YouGov Survey Results

Sample Size: 1714 GB Adults
Fieldwork: 9th - 10th January 2018

		Gender		Age				Social Grade		Region					Parent of child(ren) under 18	Religious		Interested in Computers & Technology
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Weighted Sample	1714	830	884	192	723	406	393	977	737	230	555	367	413	149	354	829	768	578
Unweighted Sample	1714	748	966	159	698	430	427	1005	709	200	579	374	417	144	349	807	788	563
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely or unlikely would you be to use each of the following science fiction technologies?

A synthetic replica of a deceased loved one's body, simulating their voice and personality

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	3	3	4	4	4	3	2	3	3	2	4	3	3	6	3	3	3	3
Fairly likely	7	9	5	13	9	6	3	8	6	11	6	9	7	7	11	7	7	8
TOTAL LIKELY	**10**	**12**	**9**	**17**	**13**	**9**	**5**	**11**	**9**	**13**	**10**	**12**	**10**	**13**	**14**	**10**	**10**	**11**
Fairly unlikely	11	11	11	14	14	8	8	10	13	9	14	10	11	8	11	11	11	12
Very unlikely	66	64	68	55	59	72	78	68	63	62	64	68	68	67	61	66	66	62
TOTAL UNLIKELY	**77**	**75**	**79**	**69**	**73**	**80**	**86**	**78**	**76**	**71**	**78**	**78**	**79**	**75**	**72**	**77**	**77**	**74**
Don't know	12	13	12	16	14	10	9	11	15	16	13	11	11	13	14	12	13	14

A virtual reality game in which you could replicate people from your life within the simulation with use of their DNA

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	5	7	3	11	7	3	1	6	4	5	5	5	5	6	7	6	4	8
Fairly likely	10	11	9	21	12	7	4	11	9	10	11	7	12	6	12	10	9	13
TOTAL LIKELY	**15**	**18**	**12**	**32**	**19**	**10**	**5**	**17**	**13**	**15**	**16**	**12**	**17**	**12**	**19**	**16**	**13**	**21**
Fairly unlikely	14	15	13	16	16	10	10	15	12	13	14	13	12	16	15	15	12	15
Very unlikely	58	52	64	38	50	66	75	57	60	56	57	63	58	58	50	57	60	49
TOTAL UNLIKELY	**72**	**67**	**77**	**54**	**66**	**76**	**85**	**72**	**72**	**69**	**71**	**76**	**70**	**74**	**65**	**72**	**72**	**64**
Don't know	13	14	12	13	15	13	10	12	15	16	13	12	13	15	17	12	14	15

Optical implants, enabling you to see through another's eyes

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	6	7	4	7	7	5	3	6	5	6	6	7	6	1	6	5	6	7
Fairly likely	15	16	13	25	18	11	8	15	14	14	14	14	15	19	16	16	13	18
TOTAL LIKELY	**21**	**23**	**17**	**32**	**25**	**16**	**11**	**21**	**19**	**20**	**20**	**21**	**21**	**20**	**22**	**21**	**19**	**25**
Fairly unlikely	15	16	14	22	16	13	13	15	16	16	15	14	16	14	18	16	15	17
Very unlikely	53	47	58	33	46	59	69	54	52	48	54	54	52	56	47	52	55	46
TOTAL UNLIKELY	**68**	**63**	**72**	**55**	**62**	**72**	**82**	**69**	**68**	**64**	**69**	**68**	**68**	**70**	**65**	**68**	**70**	**63**
Don't know	11	13	10	12	13	12	8	11	13	16	11	10	11	10	12	11	12	11

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	Total	Gender		Age				Social Grade		Region					Parent of child(ren) under 18	Religious		Interested in Computers & Technology
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Weighted Sample	1714	830	884	192	723	406	393	977	737	230	555	367	413	149	354	829	768	578
Unweighted Sample	1714	748	966	159	698	430	427	1005	709	200	579	374	417	144	349	807	788	563
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

An augmented reality video game, where you are immersed in a physical, real-world environment, met with your phobias

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	4	6	2	10	5	3	1	5	3	2	5	2	5	6	4	5	4	8
Fairly likely	11	15	7	15	15	9	4	12	10	12	9	13	12	9	13	13	9	14
TOTAL LIKELY	15	21	9	25	20	12	5	17	13	14	14	15	17	15	17	18	13	22
Fairly unlikely	15	15	15	15	19	13	10	16	14	11	18	14	15	11	16	16	15	14
Very unlikely	57	49	65	44	48	61	77	57	58	57	55	59	58	61	53	55	60	51
TOTAL UNLIKELY	72	64	80	59	67	74	87	73	72	68	73	73	73	72	69	71	75	65
Don't know	12	15	11	17	13	14	8	11	15	17	12	11	11	13	13	12	13	13

A virtual reality world, where you would live for eternity after you died

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	9	13	5	18	10	7	4	9	9	7	8	10	10	11	10	12	6	14
Fairly likely	12	15	9	26	14	9	4	11	12	14	10	12	13	11	14	13	10	15
TOTAL LIKELY	21	28	14	44	24	16	8	20	21	21	18	22	23	22	24	25	16	29
Fairly unlikely	11	10	12	15	13	8	9	12	10	11	13	10	12	8	12	12	11	11
Very unlikely	54	47	60	26	47	60	72	54	53	49	54	56	53	56	47	50	58	46
TOTAL UNLIKELY	65	57	72	41	60	68	81	66	63	60	67	66	65	64	59	62	69	57
Don't know	14	15	14	15	16	15	11	13	15	20	14	13	12	15	17	13	16	15

A parental-control installation which enables you to track your children, filter what they saw, and see through their eyes

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	6	6	7	4	8	6	5	6	7	7	6	8	4	6	11	5	7	6
Fairly likely	13	14	13	14	15	11	11	12	15	13	11	16	15	13	20	11	16	13
TOTAL LIKELY	19	20	20	18	23	17	16	18	22	20	17	24	19	19	31	16	23	19
Fairly unlikely	17	17	16	21	18	14	16	17	16	14	18	16	16	19	19	16	15	20
Very unlikely	51	50	52	47	45	57	57	53	48	52	52	47	52	48	38	55	48	47
TOTAL UNLIKELY	68	67	68	68	63	71	73	70	64	66	70	63	68	67	57	71	63	67
Don't know	13	13	13	14	15	12	11	12	14	13	14	13	13	14	12	13	14	13

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		Gender		Age				Social Grade		Region					Parent of child(ren) under 18	Religious		Interested in Computers & Technology
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Weighted Sample	1714	830	884	192	723	406	393	977	737	230	555	367	413	149	354	829	768	578
Unweighted Sample	1714	748	966	159	698	430	427	1005	709	200	579	374	417	144	349	807	788	563
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A memory machine, enabling users (e.g. police, or insurance companies) to watch other people's memories

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	6	8	4	14	7	3	3	6	5	3	7	6	7	7	5	6	5	7
Fairly likely	11	12	11	19	14	10	5	11	11	13	11	14	11	4	14	10	12	13
TOTAL LIKELY	17	20	15	33	21	13	8	17	16	16	18	20	18	11	19	16	17	20
Fairly unlikely	13	13	13	16	15	12	11	14	12	12	12	13	14	15	10	14	12	15
Very unlikely	57	53	62	37	51	65	71	57	58	57	58	57	56	61	56	59	58	52
TOTAL UNLIKELY	70	66	75	53	66	77	82	71	70	69	70	70	70	76	66	73	70	67
Don't know	12	14	11	14	13	11	10	11	14	15	12	11	12	13	16	11	13	12

An immersive dating app in which you would live in a sectioned society until finding your assigned match, with all relationships having designated expiry dates

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	2	2	1	2	3	2	1	2	2	1	3	2	1	1	2	1	3	2
Fairly likely	7	10	5	14	9	6	2	9	6	11	7	8	5	8	9	7	7	7
TOTAL LIKELY	9	12	6	16	12	8	3	11	8	12	10	10	6	9	11	8	10	9
Fairly unlikely	12	14	9	16	14	9	8	12	11	10	13	10	13	9	11	12	10	15
Very unlikely	67	59	74	52	61	71	79	67	66	62	65	69	68	71	64	68	67	61
TOTAL UNLIKELY	79	73	83	68	75	80	87	79	77	72	78	79	81	80	75	80	77	76
Don't know	13	15	10	16	13	12	9	11	15	16	11	12	13	11	14	12	13	14

A societal rating app, where you would constantly rate other users based on their actions

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
Very likely	1	2	1	1	2	1	1	2	1	2	2	2	1	0	3	1	2	2
Fairly likely	6	7	5	7	8	5	3	6	6	7	4	8	5	8	7	5	6	5
TOTAL LIKELY	7	9	6	8	10	6	4	8	7	9	6	10	6	8	10	6	8	7
Fairly unlikely	14	15	13	22	15	11	9	13	15	16	14	11	13	17	17	14	13	18
Very unlikely	67	62	71	58	60	72	78	69	64	60	68	68	69	65	62	69	66	62
TOTAL UNLIKELY	81	77	84	80	75	83	87	82	79	76	82	79	82	82	79	83	79	80
Don't know	12	14	10	12	14	11	10	10	14	15	13	10	12	11	12	10	14	13

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| | Total | Gender | | Age | | | | Social Grade | | Region | | | | | Parent of child(ren) under 18 | Religious | | Interested in Computers & Technology |
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Weighted Sample	1714	830	884	192	723	406	393	977	737	230	555	367	413	149	354	829	768	578
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

An implant which would allow you to record everything you heard and saw, and rewatch footage

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Very likely	10	11	8	15	13	7	5	11	8	9	8	12	10	8	8	9	9	12
Fairly likely	19	21	17	27	22	16	13	18	20	20	20	16	19	22	21	21	16	22
TOTAL LIKELY	**29**	**32**	**25**	**42**	**35**	**23**	**18**	**29**	**28**	**29**	**28**	**28**	**29**	**30**	**29**	**30**	**25**	**34**
Fairly unlikely	17	16	18	22	18	15	16	18	17	20	19	14	16	15	17	19	15	18
Very unlikely	43	39	47	25	35	52	59	44	43	39	42	45	47	42	39	40	48	37
TOTAL UNLIKELY	**60**	**55**	**65**	**47**	**53**	**67**	**75**	**62**	**60**	**59**	**61**	**59**	**63**	**57**	**56**	**59**	**63**	**55**
Don't know	11	13	10	10	13	11	8	10	13	13	11	12	9	12	15	12	11	11

Optical technology that would allow you to block people, causing them to become pixelated blurs

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Very likely	5	5	6	8	7	3	3	5	6	4	4	7	5	9	7	5	5	5
Fairly likely	9	10	9	18	12	8	3	8	11	8	7	13	11	7	11	10	9	10
TOTAL LIKELY	**14**	**15**	**15**	**26**	**19**	**11**	**6**	**13**	**17**	**12**	**11**	**20**	**16**	**16**	**18**	**15**	**14**	**15**
Fairly unlikely	15	14	16	16	18	13	12	15	15	18	16	12	16	10	17	16	14	16
Very unlikely	56	54	57	43	48	61	71	59	52	53	58	55	53	60	46	56	56	55
TOTAL UNLIKELY	**71**	**68**	**73**	**59**	**66**	**74**	**83**	**74**	**67**	**71**	**74**	**67**	**69**	**70**	**63**	**72**	**70**	**71**
Don't know	14	16	13	16	15	15	11	13	16	17	14	14	14	13	18	13	16	14

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	Total	Gender		Age				Social Grade		Region					Parent of child(ren) under 18	Religious		Interested in Computers & Technology
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		No	Yes	
Weighted Sample	1714	830	884	192	723	406	393	977	737	230	555	367	413	149	354	829	768	578
Unweighted Sample	1714	748	966	159	698	430	427	1005	709	200	579	374	417	144	349	807	788	563
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ranked by total likelihood

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Parent	No	Yes	Interested
An implant which would allow you to record everything you heard and saw, and rewatch footage	29	32	25	42	35	23	18	29	28	29	28	28	29	30	29	30	25	34
Optical implants, enabling you to see through another's eyes	21	23	17	32	25	16	11	21	19	20	20	21	21	20	22	21	19	25
A virtual reality world, where you would live for eternity after you died	21	28	14	44	24	16	8	20	21	21	18	22	23	22	24	25	16	29
A parental-control installation which enables you to track your children, filter what they saw, and see through their eyes	19	20	20	18	23	17	16	18	22	20	17	24	19	19	31	16	23	19
A memory machine, enabling users (e.g. police, or insurance companies) to watch other people's memories	17	20	15	33	21	13	8	17	16	16	18	20	18	11	19	16	17	20
A virtual reality game in which you could replicate people from your life within the simulation with use of their DNA	15	18	12	32	19	10	5	17	13	15	16	12	17	12	19	16	13	21
An augmented reality video game, where you are immersed in a physical, real-world environment, met with your phobias	15	21	9	25	20	12	5	17	13	14	14	15	17	15	17	18	13	22
Optical technology that would allow you to block people, causing them to become pixelated blurs	14	15	15	26	19	11	6	13	17	12	11	20	16	16	18	15	14	15
A synthetic replica of a deceased loved one's body, simulating their voice and personality	10	12	9	17	13	9	5	11	9	13	10	12	10	13	14	10	10	11
An immersive dating app in which you would live in a sectioned society until finding your assigned match, with all relationships having designated expiry dates	9	12	6	16	12	8	3	11	8	12	10	10	6	9	11	8	10	9
A societal rating app, where you would constantly rate other users based on their actions	7	9	6	8	10	6	4	8	7	9	6	10	6	8	10	6	8	7

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