

YouGov / V&A - Technology can't live without

GB Sample: 23rd - 24th April 2018

Total	Gender		Age						Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE

Which of the following pieces of technology could you not live without? (Please select one option on each row)

Headphones											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	75%	72%	77%	37%	62%	76%	79%	87%	89%	74%	76%
Could not live without	21%	24%	19%	57%	32%	22%	19%	10%	7%	23%	19%
Don't know	4%	3%	4%	6%	6%	2%	2%	3%	4%	3%	5%
Watch											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	65%	67%	62%	72%	79%	71%	69%	56%	50%	62%	68%
Could not live without	31%	29%	33%	21%	19%	25%	29%	39%	46%	34%	28%
Don't know	4%	4%	4%	7%	3%	4%	3%	5%	4%	4%	4%
Smartphone											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	45%	50%	40%	26%	32%	33%	45%	52%	66%	43%	47%
Could not live without	50%	46%	54%	70%	65%	62%	50%	41%	29%	52%	47%
Don't know	5%	4%	6%	4%	3%	5%	5%	7%	6%	5%	6%
Computer											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	36%	35%	37%	28%	41%	42%	40%	33%	31%	33%	40%
Could not live without	58%	60%	56%	65%	53%	54%	54%	61%	62%	61%	54%
Don't know	6%	5%	7%	7%	7%	5%	6%	6%	7%	6%	7%

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Total	Gender		Age						Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE

Which of the following pieces of technology could you not live without? (Please select one option on each row)

Glasses/contact lenses											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	29%	32%	27%	46%	46%	43%	30%	13%	10%	29%	30%
Could not live without	66%	63%	70%	46%	46%	51%	65%	86%	89%	67%	66%
Don't know	4%	5%	4%	8%	8%	6%	4%	1%	1%	4%	5%
Television											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	46%	51%	41%	66%	54%	44%	49%	37%	36%	48%	44%
Could not live without	49%	45%	53%	28%	41%	52%	46%	57%	57%	47%	51%
Don't know	5%	5%	6%	5%	5%	4%	5%	5%	7%	5%	6%
Car											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	44%	46%	42%	62%	50%	46%	43%	33%	37%	45%	42%
Could not live without	51%	49%	52%	28%	45%	49%	54%	63%	57%	50%	51%
Don't know	6%	5%	6%	11%	6%	5%	3%	5%	6%	5%	6%
The internet											
Unweighted base	2012	939	1073	168	295	370	382	309	488	1201	811
Base	2012	977	1035	226	292	357	357	290	490	1147	865
Could live without	21%	25%	18%	11%	17%	18%	25%	25%	26%	19%	24%
Could not live without	73%	70%	75%	85%	76%	78%	69%	69%	66%	75%	69%
Don't know	6%	5%	7%	5%	7%	4%	6%	6%	8%	6%	7%

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GB Sample: 23rd - 24th April 2018

Total	YouGov Future Segments					
	Excluded Pessimists	Well-informed Worriers	Insulated Stragglers	All-round Optimists	Empowered Hopefuls	Tech Disciples

Which of the following pieces of technology could you not live without? (Please select one option on each row)

Headphones							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	75%	77%	80%	81%	75%	65%	67%
Could not live without	21%	20%	17%	15%	22%	28%	30%
Don't know	4%	3%	2%	4%	3%	7%	3%
Watch							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	65%	67%	66%	56%	65%	64%	71%
Could not live without	31%	29%	31%	39%	33%	31%	25%
Don't know	4%	4%	4%	5%	2%	5%	4%
Smartphone							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	45%	42%	59%	54%	44%	31%	39%
Could not live without	50%	52%	37%	40%	52%	62%	61%
Don't know	5%	6%	4%	6%	3%	8%	0%
Computer							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	36%	36%	44%	38%	33%	36%	28%
Could not live without	58%	58%	49%	55%	61%	55%	70%
Don't know	6%	5%	8%	7%	6%	8%	2%

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Which of the following pieces of technology could you not live without? (Please select one option on each row)

Glasses/contact lenses							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	29%	31%	27%	23%	27%	38%	34%
Could not live without	66%	66%	68%	73%	70%	55%	61%
Don't know	4%	3%	5%	4%	3%	8%	6%
Television							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	46%	46%	54%	40%	48%	39%	50%
Could not live without	49%	46%	41%	55%	48%	56%	49%
Don't know	5%	7%	5%	5%	4%	6%	1%
Car							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	44%	42%	45%	42%	45%	41%	52%
Could not live without	51%	53%	48%	52%	49%	54%	44%
Don't know	6%	5%	7%	6%	6%	5%	4%
The internet							
Unweighted base	2012	496	249	350	468	228	192
Base	2012	495	245	348	467	230	195
Could live without	21%	19%	35%	23%	19%	16%	17%
Could not live without	73%	75%	58%	69%	76%	76%	80%
Don't know	6%	6%	7%	8%	5%	9%	3%