



3M | Futures

France Survey Results

France

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 French residents want innovation in science and technology to focus on environmental and societal problems – specifically a cure for Alzheimer’s and solving humanitarian crises.

2 While people want science and technology to increase convenience, there is a negative perception of how technology has and will impact society and concerns over data privacy.

- Many agree that that too much screen time is a health issue that needs to be addressed and that as a society we are too dependent on technology in their everyday lives. There is also a strong negative perception of the impact social media has had and will have on society in the future.

Methodology: This poll was conducted between December 6 2021-December 18, 2021 among a sample of 2000 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

About half of French adults are familiar with AI technology and recognize its role in their everyday lives, this is especially true among those ages 18-40.

- Regardless of the role people feel AI is currently playing in their everyday lives, they expect it to increase over the next 5 years, and many believe cutting-edge AI advancements like driverless vehicles will be a part of our lives in the next 10 years.

2

While there is excitement around the potential for AI technology to help humans do more work faster and smarter, people have concerns related to data privacy and want more transparency on how the technology is being used in society.

Methodology: This poll was conducted between December 6 2021-December 18, 2021 among a sample of 2000 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

About half of French adults are currently familiar with virtual reality. They believe that applications of virtual reality will become a part of their everyday lives sooner than other technological advancements – especially when used in video games. However, willingness to use virtual reality in the workplace or in place of social interaction is low.

2

Less than half of French adults are familiar with augmented reality. A similar number feel it plays a significant role in their lives today. Many are interacting with AR without even realizing – 58% have used an application of the technology before.

Methodology: This poll was conducted between December 6 2021-December 18, 2021 among a sample of 2000 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

7 out of 10 French adults agree that climate change is the biggest threat to humankind. Most want large companies and governments to be held responsible for their environmental impact. Specifically, French adults are most concerned about the impact of fast fashion and single-use plastics on the environment.

2

Older French adults are more likely to agree that climate change is a threat, and that business and governments should be held accountable. Younger adults are more likely to seek out establishments with a sustainable missions and reduce their meat consumption.

Methodology: This poll was conducted between December 6 2021-December 18, 2021 among a sample of 2000 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 because of the pandemic. Those ages 18-24 are even more likely to have experienced a change, primarily due to the pandemic's impact on their education.

2

Due to the pandemic, much of French daily life has moved online. Most French adults would like to continue exercising and working at home, but most prefer socializing in-person.

3

While many agree that telehealth could increase access to medical care and that telehealth could reduce the spread of germs, but most also believe it is important that medical professionals be able to see and touch patients.

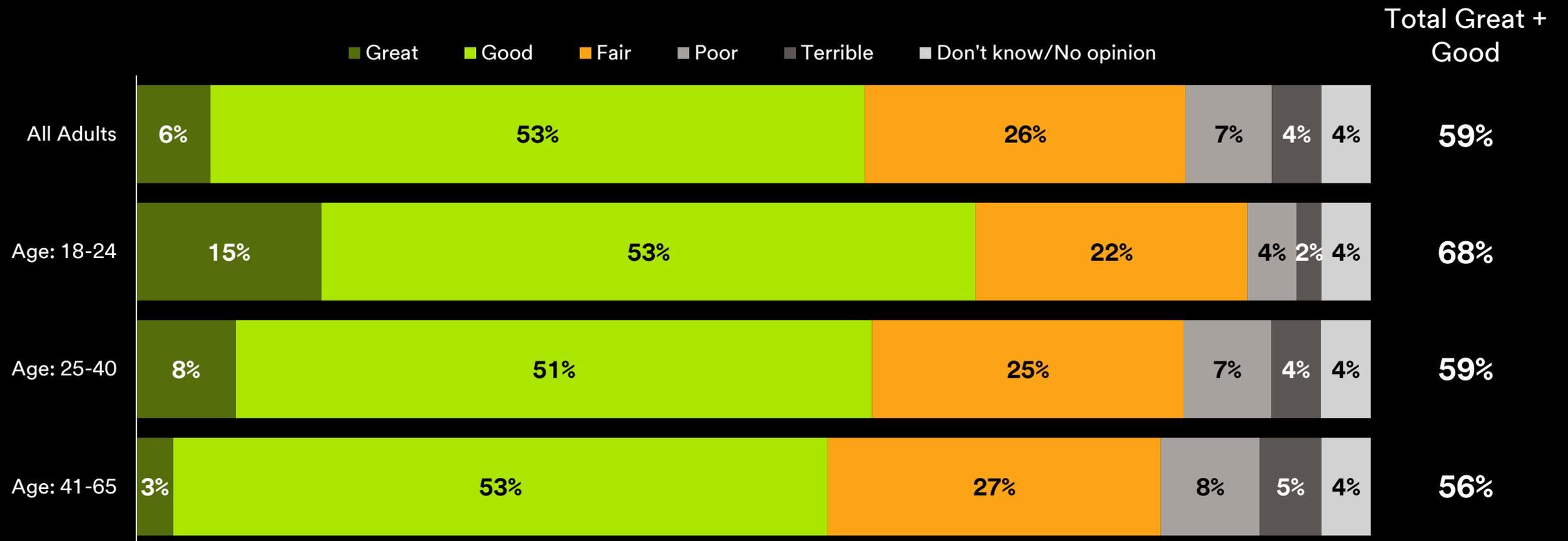
Methodology: This poll was conducted between December 6 2021-December 18, 2021 among a sample of 2000 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.



Science & Technology Perceptions

A majority of French adults feel that access to technology is good or great. Those aged 18-24 feel the most positively.

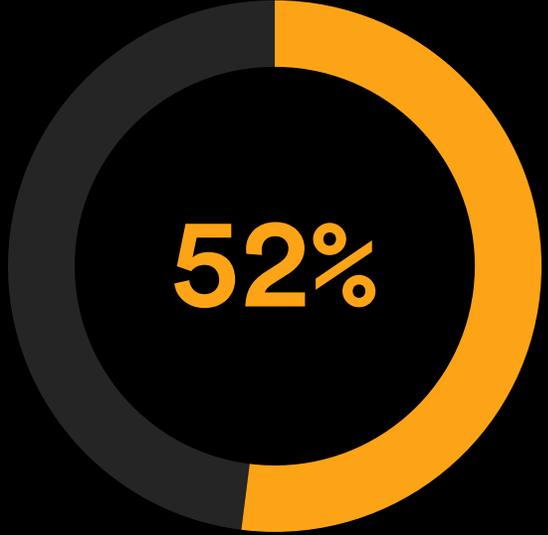
How would you rate France on technological access for its citizens?



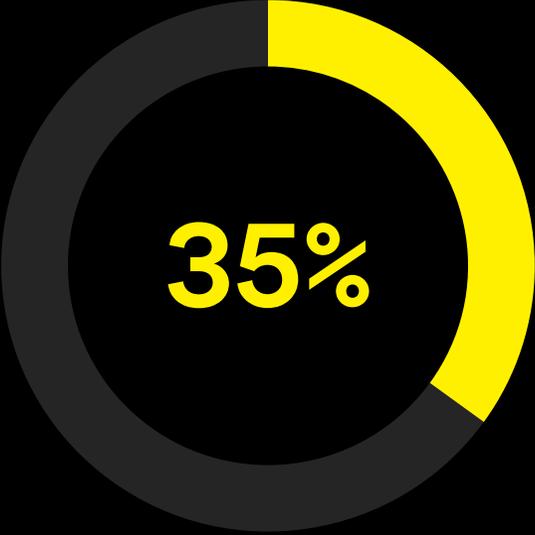
A majority of French residents think science and technological innovation should focus on finding solutions for environmental and societal problems.

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

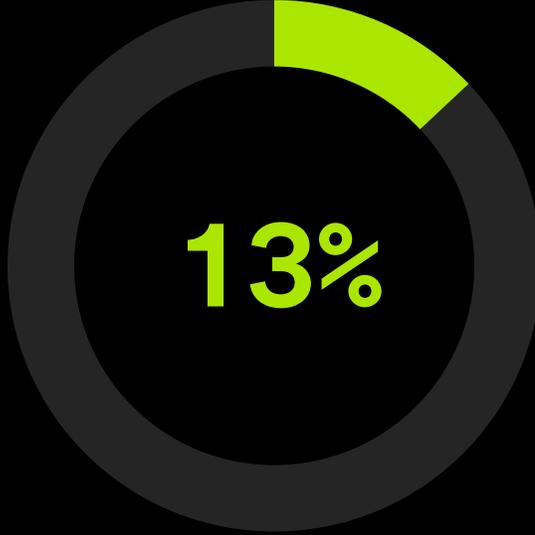
*"Find solutions to today's **environmental and societal problems**, including climate change, sustainability, social injustice, clean water access, homelessness, etc."*



*"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."*



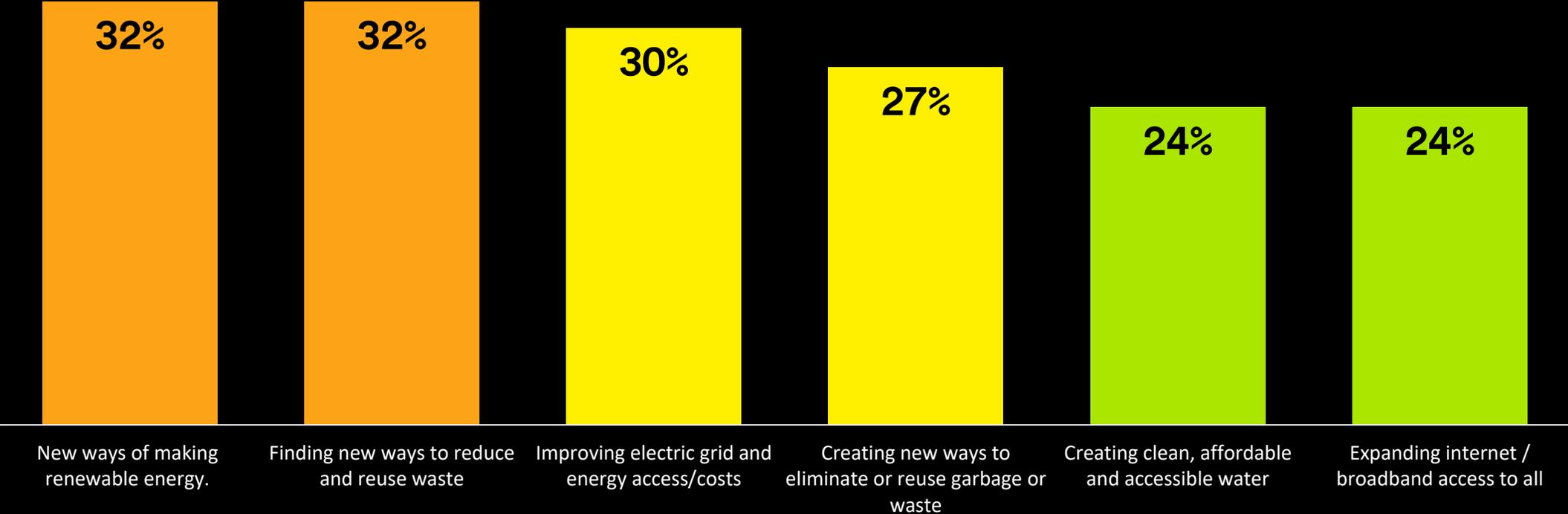
*"**Advance the human race to achieve the impossible**, seeing how far we can innovate to create a futuristic and convenient world."*



French residents are most likely to think science and technology innovation should prioritize renewable energy, waste reduction, and electric grid improvements.

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:

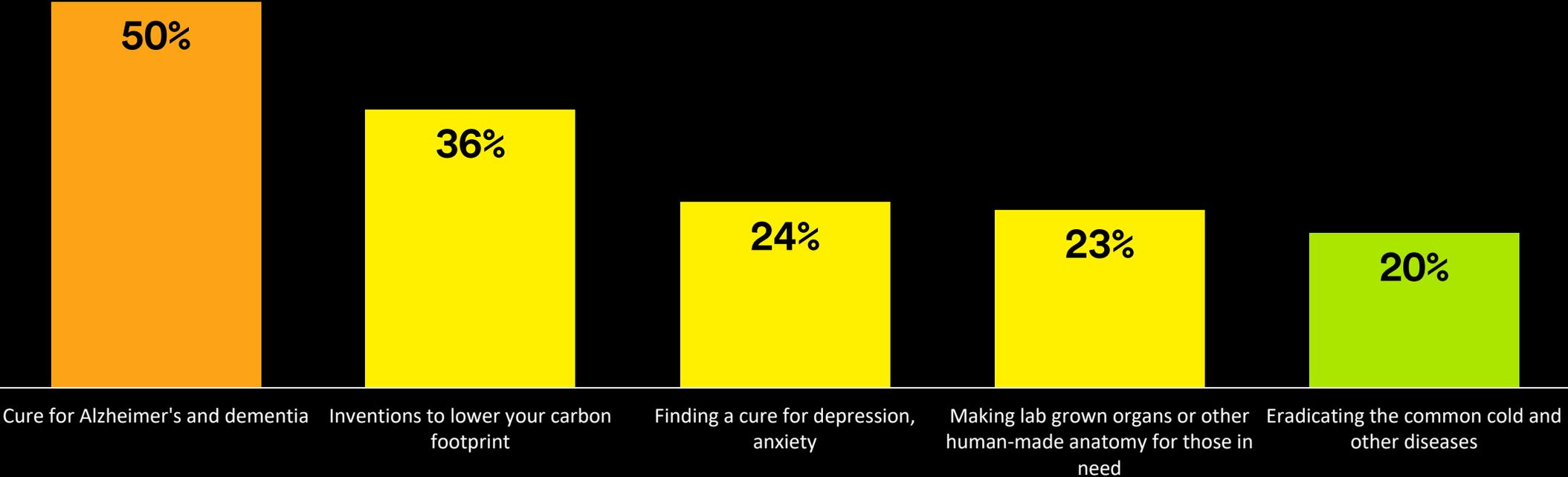


*Creating clean, affordable and accessible water and Expanding Internet / Broadband access to all both included since they have the same % and are tied for the 5th selected response.

French adults believe that it's most important for science and technology to focus innovation on a cure for Alzheimer's and dementia, and inventions that lower your carbon footprint.

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.

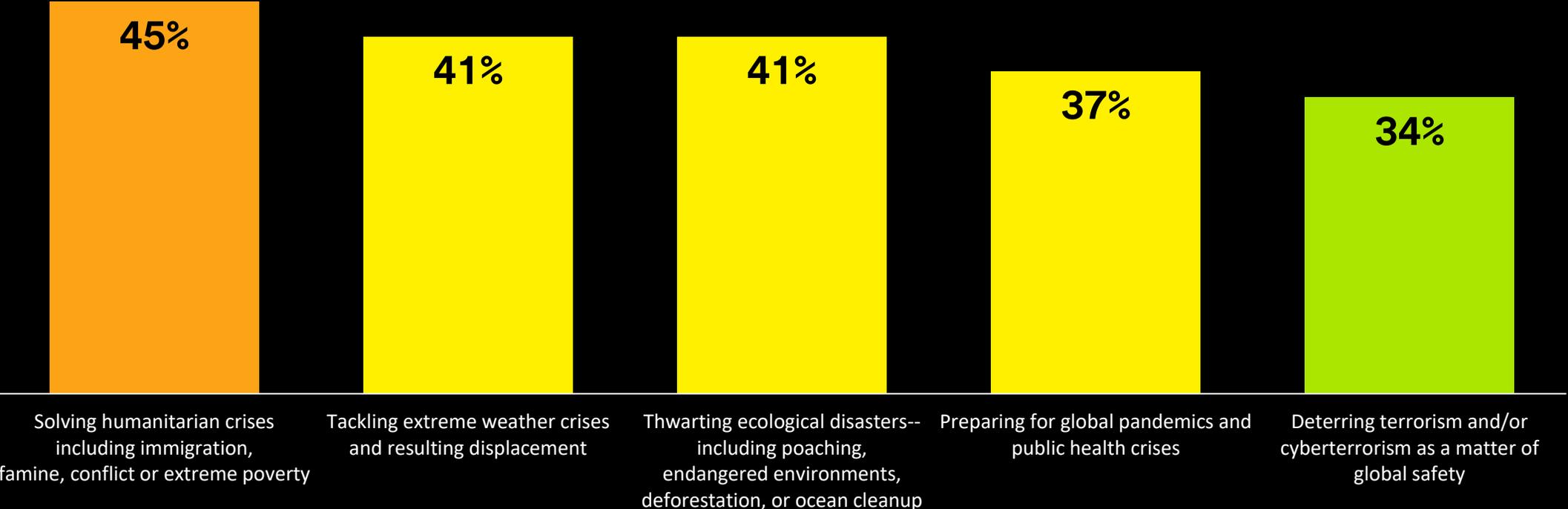
Top 5 selected:



French residents are most likely to prioritize solving humanitarian crises, weather crises, and ecological disasters with science and technology innovation.

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:



French residents 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?



of people agree...

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



of people agree...

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



of people agree...

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

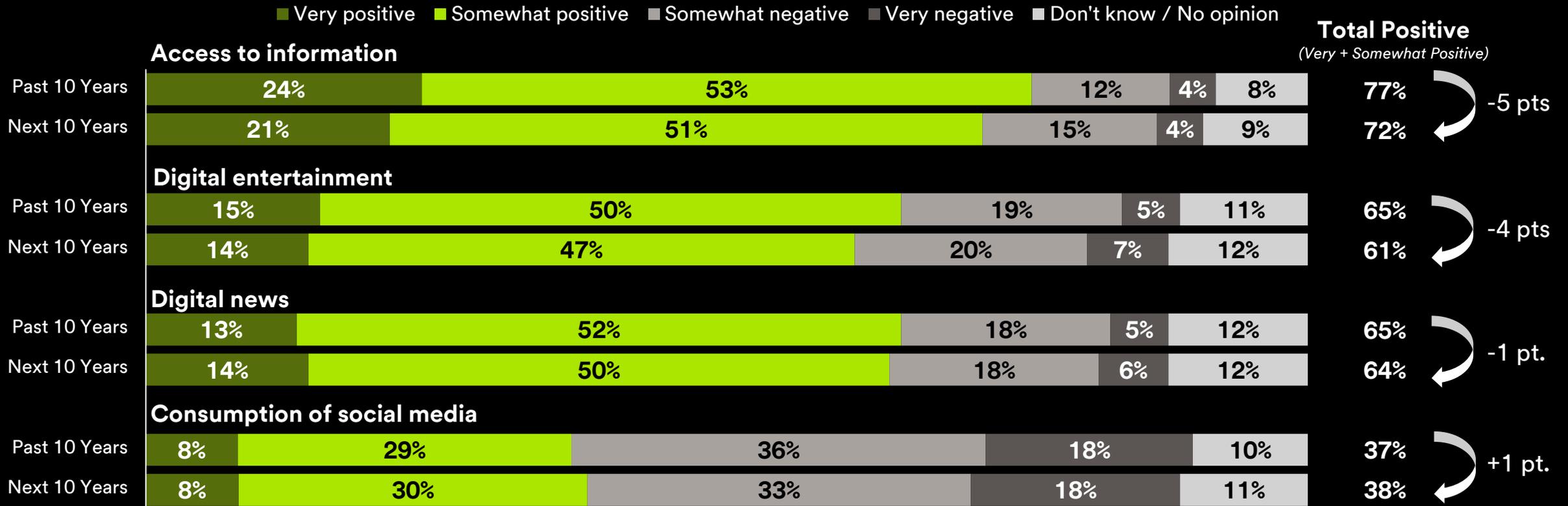


of people agree...

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

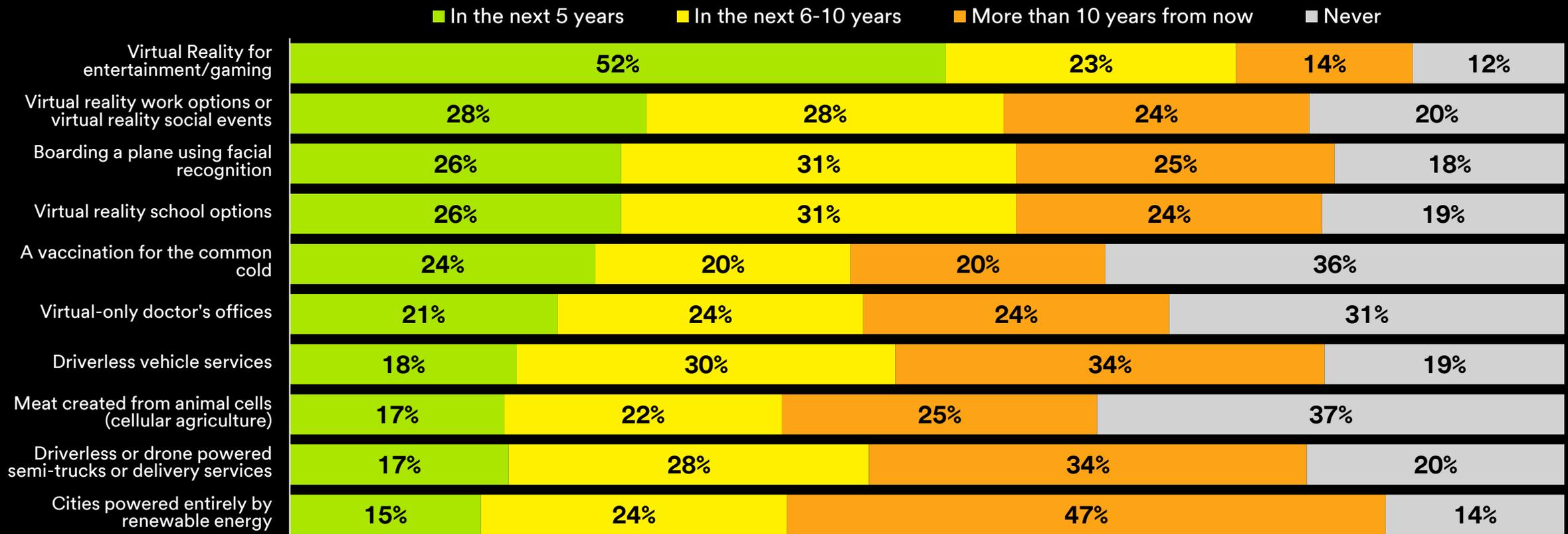
French residents expect technological advancements will have a similar impact in the next 10 years as they've had over the past 10 years. Consumption of social media is perceived to have had a less positive impact on society than other advancements.

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?



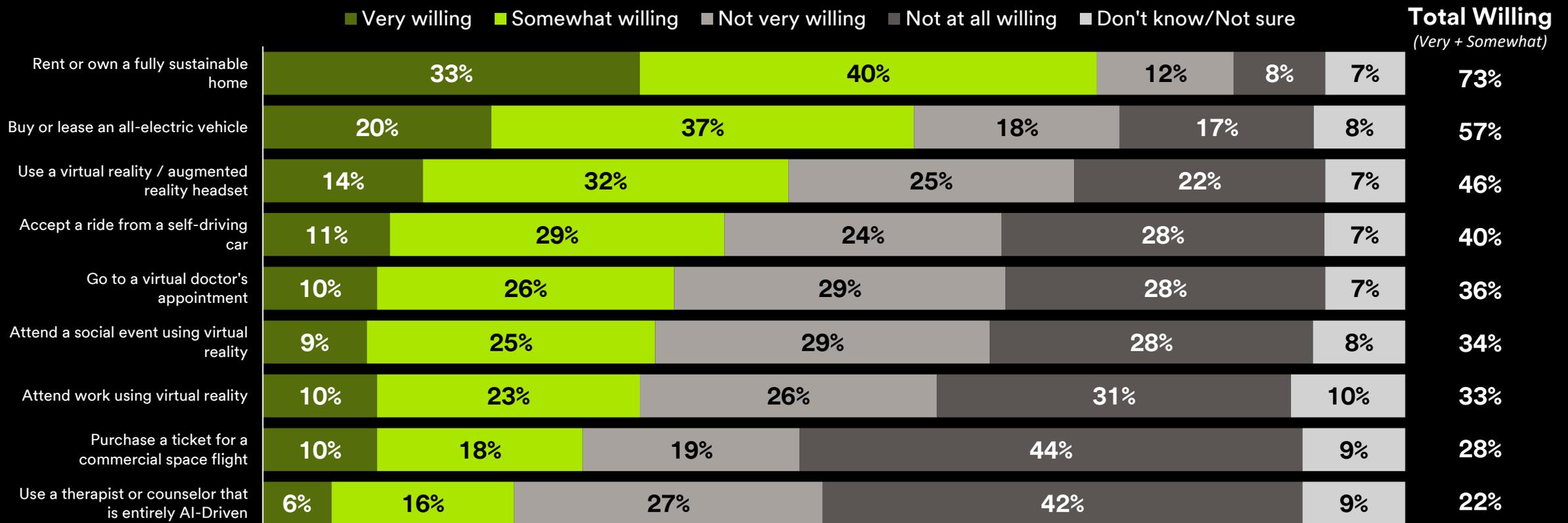
French residents expect that virtual reality will become a normal part of people's everyday lives sooner than other advancements.

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



French residents are most willing to rent or own a fully sustainable home, followed by buying or leasing an electric car. However, they are less willing to take a commercial space flight or 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.

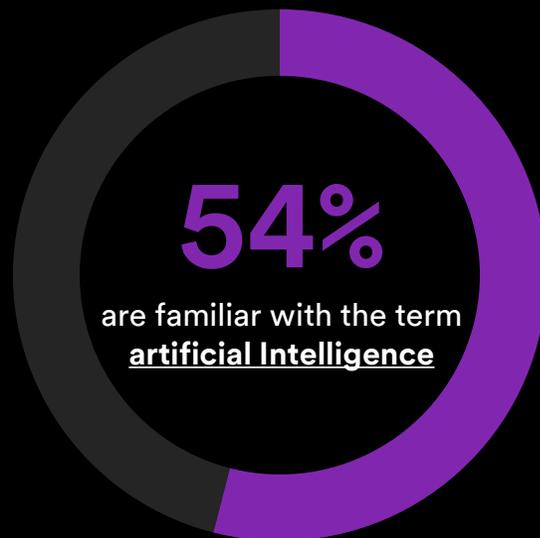
AI (Artificial Intelligence)

Half of French adults 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?

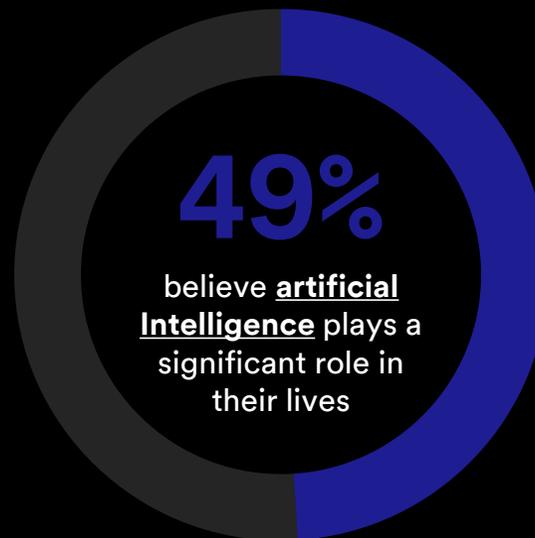
Familiarity:

(Very + Somewhat Familiar)



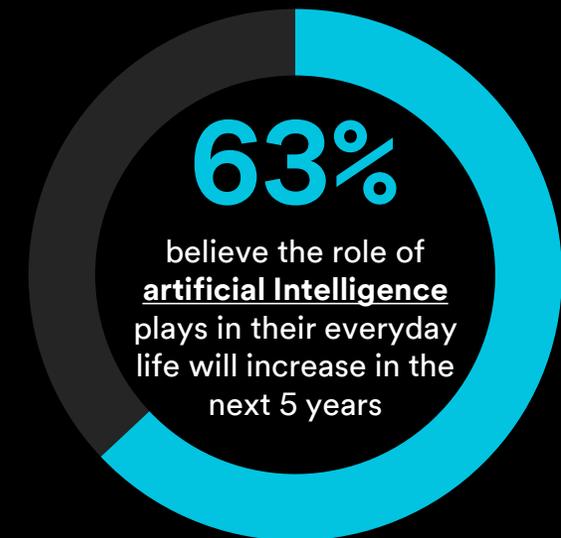
Current Role:

(Very + Somewhat Significant)



Future Role:

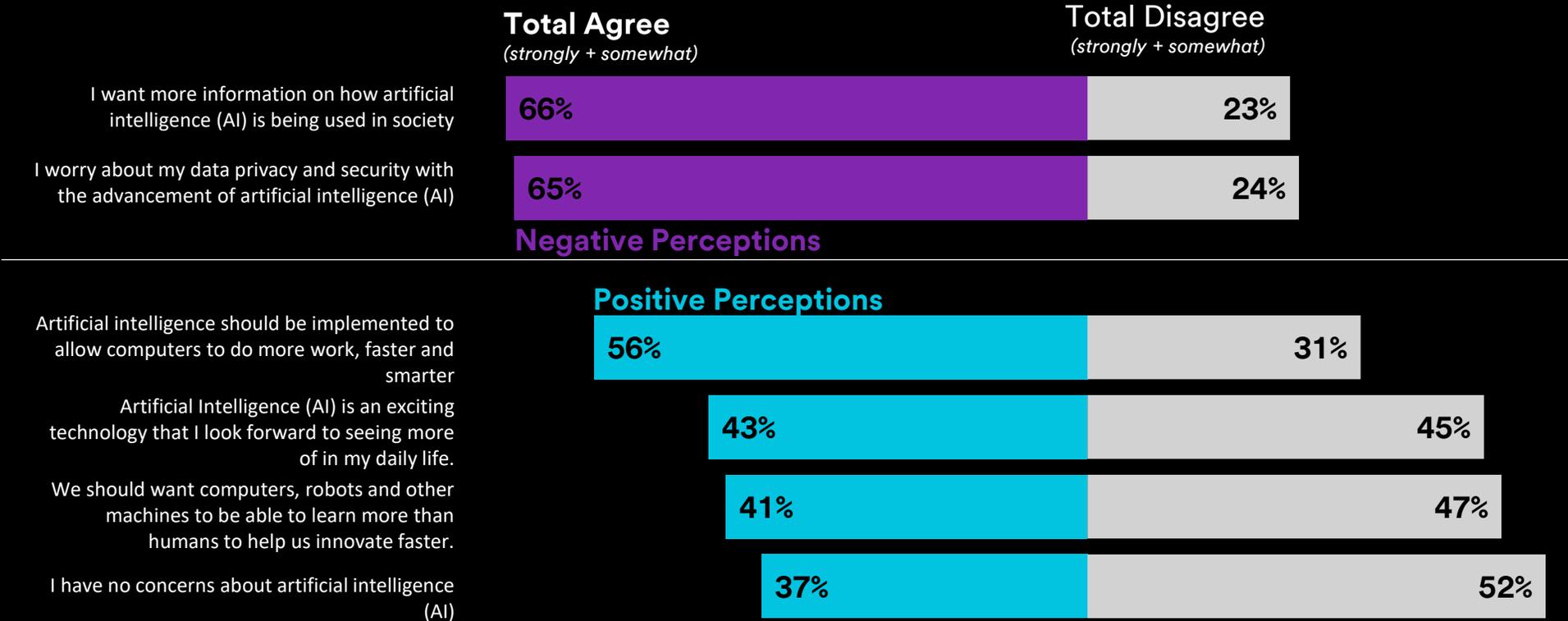
(Increase in the next 5 years)



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 outweigh optimism. Two-thirds of French residents worry about data privacy and want to understand more about how AI is being used.

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



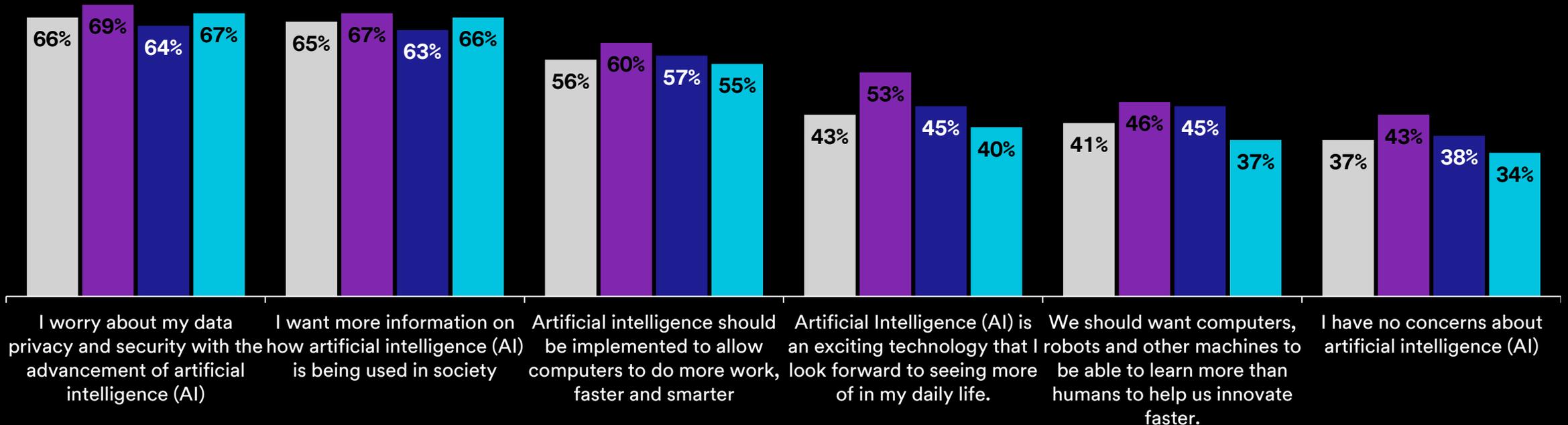
Those ages 18-24 are more likely to have a positive sentiment about AI technology, though this group also agrees that they want more information on the technology and worries about data privacy.

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

Total Agreement

(Strongly + Somewhat Agree)

■ French Residents ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65





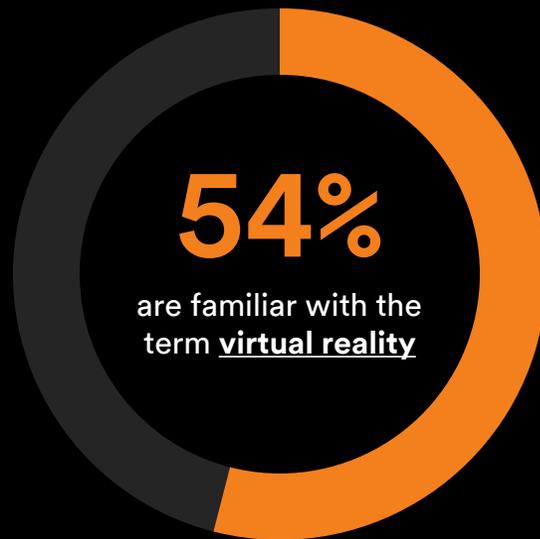
AR & VR **(Augmented Reality** **& Virtual Reality)**

About half are familiar with VR and 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?

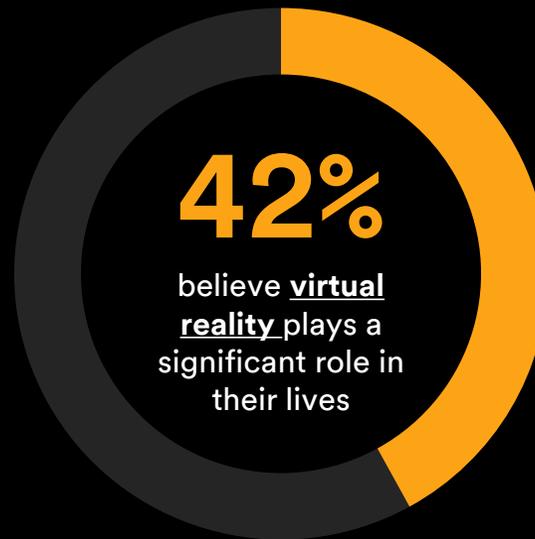
Familiarity:

(Very + Somewhat Familiar)



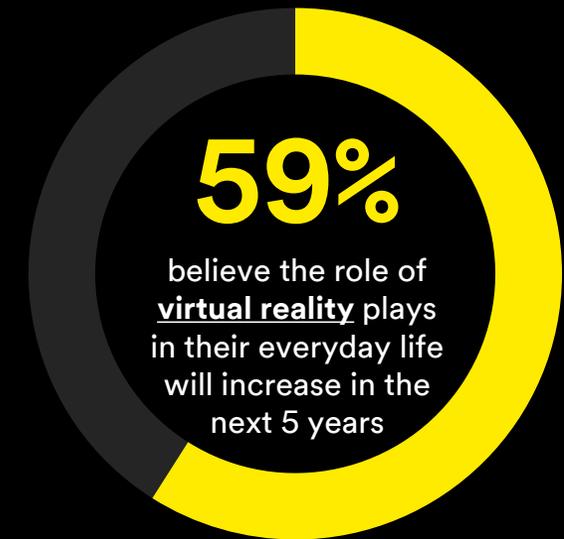
Current Role:

(Very + Somewhat Significant)



Future Role:

(Increase in the next 5 years)



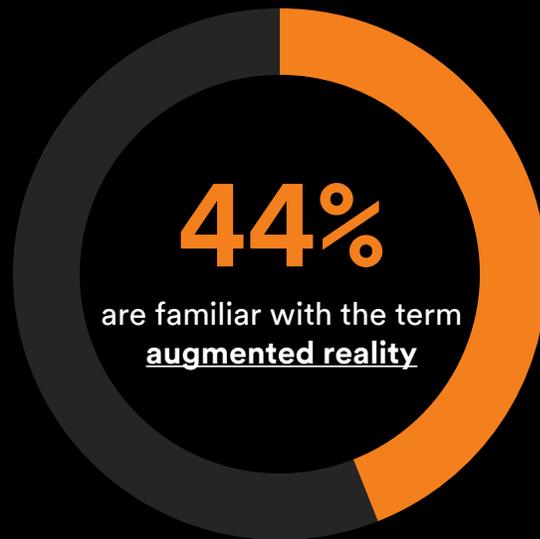
Those ages 18-40 are more familiar with VR and believe it plays a more significant role in their everyday lives than those 41-65.

Under half are familiar with AR and 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?

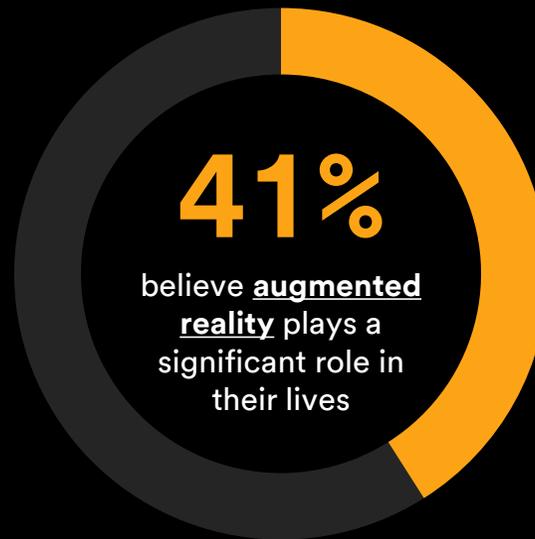
Familiarity:

(Very + Somewhat Familiar)



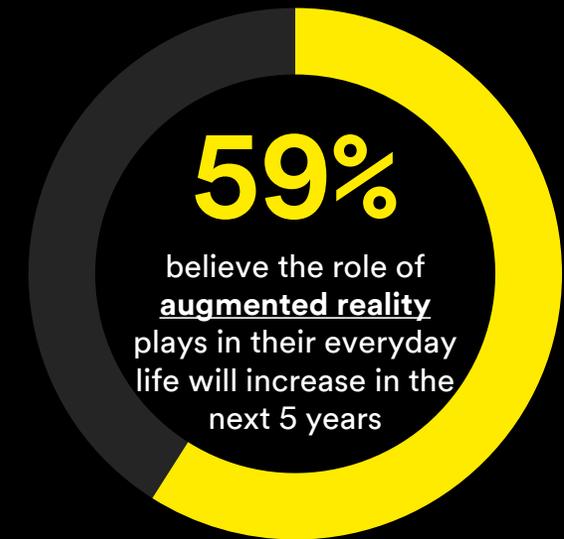
Current Role:

(Very + Somewhat Significant)



Future Role:

(Increase in the next 5 years)

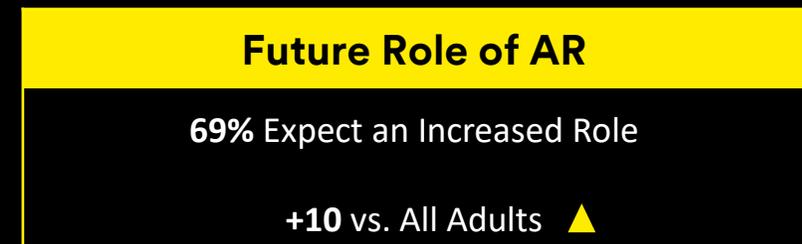
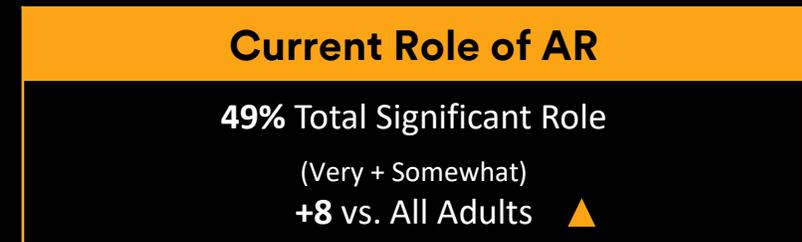
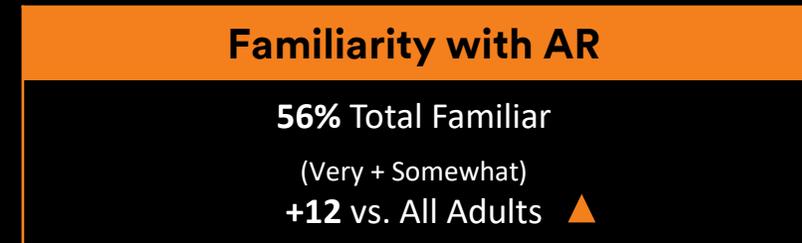
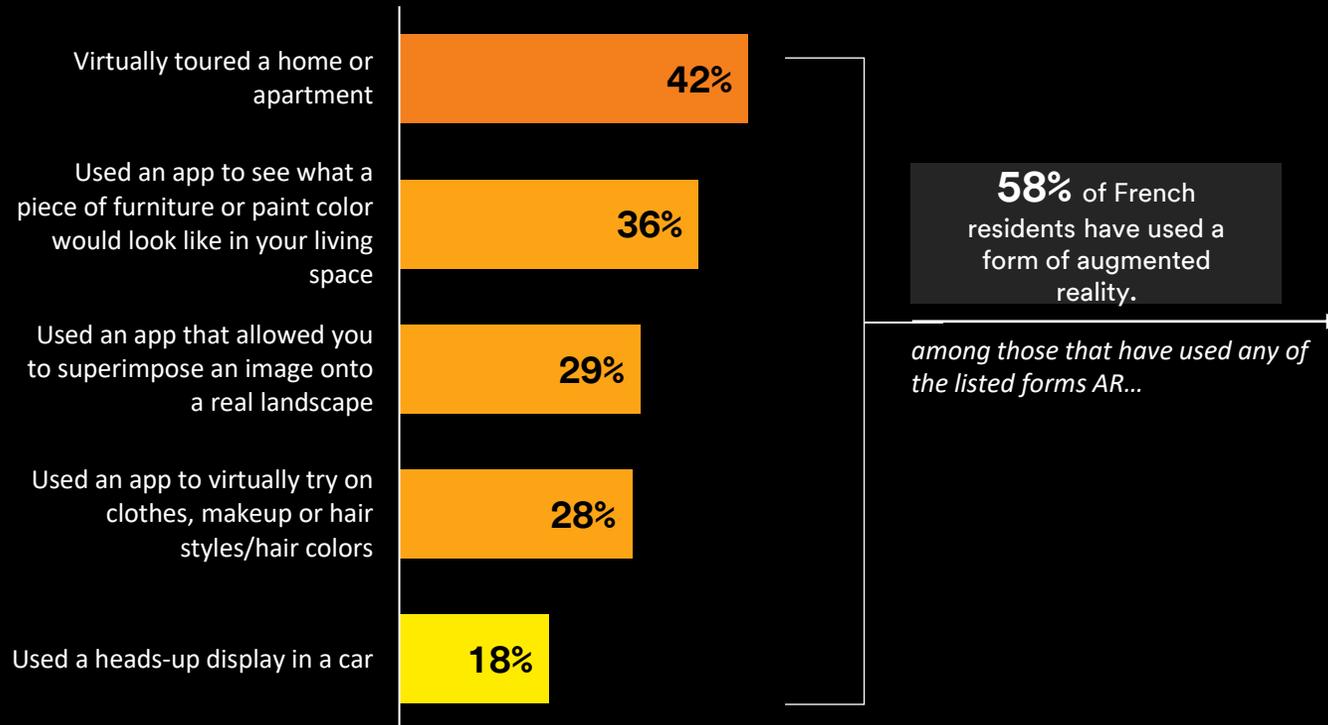


Those ages 18-40 are more familiar with AR and believe it plays a more significant role in their everyday lives than those 41-65.

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:



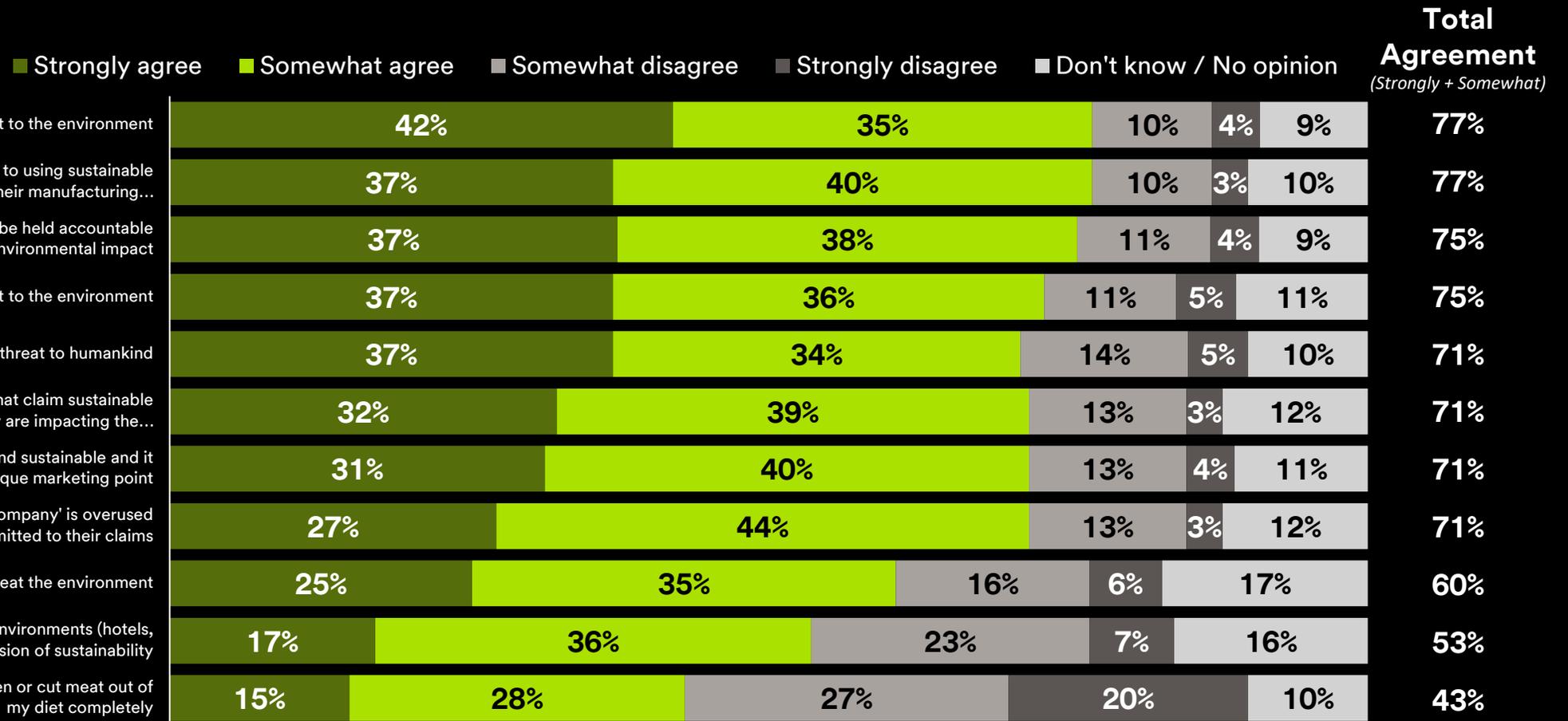
▲ Indicates positive movement outside of the MOE

The background features several overlapping, dark green leaves of varying sizes and orientations, set against a solid black background. The leaves are positioned primarily on the left side of the frame, with some extending towards the center.

Sustainability

French residents are most likely to agree with statements regarding the threat of single use plastics and that businesses should be more sustainable in their processes.

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



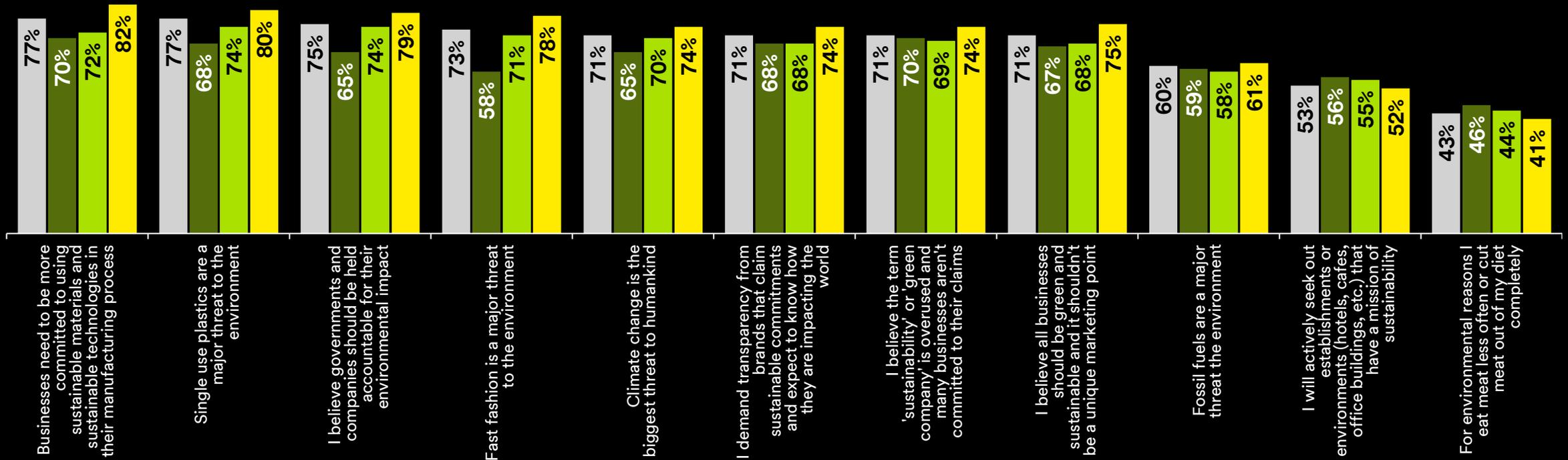
Those 41-65 are more likely to agree with each pro-environmental statement than younger age groups.

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

Total Agreement

(Strongly + Somewhat Agree)

■ French Residents ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65

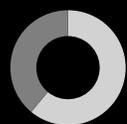




New Paradigm

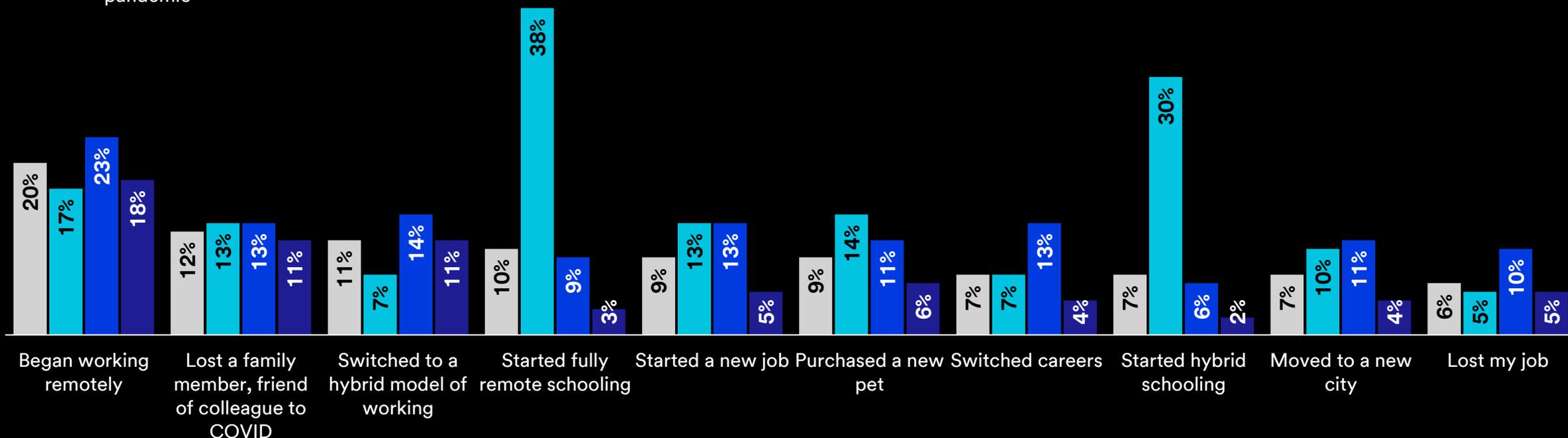
A majority have experienced a significant life change as a result of the pandemic. Those ages 18-24 are more likely to have started fully remote or hybrid schooling than other groups.

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



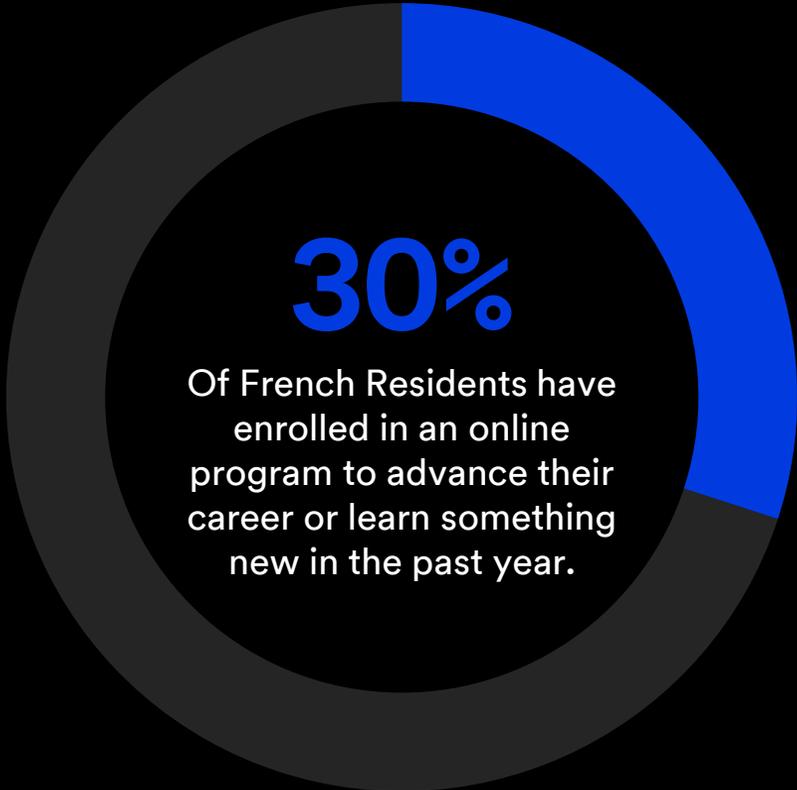
61% Of people have experienced a significant life change as a result of the pandemic

■ French Residents ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65



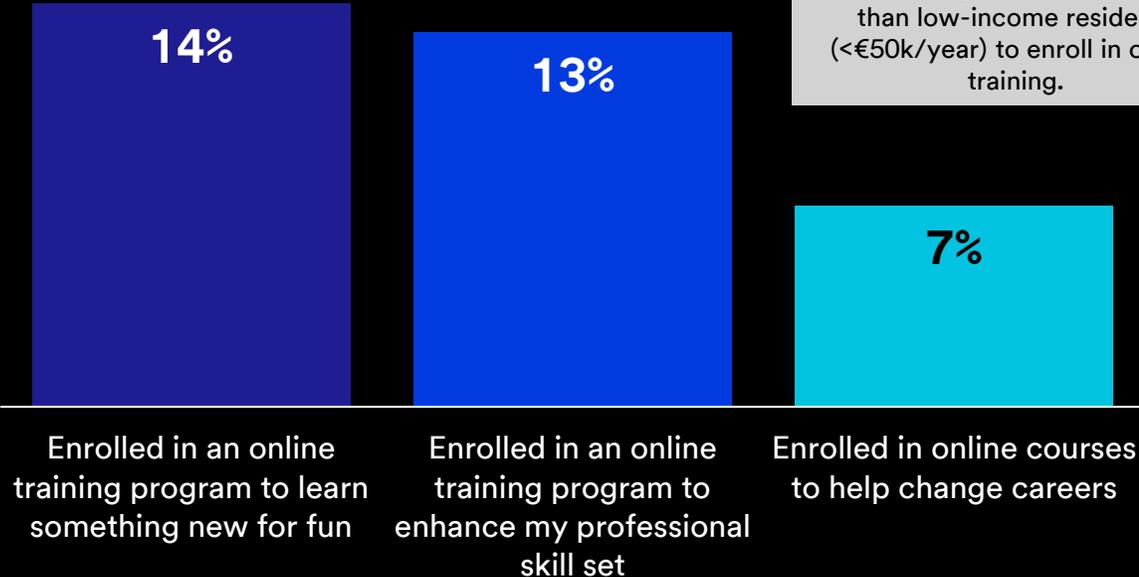
In the past year, nearly one-third of French residents have enrolled in an online training program to advance their career or learn something new.

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



What did they enroll in?

(among all respondents)

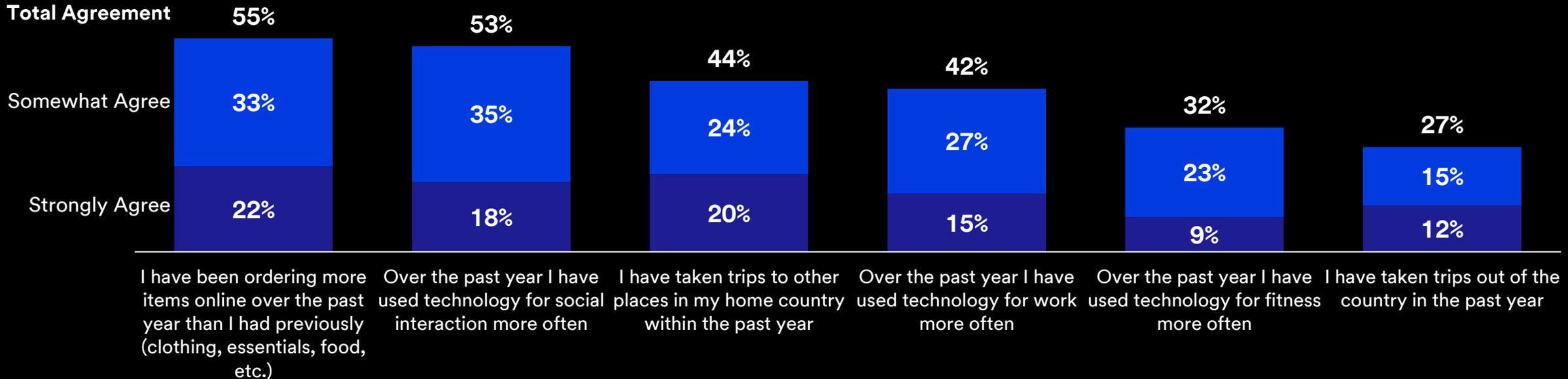


Middle income French residents (€50-100k/year) were 12 points more likely than low-income residents (<€50k/year) to enroll in online training.

French residents have been ordering more online and using technology for social interaction more often this year than they were previously.

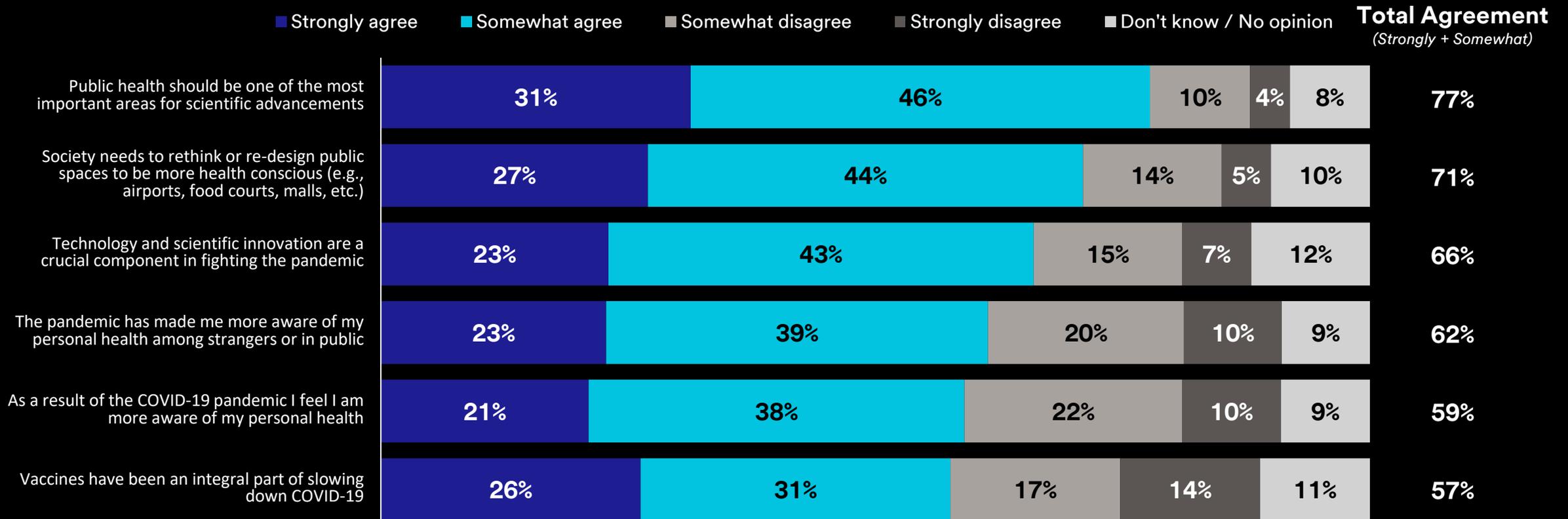
How much do you agree or disagree with each of the following statements?

Those aged 18-24 are more likely to have used technology for social interaction, for fitness, for work more often than other age groups. They are also more likely to have ordered more items online over the past year.



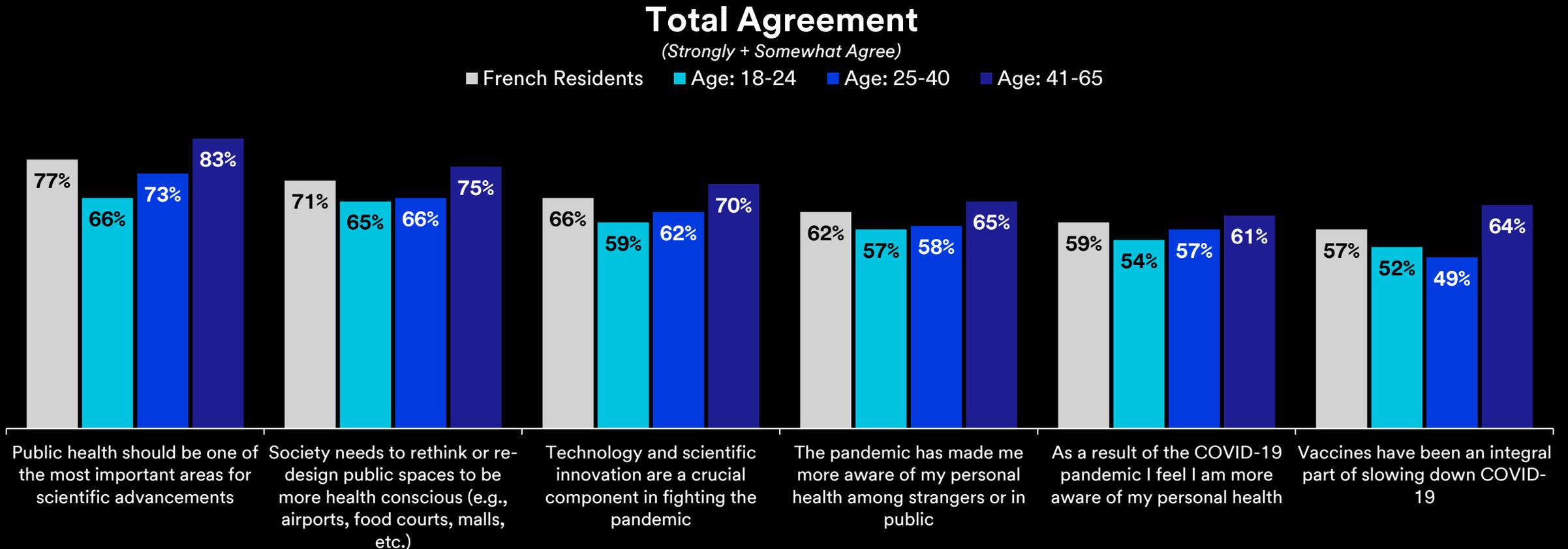
Two in three French residents think technology and scientific innovation are a crucial component in fighting the pandemic.

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



Those ages 41-65 are more likely to agree with statements related to the impact of the pandemic on science and technological advancements in public health.

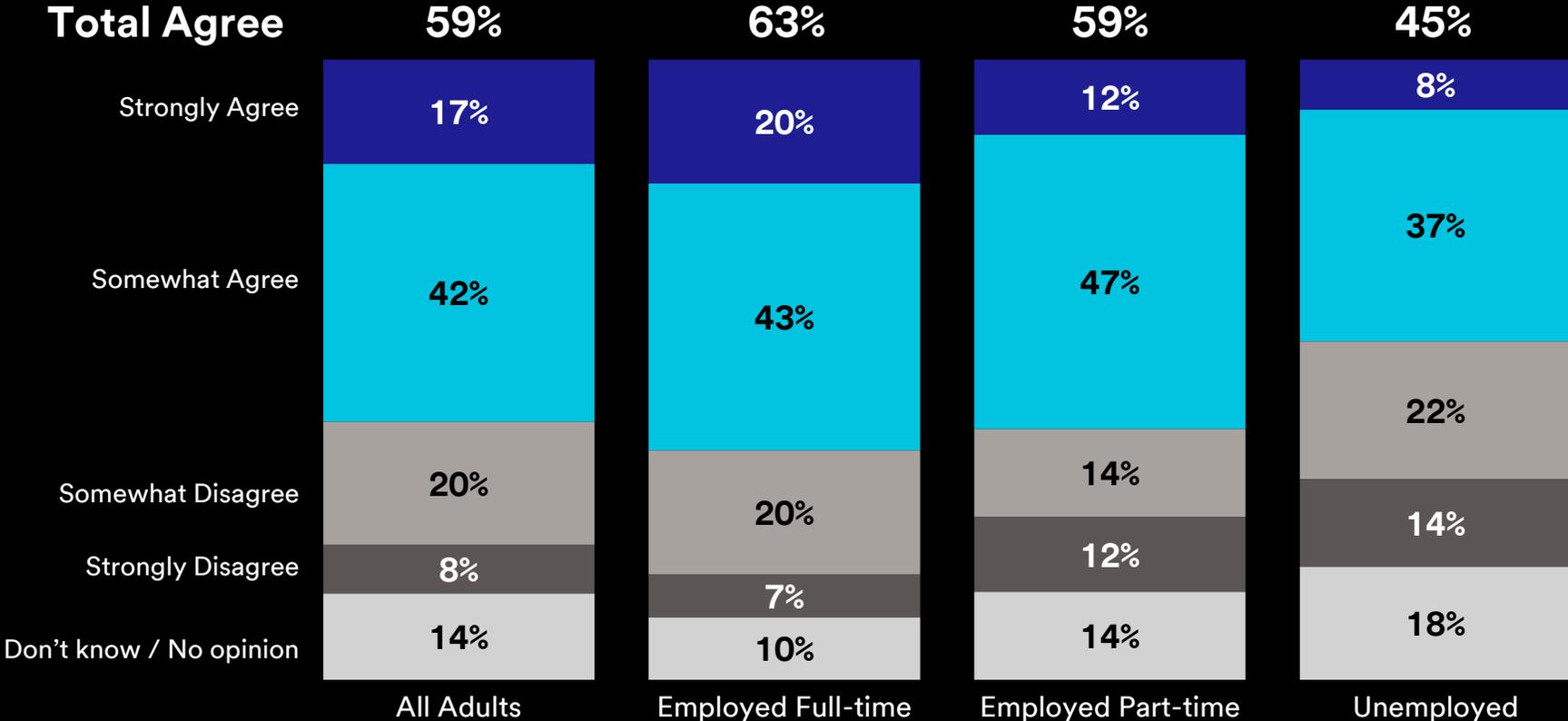
How much do you agree or disagree with each of the following statements?



Most agree science and technology during the pandemic has changed the work environment forever.

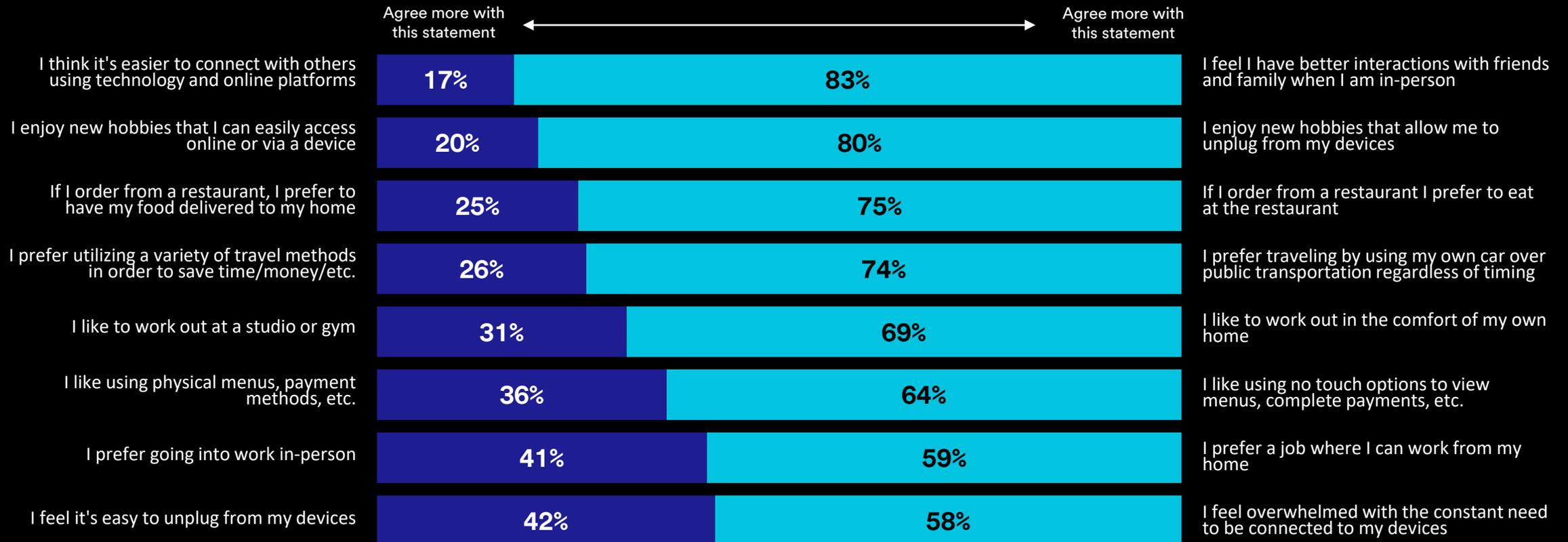
How much do you agree or disagree with each of the following statements?

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



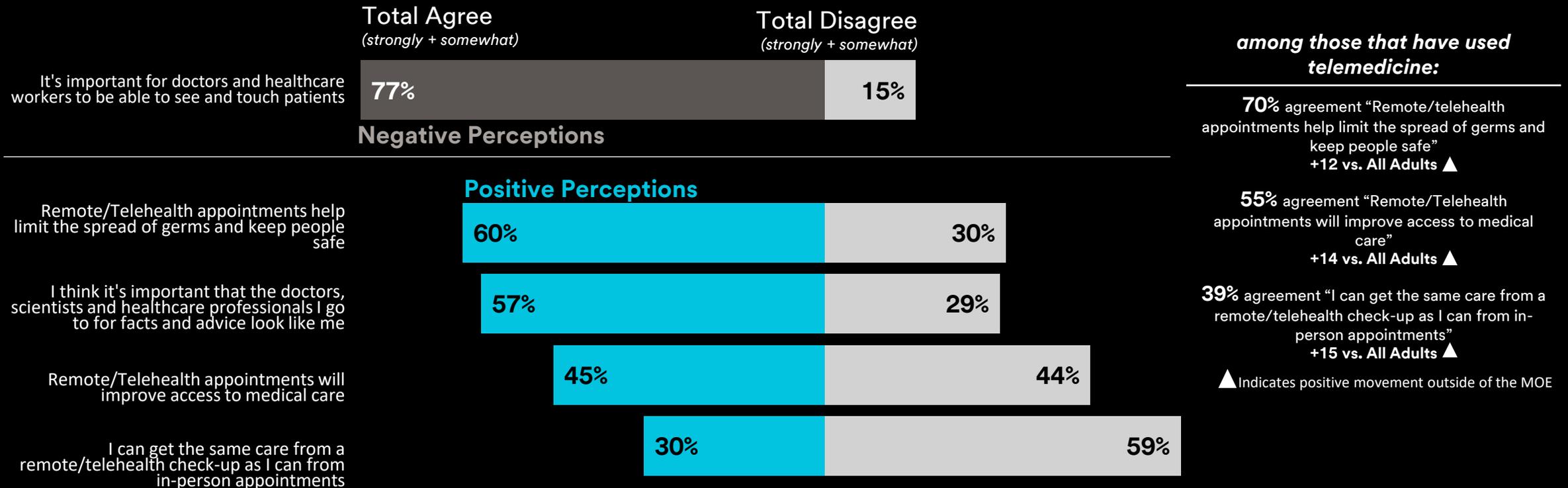
People prefer in-person socialization and hobbies to virtual or online alternatives. However, most prefer working from home, working out at home, and paying with no touch menu and payment options to alternatives.

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



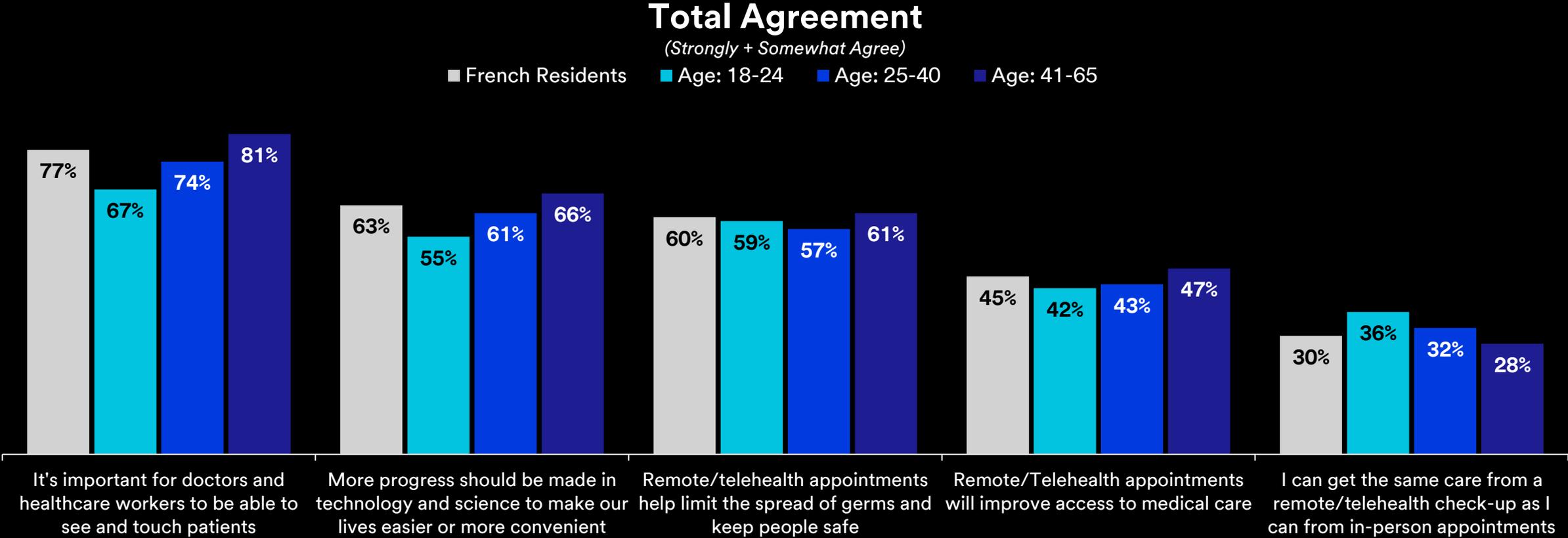
French residents are split on how they feel about remote/telehealth with many agreeing that telehealth can keep people safe, but many also agreeing that it's important for doctors to see and touch patients.

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?





Thank you