



INTEL NEXT 50 STUDY

August 22, 2018

OBJECTIVES AND METHODOLOGY

Objectives

The Intel Next 50 study was conducted to gauge what customers are most and least excited about regarding the future of technology.

- Understand current attitudes toward technology and its role in day-to-day activities
- Paint a cohesive picture of what respondents think the world could look like in the next 50 years through technology innovation
- Determine key areas of excitement and concern regarding the future of technology

Timing

May 9th – May 20th

Methodology

PSB conducted an online survey with consumers and technology elites in the U.S. about the emerging technologies of the next 50 years.

	Consumers	Tech Elites
<i>N-size</i>	<i>n=1000</i>	<i>n=102</i>
MoE <i>at 90% confidence interval</i>	±2.53%	±8.12%

	Consumers					
	Age		Parents		Gender	
	18-34	35+	Children	No Children	Male	Female
<i>N-size</i>	<i>n=375</i>	<i>n=625</i>	<i>n=328</i>	<i>n=664</i>	<i>N=487</i>	<i>N=513</i>
MoE <i>at 90% c.i.</i>	±4.21%	±3.24%	±4.50%	±3.14%	±3.68%	±3.58%

Consumers torn on the role of emerging technologies: Equal amounts of respondents feel emerging technologies will create as many new problems as they do solutions

Consequences of Emerging Technologies

Consumers
n=1000

Emerging technologies will bring...

...more problems for communities and individuals to have to face than it will improvements

...tremendous improvements to communities around the world and individual's day-to-day lives



Millennials and parents are more likely to say that emerging technologies will bring tremendous improvements

By Age



By Parents

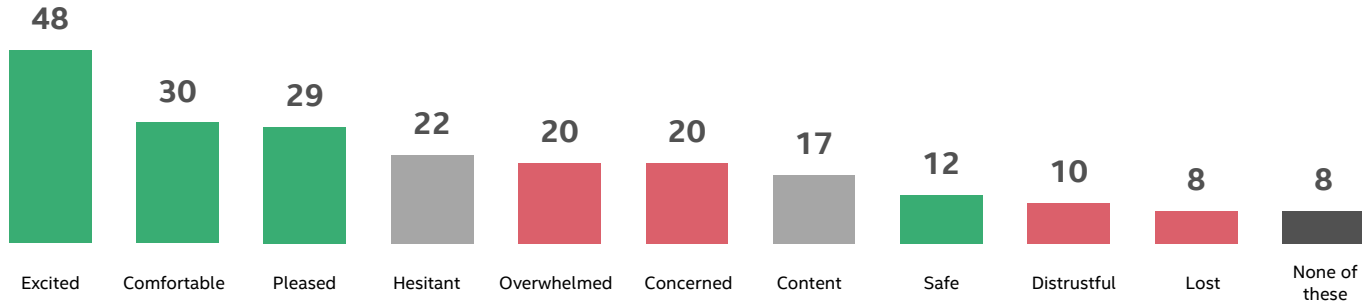
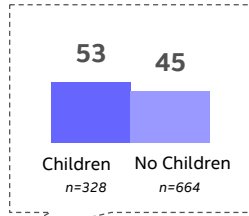
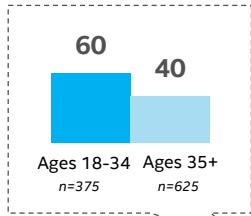


Yet, consumers generally feel excited about emerging technologies

Millennials and parents, in particular, are most excited about emerging technologies

Feelings about Emerging Technologies

Consumers
n=1000

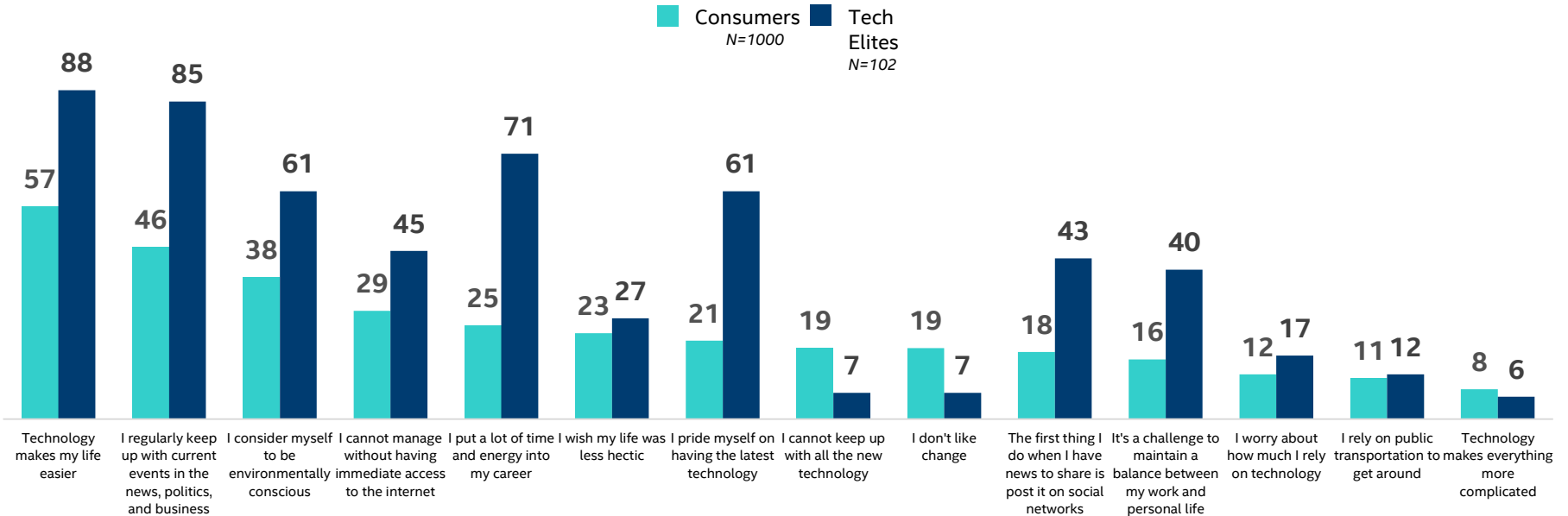


Q: Which of the following best describe how you feel about emerging technologies? Please select up to 3.

Consumers and tech elites agree technology makes their lives easier

Statements Describing Respondents

Ranked by Consumers



Q: Which of the following statements describe you? Please select all that apply.



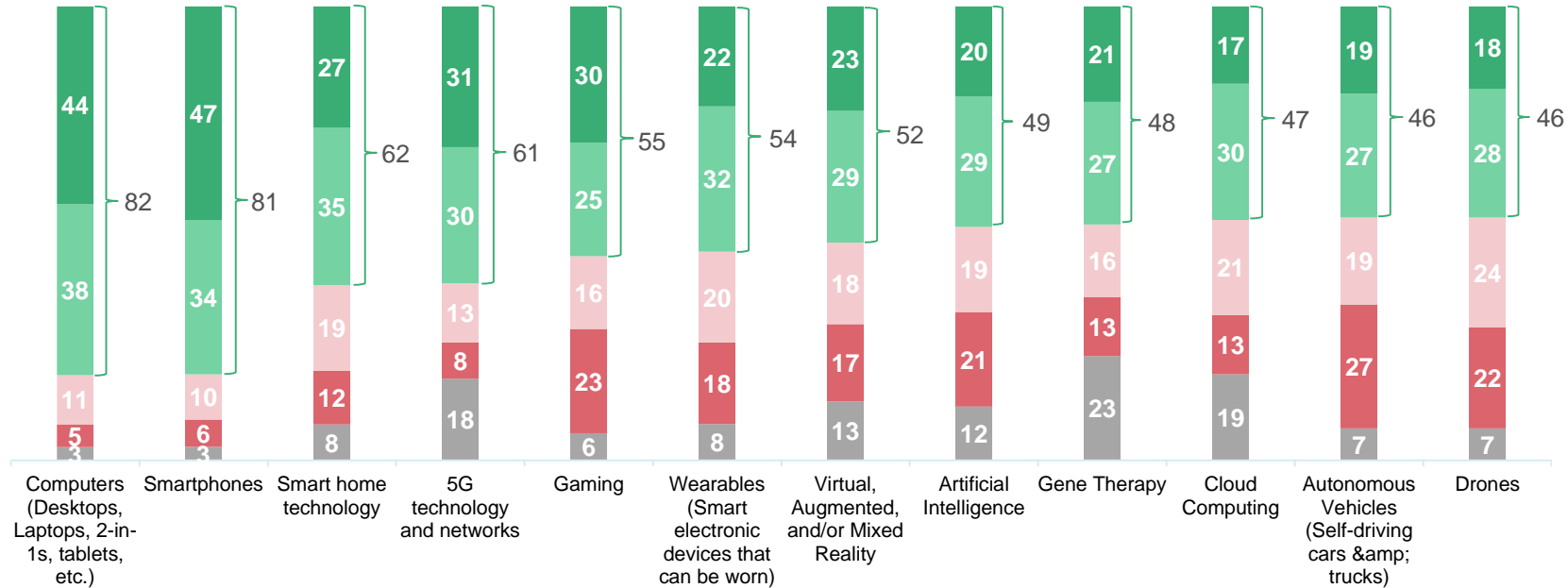
MOST EXCITING TECHNOLOGIES OF THE FUTURE

Today, consumers express the most excitement toward familiar, established technologies such as computers and smartphones

Excitement about Technology Today

Consumers
n=1000

Very excited Somewhat excited Not very excited Not excited at all Not familiar with this technology

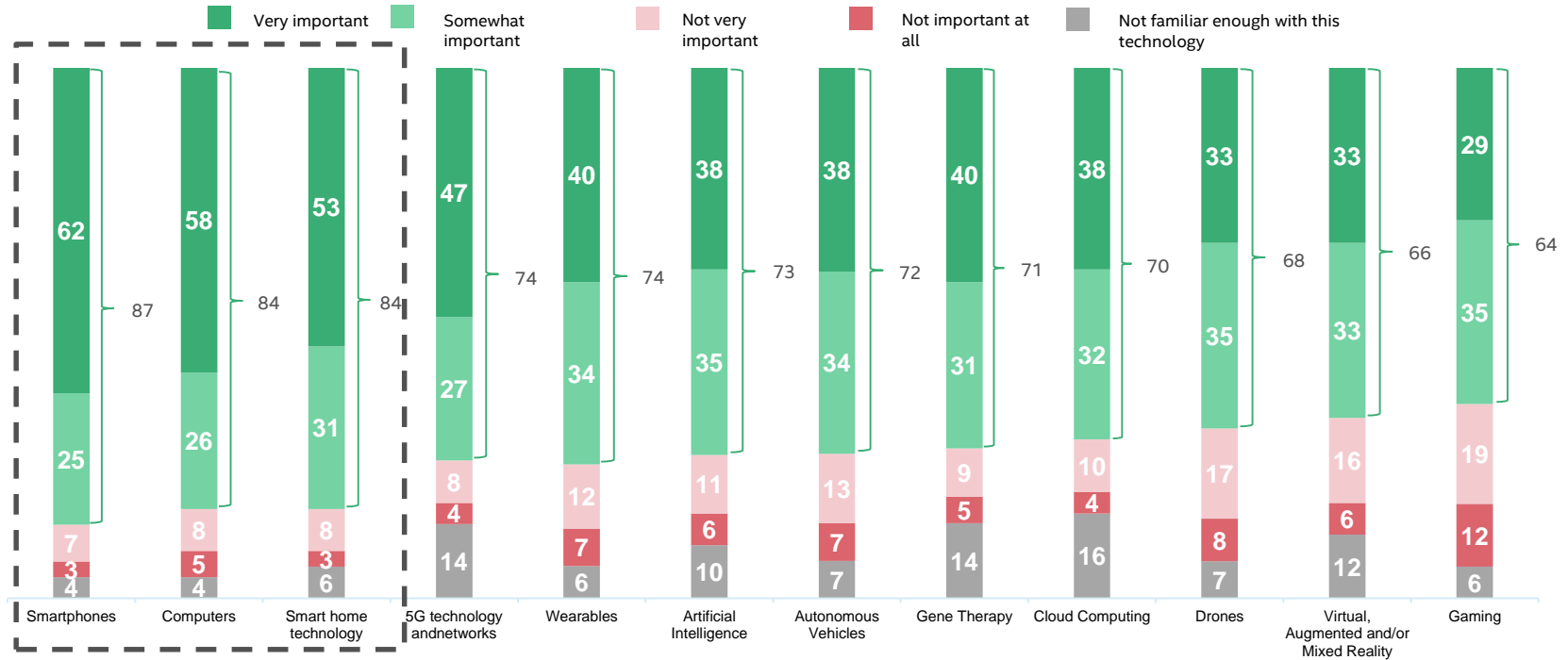


Q: How excited are you about the following technology devices or categories?

In 50 years, consumers expect these same technologies to be the most important, along with smart home technology

Important Technologies 50 Years From Now

Consumers
n=1000

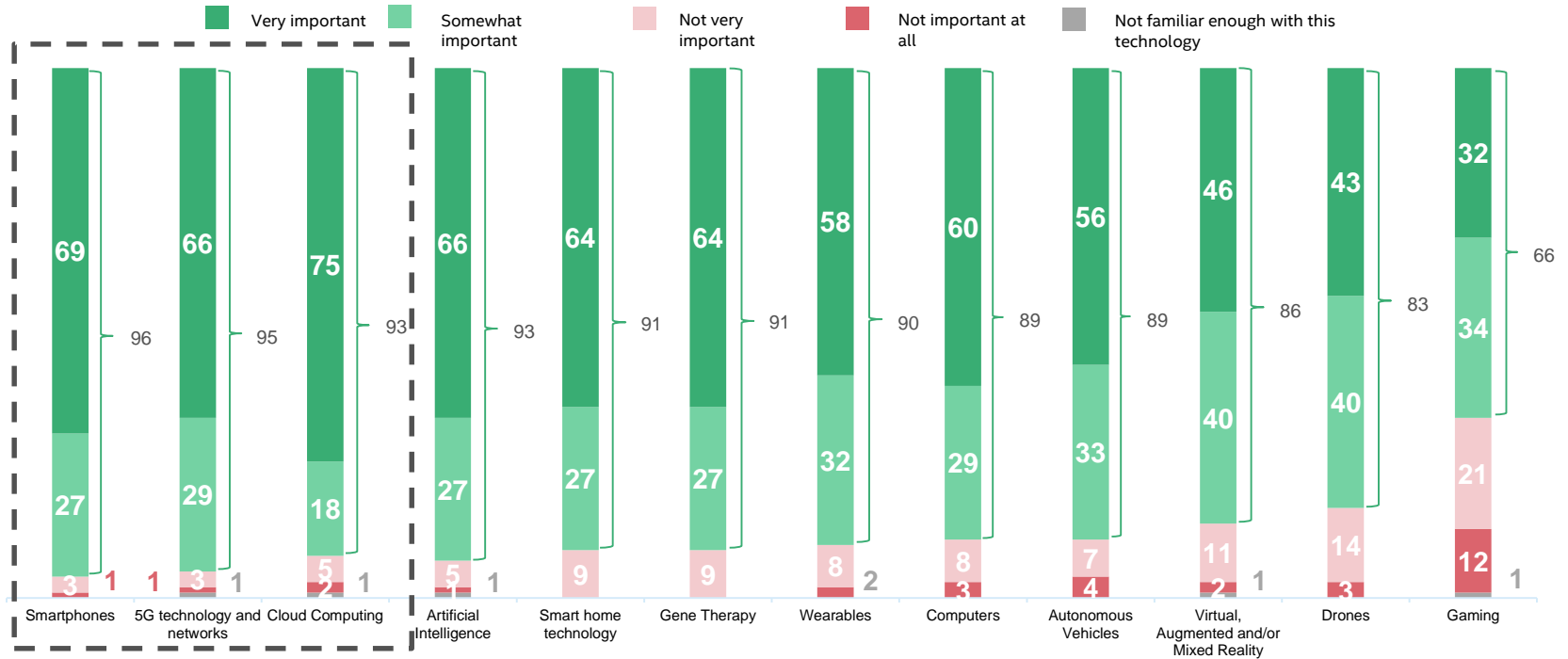


Q: Thinking about 50 years from now, how important do you think the following technologies will be in the average person's daily life?

For tech elites, emerging technologies like 5G, cloud computing and artificial intelligence are expected to be among the most important in 50 years

Important Technologies 50 Years From Now

Tech Elites
n=102



Q: Thinking about 50 years from now, how important do you think the following technologies will be in the average person's daily life?

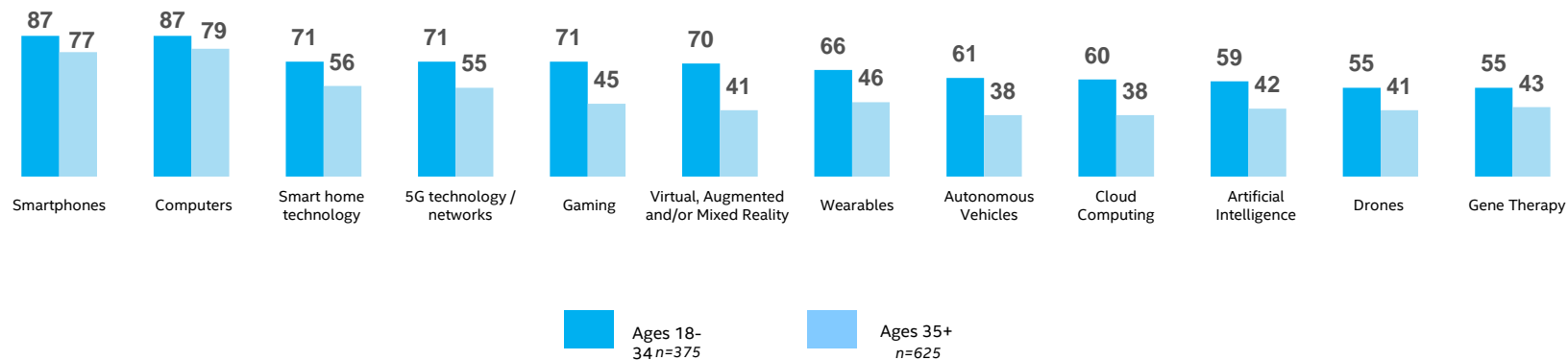
When it comes to emerging technologies such as 5G, virtual reality, and autonomous vehicles, millennials are consistently more excited than their older counterparts

Excitement about Technology

Consumers
n=1000

By Age

Showing Top 2 Box



Q: How excited are you about the following technology devices or categories?



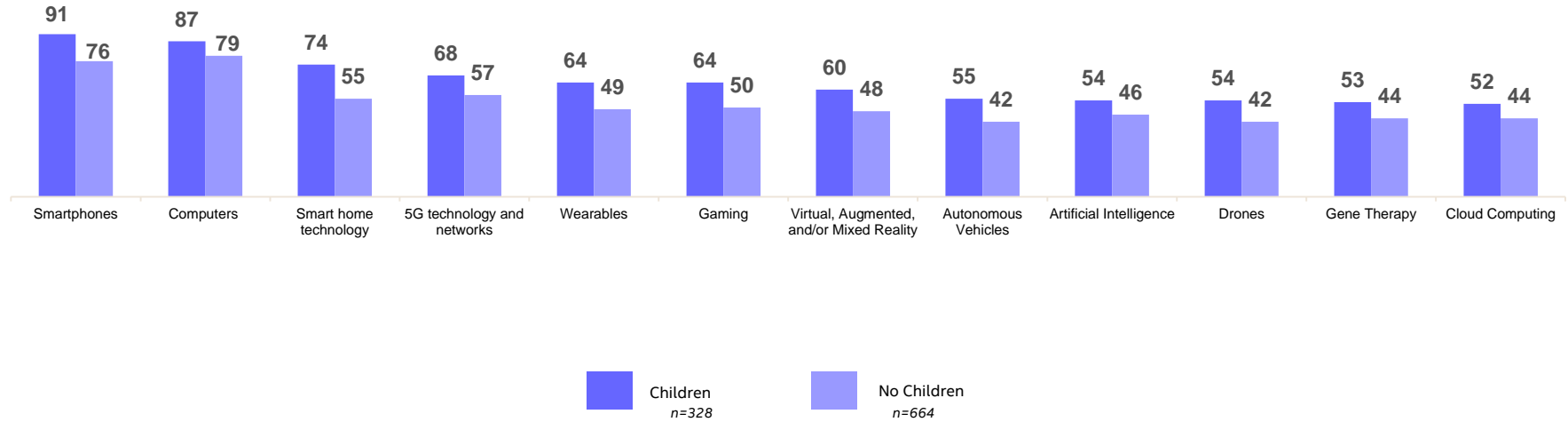
PARENTS EXCITED BY AI

Parents are also particularly more excited about smart home technology than those without children

Excitement about Technology

Consumers
n=1000

By Parents
Showing Top 2 Box

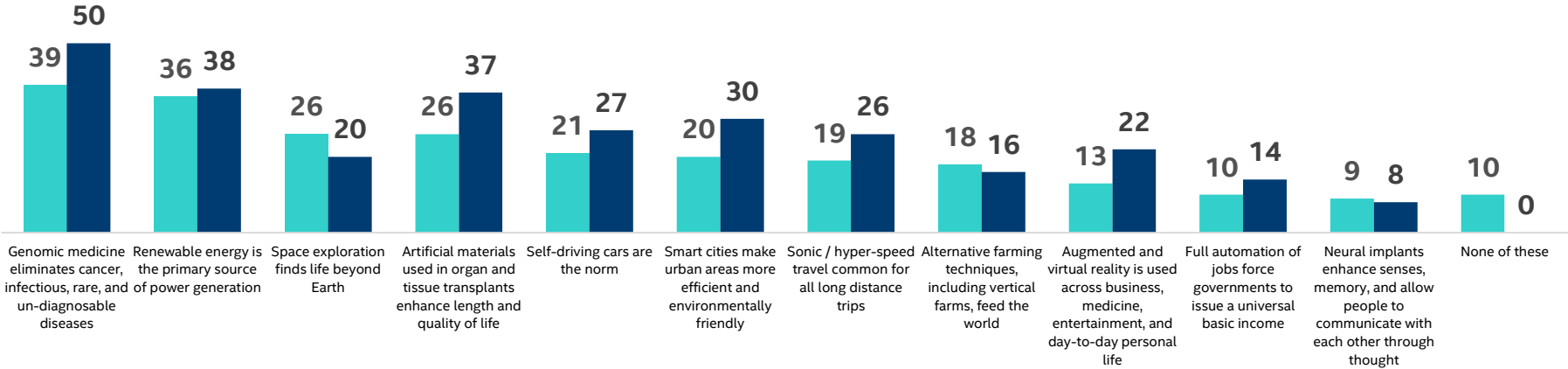


Q: How excited are you about the following technology devices or categories?

Consumers are most excited about potential achievements that impact the health of people and the planet, such as genomic medicine and renewable energy

Most Exciting Potential Achievements of the Next 50 Years Ranked by Consumers

■ Consumers ■ Tech Elites
N=1000 *N=102*



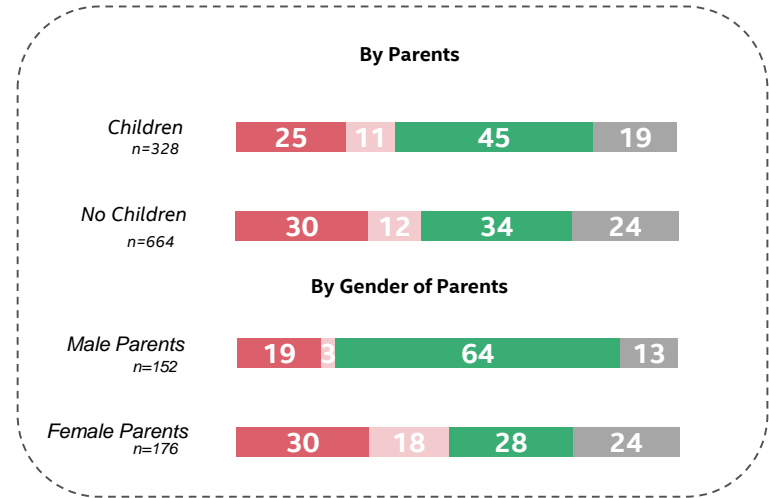
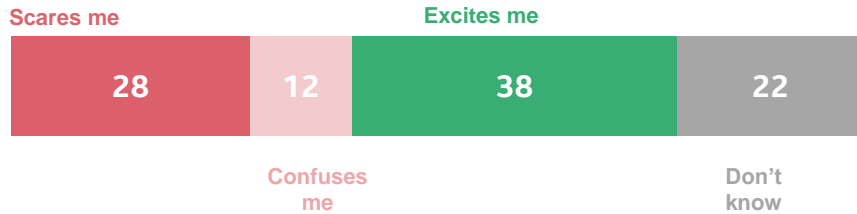
Q: What are you most excited about that may happen in the next 50 years? Please select up to 3.

Parents, particularly fathers, are most excited by artificial intelligence, compared to more than a third of consumers overall



Feelings Toward Artificial Intelligence

Consumers
n=1000



Q: Which of the following best describes how you feel about artificial intelligence.

Parents are more likely than consumers overall to look to artificial intelligence to increase their quality of life by automating everyday tasks



Feelings Toward Artificial Intelligence

Consumers
n=1000

Artificial intelligence...

...is overrated and will do little to enhance the way I currently do everyday tasks



...will increase my quality of life through enhancing and automating everyday tasks

By Parents



By Gender of Parents

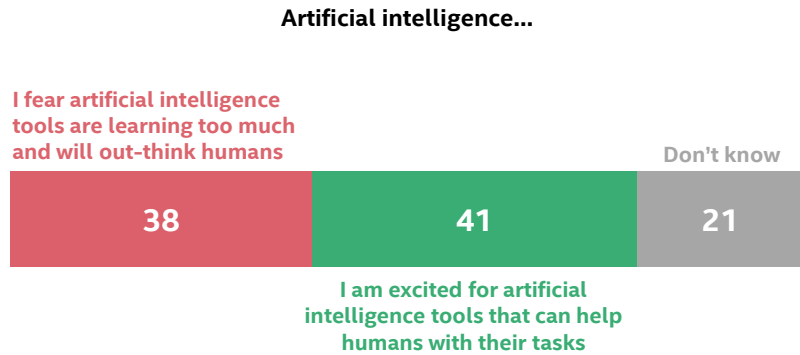


Nearly half of parents are excited for artificial intelligence tools that can help with human tasks



Feelings Toward Artificial Intelligence

Consumers
n=1000



By Parents



By Gender of Parents

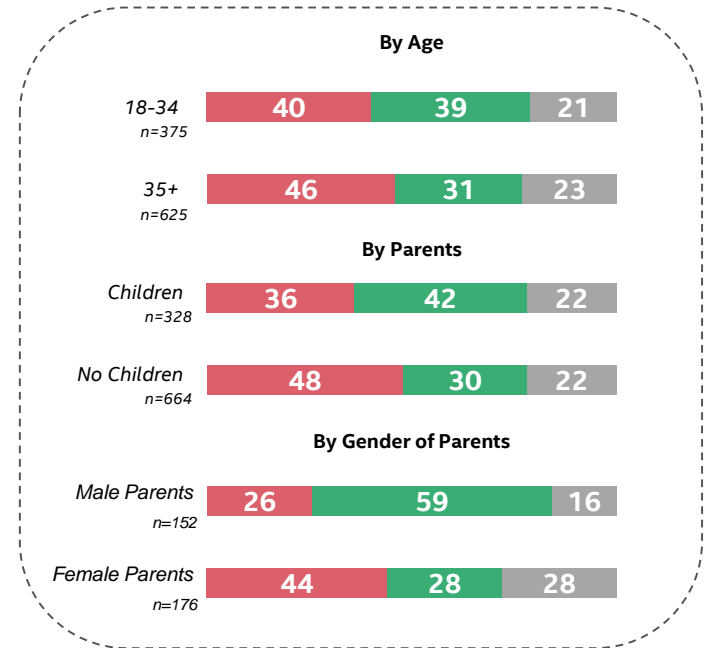
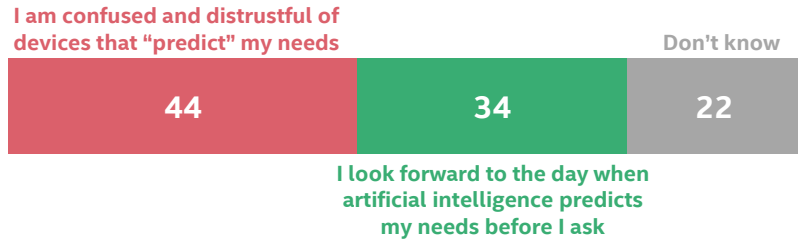


Q: Which best describes how you feel about artificial intelligence?

Parents are also more trustful of artificial intelligence devices, looking forward to when these technologies can predict their needs

Feelings Toward Artificial Intelligence

Consumers
n=1000

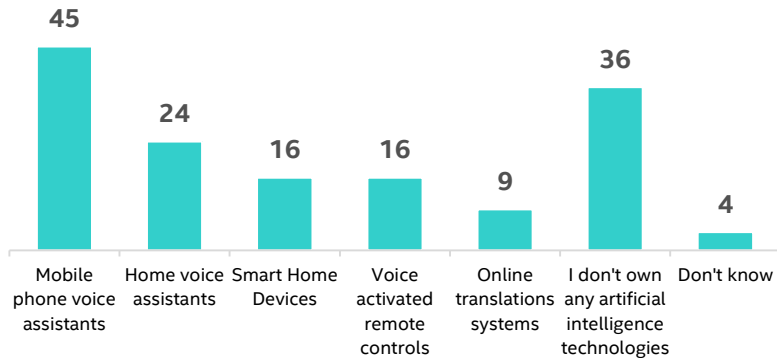


Q: Which best describes how you feel about artificial intelligence?

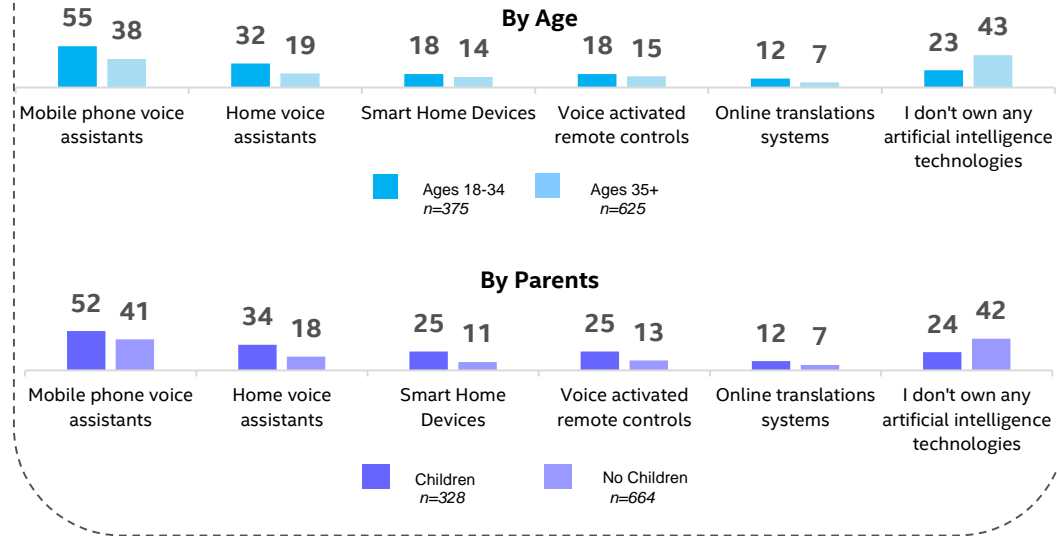
More than a third of consumers do not think they own any artificial intelligence technologies, yet many likely do

Currently Own Artificial Intelligence Technology

Consumers
n=1000



Millennials and parents are more likely to own AI technologies



Q: Do you currently own any of the following artificial intelligence technologies for your home and personal use?

Many of those who report not owning artificial intelligence technologies also have no desire to ever own them

**Artificial Intelligence Technologies
Wanted for Home and Personal Use**

Among those who do not own AI products
Consumers
n=356



Q: Would you like to have artificial intelligence technologies for your home and personal use?

This trend may be because half of consumers are concerned about personal data collection with artificial intelligence tools

Feelings Toward Artificial Intelligence

Consumers
n=1000

I am concerned about what personal data artificial intelligence tools will collect and what can be done with it

I like that artificial intelligence tools make my life easier by targeting ads specific to what I search and shop for

Don't know

Consumers
n=1000



Tech Elites
n=102



Females and 35+ year olds are particularly concerned about collection of their personal data

By Age



By Gender



Q: Which of the following best describes how you feel about artificial intelligence?

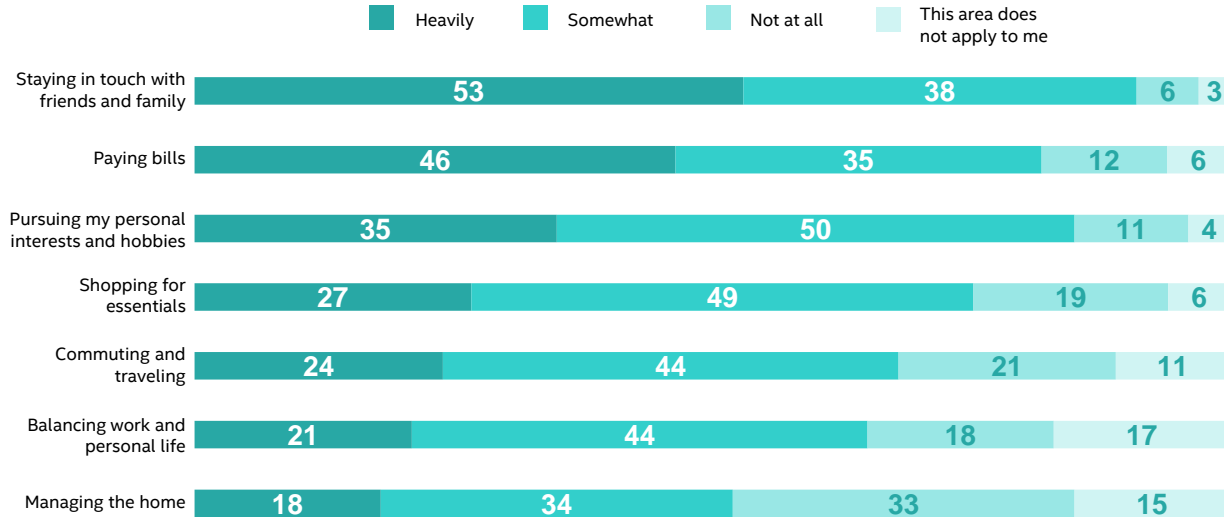


ANXIETIES AND OPPORTUNITIES IN A WORLD OF CONNECTIONS

Consumers rely on technology across all daily tasks, especially for staying in touch with friends and family

Relying on Technology

Consumers
n=1000



Q: For each of the following areas in your life, how much do you rely on technology?

However, the majority think 50 years from now, technology will result in over-dependence and people will spend less time interacting with each other

Most Likely to Happen 50 Years From Now

Consumers
n=1000

Technology will...

...result in over-dependence and people will spend less time interacting with each other

...make it easier for people to communicate with each other

Don't know

Consumers
n=1000



Tech Elites
n=102



By Gender

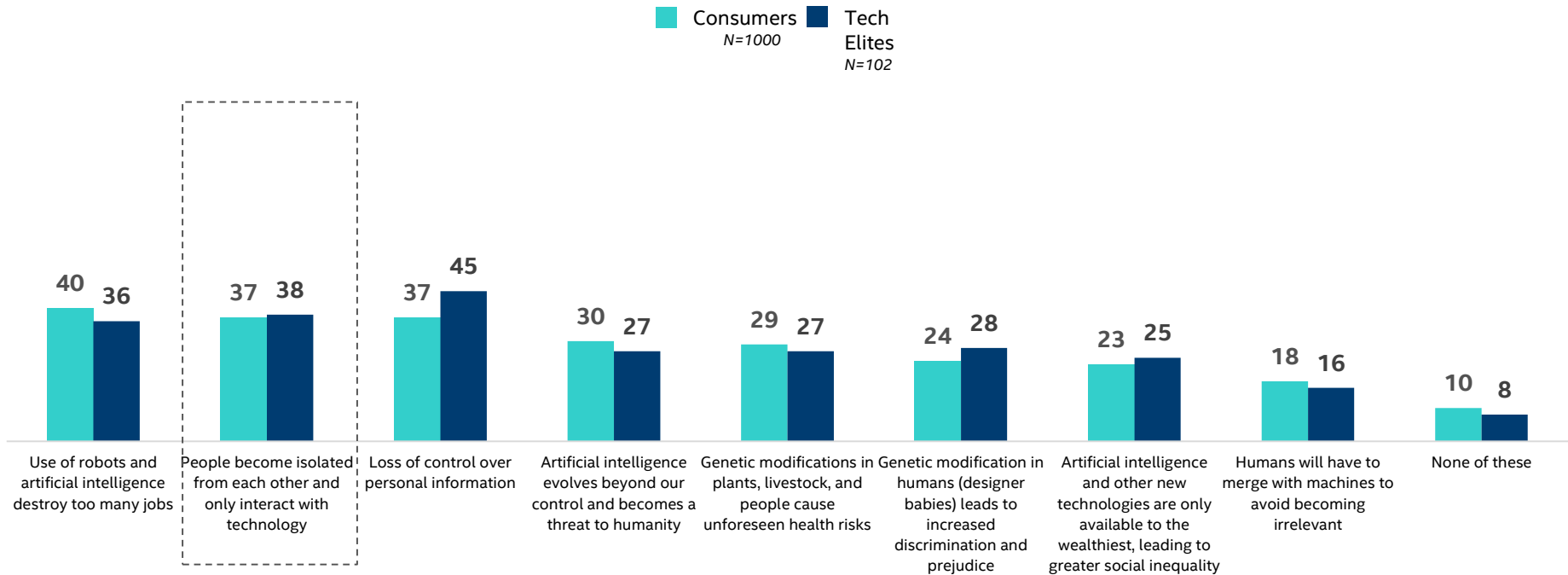


By Age



In fact, social isolation is one of the top worries consumers and tech elites have about technology over the next 50 years

Most Worrying Potential Outcomes of the Next 50 Years



Q: What are you most worried about that may happen in the next 50 years? Please select up to 3.

Millennials are most optimistic that 5G will bring people closer together rather than isolate them

5G Connection

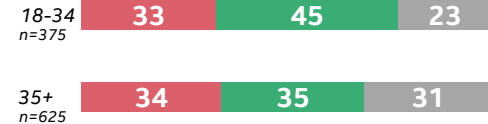
Consumers
n=1000

5G will isolate people
by reducing one-on-
one face time



5G will bring people closer
together by always being
connected

By Age



Consumers are split on if 5G will ultimately bring on more improvements or more problems in the future

Impacts of 5G

Consumers
n=1000

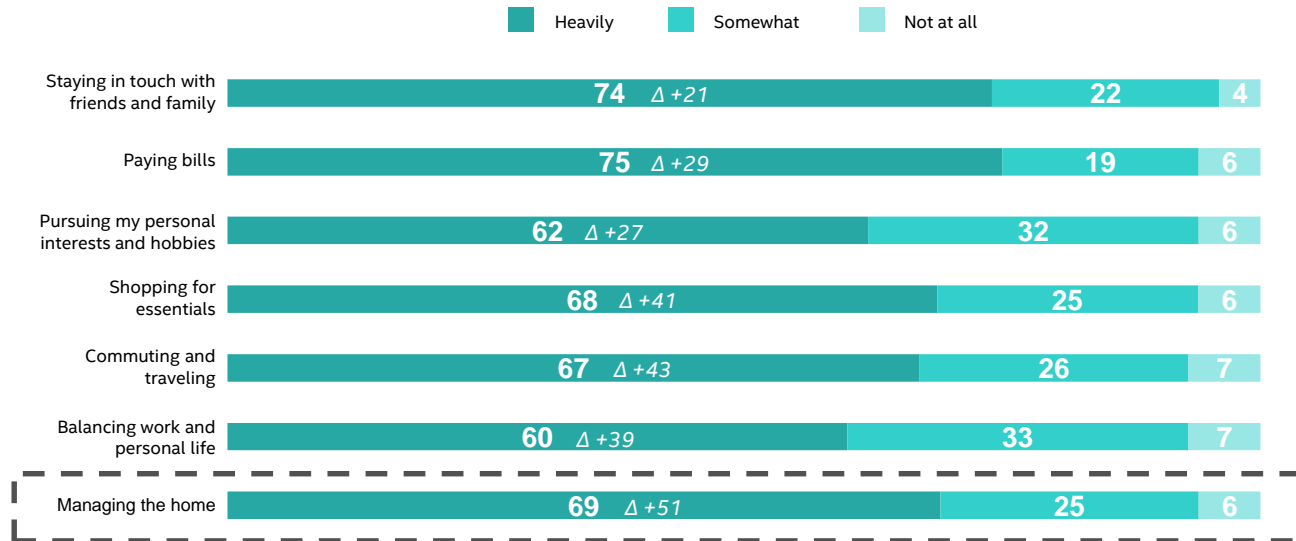
Being connected to everything will...



50 years from now consumers expect managing the home to be most impacted by technology, the area where they currently rely on technology the least

Relying on Technology 50 Years From Now

Ranked by rely "heavily" today
Consumers
n=1000



Δ Compared to rely heavily today

Q: For each of the following areas, how much do you think the average person will rely on technology 50 years from now?

Nearly all consumers and tech elites alike are concerned about the security and privacy of their personal information online

Concern about Security & Privacy of Personal Information Online

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned

