

# Making Innovation Matter: The People's View

Meaningful innovation can address global challenges and improve people's lives as well as drive the world-wide economy. The Philips Center for Health and Well-being commissioned a global survey on innovation to discover how people view the impact of technology on their lives.

## The impact of innovation on people's lives



56% believe that technology has a significant impact on their sense of health and well-being



50% say better lighting used in the area they live has made them feel safer



74% state that technology has made their lives better, whereas 33% feel it has made life more stressful



61% have adopted a new technology that has changed their lives



48% feel that access to medical technology is the most important factor for them to live a long life



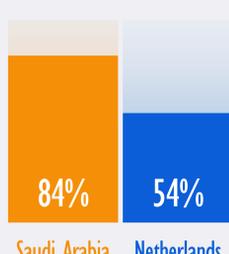
49% believe that social media such as Facebook and Twitter reduce their privacy, while 39% feel they have made life better

## Comparing what's important to what's available

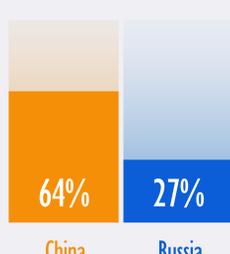


## Comparing views across the world

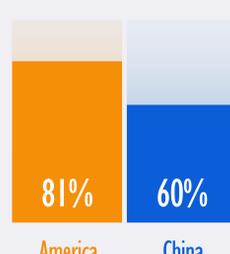
84% of people in Saudi Arabia are looking for innovations that will help them to be an active part of the local community, compared to only 54% of Dutch people



64% of Chinese people feel that access to medical technology is important to living a long life, while only 27% of Russians agree



81% of Americans are happy with products available that help them to stay active, compared to just 60% of people living in China



## Looking to the future



58% believe future innovations in medical technology will mean that serious health issues won't affect them

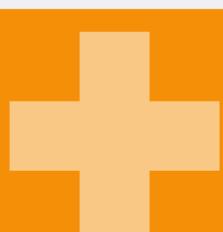


64% expect to be able to manage their own health better through technology

72% state that technological advancements will fundamentally change our homes in the next 10 years



## Areas where people want new innovations



88% medical treatment



88% preventative health



89% feeling safe where I live



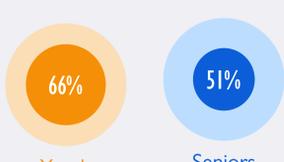
87% communication with family and friends



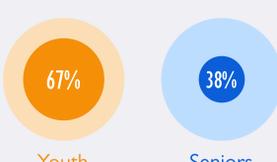
86% living independently as I age

## Comparing the attitudes of Seniors (65+ yrs) and Youth (18-24 yrs)

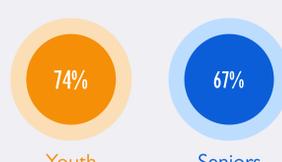
I believe technology innovations in electric products for my daily personal care routine (e.g. shavers and toothbrushes) have made it easier to take care of my appearance



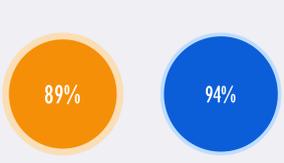
I communicate with close friends/family more often via internet technology than in person



Technology has made my life better



Feeling safe where I live is an important part of living well



I am satisfied with the medical treatment that is currently available to me



I am satisfied with products that will help me to live independently as I age

