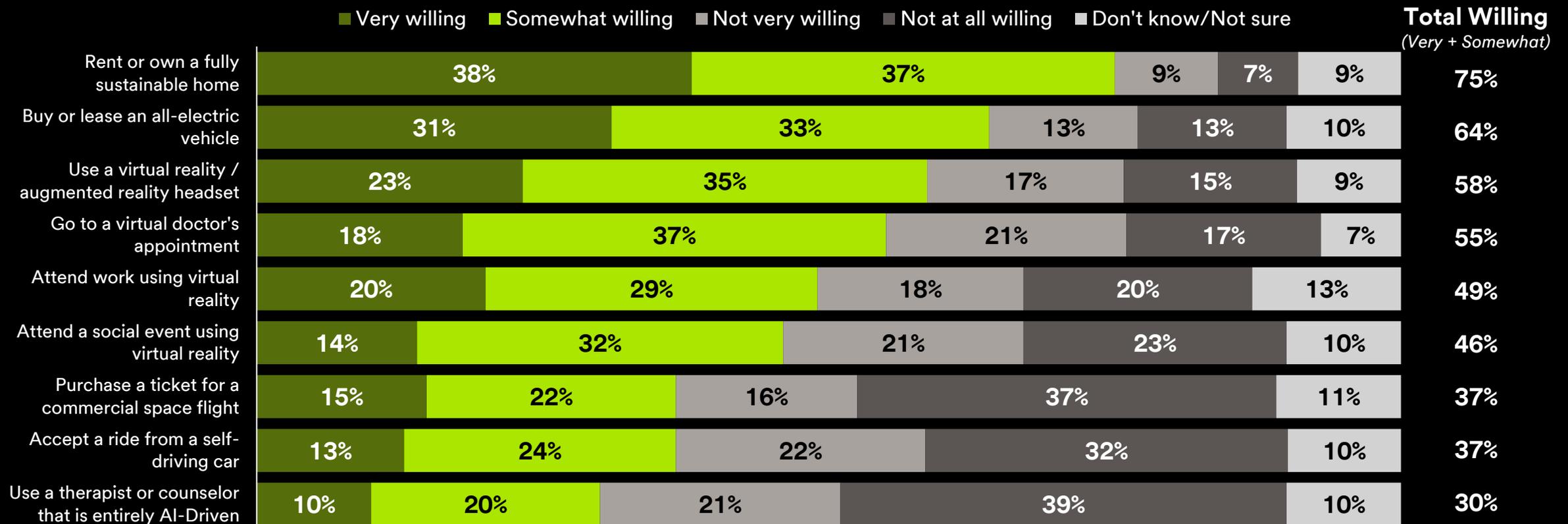
# Brits expect that virtual reality will become a normal part of everyday lives sooner than other advancements.

When, if ever, do you believe each of the following advancements will become a normal part of people's everyday lives?



# Brits are most open to trying environmentally friendly advancements like fully sustainable homes or electric vehicles. However, they are less willing to use a therapist that is entirely AI-driven.

How willing are you to try each of the following ?



The image features a dark background with a glowing purple circuit pattern. A large, rounded purple rectangle is positioned in the top-left corner. The text "AI (Artificial Intelligence)" is displayed in a bold, white, sans-serif font, centered horizontally and partially overlapping the purple rectangle and the circuit lines.

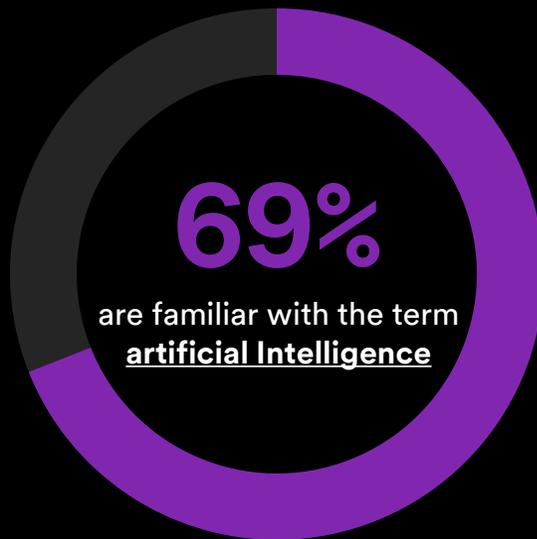
# AI (Artificial Intelligence)

**Most are familiar with AI and feel that it plays a significant role in their everyday lives. Most also agree the role of AI in their everyday lives will increase in the next 5 years.**

How familiar are you with the terms? How big of a role do you believe artificial intelligence plays in your everyday life? In the next 5 years do you expect the role of artificial intelligence in your everyday life to increase, decrease or stay the same?

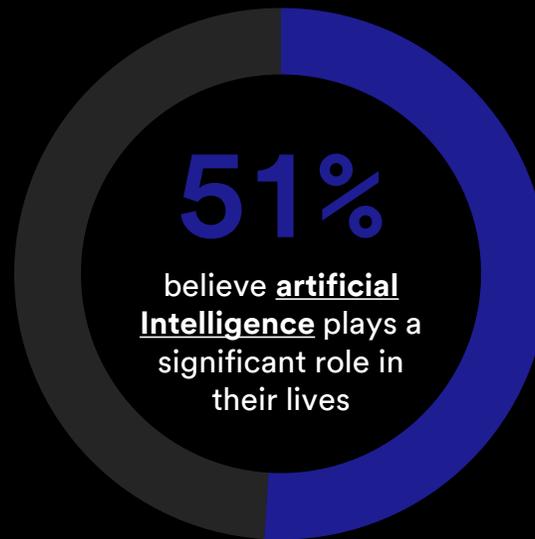
### **Familiarity:**

*(Very + Somewhat Familiar)*



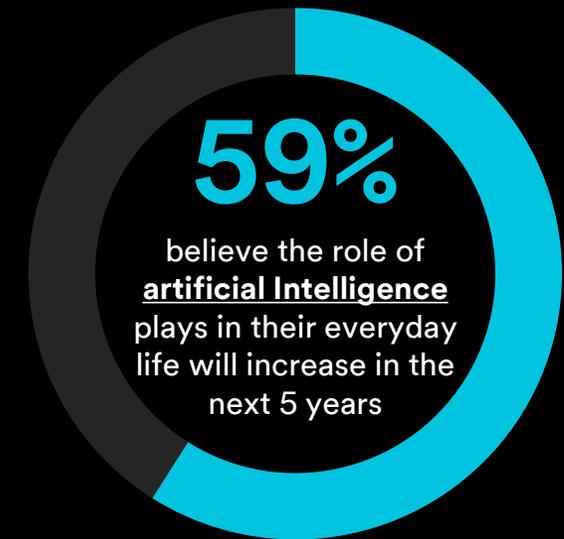
### **Current Role:**

*(Very + Somewhat Significant)*



### **Future Role:**

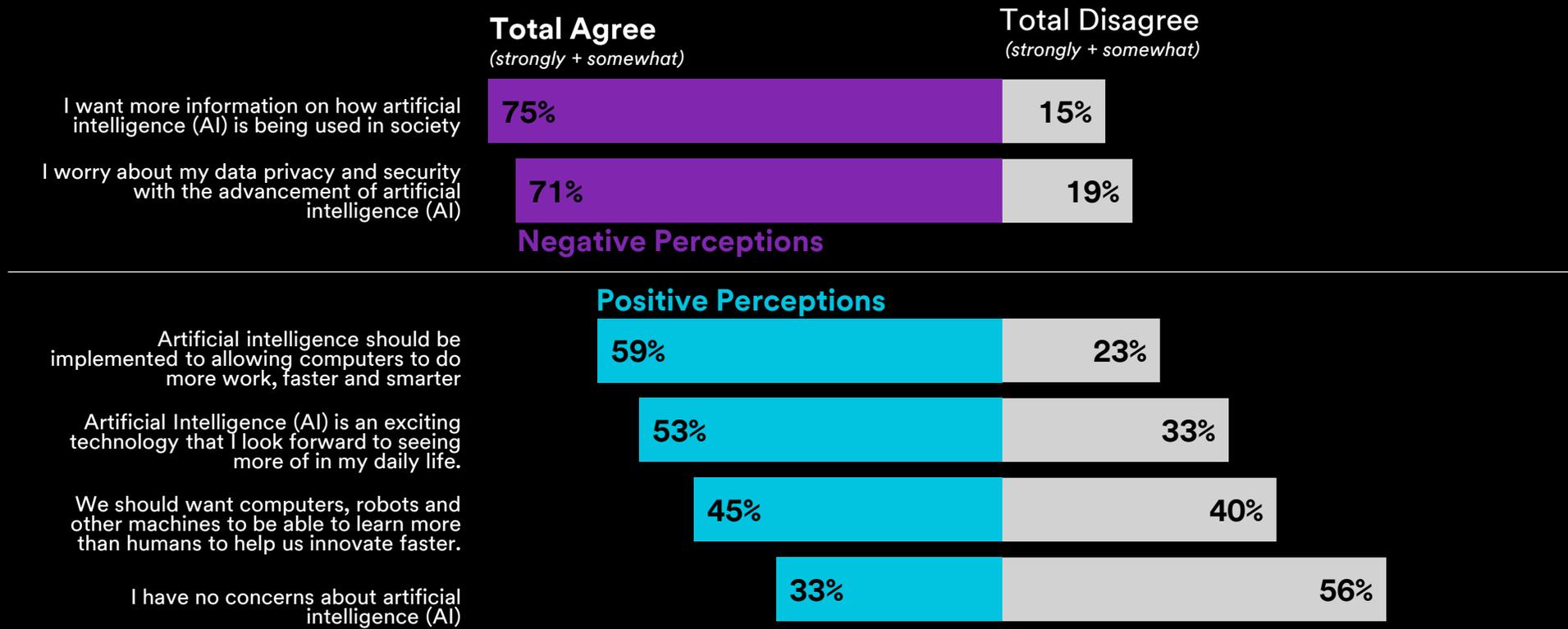
*(Increase in the next 5 years)*



Those ages 18-40 are more familiar with AI and believe it plays a more significant role in their everyday lives than those 41-65.

# Concerns over artificial intelligence are stronger than potential benefits. Brits worry about data privacy and want to understand more about how AI is being used in society.

How much do you agree or disagree with each of the following statements related to artificial intelligence (AI)?



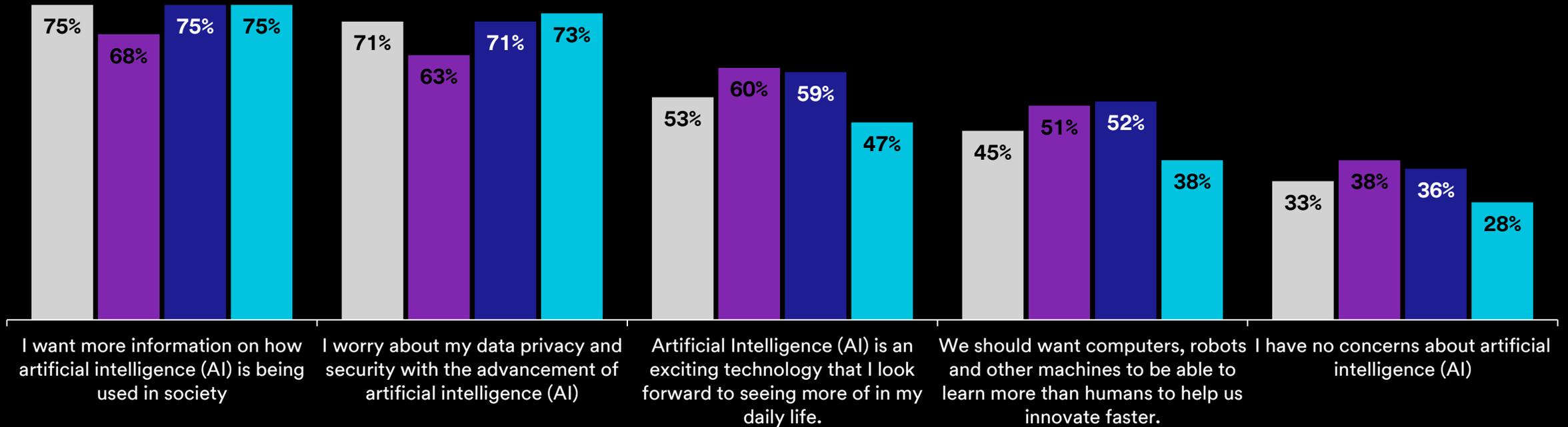
# Younger adults are more optimistic and have less concerns about AI than other age groups.

How much do you agree or disagree with each of the following statements related to artificial intelligence (AI)?

## Total Agreement

(Strongly + Somewhat Agree)

■ Global Average ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65





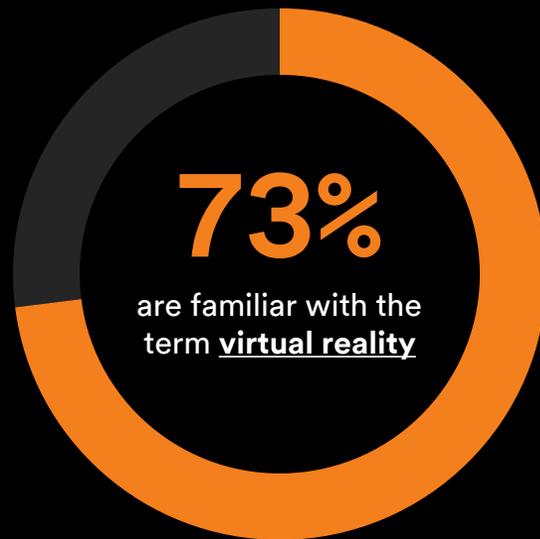
# **AR & VR** **(Augmented Reality** **& Virtual Reality)**

**More than half are familiar with VR but less than half feel that it plays a significant role in their everyday lives. A majority agree the role of VR in their everyday lives will increase in the next 5 years.**

How familiar are you with the terms? How big of a role do you believe virtual reality plays in your everyday life? In the next 5 years do you expect the role of virtual reality in your everyday life to increase, decrease or stay the same?

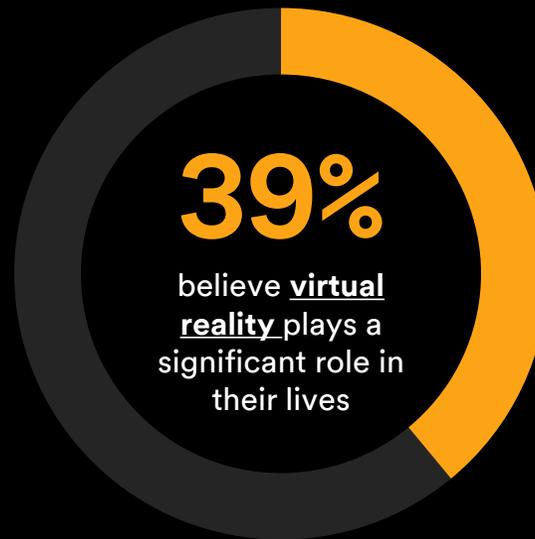
**Familiarity:**

*(Very + Somewhat Familiar)*



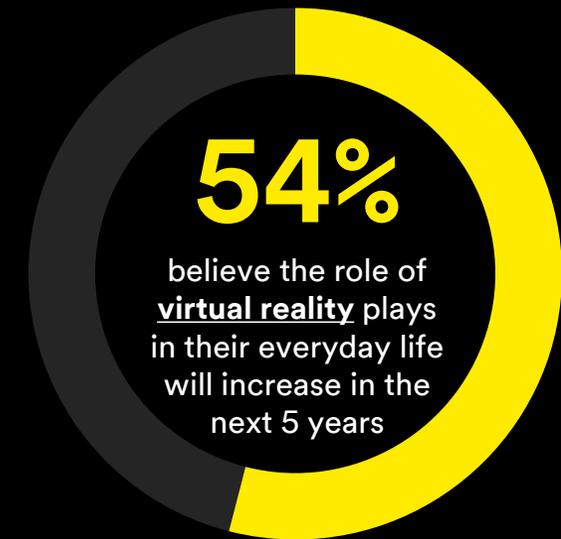
**Current Role:**

*(Very + Somewhat Significant)*



**Future Role:**

*(Increase in the next 5 years)*



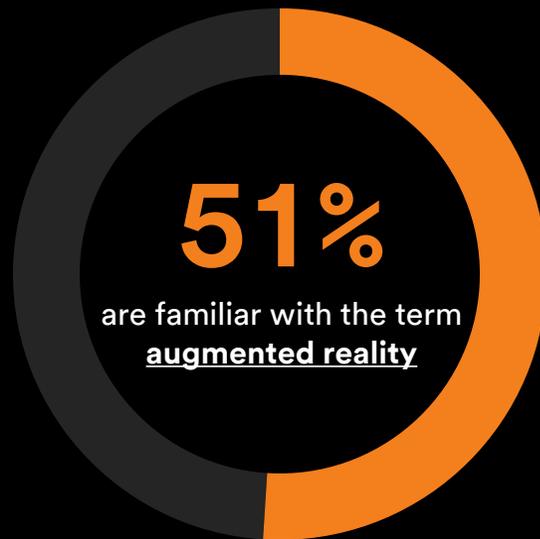
Those ages 18-40 are more familiar with VR and believe it plays a more significant role in their everyday lives than those 41-65.

**About half are familiar with AR but fewer feel that it plays a significant role in their everyday lives. A majority agree the role of AR in their everyday lives will increase in the next 5 years.**

How familiar are you with the terms? How big of a role do you believe augmented reality plays in your everyday life? In the next 5 years do you expect the role of augmented reality in your everyday life to increase, decrease or stay the same?

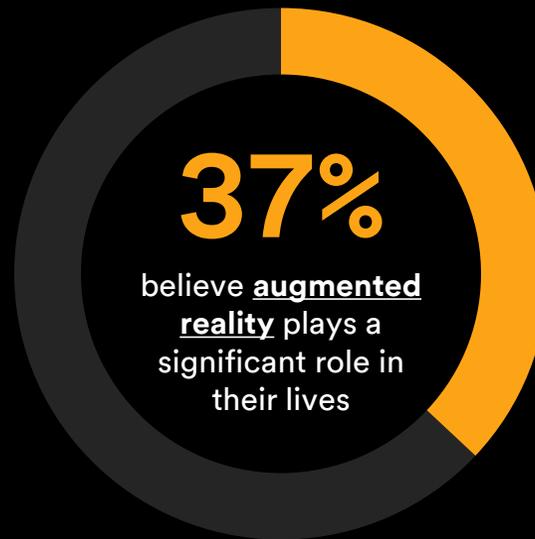
### **Familiarity:**

*(Very + Somewhat Familiar)*



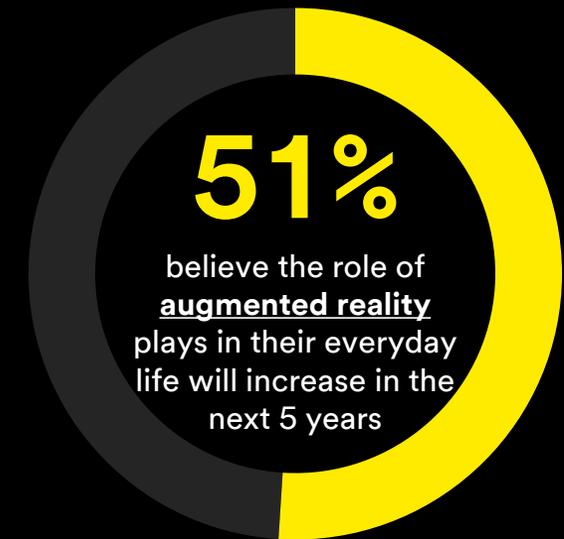
### **Current Role:**

*(Very + Somewhat Significant)*



### **Future Role:**

*(Increase in the next 5 years)*

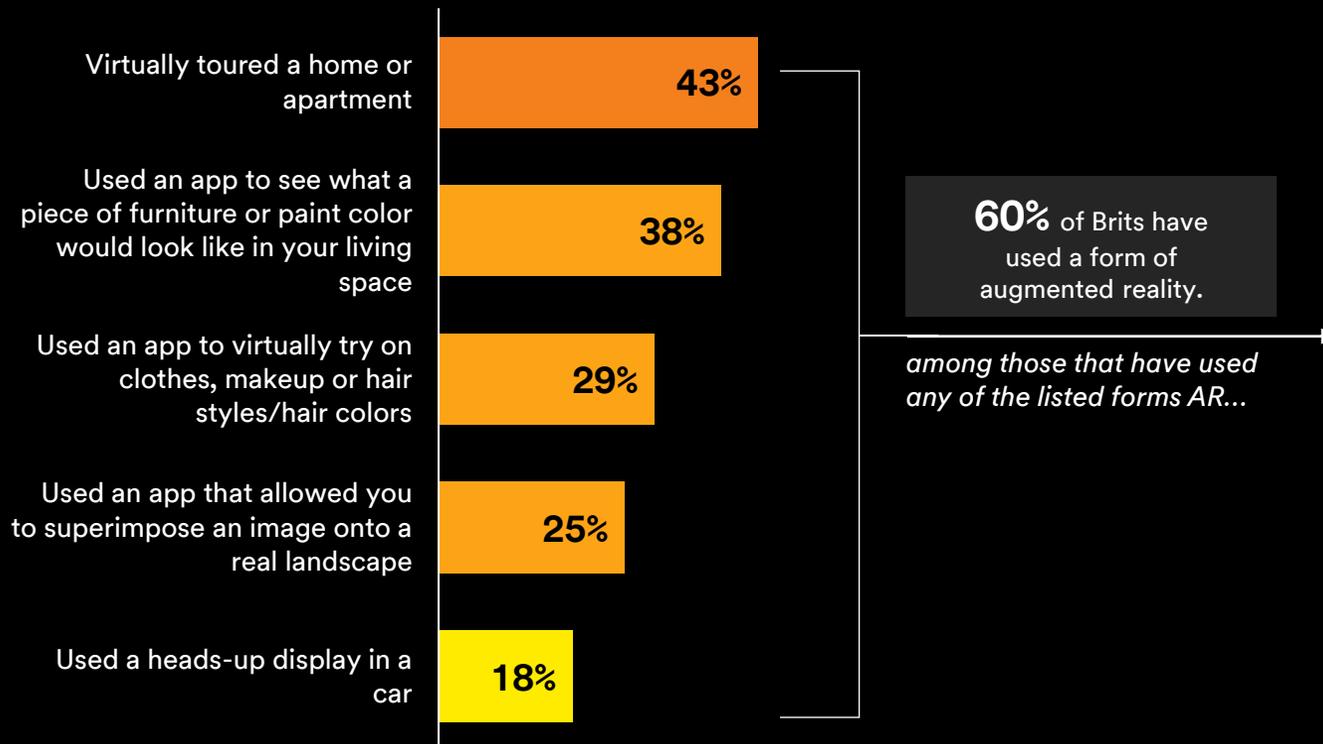


Those ages 18-40 are more familiar with AR and believe it plays a more significant role in their everyday lives than those 41-65.

# Those who have used augmented reality before are more familiar with the term and feel it plays a more significant role in their lives compared to all respondents.

Have you ever ...? How familiar are you with the terms? How big of a role do you believe augmented reality plays in your everyday life? In the next 5 years do you expect the role of augmented reality in your everyday life to increase, decrease or stay the same?

## % Have done each of the following:



### Familiarity with AR

**60% Total Familiar**

(Very + Somewhat)

**+9 vs. All Adults ▲**

### Current Role of AR

**46% Total Significant Role**

(Very + Somewhat)

**+9 vs. All Adults ▲**

### Future Role of AR

**59% Expect an Increased Role**

**+8 vs. All Adults ▲**

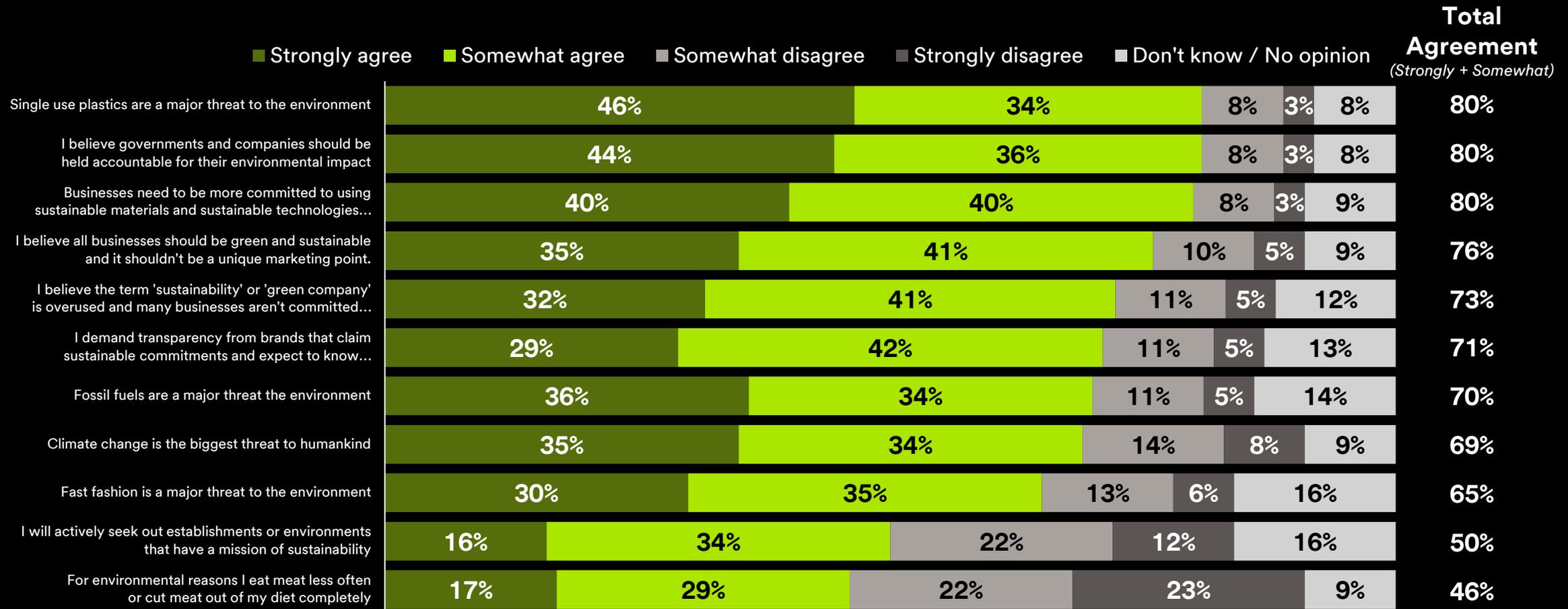
▲ Indicates positive movement outside of the MOE

The image features a black background with several overlapping, dark green leaf shapes on the left side. The leaves are stylized and have a smooth, rounded appearance. The word "Sustainability" is written in a bold, white, sans-serif font across the middle of the image, partially overlapping the green leaves.

**Sustainability**

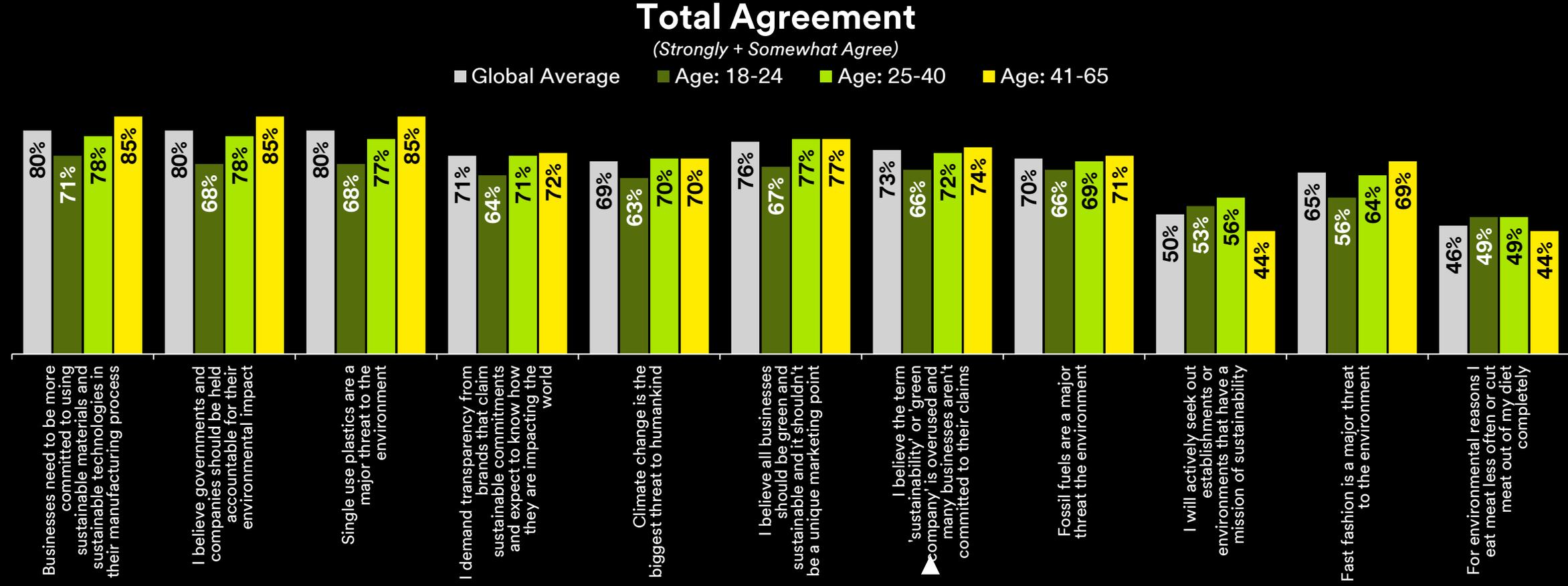
# Brits are most likely to agree that single use plastics are a threat to the environment and that governments and businesses should be accountable for sustainability efforts.

How much do you agree or disagree with each of the following statements?



# Those age 41-65 are more likely to hold businesses accountable for sustainability efforts than other age groups. Brits age 18-24 are the most likely to have reduce meat consumption for environmental reasons.

How much do you agree or disagree with each of the following statements?

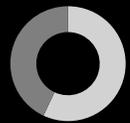




**New Paradigm**

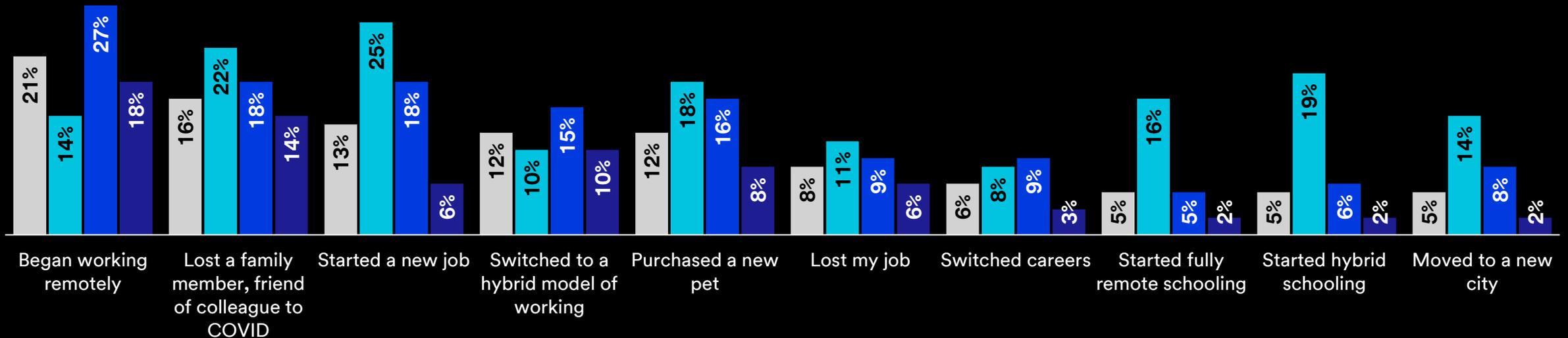
# Most have experienced a significant life change as a result of the pandemic. Those age: 18-24 are much more likely to have started a new job or hybrid schooling.

As a result of the pandemic, have you experienced any of the following?



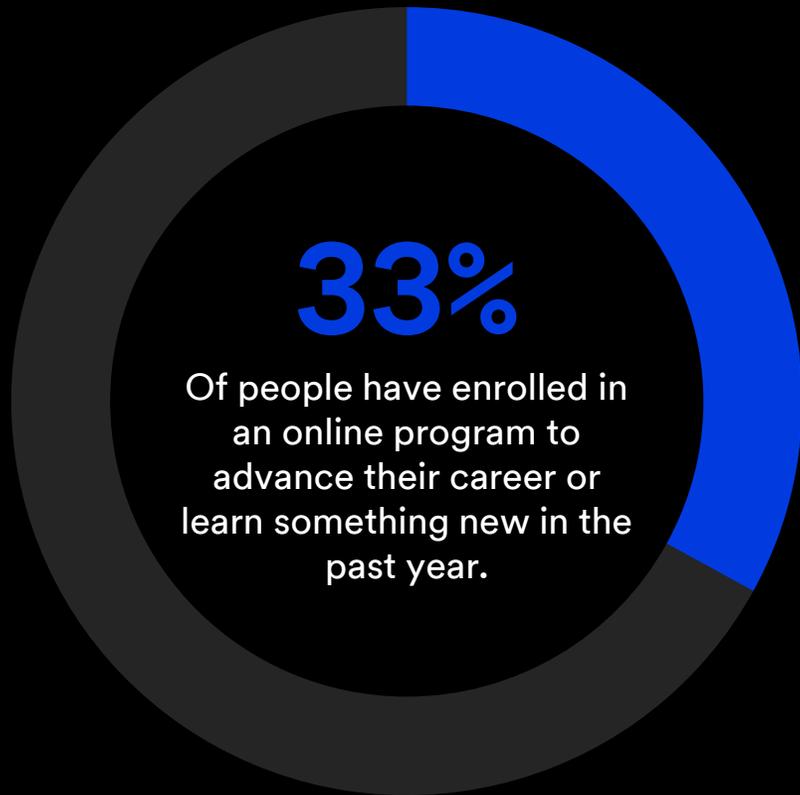
**57%** Of people have experienced a significant life change as a result of the pandemic

■ Global Average ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65



# In the past year, one-third of Brits have enrolled in an online training program.

In the past year have you done any of the following?



## What did they enroll in?

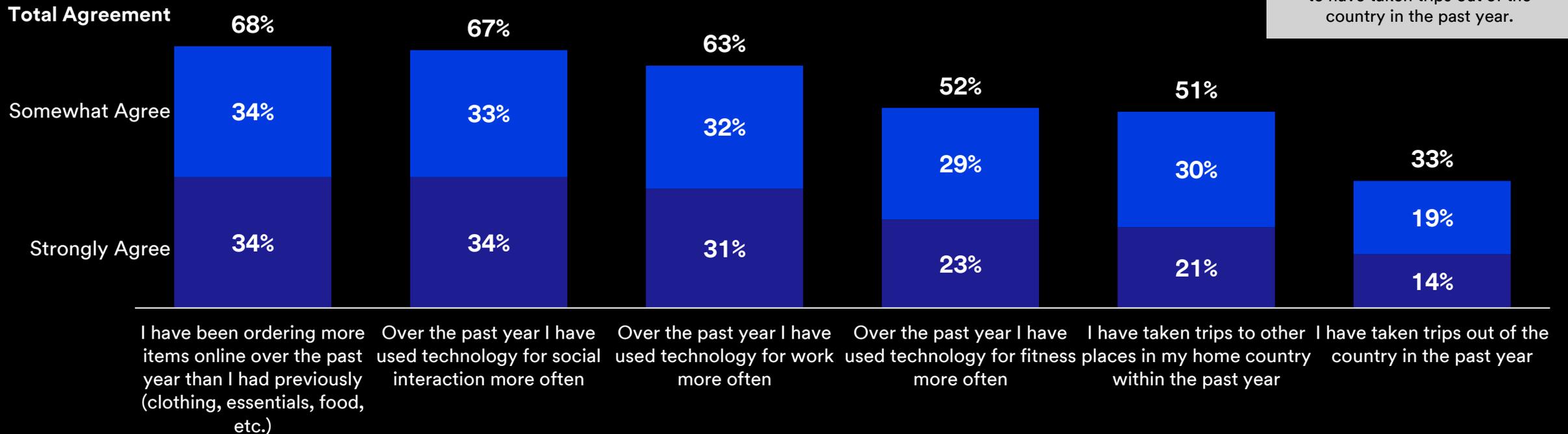
(among all respondents)



# British adults have been ordering more online and using technology for social interaction more often this year than they were previously.

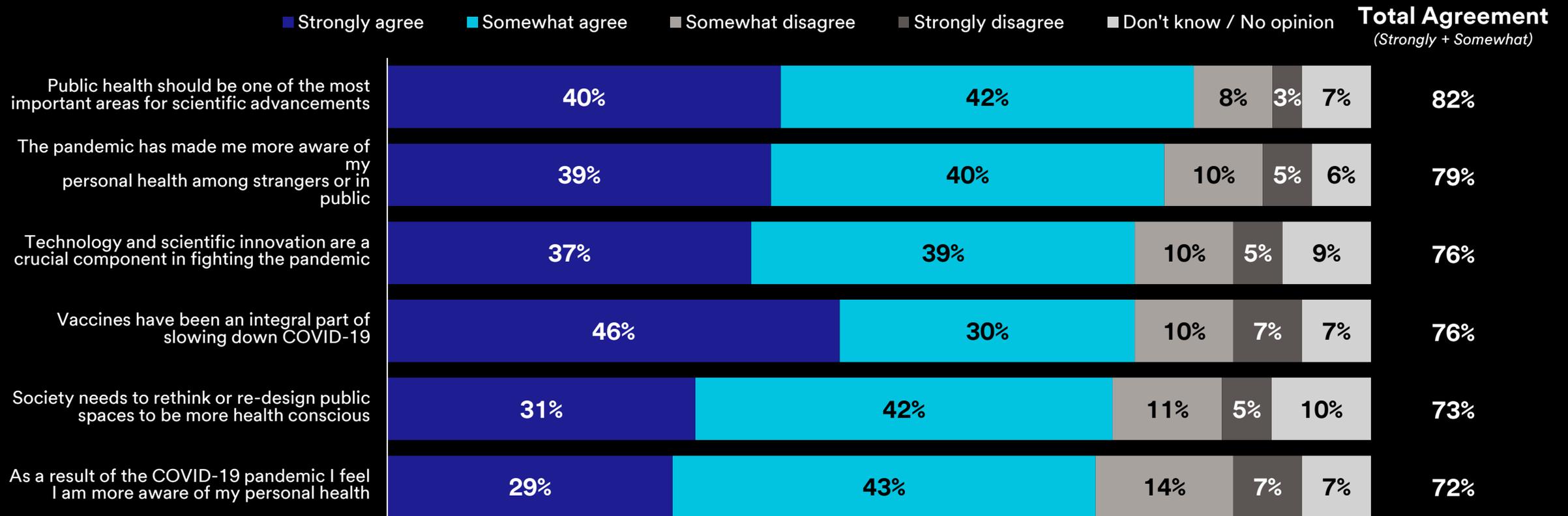
How much do you agree or disagree with each of the following statements?

Those ages 18-24 and 25-40 are more likely to have used technology for fitness and for work more often than those age 41-65. They are also more likely to have taken trips out of the country in the past year.



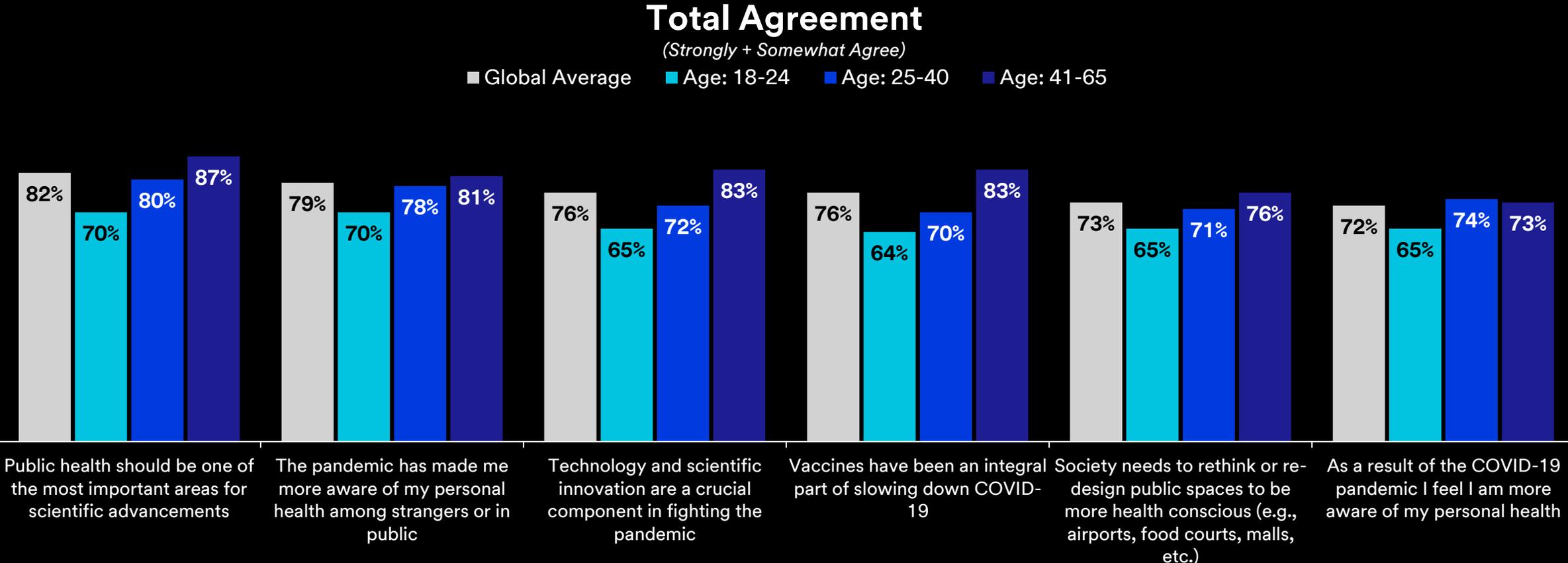
# In this moment, most adults think that public health is an important area for scientific advancement and almost half strongly agree vaccines are integral to slowing the pandemic.

How much do you agree or disagree with each of the following statements?



# The pandemic has had a larger impact on the way older Brits view public health and the role of science and technology related to public health.

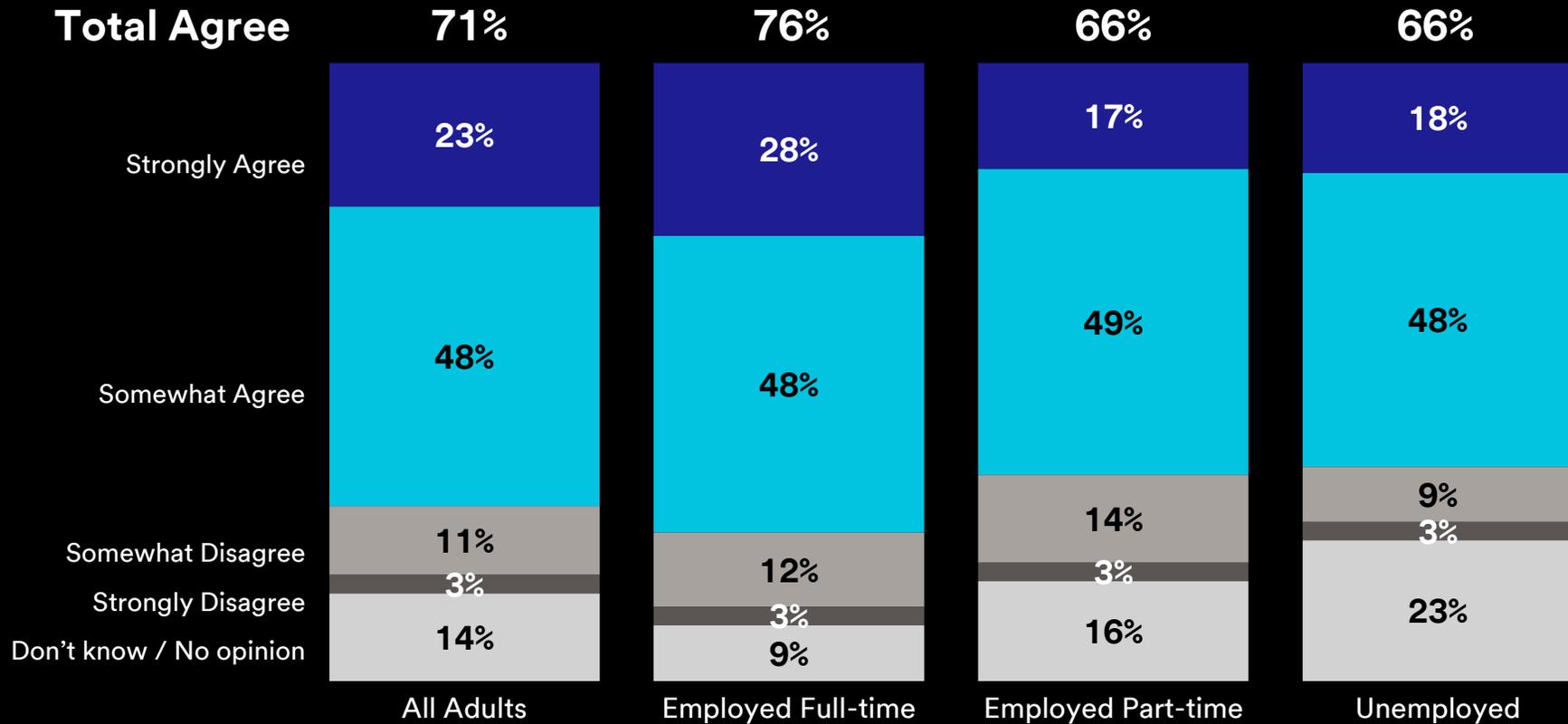
How much do you agree or disagree with each of the following statements?



# Adults feel that science and technology during the pandemic has changed the work environment forever – especially those employed full-time.

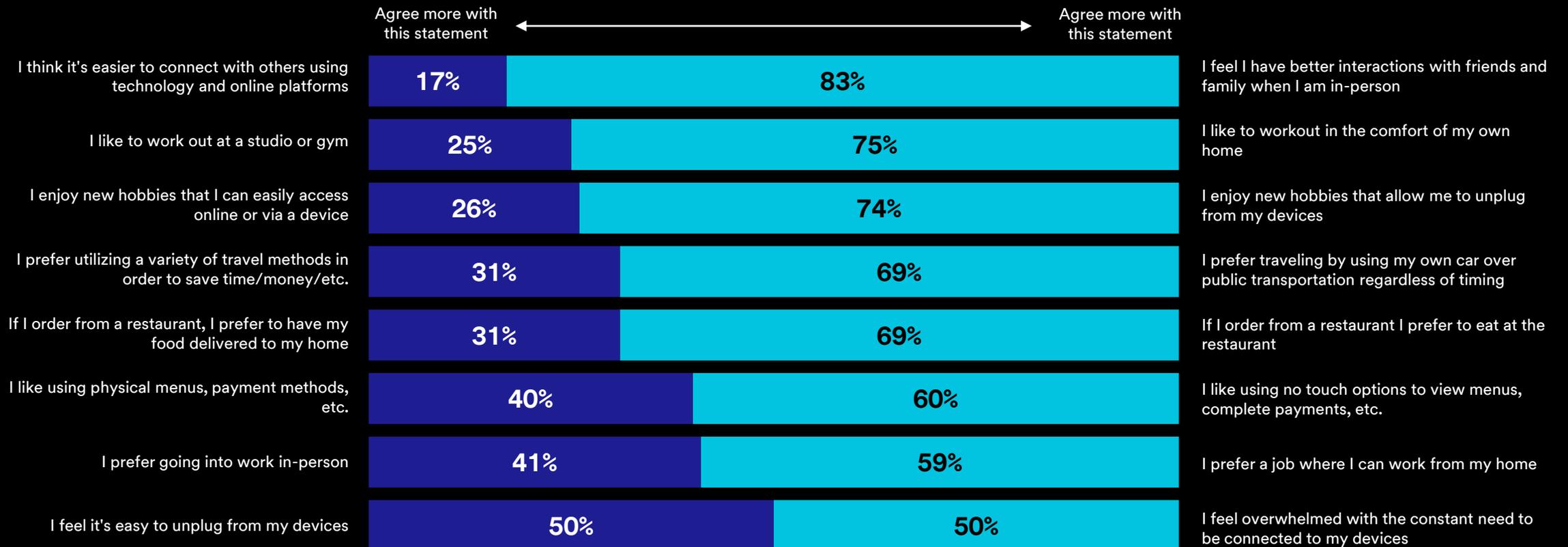
How much do you agree or disagree with each of the following statements?

*“Science and technology advancements during the pandemic have changed our work environment forever.”*



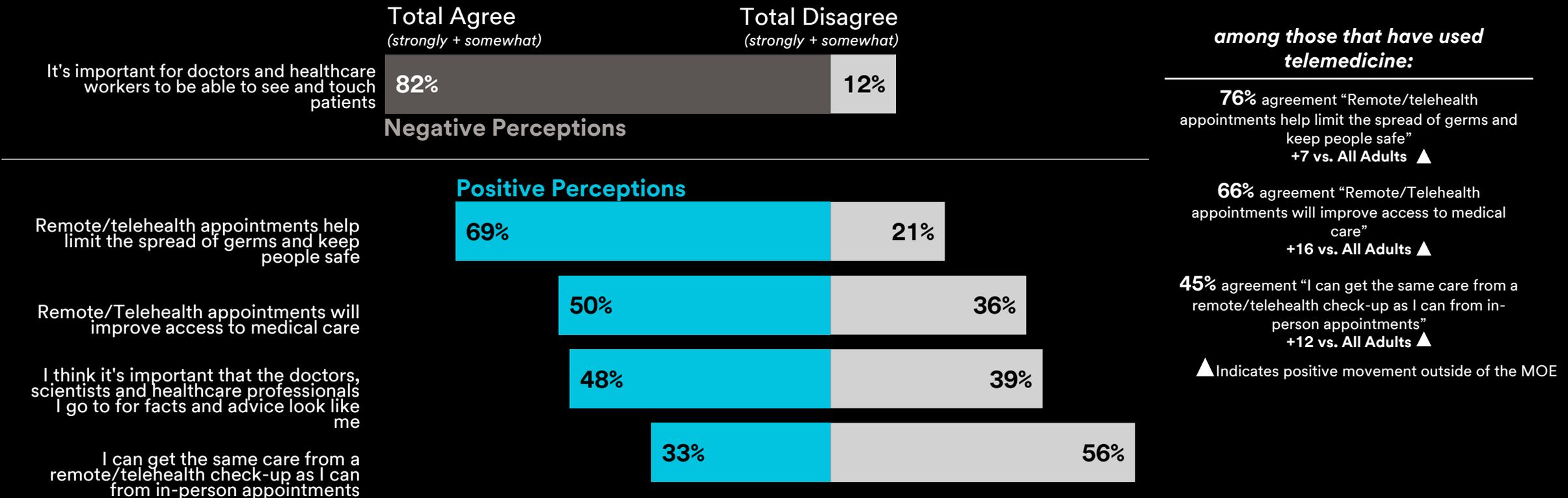
# Brits enjoy in-person interaction and activities more than virtual ones, however most would prefer to work and work out at home.

Which of the following statements align more with how you currently feel?  
among those who chose one statement over the other



# Adults are split on perceptions of telehealth. Most agree that telehealth can keep people safe, but many also feel that it's important for doctors to see and touch patients. Those who have used telehealth have stronger positive feelings.

How much do you agree or disagree with each of the following statements?



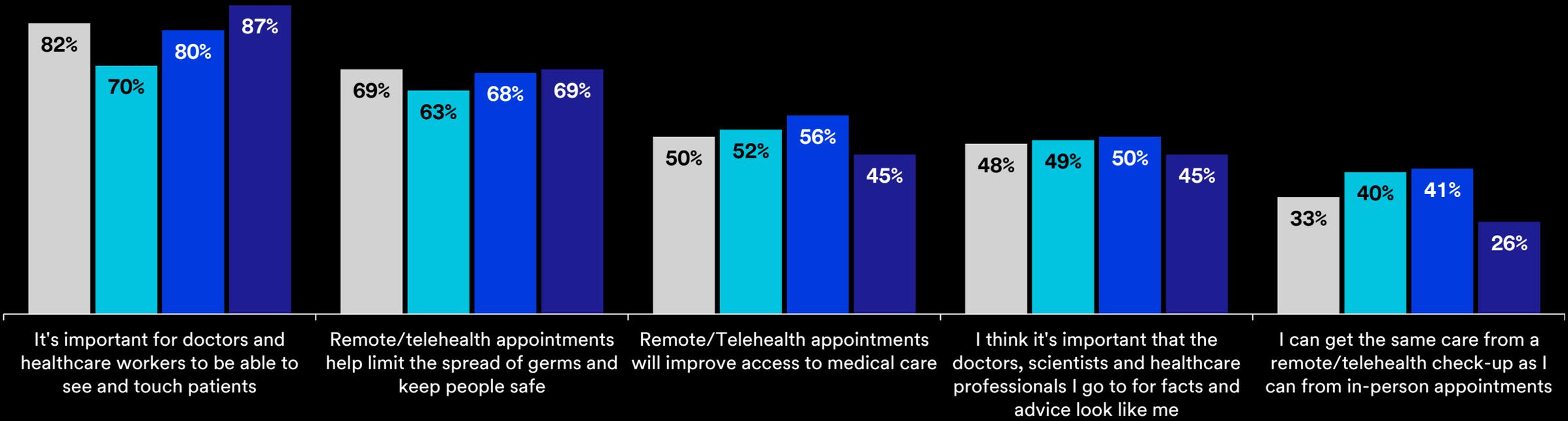
# The older people get the more they agree that it's important for doctors and healthcare workers to be able to see and touch patients.

How much do you agree or disagree with each of the following statements?

## Total Agreement

(Strongly + Somewhat Agree)

■ Global Average ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65





**Thank you**