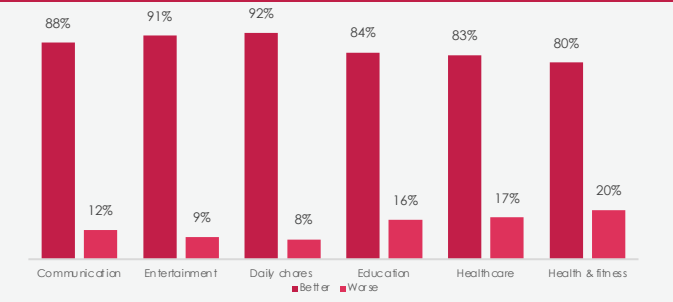


# Twenty on Technology

Our April survey is all about how technology impacts our lives. Across 20 short questions we explore a wide range of topic areas including; the environment, shopping, money and finance, travel, entertainment and social media. Here's a snapshot of what our audience community told us...

## Tech: for better or for worse?



## Talking technology

- 47%** Think society is too reliant on technology nowadays with **38%** personally trying to reduce the time spent online / social media.
- 24%** Wish they were better as using technology whilst **12%** admit that new technology confuses them.
- 29%** Say their home is equipped with smart tech with **22%** admitting it's important their household is equipped with the latest tech!

## Hotels and 'smart stays'

- 40%** find contactless check-in appealing (check-in without staff interaction)
- 36%** find smart designed rooms controlled by smartphone appealing
- 34%** find in-room smart appliances appealing (e.g. smart mirrors)
- 24%** find contactless and voice controlled room controls appealing

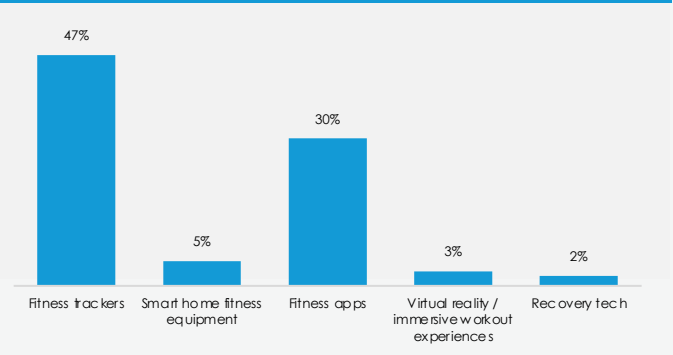
## Shop and go with 'cashierless' retail

**42%** would like to see 'cashierless' shops (where you can shop leave without having to wait in line and pay at a checkout) open in Northern Ireland (e.g. Amazon Fresh)

## Technology and the environment

- 20%** have invested in smart home technology to monitor / save on energy usage
- 48%** think electric vehicles are becoming more efficient and less expensive
- 33%** are trying to be better at unplugging and switching off your unused technology

## Fitness tech owned



### AVOIDING 'VAGUEBOOKERS'

**87%** ignore those who deliberately post a vague statement to get attention on social media

### LYING ABOUT YOUR EMOJIONS!

**80%** have used emojis to pretend how they really feel about something!

### GOOGLE GETWAYS

**65%** always use a mapping app to find their way around when on holiday in a different country

For more insights and opinions visit:

[workshopplay.ie/opinions](http://workshopplay.ie/opinions)