Background & Approach

Research was required by Lero, the Irish Software Research Centre, to investigate the knowledge and opinions on software and technological advancements amongst the Irish public.

To meet this need, a number of questions were placed on RED C’s ROI online omnibus, RED Line.

A random representative sample of 1,038 adults aged 18+ in Ireland were interviewed.

Research was conducted from 20\textsuperscript{th} – 26\textsuperscript{th} June 2018.

Interviews were conducted online and the results weighted to the profile of all adults.
Methodology

/ RED C interviewed a random nationally representative sample of 1,038 adults aged 18+ online between 20th and 26th June 2018

/ Interviews were conducted online and the results weighted to the profile of all adults.
Sample Profile
Sample Profile
(Base: All Adults aged 18+; n=1,038)

Gender
51% Male
49% Female

Social Class
ABC1’s: 42%
C2DE’s: 52%
F’s: 6%

Age
18-24: 10%
25-34: 19%
35-44: 21%
45-54: 18%
55-64: 14%
65+: 18%

Region
Dublin: 28%
Conn/ Ulster: 18%
Rest of Leinster: 26%

Sample is fully representative of all ROI adults aged 18+
Close to universal awareness of software running on PC/Laptops (97%), Phone/tablet (95%), ATMs (90%) and games consoles (90%). More than 7 in 10 (73%) say there is software running on Traffic Lights, while over half say Washing Machines (55%) and Pacemakers (54%) also have software running on them.
2 in 5 (39%) are concerned about their jobs being replaced by robots or AI at some point in the future, with a marginally higher proportion (41%) saying they have no concerns in this regard. Younger adults, those working full time and those living in Munster are the most likely to say they’re concerned.

**Concern About AI Replacing Your Job**
(Base: All Adults Aged 18+; n=1,038)

**Q. To what extent, if at all, are you concerned about robots or artificial intelligence replacing your job in the future?**

- **Very concerned**: 15%
- **Fairly concerned**: 24%
- **Neither**: 18%
- **Not very concerned**: 20%
- **Not at all concerned**: 21%
- **Don’t know**: 1%

**Concerned: Higher Among**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 25-34</td>
<td>50%</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>47%</td>
</tr>
<tr>
<td>Working Full-Time</td>
<td>45%</td>
</tr>
<tr>
<td>Homemakers</td>
<td>46%</td>
</tr>
<tr>
<td>Munster</td>
<td>43%</td>
</tr>
</tbody>
</table>

**NET: Concerned 39%**

**NET: Not Concerned 41%**
Of those who are concerned about AI replacing their jobs, the majority believe this will not happen in the next 10 years. However, 1 in 10 (11%) say their job could be replaced within the next 5 years.
Irish adults are divided when it comes to the safety of self-driving cars with over 1 in 3 (37%) endorsing their safety, while a similar (39%) proportion say these are not as safe as those driven by humans. Males and those aged below 25 are more likely to approve of the safety of self-driving cars, whereas females and 45+ year olds are less likely to think so.
1 in 3 (33%) Irish adults never work from home. Those aged 25-34, from higher socioeconomic classes and those working part time are more likely to have worked from home.

### Incidence Of Working From Home

(Base: All Adults Aged 18+; n=1,038)

**Q. To what extent, if at all, do you work from home rather than go into the office/your place of work?**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I always work from home</td>
<td>8%</td>
</tr>
<tr>
<td>A few times a week</td>
<td>3%</td>
</tr>
<tr>
<td>About once a week</td>
<td>4%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>2%</td>
</tr>
<tr>
<td>About once a month</td>
<td>2%</td>
</tr>
<tr>
<td>Less often</td>
<td>6%</td>
</tr>
<tr>
<td>Never</td>
<td>33%</td>
</tr>
<tr>
<td>Not applicable to me</td>
<td>40%</td>
</tr>
</tbody>
</table>

**NET: Ever**

26%

### Ever Work From Home: Higher Among

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 25-34</td>
<td>38%</td>
</tr>
<tr>
<td>ABC1s</td>
<td>31%</td>
</tr>
<tr>
<td>Working Part-Time</td>
<td>34%</td>
</tr>
<tr>
<td>Leinster (excl. Dublin) Residents</td>
<td>32%</td>
</tr>
</tbody>
</table>
Levels of Concern About...
(Base: All Adults Aged 18+; n=1,038)

Q. To what extent, if at all, are you concerned about the following:

**...Software System Failure**
- Very concerned: 33%
- Fairly concerned: 40%
- Neither: 14%
- Not very concerned: 10%
- Not at all concerned: 2%
- Don’t know: 1%

**...Online Security**
- Very concerned: 46%
- Fairly concerned: 41%
- Neither: 6%
- Not very concerned: 5%
- Not at all concerned: 0%
- Don’t know: 1%

**...Online Privacy**
- Very concerned: 45%
- Fairly concerned: 40%
- Neither: 8%
- Not very concerned: 6%
- Not at all concerned: 1%
- Don’t know: 1%

**Concerned: Higher Among**
- Age: 65+:
  - Software System Failure: 84%
  - Online Security: 93%
  - Online Privacy: 90%
- Age: 55-64:
  - Software System Failure: 80%
  - Online Security: 87%
  - Online Privacy: 84%
- Dublin:
  - Software System Failure: 79%
  - Online Security: 79%
  - Online Privacy: 79%

3 in 4 (73%) are concerned about software system failures, growing amongst older adults and those living in Dublin. Online security is also of high concern, with nearly half (46%) saying they are ‘very concerned’. Online Privacy generates high levels of concern too; more than 8 in 10 (84%) are concerned with their privacy online.
9 in 10 (89%) say they have heard of Bitcoins, but just 3 in 5 (61%) are aware of Cryptocurrency generally. Familiarity with Blockchain technology is not as high, with only 22% having heard of it. Males, those under the age of 25, living in Dublin and ABC1s tend to be more familiar with these concepts.
Key Takeouts
Key Takeouts

- Nearly 2 in 5 (49%) are concerned about their jobs being replaced by AI. Of those concerned, 1 in 10 (11%) believe their job may be replaced by robots in the next 5 years.

- 1 in 4 (26%) Irish adults have worked from home at some point. Incidence is highest among those aged 25-34 (38%), part-time workers (34%) and Rest of Leinster residents (32%).

- Irish adults are divided when it comes to the safety of self-driving cars – over 1 in 3 (37%) say they are safer than cars driven by humans with similar proportion (39%) opposing this view. Men and younger adults tend to endorse the safety features of self-driving cars.

- Close to universal awareness across the board of software running on PC/Laptops, Phone/tablet, ATMs and games consoles. Less certainty regarding Washing Machines and Pacemakers.

- Bitcoin receives the highest awareness levels (89%) in terms cryptocurrency technology, with equally high awareness levels among under 25 (93%) and over 65 year olds (94%). Blockchain technology is less known, with only 22% saying they have heard of it.
THANK YOU