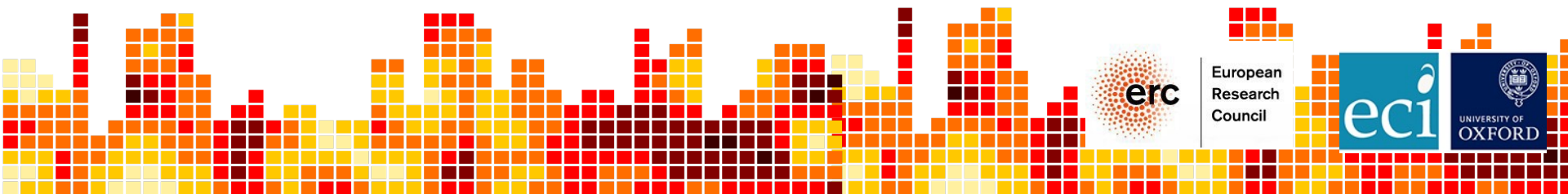
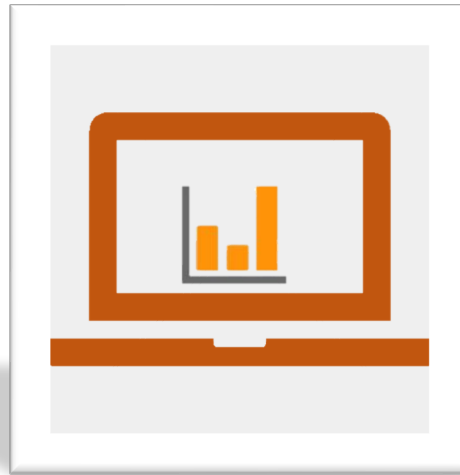


# iDODDLE

## Bits 'n' Bytes: Living Labs & National Stories

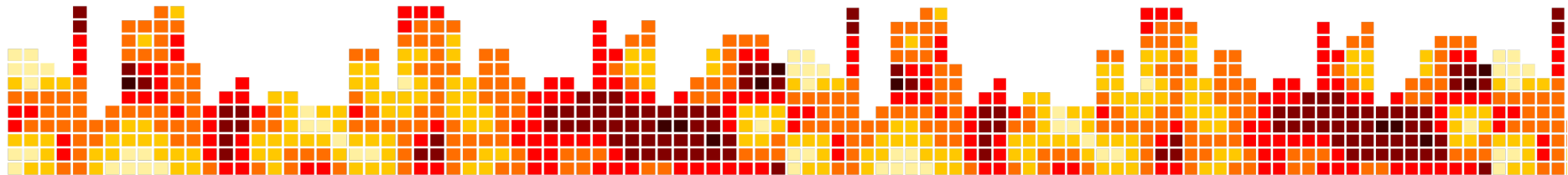


*“The questions you find here were part of a big questionnaire that was implemented to a national representative sample in the UK. As an iDODDLER you yourself may have answered questions like this at the beginning of your participation.*

*This type of questionnaire helps us understand what motivations and obstacles the public face when engaging with digital technologies in their daily life, we thank you for your participation in the living labs and ask you to keep being part of the different missions to help us understand how we are integrating digital technologies as part of our daily life.”*



iD**DD**DDLE



# iDODDLE



**Confidence using smart thermostats**



**Confidence using shared bikes, e-bikes**



**Confidence selling goods in peer-to-peer platforms**

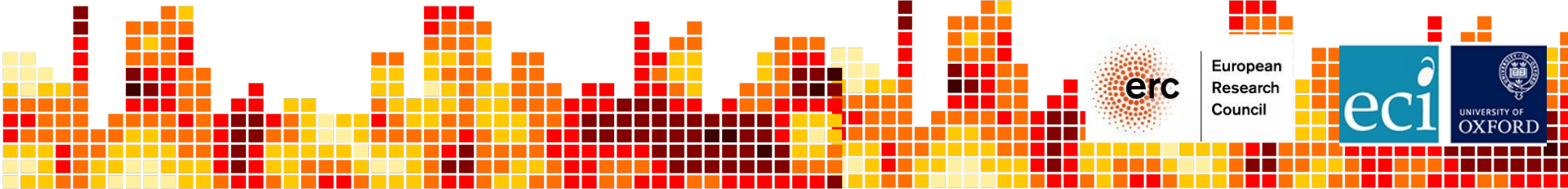


**Concerns about data privacy**



**Abilities to use the internet**

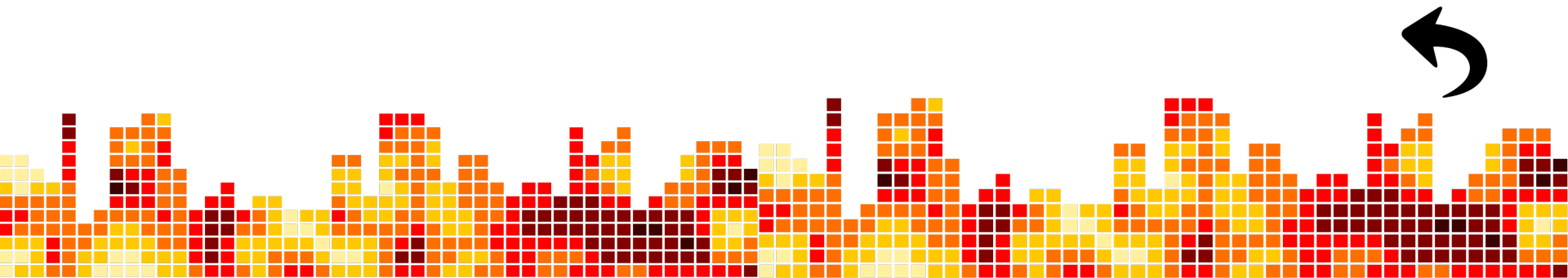
Click the icons and discover different digital technology perceptions.



European Research Council

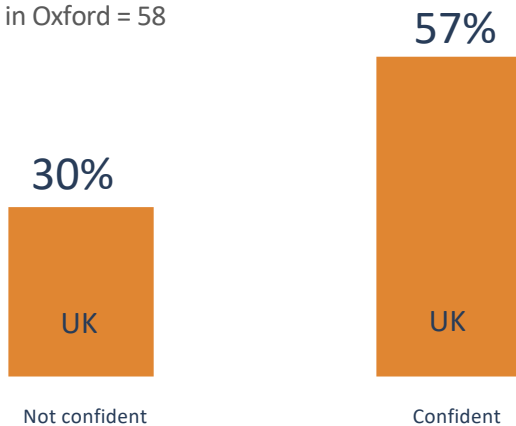


**People in the UK were asked how confident they are when using smart thermostats or heating systems**



# People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:  
UK national survey = 1747  
Living labs in Oxford = 58



See more data for different gender:



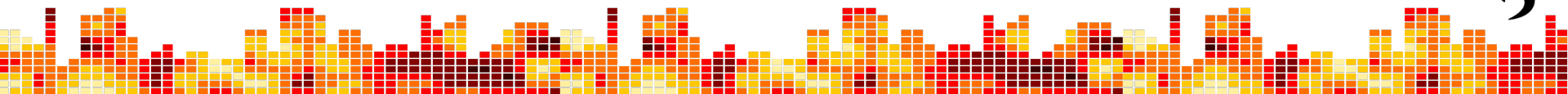
And for different ages:

Young adults 18 to 24 years old

Middle-age adults 45 to 64 years old

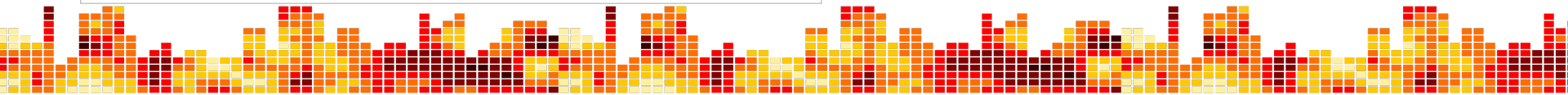
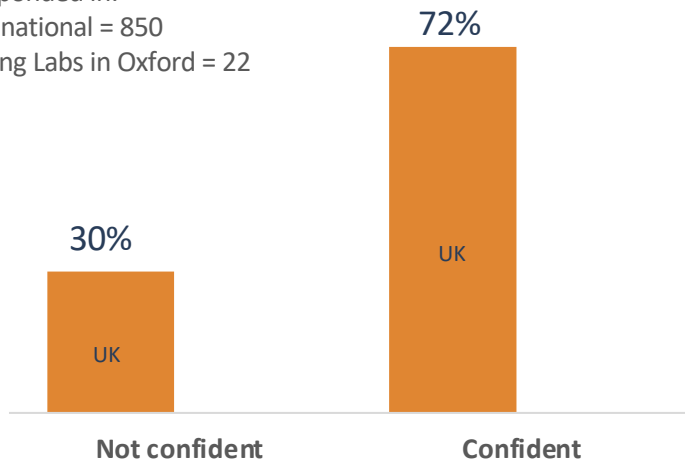
Adults 25 to 44 years old

Older adults 65 + years old



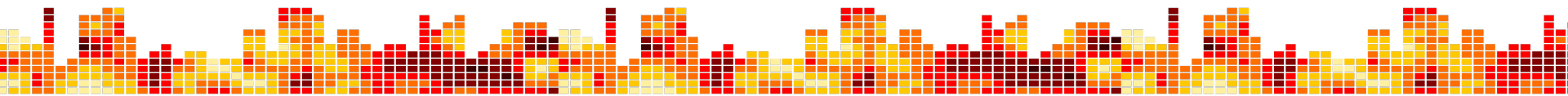
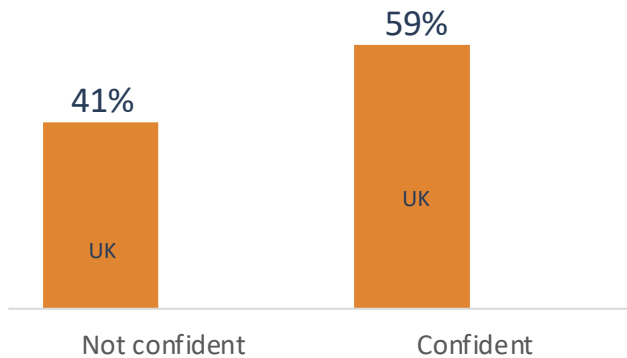
# People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of men who responded in:  
UK national = 850  
Living Labs in Oxford = 22

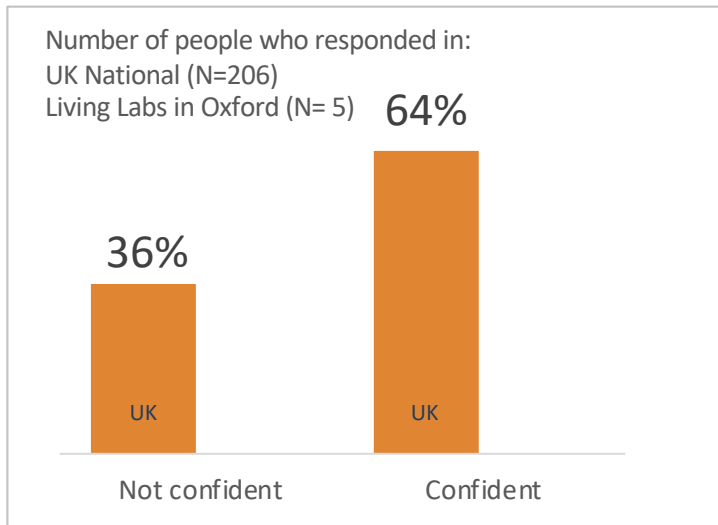


# People in the UK were asked how confident they are when using smart thermostats or heating systems

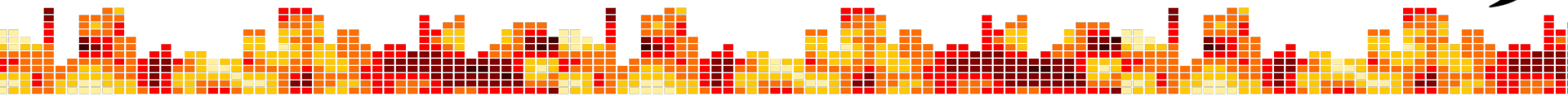
Number of women who responded in:  
The UK = 889  
Living Labs in Oxford = 36



# People in the UK were asked how confident they are when using smart thermostats or heating systems



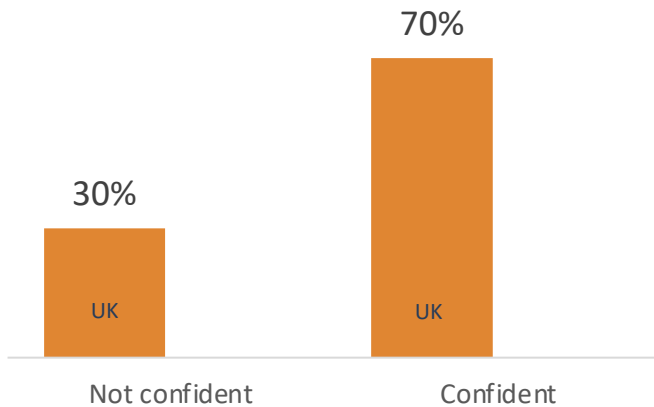
Young adults 18 to 24 years old



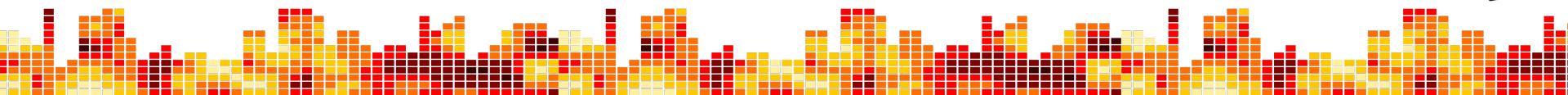


# People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:  
UK National (N=633)  
Living Labs in Oxford (N= 30)

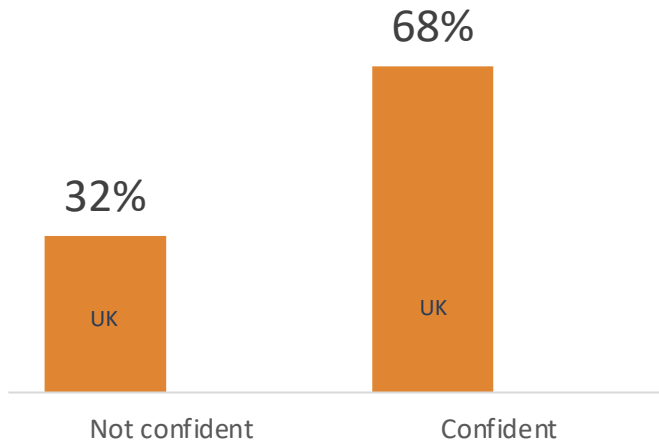


Adults 25 to 44 years old

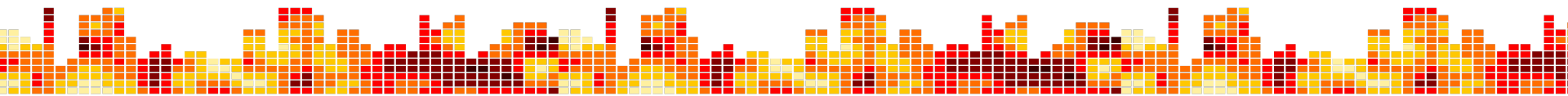


# People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:  
UK National (N=555)  
Living Labs in Oxford (N= 17)

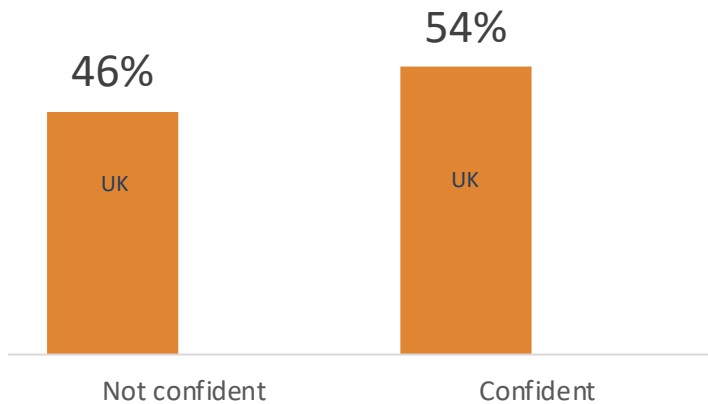


Middle-age adults 45 to 64 years old

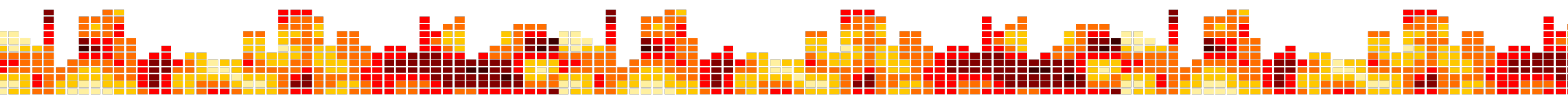


# People in the UK were asked how confident they are when using smart thermostats or heating systems

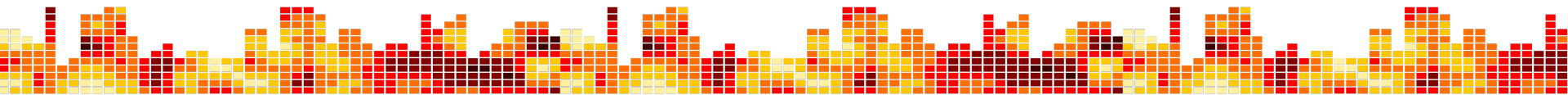
Number of people who responded in:  
UK National (N=352)  
Living Labs in Oxford (N= 6)



Older adults 65 + years old

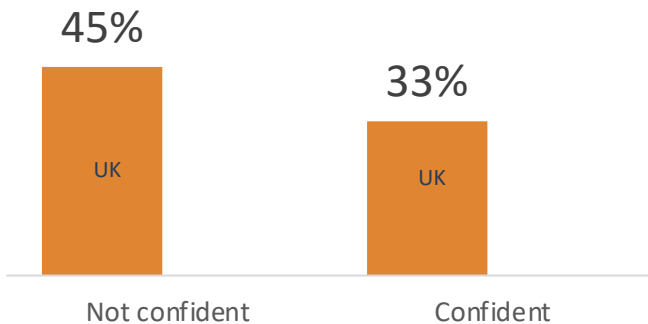


**People in the UK were asked how  
confident they are when using  
shared bikes, e-bikes or e-  
scooters**



# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

Number of people who responded in:  
UK National (N=1573)  
Living Labs in Oxford ( N=50)



See more data for different gender:



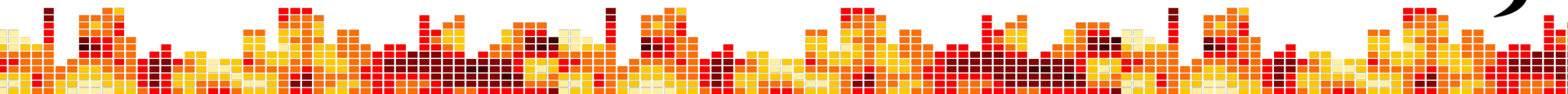
And for different ages:

Young adults 18 to 24 years old

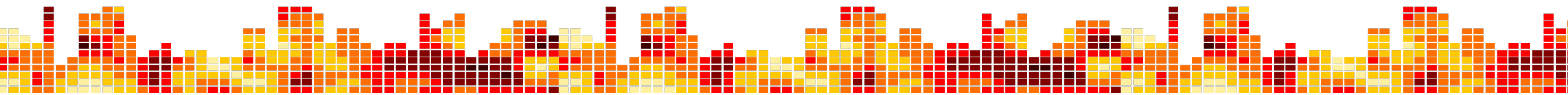
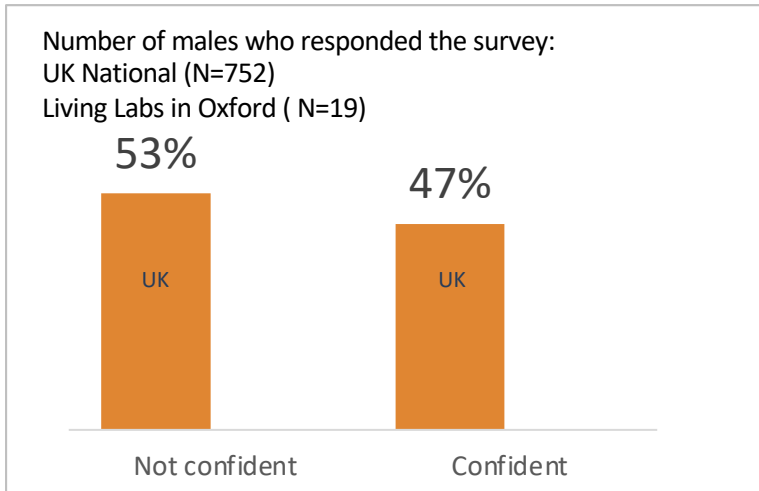
Adults 25 to 44 years old

Middle- age adults 45 to 64 years old

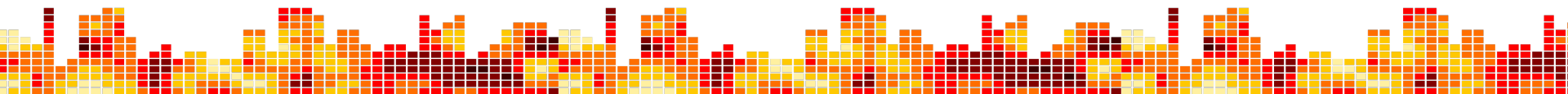
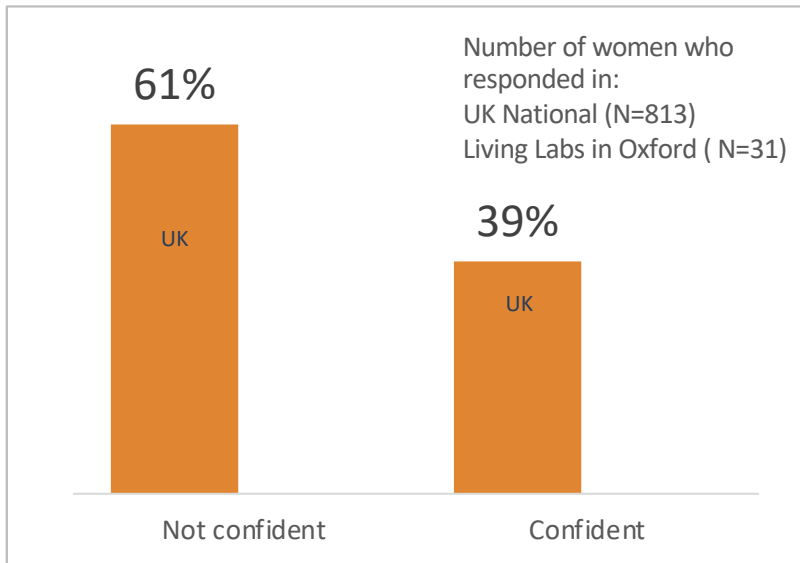
Older adults 65 + years old



# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

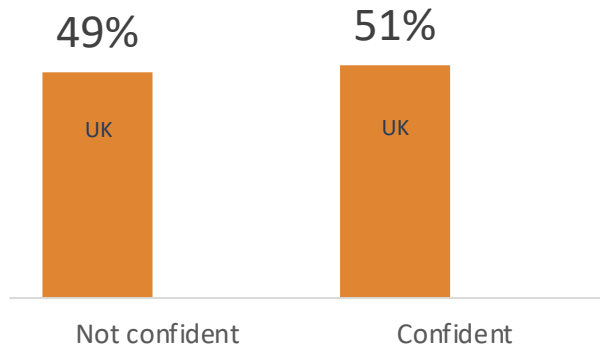


# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

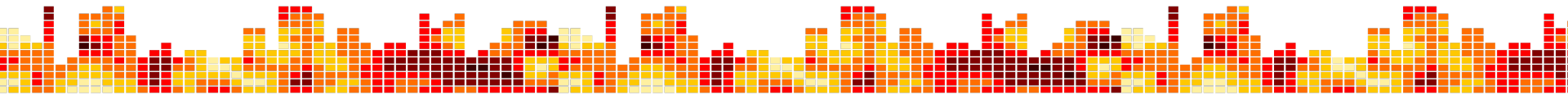


# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

Number of people who responded in:  
UK National (N=197)  
Living Labs in Oxford ( N=6)



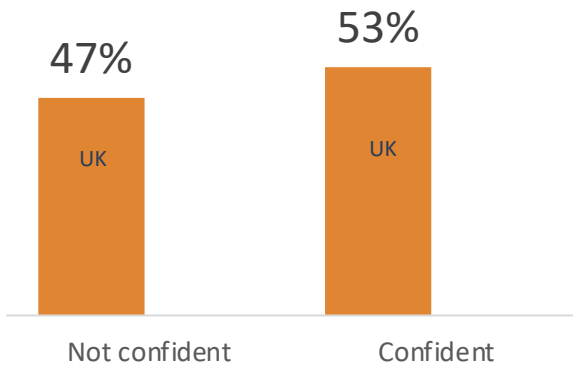
Young adults 18 to 24 years old



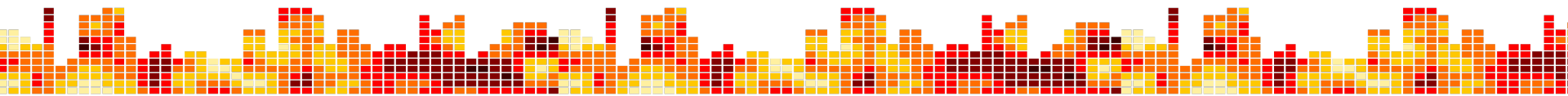


# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

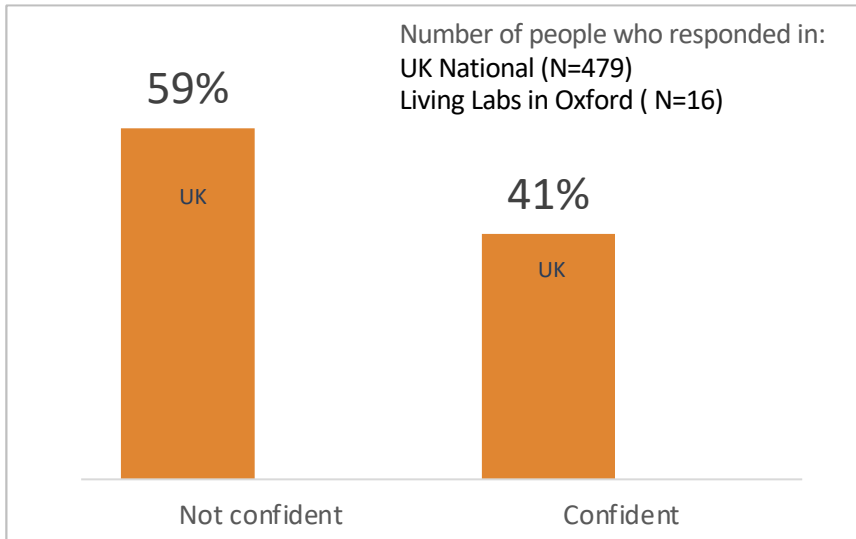
Number of people who responded in:  
UK National (N=600)  
Living Labs in Oxford ( N=26)



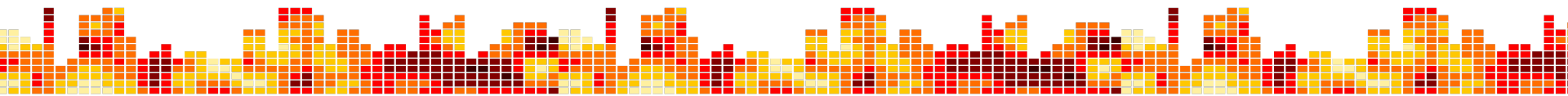
Adults 25 to 44 years old



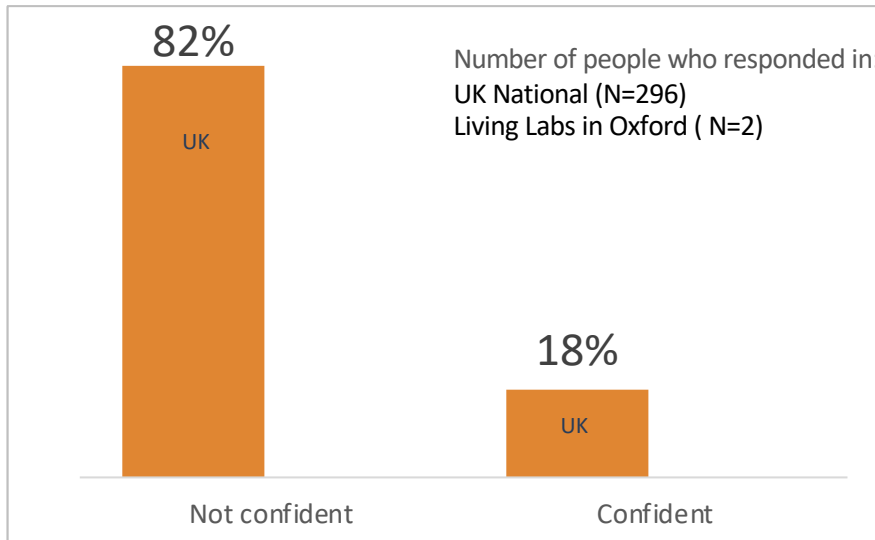
# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters



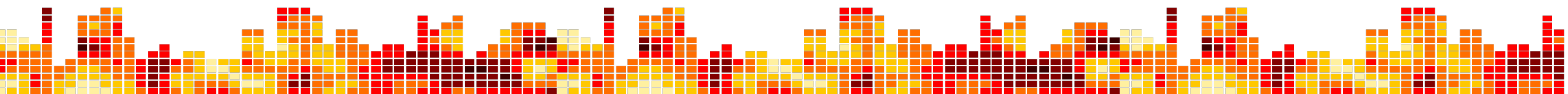
Middle-age adults 45 to 64 years old



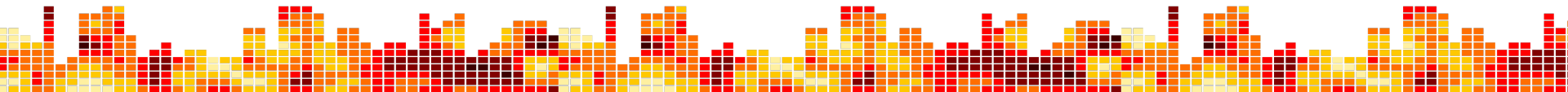
# People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters



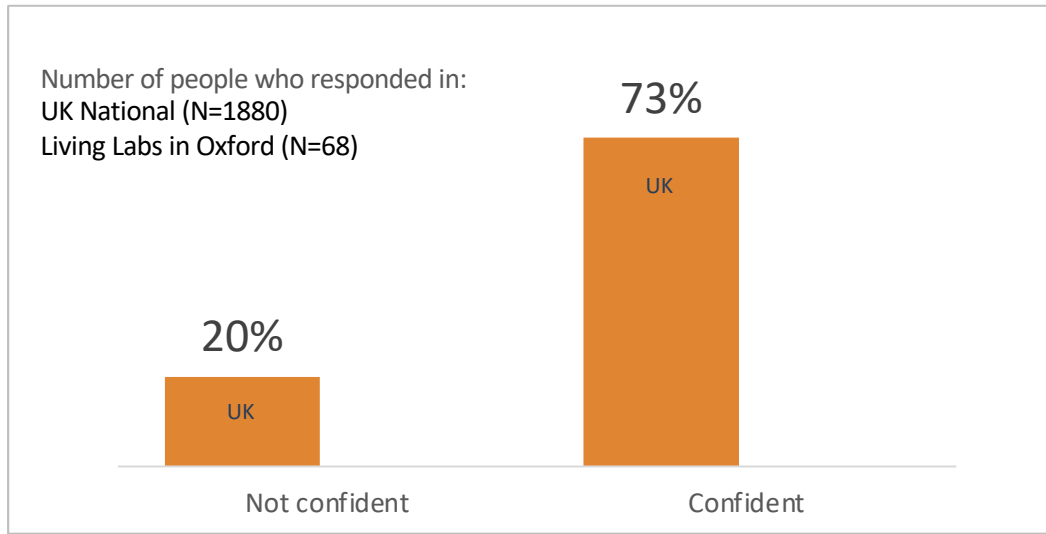
Older adults 65 +  
years old



**People in the UK were asked how confident they are when selling goods on peer-to-peer platforms ( e.g., eBay)**



# People in the UK were asked how confident they are when selling goods on peer-to-peer platforms ( e.g., eBay)



See more data for different gender:



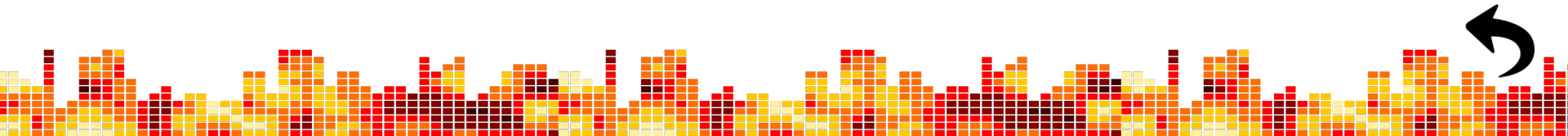
And for different ages:

Young adults 18 to 24 years old

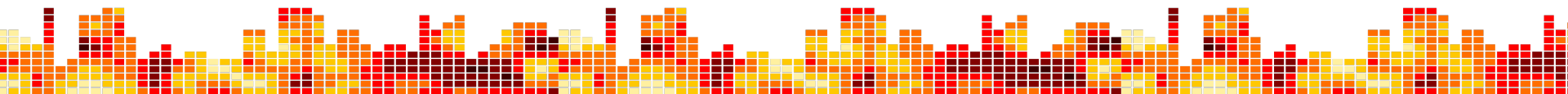
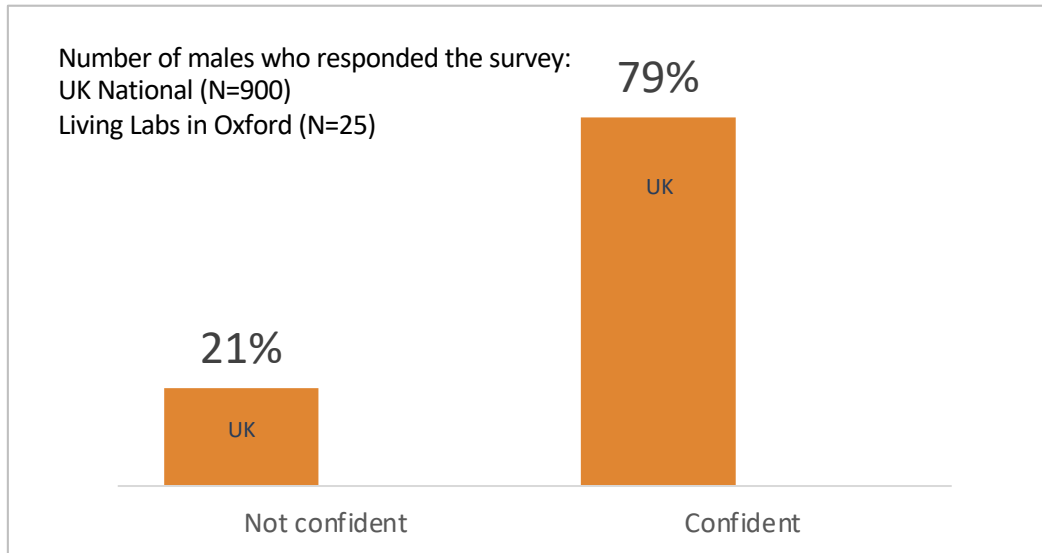
Adults 25 to 44 years old

Middle- age adults 45 to 64 years old

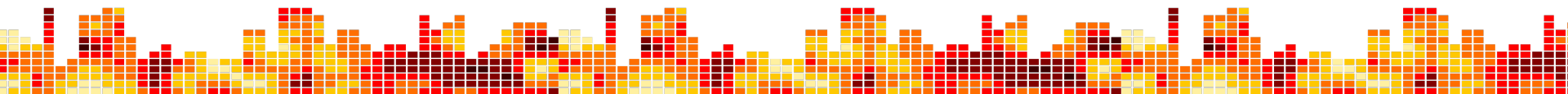
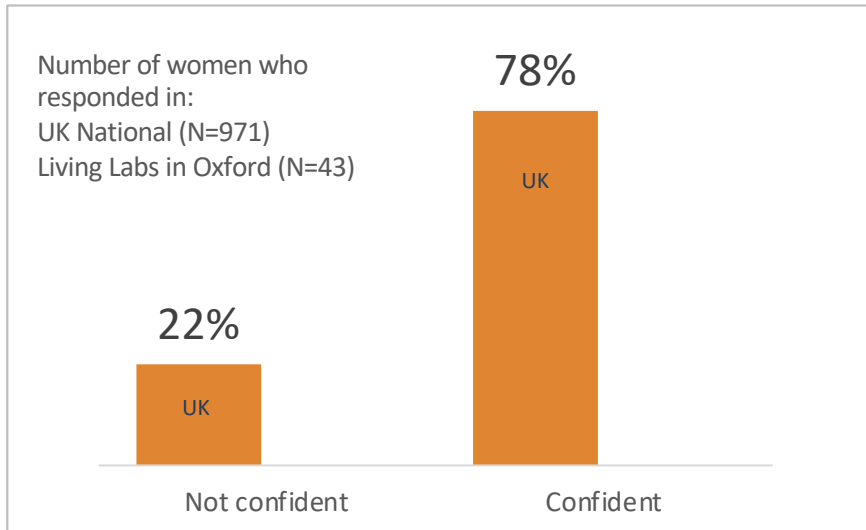
Older adults 65 + years old



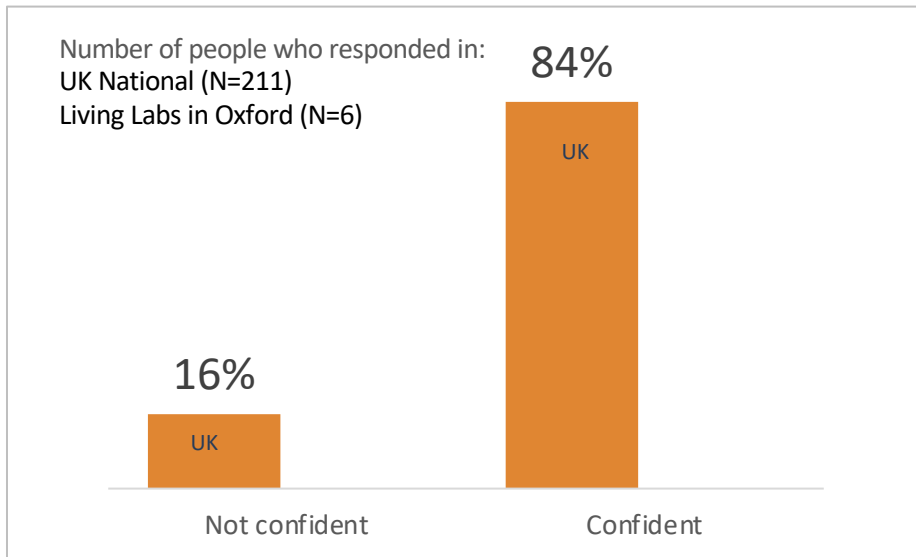
# People in the UK were asked how confident they are when selling goods on peer-to-peer platforms ( e.g., eBay)



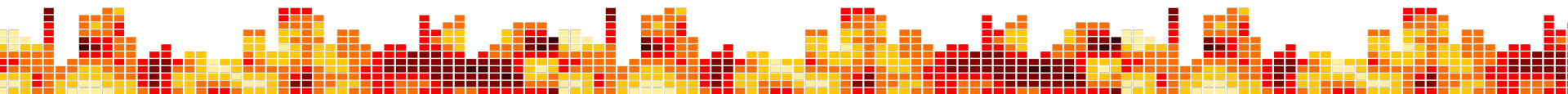
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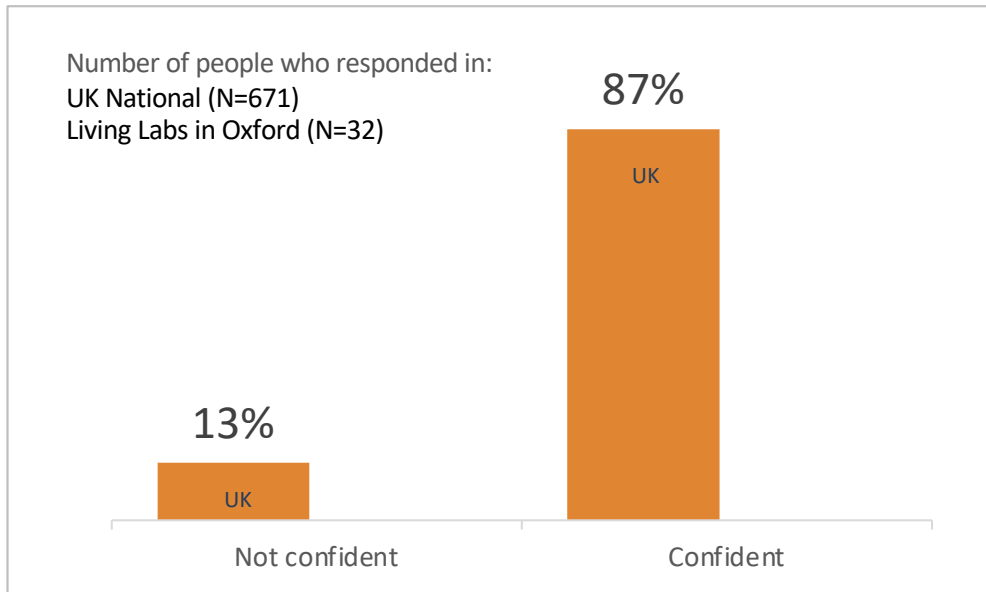


Young adults 18  
to 24 years old

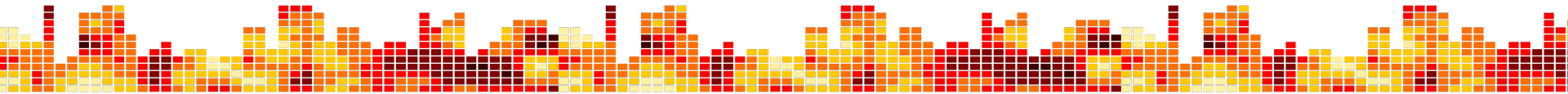




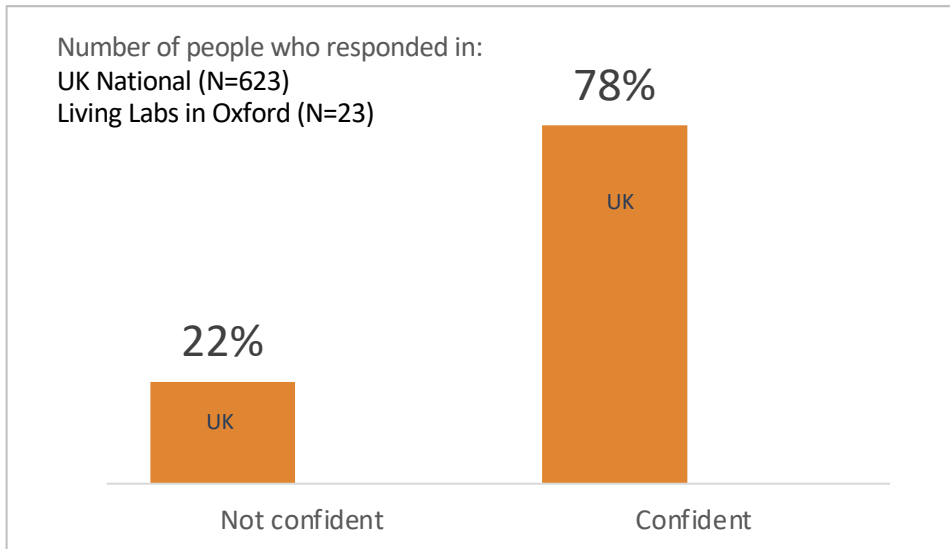
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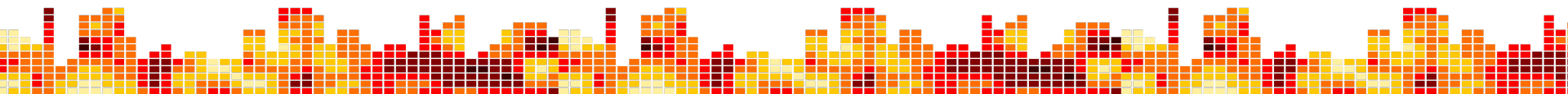
Adults 25 to 44  
years old



# People in the UK were asked how confident they are when selling goods on peer-to-peer platforms ( e.g., eBay)

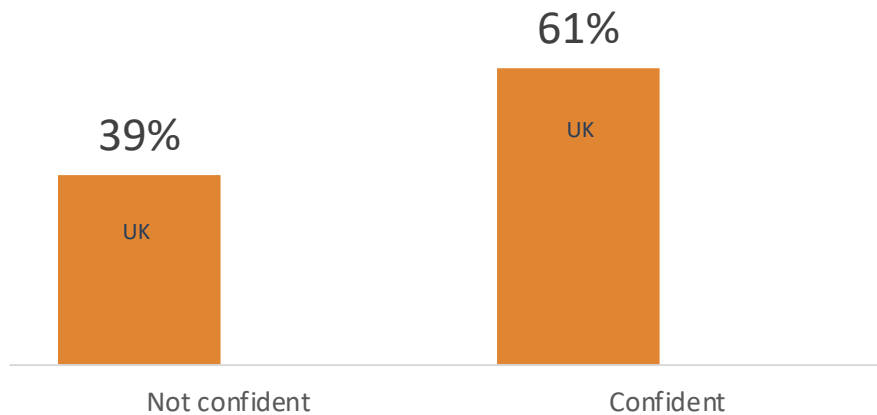


Middle-age adults  
45 to 64 years old

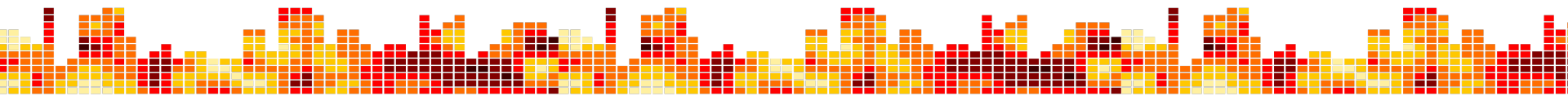


# People in the UK were asked how confident they are when selling goods on peer-to-peer platforms ( e.g., eBay)

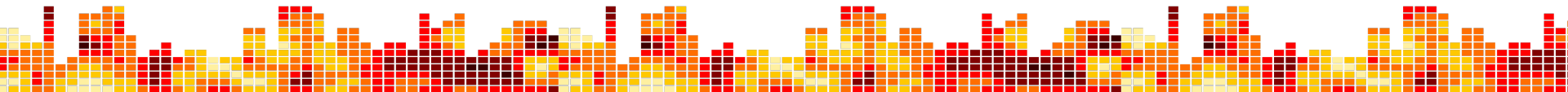
Number of people who responded in:  
UK National (N=374)  
Living Labs in Oxford (N=7)



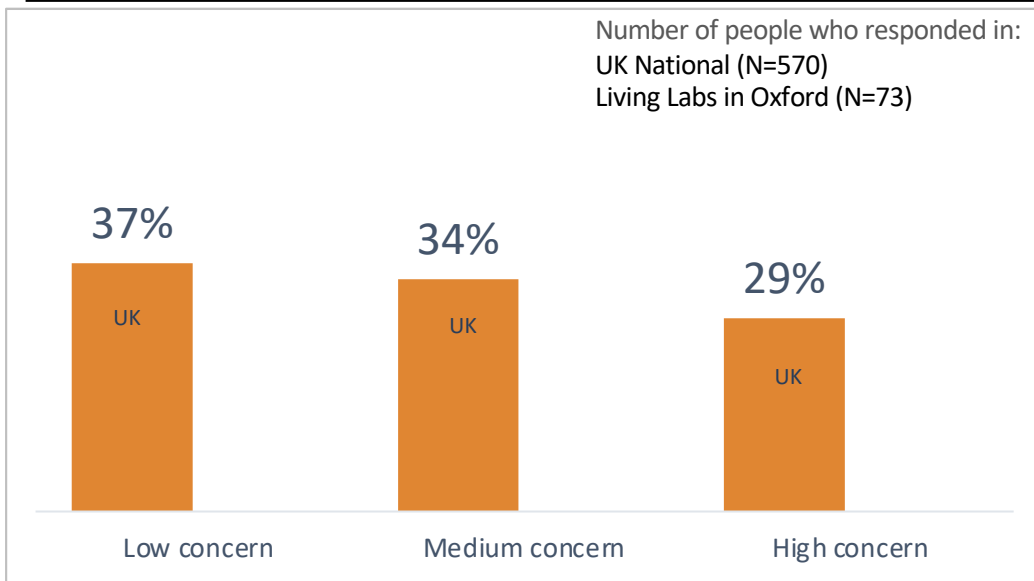
Older adults 65 +  
years old



**People in the UK were asked how  
concerned they are about data privacy  
when using digital technologies.**



# People in the UK were asked how concerned they are about data privacy when using digital technologies.



See more data for different gender:



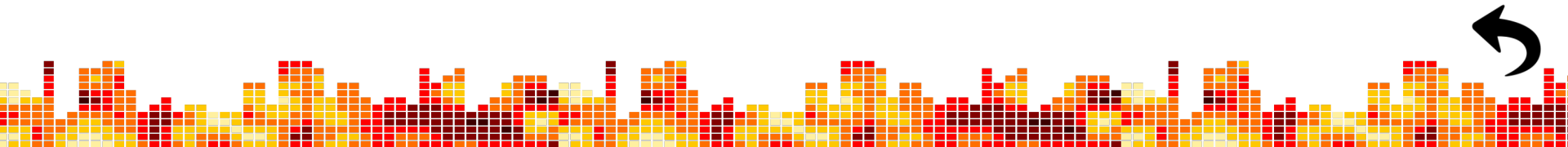
And for different ages:

Young adults 18 to 24 years old

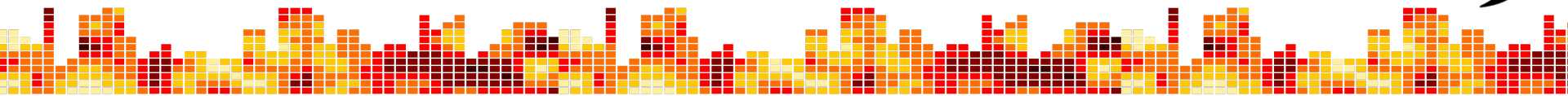
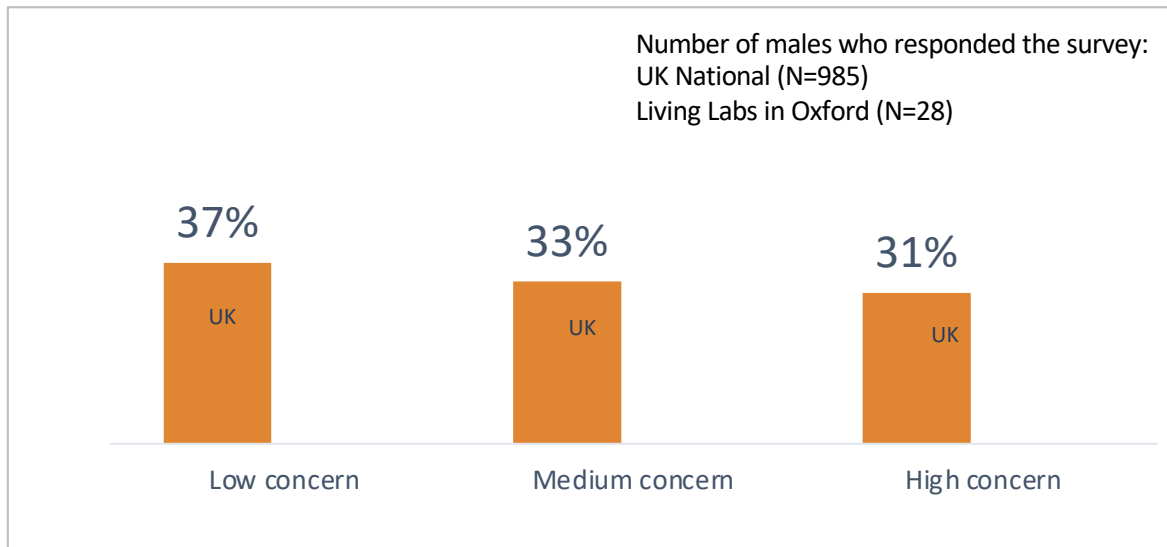
Adults 25 to 44 years old

Middle-age adults 45 to 64 years old

Older adults 65+ years old

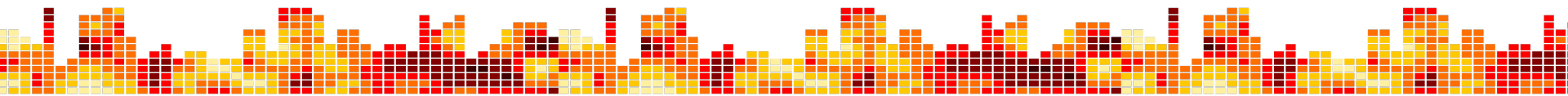
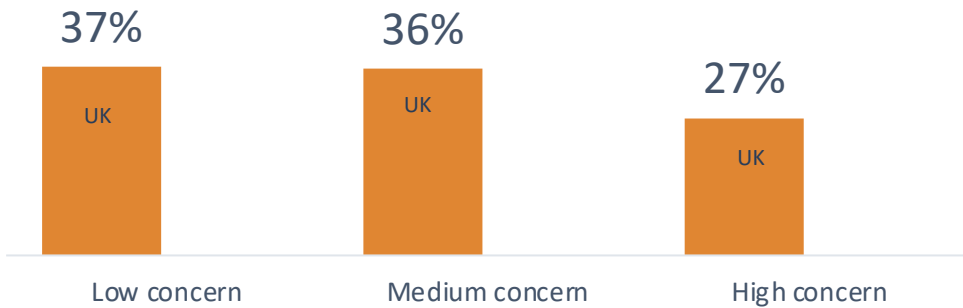


# People in the UK were asked how concerned they are about data privacy when using digital technologies.

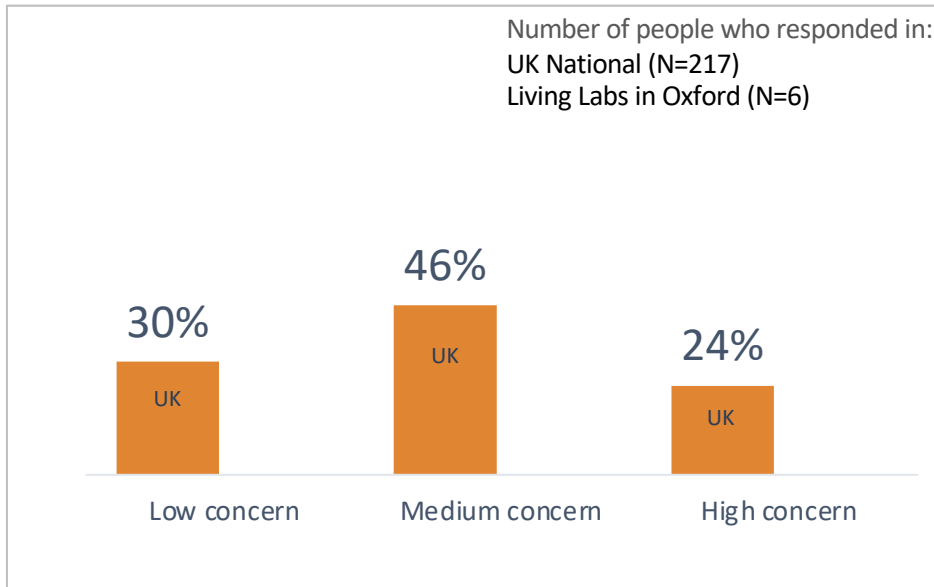


# People in the UK were asked how concerned they are about data privacy when using digital technologies.

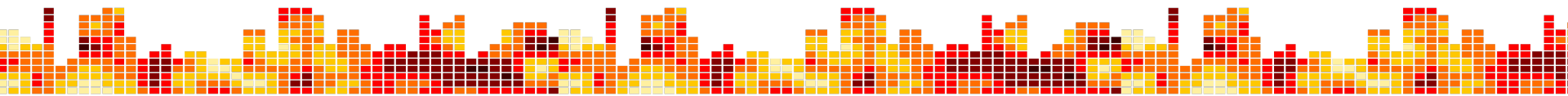
Number of women who responded in:  
UK National (N=1013)  
Living Labs in Oxford (N=45)



# People in the UK were asked how concerned they are about data privacy when using digital technologies.



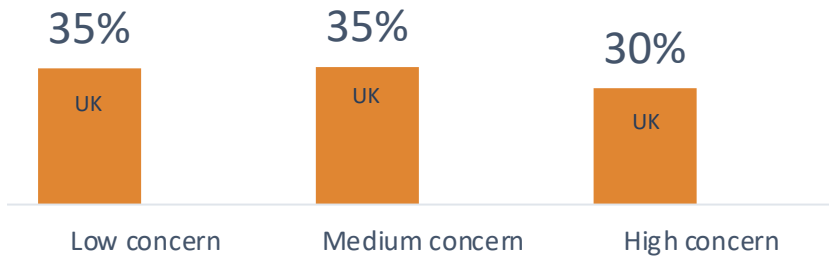
Young adults 18 to 24 years old



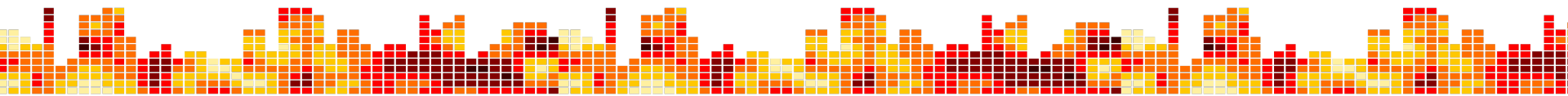


# People in the UK were asked how concerned they are about data privacy when using digital technologies.

Number of people who responded in:  
UK National (N=684)  
Living Labs in Oxford (N=33)

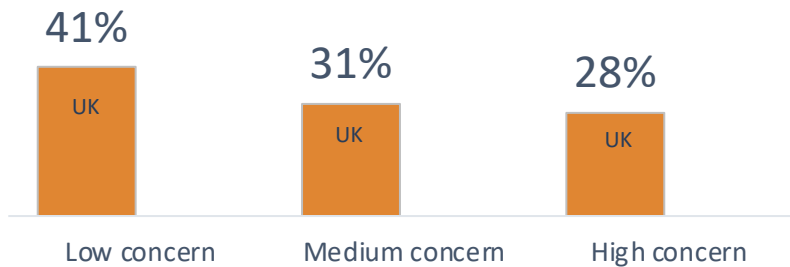


Adults 25 to 44  
years old

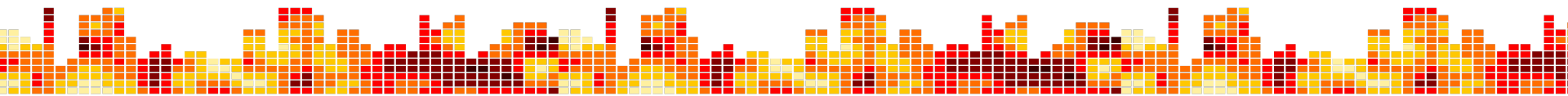


# People in the UK were asked how concerned they are about data privacy when using digital technologies.

Number of people who responded in:  
UK National (N=678)  
Living Labs in Oxford (N=23)

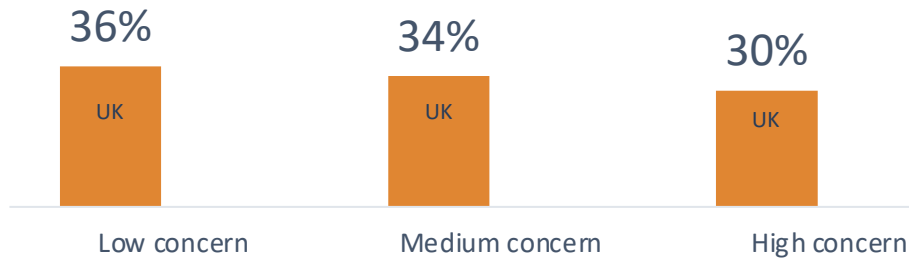


Middle-age adults 45 to  
64 years old

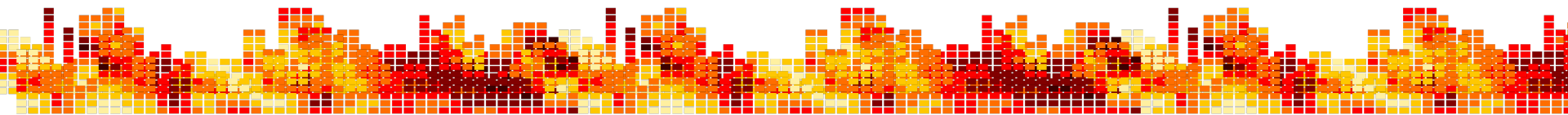


# People in the UK were asked how concerned they are about data privacy when using digital technologies.

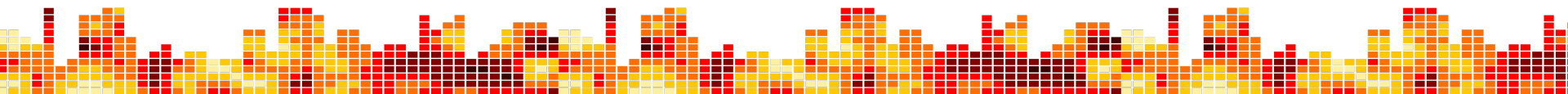
Number of people who responded in:  
UK National (N=427)  
Living Labs in Oxford (N=11)



Older adults 65 +  
years old

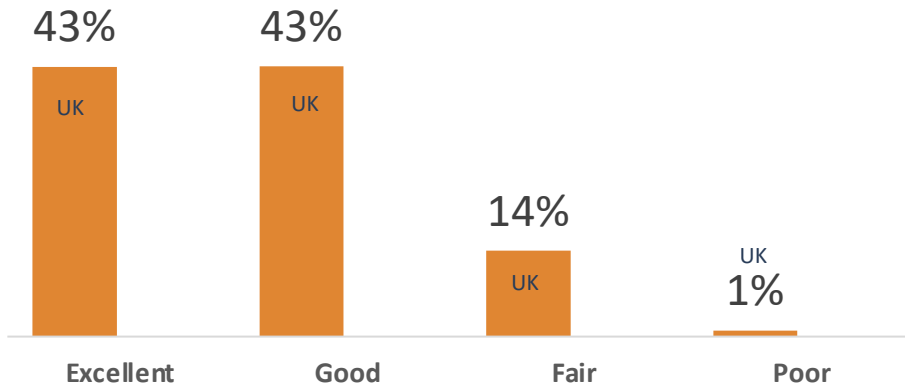


**People in the UK were asked how they rate their ability to use the internet**



# People in the UK were asked how they rate their ability to use the internet

Number of people who responded in:  
UK National (N=2013)  
Living Labs in Oxford (n=73)



See more data for different gender:



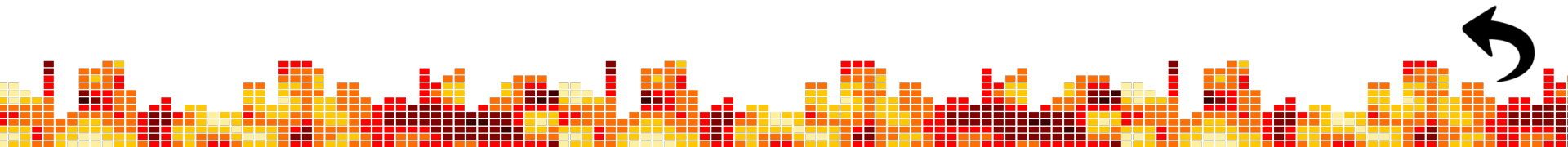
And for different ages:

Young adults 18 to  
24 years old

Adults 25 to 44  
years old

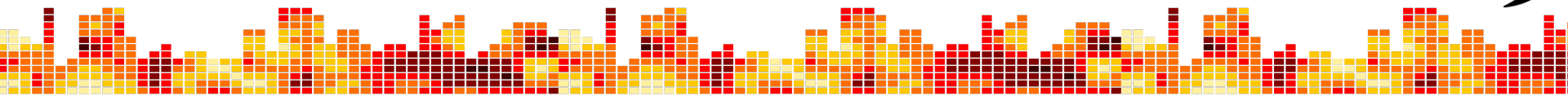
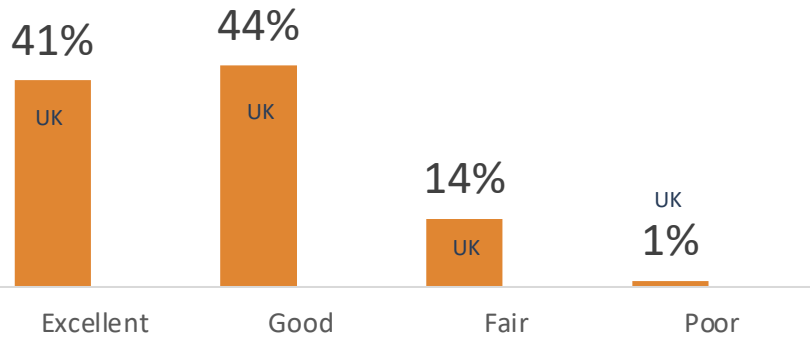
Middle- age adults  
45 to 64 years old

Older adults 65 +  
years old

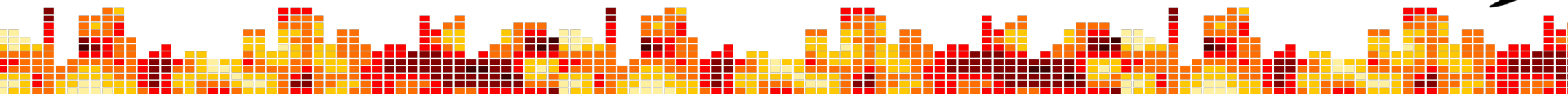
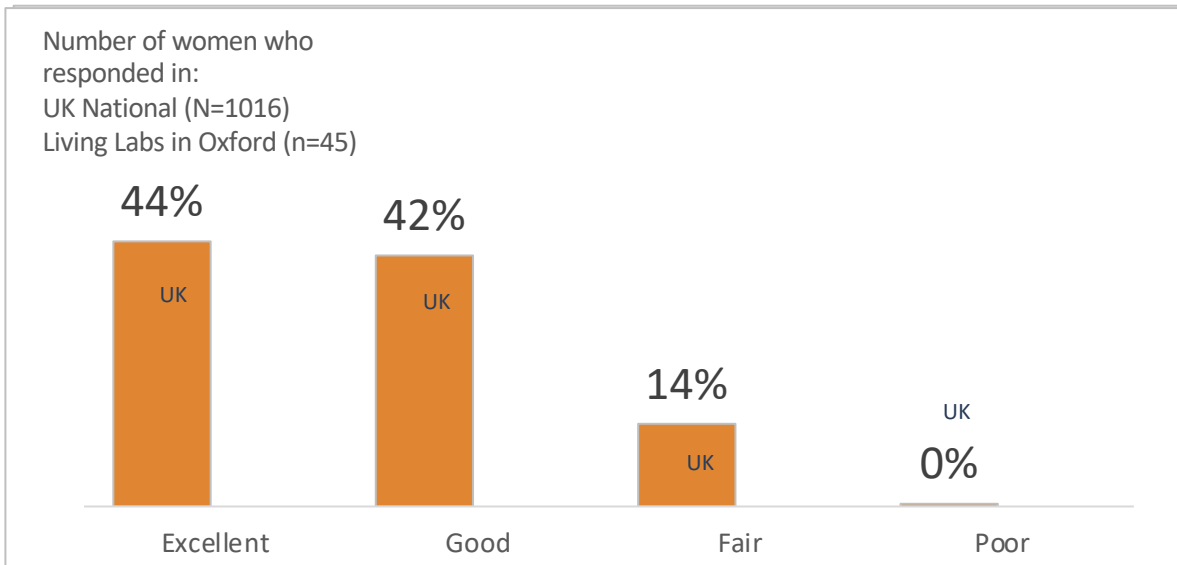


# People in the UK were asked how they rate their ability to use the internet

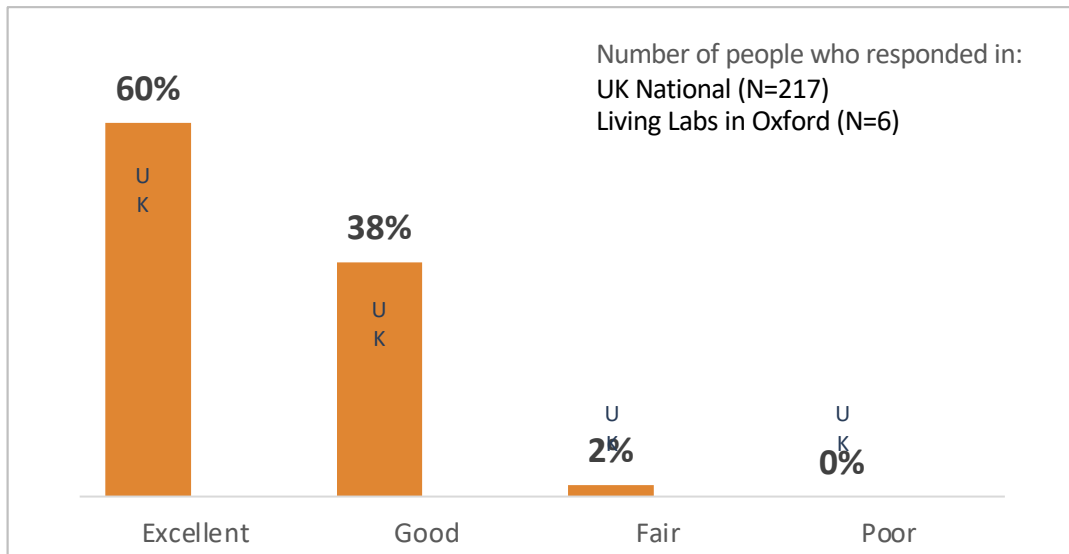
Number of males who responded the survey:  
UK National (N=988)  
Living Labs in Oxford (n=28)



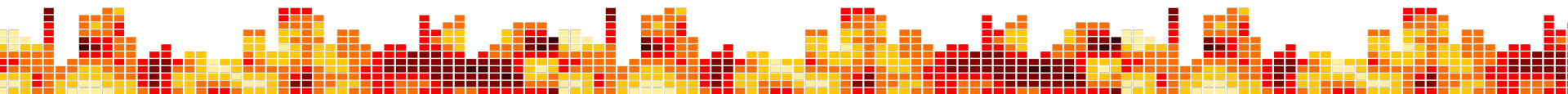
# People in the UK were asked how they rate their ability to use the internet



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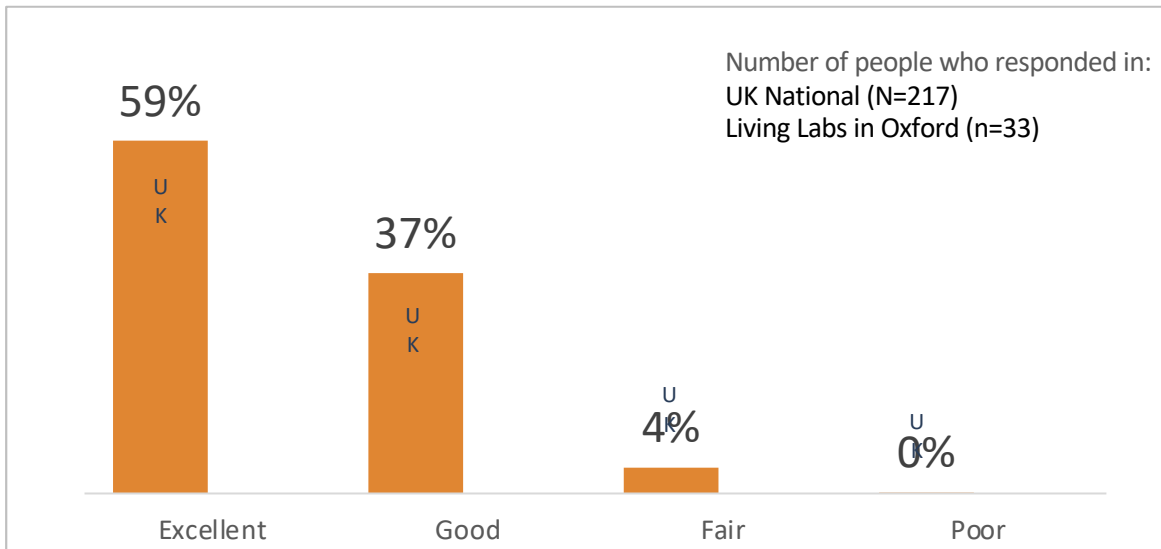


Young adults 18  
to 24 years old

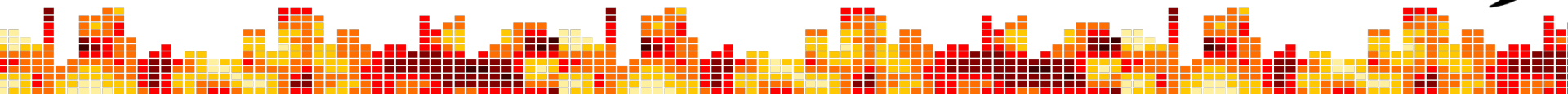




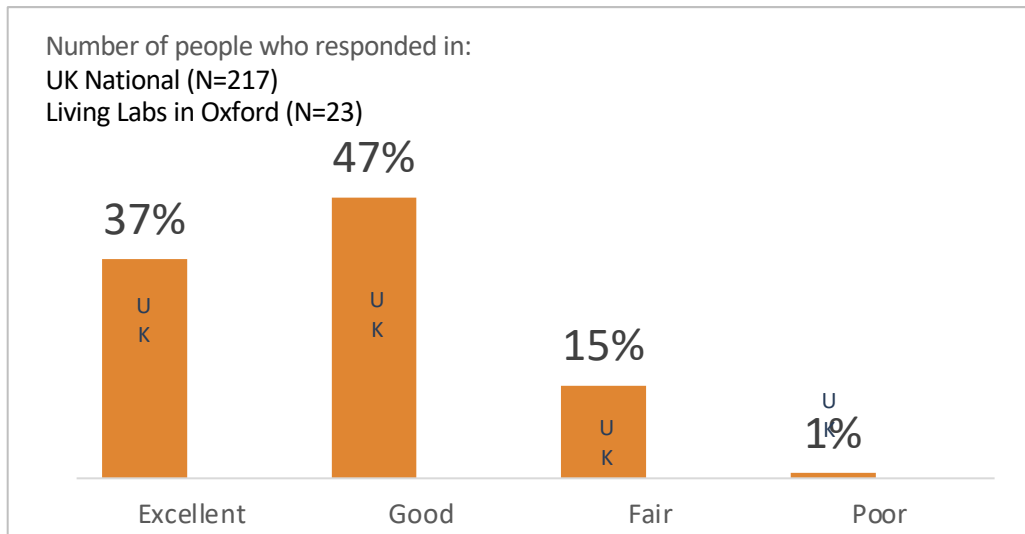
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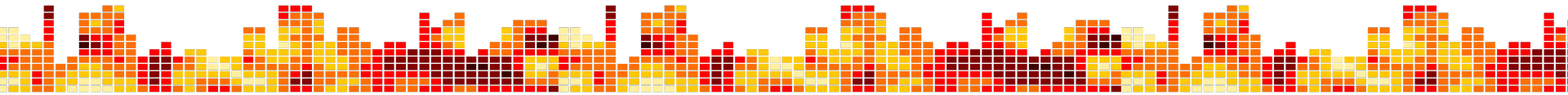
Adults 25 to 44  
years old



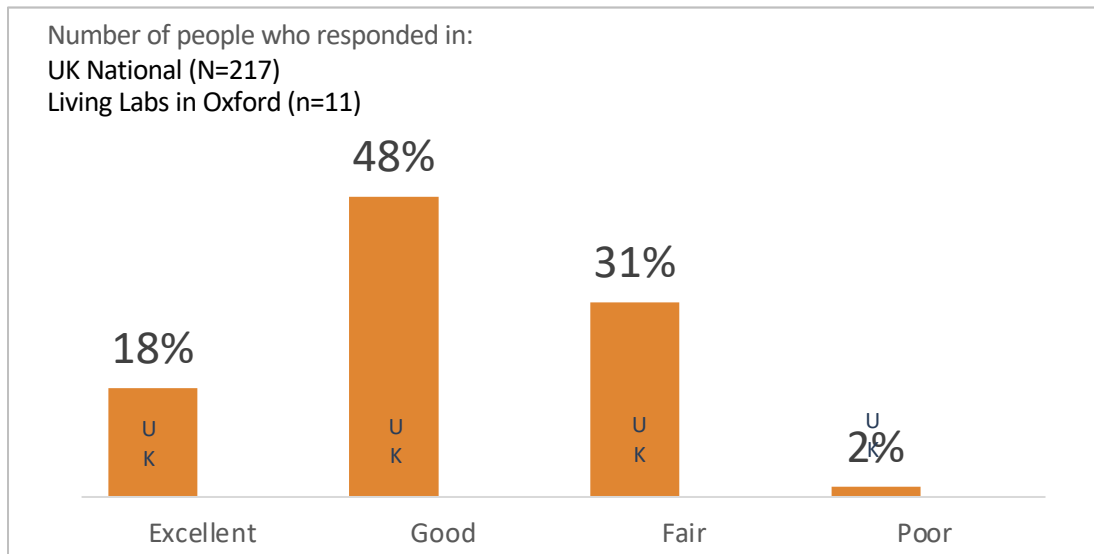
# People in the UK were asked how they rate their ability to use the internet



Middle-age adults  
45 to 64 years old



# People in the UK were asked how they rate their ability to use the internet



Older adults 65 +  
years old

